



WHAT'S THE Word?

AN UPDATE FROM YOUR FRIENDS AT MY SPECIAL WORD

SEPTEMBER 2021

Hello Friends & Partners,

I read an interesting article in a recent edition of *The Wall Street Journal* entitled **“Kids Head Back to School – and Bring Covid-19’s Mental- Health Scars With Them”**. The article highlights the current challenges and efforts of The Boys and Girls Club due to COVID-19. I suspect that many, if not all organizations supporting children, are seeing similar challenges. The story touched my soul and served as a strong reminder of the challenges that our children are facing. It reminded me that we must all “double down” and commit to helping our children address these very serious, and potentially long lasting issues.

Our children are our future. We each have a responsibility — as parents, grandparents, friends and neighbors — to the children not only in our life, but those in our local community and around the world, to demonstrate the incredible power of our words through our actions. While I hope you will read the entire article, I wanted to share this quote, as it speaks to the heart of what we believe at My Special Word.

“A bad habit we can have is talking to ourselves and about ourselves in a negative way,” Ms. Baez, clad in a Boys & Girls Clubs T-shirt, pink sneakers and a face mask, told the youngsters gathered in a small conference room. “We have the power to change this habit into something positive.”

I was moved by this recognition of the power of words that can be garnered by simply expressing our feelings about who we are in a positive and uplifting way.

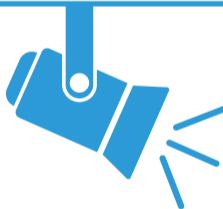
We are facing complex challenges as it relates to nurturing our children and supporting their journey as they navigate the challenges associated with isolation, uncertainty and fear as the result of Covid-19 crisis. Together we can create a better, more healthy and positive environment. There are no “silver bullets” or easy answers; however, the recovery of our children’s mental health and self esteem may be the most significant challenge facing our society at this time.

Thank you for all you are doing, and for supporting My Special Word. Please share with those that you love and support the power of words demonstrating to our children that they are so very special. They need to hear this encouragement from us every day. Thank you.

Sincerely,

Dwight Smith

SPECIAL FRIEND SPOTLIGHT



Many supporters go above and beyond in their efforts to advance our work. This month, **meet Theresa & Larry Nelson.**

Larry →

HIS SPECIAL WORD:
Integrity



← *Theresa*

HIS SPECIAL WORD:
Grace

The Nelsons began supporting MSW eight years ago when they were drawn to the mission. “My dad was a teacher and my mom was a journalist, so early on I understood the importance of words. What is especially important is the ownership and accountability that children take for their words,” said Larry. Both Theresa and Larry believe in the important role of words in helping children determine what matters to them, and how to establish dreams for their lives. They were proud to partner with Gahanna Christian Academy to introduce the My Special Word curriculum to the school. “For me, embracing the power of our words started on my spiritual journey as an adult. I discovered how our words become a manifestation of what happens in our lives — what we speak is what we become. I believe it’s so important to focus on the power of our thoughts and words, and how language influences our attitude,” said Theresa.

YOUR GENEROSITY AT WORK: EXPANDING ACCESS TO MY SPECIAL WORD

A few months ago, we announced that we’re joining forces with Worldreader in the coming months to use the power of reading, and the power of words to further our mission. Together, we will expand access to My Special Word books and associated activities across digital platforms, and translate and adapt the collection for global use. This partnership allows us to expand the depth and breadth of the population of children we serve. Many of you were kind enough to make a financial commitment to supporting this work.

Thank you for your incredible generosity, and we look forward to sharing more with you about our partnership this fall and winter.

JOIN US

IN CHANGING A CHILD’S WORLD TODAY
[CLICK HERE TO DONATE](#)