

Mission Statement

The Second Mile challenges young people to achieve their potential as individuals and community members by providing opportunities for them to develop positive life skills and self-esteem as well as by providing education and support for parents and professionals addressing the needs of youth.



Providing Children
with Help and Hope

Summer 2008
Milestones
www.thesecondmile.org

The Many Colors of The Second Mile

To some, it was the first time they had been outside of the county where they live. One faculty mentor reported that one of the five students in the back of her van stared out his window the entire way to State College, asking questions: "What river is that?" "Is that our state capitol?" and, the always popular, "How soon will we get there?" To others, it was the first time they had been around people from other cultures or of different "colors." Some of the vans carried students from rural schools with no minority population.

So what offered young people these new experiences? It was the Leadership Institute, a four-day, annual conference that gives young people an opportunity to learn the skills needed to assume leadership roles in their schools and communities. While at the Institute, students plan programs to enhance their schools and communities, which they will complete next academic year.

At the Institute this year, students representing 53 high schools throughout the state came together, first, to learn to work with each other. Making forts out of nails, flipping someone over while that person



Two high school students with Cambodian heritage share their musical talents with others at the Leadership Institute.

held a full cup of water, and building bridges made of newspapers while silent were just a few of the activities designed to create a team, uniting 260 students and 63 faculty mentors from different backgrounds to reach common goals. As Malcolm Forbes once said, "Diversity: The art of thinking independently together" is one key to leadership.

Jeremy Fegert, Director of Programs for The Second Mile and the staff "leader" of the Institute, shared that, although students might look different, they are alike in many ways: "It's amazing to have 53 school districts from every corner of the Commonwealth in the same room. During the Institute, I always enjoy witnessing the

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The official registration and financial information of The Second Mile™ may be obtained from the PA Department of State by calling toll-free within PA, 1-800-732-0999. Registration does not imply endorsement.



Reflections from the Founder

In past columns I've shared the need for The Second Mile Center for Excellence—a "home" for our programs and a training ground and base for program exportation and expansion throughout Pennsylvania. I've also included information about what would be housed within the Center and the names of some of those who have stepped up to lead the charge. I appreciate those leaders and all who have joined the team, committed to turning this vision into a reality. While we still have, at least, "the second mile" to go to achieve this dream, we have a strong base of initial commitments, and those commitments have stimulated our taking some steps to make the plans for the Center more concrete.

We are in the process of inviting architectural firms to review our needs, conceptions, ideas, and dreams and to share their visions of how they would turn that material into reality. We anticipate that we will soon select one of those firms to design the Center so that, as we continue our planning and our fundraising efforts, we will have increasingly detailed information to guide us and to offer our donors.

As I reported to you in my last column, we were hoping to begin preparing the acreage this summer so that, when we reach our goal, the land will be ready. I have wonderful news to report in that regard: when The Second Mile put this very first step for the Center "out for bid," one of the engineering bids stood out from all the rest. Two engineering firms worked together to prepare a bid and, then, went on to offer the following: "PennTerra Engineering and Keller Engineers would be honored to team together to work on this worthwhile project. We are combining to work **at no cost**. In addition, CMT Laboratories had agreed to perform the infiltration testing **at no cost**."

What an exciting way to begin! Together, with generosity like this, and caring like yours, we can support the Second Mile children we serve today and create the facilities we need to serve them well into the future.

Jerry Sandusky

The Many Colors of The Second Mile continued from cover



When the College and Young Friends learn about other cultures, everyone has fun!

many moments of discovery when students and schools, though looking different, recognize that they are struggling with the same issues and concerns. My hope is that, through this discovery, we are helping the students become aware of the similarities that we share as people."

While the students discover their similarities, they also have fun introducing others to their uniqueness. Whether it's sharing information about the differences between school sizes, locations, and configuration during "Pride Time" or performing pieces that are part of their backgrounds and heritage, students find the value in differences and similarities.

In fact, many of the projects the students formulated this year reflect their new attention to the issue of diversity. For example, Saltzburg High School's team is planning a Diversity Day in order to bring focus to topics such as race, philosophy, and religion. Kennett High School is preparing a project that helps new students with language barriers and provides a welcoming environment for students who come from different backgrounds.

The Institute is not the only Second Mile program that deals with diversity. All programs offer participants the opportunity to meet with and learn to work well with people from all backgrounds. Even The Friend Program, which pairs elementary with college students in order to promote self-esteem and personal responsibility, brings together different ethnicities. The Second Mile likes to celebrate the different cultures of those involved with its programs through a Multi-cultural Day. Through The Second Mile's activities, youth not only develop positive life skills and self-esteem, but they learn about diversity in the world around them.

Lead article author Ashley Stein was an intern in The Second Mile's State Office during Penn State's spring semester. A May 2008 graduate with a journalism major and minors in human development and sociology, Ashley hopes her experiences at The Second Mile will help her reach her initial career goal—a professional position in communications.

Miles Ahead

Past Second Milers: Where Are They Now?



Ashley Bailey

Then

After participating in the Leadership Institute, Ashley and her teammates implemented their program for more than two years at her school. Ashley is also a Second Mile Scholarship winner.

Fondest Memory

My fondest memory from the Second Mile was executing the project that we created at the Leadership Institute. Being able to include others from our school in our project was very rewarding. Also, it was exciting to win an award for our project because it was recognition of our hard work and determination.

The Second Mile's Impact

The Second Mile allowed me to appreciate diversity more in all aspects, including culture, race, and ethnicity. This is important for college because I have had to build on those experiences to keep learning about others.

Now

Ashley is currently a sophomore at Spelman College, where she is majoring in Sociology with a focus on Pre-law and Criminology. She hopes to become a child advocacy lawyer or work in the field of social work.



Tanner Kelly

Then

In high school, Tanner was a counselor at the Clearfield summer camp for three years. He then became an advisor to the other counselors in the summer of 2006 and has received a Second Mile Scholarship to continue his studies in college.

Fondest Memory

My junior year of high school, the Second Mile Clearfield Day Camp went on a scavenger hunt at Parker Dam State Park. While there, I had the opportunity to observe the nature of the park and its history. The kids who participated learned teamwork—to combine their efforts to reach a common goal to complete the hunt.

The Second Mile's Impact

Being a part of The Second Mile gave me a chance to see the world in a new light. It also helped me conquer my fear of change and realize the benefits that new challenges can bring. I was able to share a lot of my own personal strength, thanks to my Second Mile experience.

Now

Tanner is currently a junior at Albright College and is majoring in History and Education.



Thoughts from the President

When gasoline prices hit the \$3 mark in summer 2005, we received a telephone call from the mother of a Challenge participant asking if there was an alternative route to camp so she could avoid the turnpike. Our staff member offered an alternate route but added that the route was less direct and would take longer due to all the towns and stoplights along the way. The mom then shared that she wanted to ensure that her son made it to the Challenge Program because the opportunity to earn his way back had been a huge motivator for him ("He met all the goals he set and had his best year at school in a long time."). She explained, however, that she couldn't afford the gas for the car plus the \$1.80 in toll charges each way. That's why she needed to take the alternative route. We sent her a donated *Sheetz* gas card so that she could fill her tank *and* take the turnpike, and her son, still earning his way back today, attended the 2005 program.

What we discovered at the end of that summer is that this mom was somewhat unusual. When we conducted our typical post-summer follow-up with referring counselors to find out why newly accepted campers had missed the Challenge Program in unprecedented numbers (we *did* fill all the available scholarship slots from our waiting list), counselors reported that many families shared with them that the family could not drive the child to camp because the situation was "food or fuel." Most had given *us* another reason—illness, schedule conflict, etc. They were too embarrassed to ask for help.

Now, when a parent provides *any* reason that a child will not be attending the Challenge Program, we share all the benefits of the program, *including* our ability to provide transportation support through carpools, volunteer drivers, Children's Fund grant, etc. No matter the obstacle, we try to work through it so that we can provide opportunities for children in need.

We are *only* able to do that because you continue to care about Second Mile children—no matter what the economic climate. Thank you for your recognition of the plight that faces the children we serve, especially during tougher times, and for your ongoing commitment to making a difference.

Miles To Go

Questions You've Asked... Answers We Share

Jerry at Clinton
Friend Program



When an individual asks The Second Mile's Board members or staff questions about funding, only that person hears the answer. Here, we've compiled our answers to some of the most frequently asked questions so that we can share our responses with as many people as possible and so that you have the answers when you talk with others about your commitment to Second Mile children.

How much money does it take to operate The Second Mile?

Our budget for fiscal year 2008 is \$2.4M. With those funds, we provide nine programs from our three offices through the efforts of our volunteers, school partners, and staff. More than 200,000 children were reached through our two school-delivered prevention programs, and another 7,000 benefited from our other nine programs in 2007. We also offered community education to more than 18,000.

Where does that money come from?

We start each year with \$25,000 from our endowment and then reach out to individuals, foundations, corporations, and organizations to reach our annual goal. Many also choose to support Second Mile youth by participating in one of our special events, which are only possible through the efforts of fantastic volunteers serving on events committees.

How much does The Second Mile spend to raise money?

According to our external audit, we spend 15 cents to raise each dollar. Our administrative expenses are 11% of our budget. That means that 74% of the funds that we receive are used for programs that directly reach children and families. (The American Institute of Philanthropy states that, in general, if a charity is directing 60% of its funds to program services, the charity is a good steward of donor funds.)

Is The Second Mile part of Penn State?

While we collaborate with Penn State in our production of Nittany Lion Tips, have

Penn State students and faculty serving as volunteers, and have proud alumni on our Boards and staff, The Second Mile is not part of Penn State. We receive no funding from Penn State, and we pay for any facilities or services we use on campus.

Can I give to The Second Mile through the United Way?

We do receive funds through a number of United Way agencies although The Second Mile is not a United Way agency. Donors give to us through their United Ways' "donor option" programs: most local United Way agencies provide their donors with the ability to designate a nonprofit agency of their choice as a beneficiary. Check with your local United Way to see if you can reach out to Second Mile kids by filling in a "donor option" or "other" blank with *The Second Mile, 1402 South Atherton Street, State College, PA 16801 (814-237-1719)*. (Since the United Way does not always provide us with names of donors when they send gifts, we'd appreciate your alerting us that you've made a donation through United Way so we can let you know when your gift has arrived and acknowledge you directly.)

Can I make a monthly gift through my bank or via credit card?

Monthly giving to The Second Mile via electronic funds transfer and credit card is possible (and convenient). For the information and/or forms for either of these options, go to <http://www.thesecondmile.org/WaysToGive/outright.php> or contact our office for assistance. (A reminder—credit card companies charge us a fee for their service.)

If you'd like more information about anything we've shared here, or if you have another question you'd like to ask about Development, please don't hesitate to contact us. We are always mindful of serving as good stewards of the gifts that you make to improve the lives of children, and we value your questions and confidence. **Without you, there is no Second Mile.**

The PA EITC Program

An Update on One Form of
Corporate Support

We are pleased to share that our roster of corporate supporters participating in the EITC Program has expanded. The roster for this fiscal year includes:

Cleveland Brothers Equipment Co.
Community Banks, Inc.
Computer Aid, Inc.
D&E Communications, Inc.
Fulton Bank
Graystone Bank
Kish Bank
KS Tooling, Inc.
L. Robert Kimball and Associates
Leonard S. Fiore, Inc.
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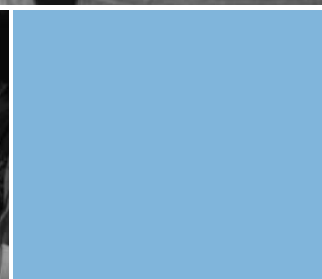
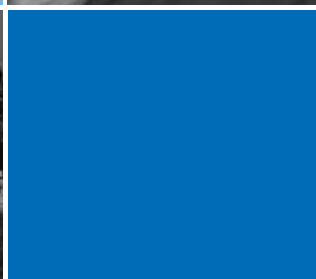
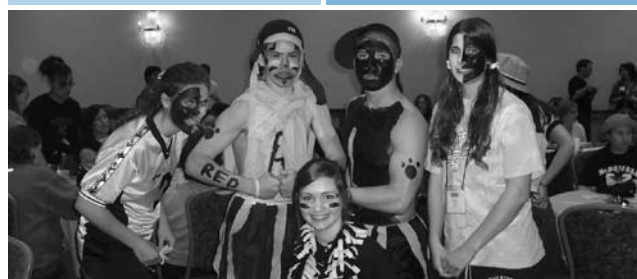
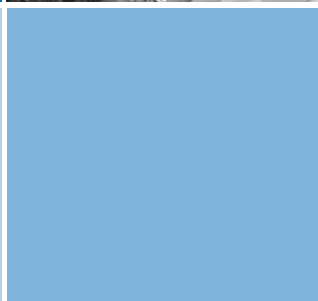
Pennsylvania's Educational Tax Credit (EITC) Program is a way that businesses can make their tax dollars work for Second Mile kids. This program gives an approved business a tax credit equal to 75%-90% of its contributions to an approved non-profit organization. Businesses that would like to support The Second Mile through this program must first apply to participate and designate their donation for an "educational improvement organization," not a scholarship organization. The credits have been distributed quickly in the past, so businesses are encouraged to turn in their applications on July 1. For more information on the program, contact a member of The Second Mile's development staff at any one of our three offices for application materials and support or go to www.inventpa.com.

Miles of Smiles

Scenes from the 2008
Leadership Institute



53 high schools teams learning to lead, thanks to lead sponsor, Sovereign Bank; corporate partner, State Farm; and you!



Checking the Mileage

The Sovereign Bank Second Mile Leadership Institute: A Report on Project Completion

By Erin E. Reid, M.Ed., The Pennsylvania State University

The Second Mile Leadership Institute prepares teams of high school students to assume leadership roles in their communities. Through a curriculum that supports skill-building and service learning and provides opportunities for concrete action planning, five-member teams of high school sophomores leave the Institute ready to engage and bring together diverse populations within their high schools and to become involved citizens in their communities.

The Institute has been the subject of much study. Past reports have provided data on the positive near-term changes and long-term effects reported by participating students and their faculty mentors. Another way of measuring the success of the Institute is through the collection of both quantitative and qualitative data regarding project completion by the participating high school teams. During the 2007-08 academic year, The Second Mile staff supported and tracked the 48 high school teams who attended the 2007 Leadership Institute. Teams were charged with implementing action plans for school- and/or community-service projects by utilizing the skills gained at the Institute. Based upon data collected via project reports and project rubrics, 39 of the high school teams in attendance completed or are soon to complete projects and 4 teams completed portions of projects.

A sampling of both qualitative and quantitative data provided by teams presents a more comprehensive view of the Institute's impact on participants, schools, and communities. In all cases, the core teams reported that their expanded project teams included diverse groups of students and would also impact students representing all groups within their schools, one of the Institute's overarching goals.

The Shaler Area High School team expanded their team from 8 to 14 members and implemented a project that impacted the entire school community, 2420 students and 303 faculty members (and an additional 68 parents). Their project promoted a positive school climate through

team-designed activities based on the Search Institute's 40 positive assets. The activities were numerous and diverse: suicide awareness campaigns; faculty member of the month selection; "14 and 4, Smile Some More!"—an interactive school event to get students smiling; fundraisers for positive causes; and seminars for parents, to provide just a sample.

The Potter County team, representing high schools from within their county, focused upon suicide prevention and awareness. The original team of 10 students demonstrated leadership skills by recruiting 31 additional students, faculty, and community members. The team then organized a Yellow Ribbon Suicide Prevention Dance for all high school students in Potter County. In addition to providing information about suicide prevention, the team earmarked proceeds from the dance to establish a Yellow Ribbon Scholarship for graduating seniors from Potter County.

The Eastern York High School team expanded from its initial membership of 6 to a team of 13 and will offer a one-week summer camp focusing on career exploration for students entering 4th and 5th grades, featuring speakers and team- and skill-building activities, along with recreational opportunities. The team expects 50 youngsters to attend and hopes to work with underclassmen to make this an annual event.

A final example of a 2007 Institute Project is Annville-Cleona High School's Sixth Grade Orientation Program. In addition to providing an enhanced orientation program for 6th grade students prior to their entry into the 7th-12th grade building, the team also worked to provide lunch buddies for the 130 participating youth. The core team of 7 expanded their number to 16 to achieve these results.

While the studies of the near- and long-term effects of the Leadership Institute have been exceedingly positive, the detailed reports that students and faculty mentors provide about the scope and impact of projects are what many find most compelling.