

Empower. Support. Motivate.

2018

Annual Report





Table of Contents

Our Vision	04
What We Do	05
Mentor International's President H.M. Queen Silvia of Sweden	06
Our Purpose	08
Three Core Areas	09
Career Mentoring Programs	10
Peer-to-Peer Programs	12
Shatter the Myths	12
Living the Example	14
Parent Seminars	17
Honorary Ambassadors	18
'In Light of Youth' Benefit Dinner	20
Youth Ambassadors Met with H.M. Queen Silvia	22
Mentor Members Around the World	24
2019 Plans	26
Financial Information	27



Our Vision

A world where young people are empowered to make healthy decisions and live drug-free.

What We Do

Mentor Foundation USA is a member affiliate of Mentor International, which was founded by Her Majesty Queen Silvia of Sweden and the World Health Organization in 1994 and is the largest network of its kind for evidence-based programs that prevent drug use among youth. Collectively, Mentor has implemented projects in over 80 countries, impacting more than 6 million youth.

Mentor International, together with Mentor Foundation USA and the other Mentor organizations around the world, is the leading international not-for-profit network empowering youth and preventing substance use. Mentor is represented in USA, Sweden, Latvia, Lithuania, Germany, UK, Denmark, and 22 Arab league countries.

Mentor International's President H.M. Queen Silvia of Sweden



Investing in young people's futures is investing in the future of our society.



Quote extracted from Mentor International Annual Review 2018.
https://mentorinternational.org/wp-content/uploads/sites/2/2017/05/Annual-review-2018_WEB.pdf

A word from our Chairman & President

Dear friends of Mentor,

At Mentor Foundation USA, we work together with the business community, government agencies, schools, and families to empower young people to make healthy decisions and live drug-free. We are proud to work with innovative programs and campaigns based on scientific research to maximize our impact.

In 2018, Mentor Foundation USA reached over 9,600 youth through our Career Mentoring and Peer-to-Peer programs. We are committed to expanding our prevention programs and reaching more youth and families across the U.S. As our country faces the largest drug crisis in history, the need to prevent adolescent substance use has never been greater.

Young adults are especially vulnerable to engaging in risky behavior and thus developing substance use disorders, which have life-altering consequences. Most alcohol and drug problems begin in adolescence, and youth who don't use alcohol, nicotine, or marijuana before the age of 21 are unlikely to initiate drug use after that age.

At Mentor, we see the promising possibilities in protecting and empowering youth who, over the next decade, will play an increasingly important role in the everchanging landscape of substance use. We believe we all share a responsibility to protect our youth and create more promising futures.

Mentor Foundation USA is a member affiliate of Mentor International, which was founded in 1994 by Her Majesty Queen Silvia of Sweden and the World Health Organization and is the largest network of its kind for evidence-based programs that prevent drug use among youth. Together, we benefit by sharing best practices, program development, and international networks to leverage our mission and expand the impact of our programs globally.

We look forward to continuing our work in 2019 and empowering more young people to make healthy decisions and live drug-free. As we work to make a positive impact on our youth and the community, we are grateful for the support from all of you, our partners and friends.

It is people like you who make our work possible.



LaMont Wells

Chairman



Michaela Pratt

President & CEO





We concentrate our efforts in three core areas:

Career Mentoring: Working with our corporate partners, we offer programs that provide knowledge and experiences to students to inspire and better inform them for their futures.

Peer-to-Peer Programs: Empowering youth to speak out against drugs and providing them with a platform to be heard. Through interactive outreach campaigns and listening to our youth, we empower them to become their own advocates for staying drug-free.

Parent Seminars: Through interactive seminars, we empower parents to enhance communication with their children. We provide parents with the tools necessary to help prevent and address youth substance use and risk behaviors.



Our Purpose

Mentor Foundation USA's programs focus on keeping young people engaged in education, preparing them for adulthood, promoting healthy lifestyles, and reducing risky behaviors, including drug use.

Career Mentoring

We support healthy decision-making in young people by providing them with professional adult mentors through partnerships with the corporate community. The goal of the Career Mentoring Program is to help empower and motivate high school students to achieve higher academic success.

The program provides students with professional adult mentors to listen, guide, and provide meaningful opportunities to the youth in our programs. The curriculum engages participants in sessions about key topics including professional communication skills, college and career planning, self-efficacy, and soft skills for career development. The monthly 2-hour mentoring sessions are pre-planned and facilitated by Mentor USA staff.

The SFIG Foundation, Mentor Foundation USA, and Scholarship America have partnered to further

educational opportunities for underserved youth who seek higher education or career training.

This collaboration provides scholarship funding for high school students who have successfully completed Mentor Foundation USA's Career Mentoring or Youth Ambassador program.

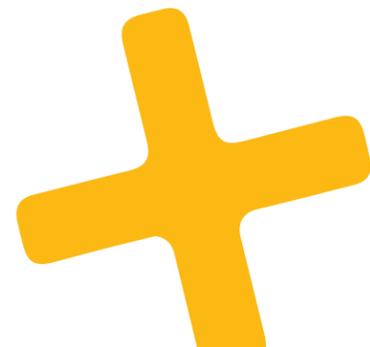
At the end of the program, students have the opportunity to apply for a scholarship of up to \$40,000 per student from an exclusive scholarship fund allocated to this program from The SFIG Foundation. This initiative also connects scholarship winners to the significant network of SFIG members for internships and other career opportunities.



At risk youth are
130% more likely to
hold leadership positions
in the future as a direct
result of mentoring.*



* Bruce & Bridgeland, 2014. The Mentoring Effect: Young People's Perspectives on the Outcomes and Availability of Mentoring
<http://files.eric.ed.gov/fulltext/ED558065.pdf>



Peer-to-Peer Programs

Shatter the Myths

The ‘Shatter the Myths’ Youth Rally is an event designed to dispel the common myths youth believe about drugs.

By focusing on the innate talents of youth and providing a platform to make their voices heard, they become their own advocates for staying drug-free.

During our ‘Shatter the Myths’ youth rallies, students have the opportunity to interact with top scientists from the National Institute on Drug Abuse (NIDA) and learn about the real effects substance use has on the adolescent brain. They also hear honest testimonials from inspirational guest speakers, including a young person in recovery and a parent who lost a child to drug use.

“Events like ‘Shatter the Myths’ are unique and precious opportunities to empower young people. Few goals are more important than giving kids fact-based insights into their behaviors and the many things that can threaten their well-being”

Dr. Ruben Baler
Scientist on the Neurobiology of Drug Abuse and Addiction, NIDA



LIVING THE EXAMPLE

Living the Example

Our peer-to-peer ‘Living the Example’ (LTE) program empowers youth to speak up and out against drugs and provides them a platform to be heard.

The program has shown promising results in terms of shifts in attitudes towards drugs and intent to use.

In 2015, Mentor Foundation USA and the George Washington University began piloting an innovative peer-to-peer program called ‘Living the Example’ in Columbia County, NY. In 2017, the program, showed promising results in terms of shifts in attitudes towards drugs and intent to use. Overall, findings from the first LTE pilot project suggested that peer-to-peer substance use prevention via social media is a very promising strategy. In 2018, the program was adopted for implementation and evaluation in Anne Arundel County, Maryland.

Youth Ambassadors

The program targets high school seniors in select schools to become LTE “Youth Ambassadors.” Youth Ambassadors are trained in leadership, advocacy and augmenting existing social media skills to become agents of change among their peers. Youth Ambassadors develop and disseminate their own messages about prevention and healthy living to their peer networks via social media. They also design and implement a series of innovative youth-led “change projects” to spread critical information about drugs to change the social norms surrounding substance use and promote healthy life choices throughout their schools. The change projects are stipend-supported by Mentor Foundation USA.

‘Living the Example’ National Video Contest

Our ‘Living the Example’ National Video Contest was created to provide young adults (ages 13-24) with a platform to showcase healthy living, passions, hobbies, and achievements. To help detract from the negative messages youth often face, the National Video Contest offers an opportunity for young people to inspire and encourage each other to “live the example” via social media. Youth are asked to submit a short video showing how they are choosing healthy alternatives and “living the example.”

The annual contest was launched in 2012 and has amassed a reach of more than **200,000 people** so far.





96% of parents state they have become better listeners thanks to the parenting course.

Parent Seminars

One of the most powerful things any parent can do for their children is to build and maintain a strong relationship with them. According to research, teens with an excellent relationship with either parent have a 25% lower risk of substance use than the average teen.¹ A parent’s investment in their relationship with their child is a critical protective factor and one of the most important ways to help their child develop the strengths they need to be their best in school and in life.

¹ Family Matters: Substance Abuse and The American Family: A CASA White Paper. (2005).

<https://www.centeronaddiction.org/addiction-research/reports/family-matters-substance-abuse-and-american-family>

Alcohol, drug use, and other risk behaviors can be difficult topics to discuss with youth. Our interactive seminars help parents strengthen their relationships with their children and navigate the challenging adolescent years by providing information every parent can benefit from. Leading experts share research-based knowledge to help parents build and maintain a strong parent-child relationship and explore the protective factors to empower them on this journey.

Topics discussed during the seminars are:

- + building and maintaining a strong relationship with your teen
- + communication tips for “hard to-discuss” topics
- + development and characteristics of the adolescent brain
- + the continuum of substance use
- + next steps if your teen may be using alcohol or other drugs
- + parenting self-care and resources

Honorary Ambassadors

Our Honorary Ambassadors are individuals that have gone above and beyond to support the mission of Mentor Foundation USA. They are personalities of integrity who demonstrate the commitment to and desire for drug prevention and youth empowerment.

Dolph Lundgren



“When I was young, I looked up to strong role models. Being an ambassador to Mentor is a way for me to give back and to help young men and women stay away from negative influences and pursue their dreams.”

Dolph Lundgren



Princess Sora Saud



”

“I am honored and humbled to be named Mentor Foundation USA’s Honorary Ambassador. I am so happy to support an organization that consistently strives to make a meaningful impact.” Princess Sora Saud



'In Light of Youth' Benefit Dinner

IN *Light* OF *Youth*
BENEFIT DINNER 2018

In November 2018, Mentor Foundation USA hosted it's biennial 'In Light of Youth' Benefit Dinner in the presence of H.M. Queen Silvia of Sweden. The dinner was hosted by the Ambassador of Sweden H.E. Karin Olofsdotter and H.H. Princess Sora Saud.

The theme, "In Light of Youth," served as a reminder that young people are at the heart of the design and development of our youth programs. By listening to our youth, we can provide them the tools they need to succeed and become strong, contributing members of society, and their own advocates for staying drug-free.

International pop star **Zara Larsson** performed and special guests included **Princess Sora Saud of Saudi Arabia; Romero Britto; Nicklas Bäckström, Christian Djoos,** and **André Burakovsky** of the Washington Capitals; and several **Ambassadors to the United States.**

This event demonstrated that when we join together, we can achieve greatness in the lives of young people and in the communities that are most vulnerable.

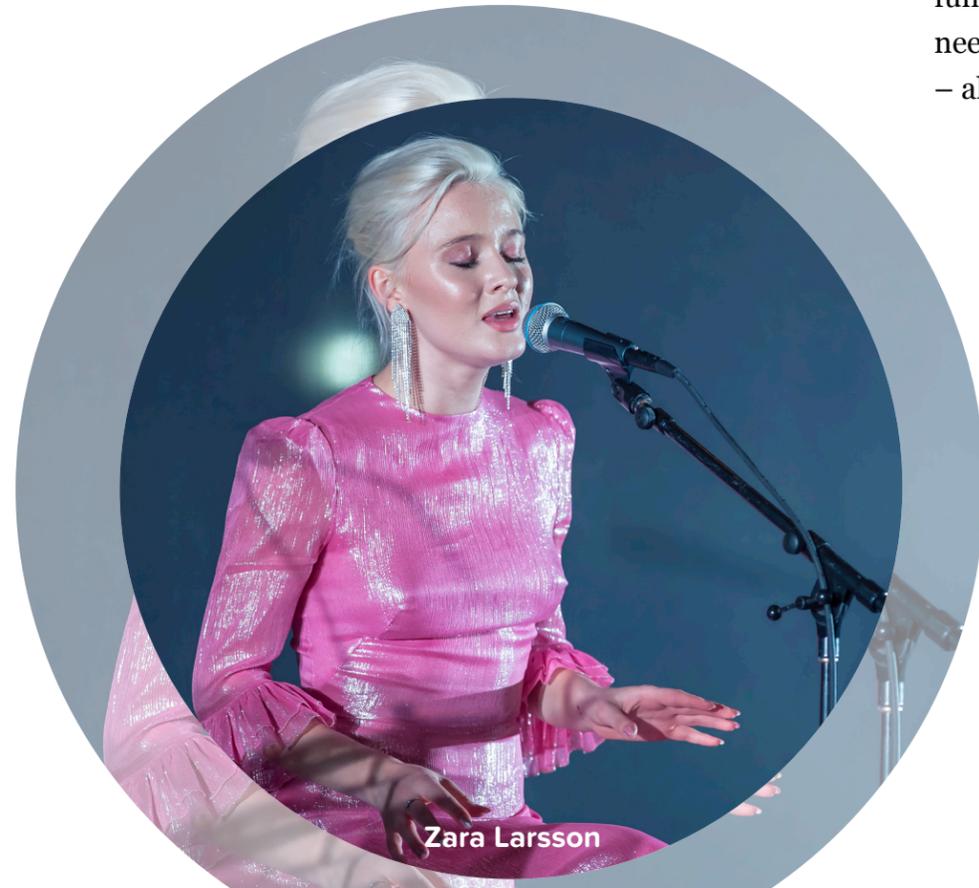
Thank you to everyone who helped make our 'In Light of Youth' Benefit Dinner a success. From our amazing awardees to our top entertainment and sponsors – you helped us raise important funds for our youth programs in a time of great need. Thank you for standing with Mentor – all in Light of Youth!



H.M. Queen Silvia of Sweden

Honorees

- + Honorary Ambassador Award
Nicklas Bäckström
- + Parents for Prevention Award
Admiral James and Mary Winnefeld
- + Partner in Prevention Award
Cigna
- + The Future is Bright Award
Malcolm Dixon



Zara Larsson



Admiral James and Mary Winnefeld



Youth Ambassadors met with H.M. Queen Silvia of Sweden

Students from Old Mill High School in Anne Arundel County, Maryland met with Her Majesty Queen Silvia of Sweden to present their work as Youth Ambassadors in Mentor's 'Living the Example' program. The students spoke about their experiences in the program and presented their innovative school-wide change projects. Her Majesty commended Mentor USA's Youth Ambassadors for their excellent work, bright ideas, and inspiring presentations.



“It was an honor to meet the founder of this amazing organization. I am so grateful to have had this opportunity.”

- Youth Ambassador



2018

Mentor has implemented projects in over 80 countries impacting more than 6 million youth!

Mentor Members Around the World

Mentor UK celebrated their 20-year anniversary in 2018.

Within one year, **Mentor Denmark** (our newest sister-organization!) recruited and trained more than 40 volunteer mentors. In the second half of 2018, they ran an average of two career inspiration workshops per month in the Copenhagen area.

Mentor Sweden reached a record number of young people through their mentoring programs this year: almost 20,000 youth. The group mentoring “Career Inspiration” program ran in over 60 schools across Sweden including Stockholm, Norrland, Gothenburg, and Malmö. The program, aimed at preparing youth for future school and career choices, was expanded with a film that prepares students for their work assignments as well as a follow-up lesson that reinforces the curriculum.

Mentor Latvia ran an individual mentoring program for at-risk and vulnerable young people, aged 15-19 years old. All youth participants in this program have a background including either insufficient parental attention and care while living with their families, foster care, or other institutions of alternative care.

Mentor Lithuania simultaneously conducted a research study and social media campaign. The campaign, ‘Childhood in the Shadows’ focused on the effects of alcoholism on children and families. The results of the study were presented on International Children’s Day and the promotion involved experts and celebrities.

Mentor Germany’s inspiration day, “Change starts with you,” facilitated by Marco Deutschmann, was the most run program in Mentor Germany. This group mentoring program reached 1,000 youth in a six-month period.

Mentor Arabia continued their ‘Youth Peer Mentorship’ in collaboration with UNICEF in Lebanon. In 2018, 400 youth from underrepresented communities enhanced their transition into the workplace and increased their life skills through this program. The program resulted in remarkable changes in the attitudes and behaviors of the program participants in relation to their self-esteem, readiness for the labor market, and knowledge about risky behaviors.



2019 Plans

Financial Information



Develop long-term corporate partnerships for more sustainable programs.



Expand our peer-to-peer and parent programs to reach more youth and parents.



Build local partnerships and collaborations with organizations that share similar missions to help increase our impact and reach.



Work jointly with our fellow nationals to share best practices and increase international collaboration.



INCOME (USD)

Grants	\$	335,827
Individual/Corporate Support	\$	123,422
Events	\$	326,426
Donated Services	\$	21,024
Other	\$	2,168
Total	\$	808,867

EXPENDITURES (USD)

Programs	\$	481,182
Fundraising	\$	144,674
Administration	\$	74,768
Donated Services Expensed	\$	21,024
Total	\$	721,648

Financial information has been extracted from the 2018 Financial Statements which were audited by PBMares, LLP and are available on Mentor Foundation USA's website.

Mentor Foundation USA

Chairman: LaMont Wells
President & CEO: Michaela Pratt

Honorary Ambassadors

H.H. Princess Sora Saud
Dolph Lundgren

Board Members

Doug White, Treasurer
Aaron Dowd, Secretary
Yvonne Thunell
Robert Dupont, M.D.
Richard Mackenzie, M.D.
Rich Merski
Dan Nelson
Gudrun Giddings
Marie-Thérèse Allen
John W. Morgan
Dan Hickey
Joe DiBartolomeo

Legal Counsel

Eric Stenshoel
Curtis, Mallet-Prevost, Colt & Mosle, LLP

Acknowledgements

AECOM
Anne Arundel County Department of Health
Annie Totah
Baker & Hostetler, LLP
BLN Studio
Carmel Charitable Endowment, LLC
Cigna
Curtis, Mallet-Prevost, Colt & Mosle, LLP
Dolph Lundgren
Dr. Johnny Hon
Dr. Nickolai Talanin
Eagle Force Associates, Inc.
Embassy of the United Arab Emirates
Face Stockholm
Global Group International Holdings, Ltd.
Guy & Kitty de Chazal
H.H. Princess Sora Saud
Heather Podesta
Ioana and Paul Lee
Ilya Rabovetsky
Infinitek Consulting

InterContinental Washington D.C.
Jim Hall
Jimmy Choo
Johan Ernst Nilson
Kojo Gabaah
LaMont Wells
Linda and Doug White
Marc Girardelli
Marie-Thérèse and James Allen
Marlan Group
Meg & John Hauge
Melanne and Phillip L Verveer
MGM National Harbor
Monty Wells
Mottorn Masonry Design
Naylor & Naylor
Nickles Group, LLC
Peck Madigan Jones
Rich Merski
Rip Van Winkle Foundation
Roger & Erica Greaves
Romero Britto
Sandy Taylor
Salvatore Ferragamo
Second Genesis Foundation
Securitas USA
SFIG Foundation
Sherri Rossoff
Sidwell Friends
Spotify
Susan Gage Caterers
The British Embassy
The Capital Group Companies
Charitable Foundation
The Conrad N. Hilton Foundation
The Embassy of Argentina
The Embassy of Botswana
The Embassy of Egypt
The Embassy of Finland
The Embassy of Hungary
The Embassy of Italy
The Embassy of Lichtenstein
The Embassy of Luxembourg
The Embassy of Morocco
The Embassy of Nepal
The Embassy of Sweden
Thomas Lynch, RADM
Whole Foods
Wolfensohn Family Foundation
Yvonne and Lars Thunell
Zara Larsson

