



NEWSLETTER

#MYSPECIALWORD IS "OPTIMISM"

OPTIMISTIC IS A MENTAL ATTITUDE REFLECTING A BELIEF THAT AN OUTCOME WILL BE POSITIVE.

As our world navigates the coronavirus and sees the protests across our nation highlighting social injustice and racism, we are repeatedly reminded of one of our founding core values: positivity. Our supporters have shared that now, more than ever, we need My Special Word — to inspire positive words, conversations and actions.

Despite the change and uncertainty many are facing, our children continue to give us hope. Now more than ever, we lean on this positivity. Below are just a few of the many stories of how our kids are using their words to promote positivity and inspire optimism for our future.



KIPP INSPIRES

350+ Kindergarten – 2nd grade kids at KIPP Columbus learned a lot about empathy through their special words. KIPP's first Inspire Assembly was a rousing celebration of the power of positive words. The kids shared their special words and with great pride, while building their skills in appreciating differences and empathizing with other kids' perspectives.



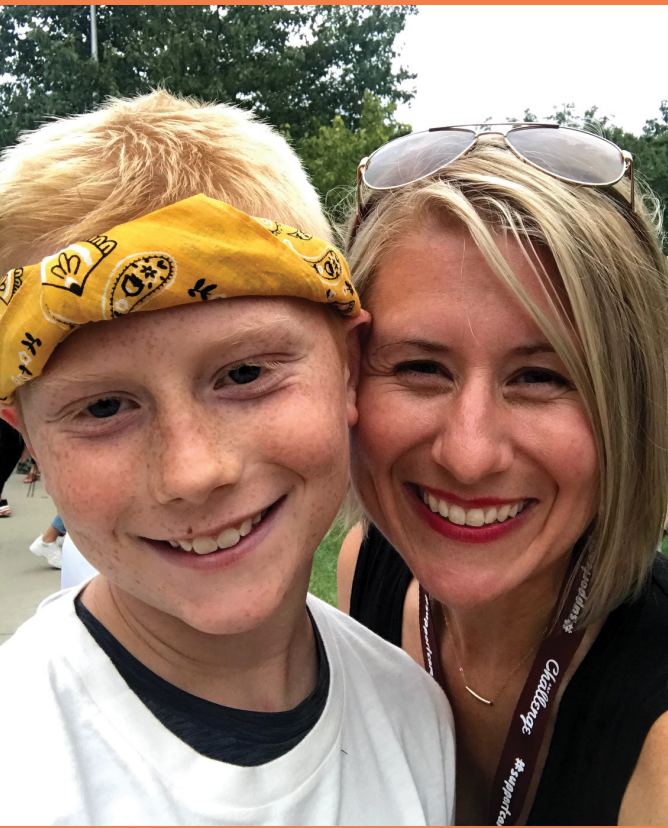
EAST COLUMBUS CONNECTS

Literacy and the power of words go hand-in-hand. A reading of the "My Special Word" book introduced East Columbus kindergartens to the impact of defining themselves. The kids' Special Word helps them navigate their feelings in a positive way and helps them be their best selves in school.



GAHANNA SETS GOALS

Gahanna Christian Academy believes that integrating high expectations and goals into every aspect of the educational environment is critical student performance. That's why, more than 100 GCA students now have a Special Word to give them added focus on their character and aspirations. The students loved the My Special Word experience so much they were moved to create a cheer at the end of the event!



< STORY SPOTLIGHT

STORIES LIKE THESE ARE THE HEART AND SOUL OF MY SPECIAL WORD.

"The idea of defining your life in a single word and challenging yourself to live up to it every day is a beautiful ideal, but it's also pretty heady stuff. My Special Word simplifies the concept in a way that kids understand. But it is also an inspiration and good reminder for us as adults. I love that the book gave us an opportunity to have our own conversation about what it means to have a word to live by. I'm grateful for this great gift, especially during this time"

— Kristy Eckert Wagner

"My special word is competitive. I think that competitive is my special word because I want to be the best at everything that I do! For example: I want to be the kindest person, I want to be the best in sports, and most important of all, I want to be a very good Christian!

— Cooper Wagner

FOCUSING ON THE FUTURE: OUR GROWTH STRATEGY

THE LAST THREE MONTHS HAVE GIVEN US TIME TO REFLECT, AND TO PLAN.

As an organization, we have been more active than ever these past three months. We've been using this time to be thoughtful about our future and are excited to share some high-level insights into our Growth Strategy for the next 18 months of development.

Our key areas of focus include personnel, fundraising, awareness and marketing, expansion, and most exciting: program development. In this critical step, we will finalize and build out programming, as well as the infrastructure for ongoing support.

Program development efforts will include the incorporation of data and research into program expansion efforts, developing the program for better integration with schools, and creating online resources to support the program further (think facilitator training, curriculum resources, activities, videos, and more).

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

THE BIG GIVE: SUPPORTING OUR GROWTH

PLEDGE YOUR SUPPORT FROM
JUNE 10TH AT 10:00 AM – JUNE 11TH AT 11:00 AM

Our program's core work is ensuring every child has the belief in his or herself to achieve their full potential, and every step in our Growth Strategy shared above is tailored to expand our efforts towards that goal. My Special Word is now in a defining moment of change and in order to continue to impact children and families, and build the future of our organization, we need your help.

The Big Give is an online giving rally held by The Columbus Foundation, and My Special Word has been chosen to participate. Every donation received during this 25-hour event is boosted by a 1.5 million dollar Bonus Pool, the largest in Big Give history. In addition, the Foundation covers credit card fees, so 100% of donations go to My Special Word, on top of the boosted donations.

Will you pledge to support My Special Word during The Big Give?

There are so many ways to lift up the world during this challenging time. At My Special Word, we work towards a world that is more fair for all children, one that closes any gaps in opportunity as they move into adulthood.

As a loyal supporter of My Special Word, can we count on your support to help create that future?

PLEDGE NOW



OUR HASHTAGS: #MYSPECIALWORD #WORDSMATTER #WORDSHAVEPOWER