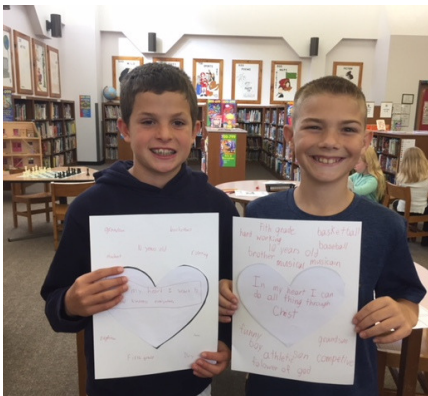


NEWSLETTER

#MYSPECIALWORD IS "GROWTH"

GROWTH IS SPREADING MY SPECIAL WORD EVERYWHERE IN ALL WAYS WITH PASSION

The summer has been great at My Special Word (MSW). We are changing children's lives from North America and Europe to Africa and Asia. We are often asked, "How do you know that My Special Word is making a difference?". This newsletter shares the words of our kids and partners and our actions to answer that question. It's a glimpse into our growth.



HONESDALE, PA

Wayne Highlands School District in Honesdale, Pennsylvania, is one of the states top academic performers. MSW is contributing to that success. All children in the district, ages 5-13 have a special word and are now a part of our movement. This summer the district spread MSW from its children to every adult in the district that interacts with a child. What a surge for MSW!

NOW IN KENYA

MSW has sprouted seeds in East Africa. Partners For Care(PFC) in Kenya, introduced MSW into the programming for its literacy and computer schools. PFC's goal is to eliminate needless suffering and death caused by preventable diseases. Elevating self esteem plays a critical role in their success. With MSW as a tool, school administrators are seeing a boost in students' self esteem.

NEW DIRECTOR

We are expanding our staff with the hiring of Doyline Williams as our new Executive Director. Her special word is "curious". She is a curiosity driven servant leader. She brings to MSW over 15 years of broad and extensive experience in non-profit management. Doyline leads our day-to-day operations and growth strategy. Later this month, she'll open our new office at Creekside in Gahanna.



OUR KIDS RISE

IN THE WORDS OF OUR KIDS AND PARTNERS

"Our most meaningful and memorable moment was when one child was leaving and said she wanted to come back again soon and "help people" because kind was her special word and it felt good to be kind."

—Seeds of Caring, Columbus, OH

"While I knew that this was important to our kids, seeing their response first hand is something spiritual at work!! It was unbelievable how the kids came out of their shell and were eager to tell their story of their special word."

—Sixth-Grace Presbyterian Church, Chicago, IL

"Our most meaningful and memorable moment was when one of the young adults (HS senior) said her word was "victorious" because she has overcome depression and was going this summer to be a camp counselor. This is something she had been afraid to do in the past. ."

—Gahanna Residents In Need (GRIN), Gahanna, OH

"I also feel extremely happy to mention that some of the mentors were taken with the idea so much that they have personally implemented with their families. I think true inspiration will come from that."

—Chiguru, Bangalore, India

MORE WORDS

We're cultivating positive words through our wristbands, bookmarks and in books! With a picture book and a chapter book on Amazon and in school libraries, MSW's next chapter book is due for release soon. Follow Rachel, the main character in our first chapter book, and her friends through our planned six book series.

Buy your books as gifts at Amazon.com.

**CHANGE
WORDS.CHANGE
CONVERSATIONS.
CHANGE
BEHAVIORS.CHANGE
THE WORLD.**

- DWIGHT & RENEE SMITH

As MSW continues to expand, its roots of change grow deeper. MSW is a defining moment. It's a movement. It empowers children to define themselves first, live by their special word and change the world.