

Annual Report

2019

Word from the Founder

Our words are important, especially those positive, powerful words that lift us up. As My Special Word celebrates its five year anniversary inspiring children with their special words, I wanted to share several special words chosen by our children, that are having a particularly positive impact on our society today.



As our communities address challenging issues, our children continue living their words; words like "Kind", "Love", "Creative", "Generous", "Family", "Confident", "Faith" and "Resilience". Our children have spoken and in their special words there is hope and inspiration in their message. This fuels our mission; inspire children to become the amazing people they are meant to become.

My Special Word continues to develop new and creative ways to reach and impact children. This includes introducing a number of activities that can be accessed via our website (www.myspecialword.com) that create opportunities for our children to engage with My Special Word and celebrate their words. As our partners have pivoted to digital delivery of their programs, they have incorporated My Special Word into their programs in order to enrich the online experience for their children and continue their journey with My Special Word. Partnerships and collaborations - together we are accomplishing great things for our children.

Our guiding belief for My Special Word is the following: ***"If we can change the words that we use (to positive words), then we can change our conversations. If we can change our conversations then we can change our behaviors. If we change behaviors then we can change the world."*** This is My Special Word's vision, make our world a more positive, kind and loving place for our children, their families and communities. We appreciate your support so much and thank you on behalf of all children. You Rock!!!

Sincerely,

A handwritten signature in black ink, appearing to read 'Dwight'.



Program Highlights

2019

Honesdale, PA—Wayne Highland School District continues to expand the MSW partnership. All children in the district, ages 5-13, have a special word.

Partners for Care planted MSW seeds into their literacy and computer school programs in Kenya.

MSW picture and chapter books were made available on Amazon.

Kids Conversation, 750 children participated together in conversations sharing their special words, how they are living them out and empowering each other to be amazing.

Essay and Video Contest—Children shared stories and videos about their special words and how they were living them out.

MySpecialWord made in roads with adults offerings in leadership, community events and adult conversations.

all about the

Plans for 2021 & Aspirations for the Future

As an organization, we have been more active than ever. We've been using 2020 to be thoughtful about our future and are excited to share some high level insights into our Growth Strategy. Through this strategy we believe we can help children achieve their full potential.

Our key areas of focus going forward are on program development and expansion, communication and fundraising to help support these efforts. Program development efforts include incorporation of data and research into our expansion efforts, developing the program for better integration with schools (onsite and remote learning), and creating online resources to support the program further—think curriculum resources, activities, videos and more. We are excited to share that we launched online activities for children ages 5-13 in November 2020 and look forward to even more relevant content in 2021.

The future is exceptionally bright for My Special Word and we have laid the plans for getting there. We are beyond excited for what's to come and grateful to share in the journey alongside you.

Write your special word in the blank. Then, try to spell your word using your body to make up yoga poses that look like letters!


Did you know?

- Yoga is good for your body and your mind. Holding the poses makes your muscles strong, and deep breathing can calm you down when you are worried, frustrated, or scared.
- Yoga is about non-judgment. That means that anyone can do yoga without worrying about being made fun of because for being new or different.

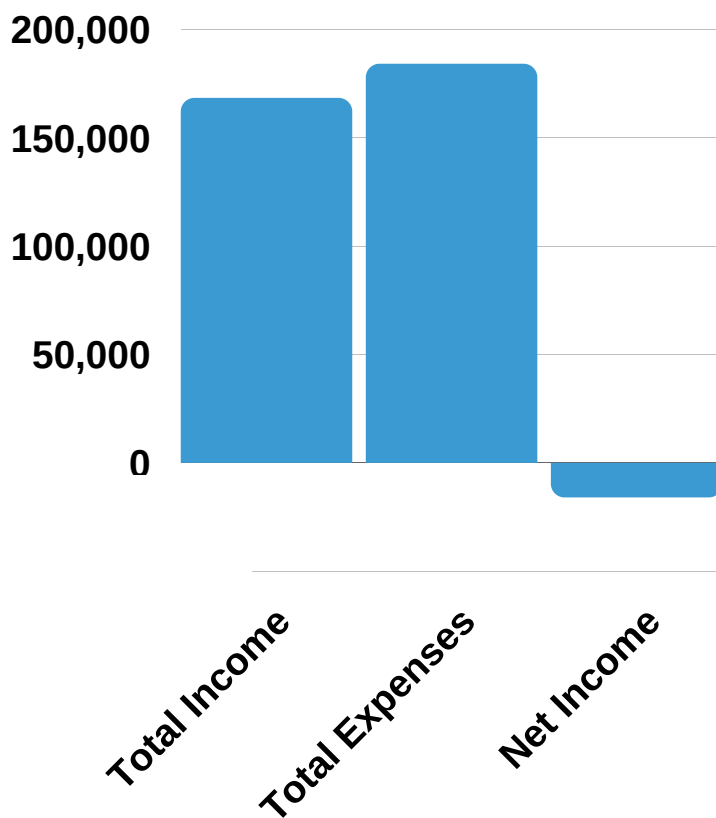
My Special Word is....

Next Steps

Once you decide on a "pose" for each letter, spell out your word by holding each pose while you take 3 deep breaths. As you breathe and focus on your body, imagine ways that you can live out your word.



2019 Financials



Total Income
\$119,109

Total Expenses
\$131,806

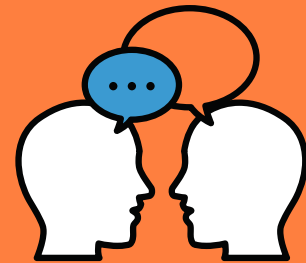
Net Income
(\$11,897)

Excludes pledges in 2019 not yet registered as income.

How You Can Help!

Conversation

Tell your friends, family and colleagues about My Special Word. Encourage them to share the concept with children they know. Help us raise awareness.



Action

Let us know what special words children you know are coming up with and how they are living it out. Send us a note, photo or video at info@myspecialword.com



Share

Financial gifts allow for a wide range of projects and programs to be funded. Consider sponsoring the purchase of My Special Word books for children. Give today at myspecialword.com or through the Columbus Foundation (columbusfoundation.org)



Thank You

My Special Word is deeply grateful to all the generous people who make our work possible. Every donation big and small makes a difference. Special thanks to the organizations and individuals who sponsored our growth strategy and program development efforts.

We are committed to making My Special Word even better in 2021, and we can do it thanks to all of you.

“Children are our greatest treasure. They are our future.”
-Nelson Mandela

Special Sponsors

Highlights



TBTG Foundation

Jim Merkel & Family

Martyn & Lynne Redgrave

Robert J. Weiler Family Fund

Our Hope Foundation Fund

Schott Family Foundation

Lloyd D. Hunter Memorial Fund

My Special Word

Board Members

Mark Swepston...Atlas Butler

Mark Fulwider...Junior Achievement of Central Ohio

Suraj Hinduja...RTRX

Tamara Izzo...Ernst & Young

Dwight Smith...My Special Word

Renee Smith...My Special Word