



Executive Director: Flo Brett
 4480 Richmond Road
 Warrensville Heights, OH 44128
 216.292.8775
 effectivela.org



OVERVIEW

ELA's mission is to help young people develop their most valuable asset—theirself. Our founding principle is that leaders are made, not born. To that end, we equip youth from 5th grade through college with the “real-world” skills they need to graduate high school and be work- and citizenship-ready. We focus specifically on helping students develop the critical thinking, collaboration, communication, creativity, and socio-emotional skills that research suggests are the most influential indicators of student success. Since 2008, ELA has trained, developed, and motivated more than 17,000 students at over 120 Northeast Ohio schools and education centers.

OPPORTUNITY FOR SOCIAL IMPACT

Leadership training has been an important part of the professional-development arena for several decades, as companies seek to enhance their employees' productivity, skill levels, and personal enrichment opportunities. Accordingly, many people receive such training as adults.

However, research suggests that it is more effective and efficient to provide such training at a much earlier age, before bad habits become ingrained and while individuals' brains retain the most plasticity.

One of the things that sets ELA apart from other leadership development organizations is that we provide this training to students, beginning as young as the 5th grade, and offer a continuum of support for our alumni that stretches through college graduation. By reaching students at a young age, we are helping them learn how to understand and manage themselves so that they have these skills in hand when they need them the most.

Knowing how to work with people, learning how to communicate effectively in diverse teams, recognizing how their personal values and code of ethics shape the leaders they become, and discovering strategies to manage themselves and their time—these are all part of the toolkit students cultivate while they are in our programs.

SOCIAL INNOVATION IN ACTION

ELA provides intensive age- and developmentally-appropriate leadership development training that prepares students for life-long success. We have a demonstrated track record in improving student success outcomes in learning and authentic leadership in direct partnership with local schools, youth-serving organizations, and even the juvenile justice system.

ELA works with school and agency partners to provide a customized curriculum for their students that directly relates to what they are learning in school or the projects they are working on, while tying everything back to our core pillars. By consistently linking the material to what they are currently learning in school, ELA helps students to

NEED FOR CHANGE

According to research conducted by Harvard University, the Carnegie Foundation, and Stanford Research Center, 85% of job success comes from having well-developed soft skills and people skills, whereas only 15% comes from technical skills and knowledge. Research also suggests that young people are sadly lacking in these higher priority skills, which are often neglected in school curricula.

Many schools and educators find it difficult to provide leadership/soft skills training given curriculum and standardized testing restraints that often incentivize traditionally taught basic and technical skills training. However, a compendium of research shows that if students do not have these skills by the time they graduate, they will face significant hurdles in finding meaningful careers with advancement opportunities.

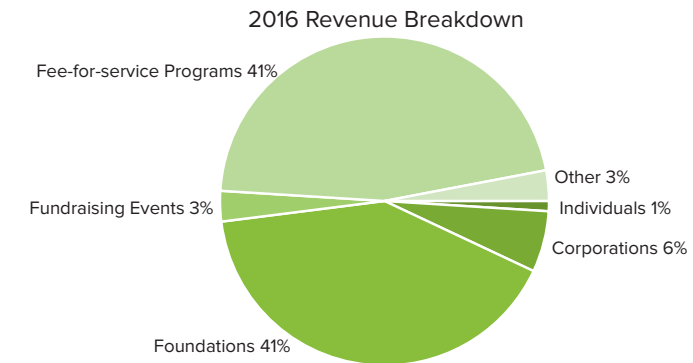
Employers want to hire and promote workers with transferrable skills including communication, teamwork, negotiation, self-regulation, time management and more. In fact, the Ohio Department of Education has begun integrating some of these important skills into school performance metrics. ELA works directly with school and agency partners to provide leadership training for young people that directly relates to what they are learning in school, while also integrating the soft-skills development they will need to be successful in school and beyond.

bridge the gap between skill cultivation and real life application. Our model of collaborating with existing schools and youth-serving agencies, rather than establishing a whole new brick-and-mortar facility and program for students, also helps to synergistically impact students while reducing overhead and administrative costs.

ELA uses a research-based model to provide integrated experiential learning opportunities for young people to develop the soft skills they need for long-term achievement. We help equip all young people—not just an elite few—to develop the competencies they need to be employable, marketable, and ready for meaningful lives and responsible citizenship.

FINANCES

ELA has adopted a mixed funding model that incorporates both philanthropic and social enterprise revenue for a diversified income portfolio that is not solely funded by philanthropic contributions. Our philanthropic revenue supports both general operating expenses and low-income and at-risk students who are unable to afford participation. Our social enterprise income is generated from fee-for-service programs provided to schools or students whose parents are able to afford their tuitions. We have had marked financial growth since our inception, with \$283,500 raised in 2014, \$403,000 raised in 2015, and \$486,500 raised in 2016.



GOALS & PERFORMANCE

Our overarching goal is to help our students learn to take personal responsibility for themselves so they can become leaders in the ways they collaborate, communicate, set and reach goals, self-regulate, and relate to the world around them. By enhancing their capacity to practice self-efficacy and expand their leadership skills, our students will have the toolkit they need to effect positive change in their lives, and, ultimately, contribute to our society as a whole. We use pre- and post-program evaluations to measure our social impact on student growth in such areas as goal-setting, communication, negotiation, teamwork, time management and self-regulation. This information is used to make course adjustments and capture lessons learned.

Over the past nine years, we have served more than 17,000 students, with over 4,200 reached last year alone. Our staff has grown from a team of three in 2013 to nine in 2017, with further room for expansion in the next several months. A recent external evaluation by a John Carroll University professor showed that ELA significantly impacts students' socio-emotional learning, which is a key predictor of long-term success in school and life, as well as reduced participation in crime and high school dropout rates.

INVEST

Your investment will prepare the next generation of leaders with the skills and confidence they need to help our communities thrive and make our world a better place. Your investment will enable us to saturate Northeast Ohio, serving kids from the 365+ public schools, 30+ public school districts, 175+ private schools, and numerous youth serving agencies (including the juvenile justice system) in Greater Cleveland.

FINANCIAL

- **\$100** will provide a partial scholarship for a low/moderate-income student to participate in any of our programs.
- **\$750** will provide a two-hour leadership and soft skills development conference for up to 200 students.
- **\$5000** will sponsor an entire class of up to 25 students to go through our eight-week Club LEAD program during the school year.

IN-KIND

- **Speak:** Do you have a unique story about your Northeast Ohio career? Come speak with high school students from all across NE Ohio at our Summer Chamber Leadership Academy programs to share valuable lessons and insights about how to be successful in the workplace.
- **Volunteer:** Help our students learn the art of networking by attending our networking events during which students practice what they have learned about dressing professionally, making good first impressions, and sharing their personal elevator pitches.
- **Videography:** Do you have a good camera and video editing skills, or know someone who does? Help us develop some high quality videos to track students' progress and capture their stories so that we can share with stakeholders and partner prospects.