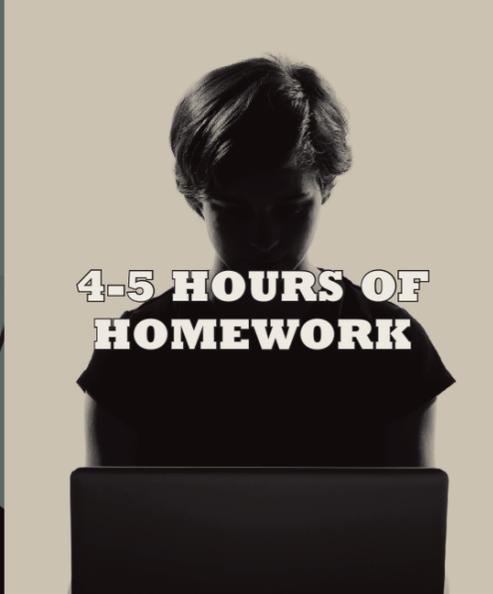
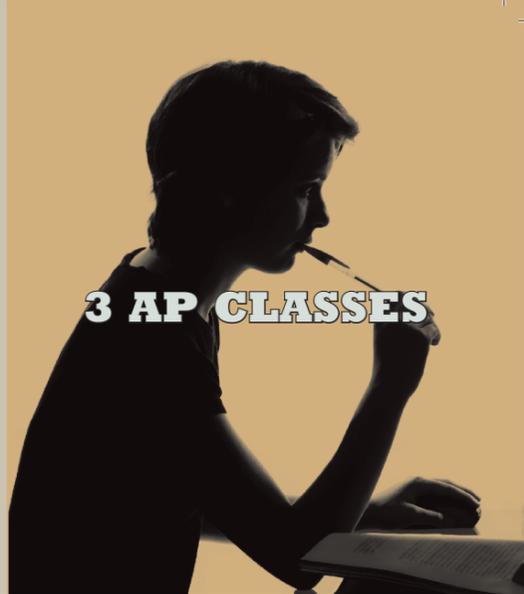




2000 SAT



**4-5 HOURS OF
HOMEWORK**



3 AP CLASSES

Children Are Not Numbers

CHALLENGE
SUCCESS

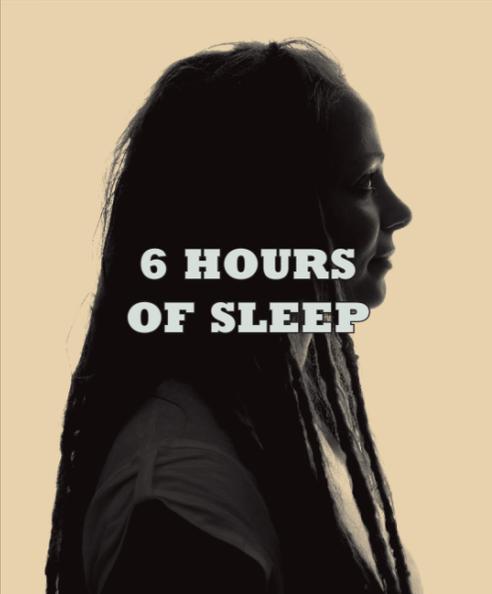
P.O. Box 20053

Stanford, CA 94309

www.challengesuccess.org

CHALLENGE
SUCCESS

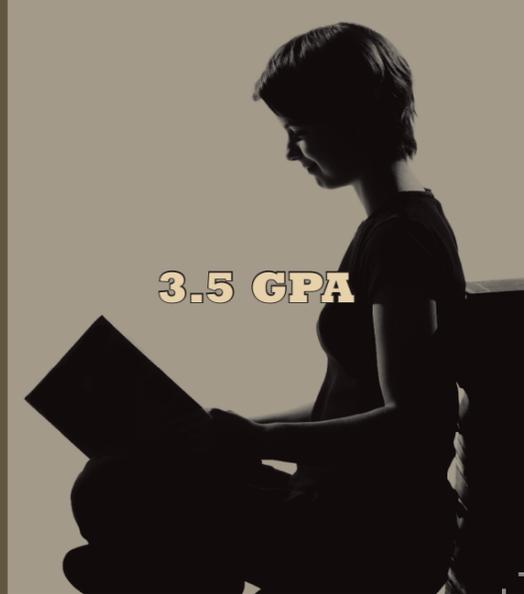
Annual Report 2011



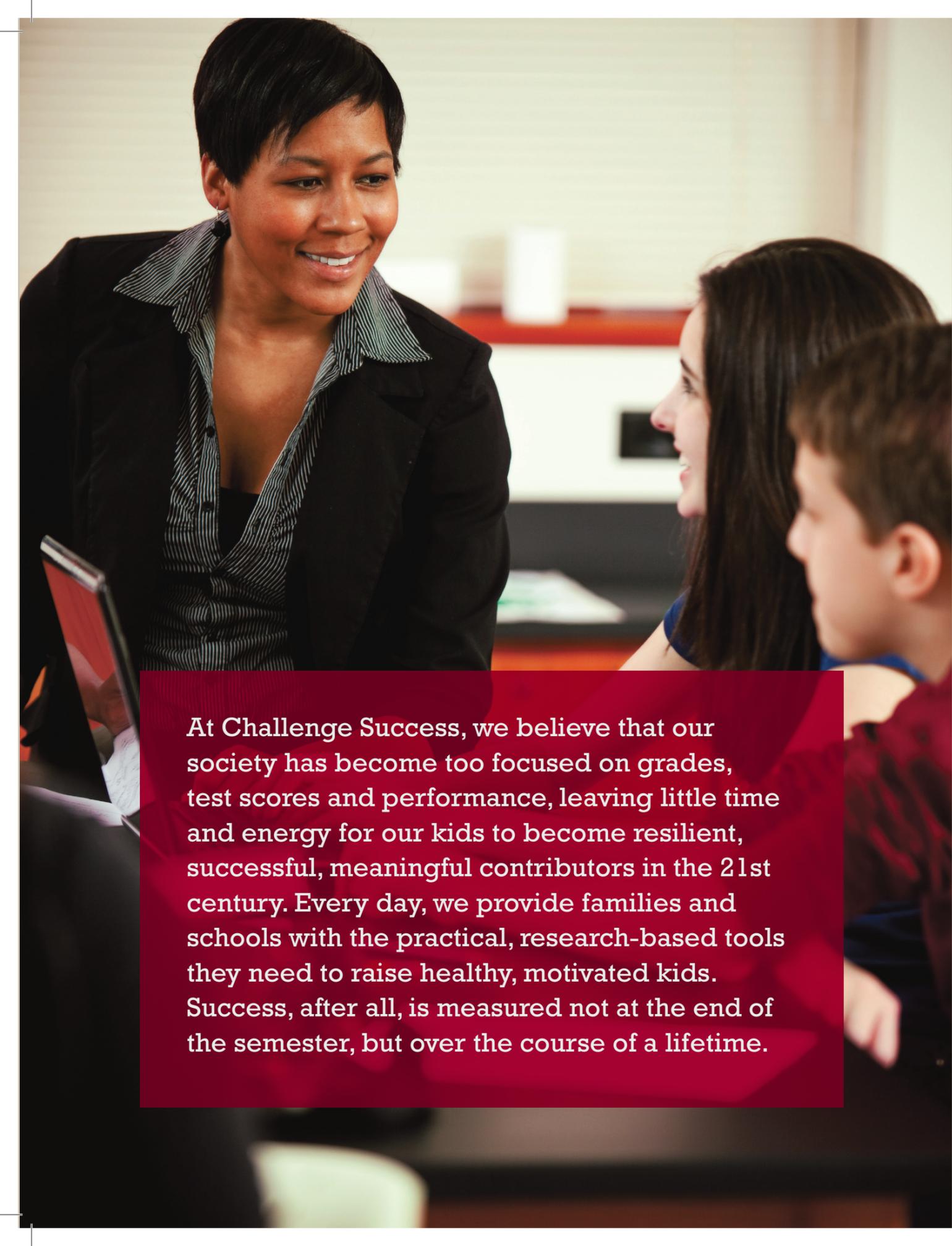
**6 HOURS
OF SLEEP**



**5 SOCCER
PRACTICES
PER WEEK**



3.5 GPA



At Challenge Success, we believe that our society has become too focused on grades, test scores and performance, leaving little time and energy for our kids to become resilient, successful, meaningful contributors in the 21st century. Every day, we provide families and schools with the practical, research-based tools they need to raise healthy, motivated kids. Success, after all, is measured not at the end of the semester, but over the course of a lifetime.

Dear Friends,

2400 SAT score. 72nd percentile. 98 pounds. In a sound bite culture, it's easy to forget that kids aren't just numbers. At Challenge Success we know that every child has his own story and his own path to success.

We started Challenge Success because, as mental health and education-reform experts, we knew we had to speak out against a culture shaped by a "more is better" mindset that robs our children of their childhood and harms them physically and mentally. We want to encourage kids to experiment, take risks, and explore their particular skills and interests. We want kids to achieve their personal best, but we believe that achievement will (and should) look different for different kids.

Over the past eight years we have made great strides in working with schools and families to ensure that all children are healthy and engaged in school. We are encouraged by a renewed national dialogue about what's best for our children academically, physically and emotionally. In the past year, we have completed a strategic planning process which has focused our efforts to reach more schools, families and communities. Over the next several years, we will be expanding our existing schools program into new geographic areas, developing new parent education offerings, and conducting more in-depth research on the changes our schools are making and how they are improving student health and well-being.

2012 promises to be a great year! The generous support of our donors, advisors, staff and volunteers allows us to continue our work. We value your many contributions. We know our success depends upon your help, and we are incredibly grateful for your support. We sincerely hope that you will keep pushing us to do our best for the youth we serve. Together we can ensure that no child is overlooked, undervalued or marginalized.

Sincerely,

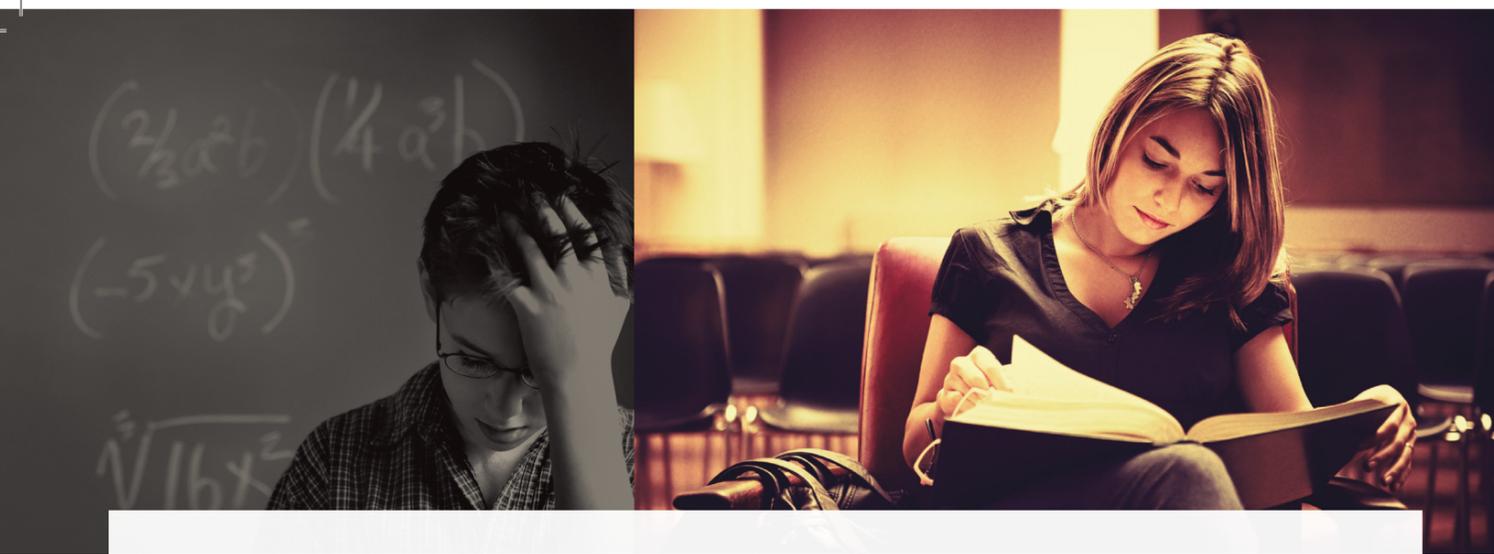


Lisa Stone Pritzker
Chairperson of the Board



Maureen Brown
Executive Director

**CHALLENGE
SUCCESS**



The Challenge

The next generation will face global, economic, and social challenges that we cannot even imagine. What are the skills our children will need in this uncertain future? Above all else, they will need to be creative, collaborative, adaptable and critical thinkers. Our current hyper-focus on grades, individual achievement and rote answers gets in the way of healthy emotional development and a real love of learning, and it also prevents students from acquiring the exact skills that the new global economy demands.

20-25% of youth in the United States experience symptoms indicative of emotional distress, such as depression, anxiety, eating disorders, and substance abuse.¹

≠ A review of research on homework showed almost no correlation between homework and achievement for elementary school students.²

95% of high school students admit to some form of cheating.³

1.2 million students drop out of high school every year.⁴



“We simply do not have to choose between our children’s well-being and their success. It is no surprise to learn that happy children are better students, and that the same set of internal skills—self-control, enthusiasm, and a sense of meaning to name a few—promote both emotional health and academic success.” Madeline Levine, Founder

1 Source: Knopf, D., Park, M. J., & Paul Mulye, T. (2009). *The mental health of adolescents: A national profile, 2008*. San Francisco, CA: National Adolescent Health Information Center, University of California, San Francisco.

2 Source: Cooper, H., Robinson, J. C., & Patall, E. A. (2006). Does homework improve academic achievement? A synthesis of research 1987-2003. *Review of Educational Research, 76*(1), 1-62.

3 Source: Galloway, M. K., Conner, J. O., and Pope, D. (2009). *Stanford Survey of Adolescent School Experiences*. Presentation at Challenge Success May Conference, Stanford, CA.

4 Source: Editorial Projects in Education. (2011). Diplomas Count 2011: Beyond High School, Before Baccalaureate. *Education Week, 30*(34).



“Schools don’t have to sacrifice test scores and high student grades to decrease stress for kids. When schools work with Challenge Success to change homework policies or daily schedules or assessment practices, for instance, they can improve student well-being *and* create conditions for more relevant, challenging learning to take place.” Denise Pope, Founder

What’s the Value of a Blue Tassel?

Sofia was a high-performing student at an academically challenging school—and yet she was really frustrated. She was sick of the constant “pressure to perform,” and exhausted from homework overload and all of the tests her classes required. Much of this pressure was for the prestige of graduating with a special blue tassel on her cap indicating she had graduated in the top 5% of her class. She did what she needed to make sure she would get that tassel. She piled on APs and cheated in order to get those A’s. But Sofia realized that rather than enjoying the “best years of her life,” she was suffering from stress headaches and chronic fatigue, and having very little fun.

Then Sofia saw a story about Challenge Success on CNN. Finally! The voice of reason. She wanted to explore the Challenge Success program for her frenzied, over-achieving school, but she was not initially supported. She persevered, cobbling together the money she and her team of parents and teachers needed to attend a Challenge Success conference. Together they began to lead a charge to change the culture of the school. From Challenge Success, her team learned how to use strategies, grounded in university-based research, that would change the pace at school and allow kids to work in ways that felt meaningful. They conducted assemblies based on Challenge Success

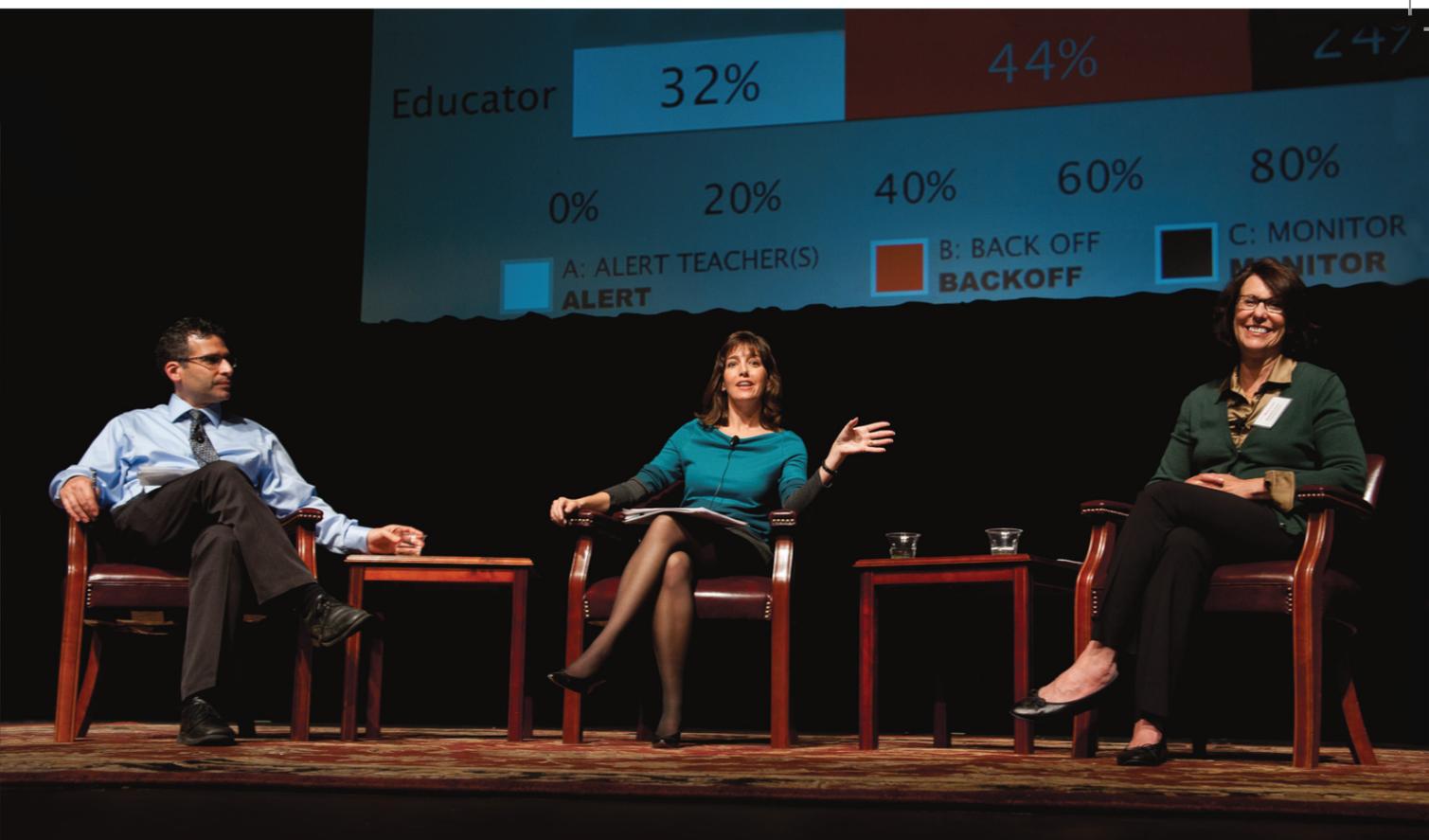
curriculum that addressed changes in the daily schedule, so kids would have more time for deeper learning. They considered starting school later in the day. Students were so happy to be discussing these issues school-wide that they came up to Sofia afterwards to thank her.

Sofia took the strategies she learned to heart. She dropped her AP Statistics class to pursue a photography elective, even though it meant graduating without the all-important blue tassel. And you know what? She realized that having art in her life was important and that her creative impulses were just as important as her analytic ones. Sofia got into the college of her choice in spite of being “tassel-less.”

Stories like this demonstrate our impact. We want kids to figure out who they are, to feel free to take challenging classes that interest them, and to find colleges that are the right fit for them. Sophia made better personal choices as a result of our work, and her school made real changes so that other kids could benefit as well.



We work with students, their parents, and their schools to identify ways to increase engagement in school while reducing undue stress and pressure. We teach students to develop coping skills that will help them navigate through an increasingly complex world. Students participate on Challenge Success school teams as equal members along with educators and parents. They share ideas on how schools can change policies and practices to improve student well-being. Their voices are critical as the teams design and implement plans for school reform.



Making Positive Impact on All Facets of Student Life

When you support Challenge Success, you are helping kids develop the academic and emotional skills they need to succeed now and in the future. We help schools and families develop strategies, based on sound educational research, that allow students to maintain a love for learning, a desire to challenge themselves, and a focus on the internal skills and character they need to fully thrive.

Our work encompasses three main areas: research, school reform, and parent education.

Research

Challenge Success is a research-based organization. Everything we do is based on our own research findings as well as findings from other top researchers in the fields of education, psychology, and medicine. Each year we publish articles in national journals and the popular press to raise awareness of the challenges kids are facing today and to share best practices for overcoming these challenges. We conduct research at our schools to identify areas for improvement and to determine what is and isn't working for the students. These findings form the basis for our best practice recommendations. In our white papers and "Do You Know" segments, we review and analyze recent research on topics like homework, cheating, and AP's, and offer suggestions for handling these issues at home and at school.

Why does our work matter? We know that schools and parents want up-to-date research to help inform their decisions, but they often don't have the time to sort through all of the data and may not be sure how to interpret what it means in their daily lives. We aggregate the findings from our Challenge Success school surveys and summarize the latest research from the field so it can be put to use immediately and effectively. We have helped schools implement late start days, exams before holiday breaks, and new policies on integrity and cheating that students say relieves their stress without negatively affecting standard measures of achievement—like test scores. We have begun a three year study that will measure positive impact at our member schools.



School Reform

At Challenge Success, we partner with schools from across the country to provide practical, research-based solutions to increase student engagement while reducing the undue stress and pressure so many students feel. Research shows that pursuing a narrow definition of success often leaves young people lacking the skills they need most to thrive in a rapidly changing world. Our work encourages educators to create curricula and school programs that value and foster interpersonal and collaborative skills, adaptability and resilience, and the ingenuity and creativity to solve the complex problems our kids will face in the future.

Each year we bring teams of educators, parents, and students to our conferences to hear the latest research on what works in schools and to learn from each other how to bring about lasting change. Throughout the year, schools work with our coaches to improve daily schedules, implement relevant and hands-on projects, consider new assessments, create a caring climate for kids, and educate the community.

A few of our schools have been experimenting with alternative assessments this year. One school decided not to put grades on student papers or tests for the first month of school; instead they asked teachers to write comments, mark the incorrect answers, and offer opportunities for students to revise their assignments. This practice helped students to see beyond the letter grades and to focus more on improving the quality of their work. Another school liked this practice so much and the positive effects it had on their students that they decided not to give letter grades at all for the entire first semester of freshman English.

“Parents need to put a stake in the ground to parent out of conviction instead of fear.” Jim Lodbell, Founder



Parent Education

We know that parents want what is best for their kids, but knowing what's best isn't always easy. What many of us are doing right now, with the best of intentions, is focusing too much on short-term results instead of raising adults who will ultimately become good people, partners, parents and workers.

We live in a culture that increasingly suggests that success is about numbers—test scores, grades, and college acceptance rates. Parents know that success is more than just what these metrics suggest, but they need tools and information to help them raise kids who will be happy, healthy, meaningful contributors to the world around them. Research tells us what children need is emotional support, parental supervision, adequate sleep, healthy eating habits, physical and intellectual challenges, resilience, and time to reflect, play, and plan. With our Challenge Success Parent Education Program, parents benefit from hearing university-based research translated into practical, everyday strategies that they can use to be better parents and raise kids who will thrive.



Year at a Glance

2011 was an exciting year for Challenge Success. Some of our highlights include:

Working with 26 new and returning schools to reach **120,000 students**, parents and faculty

Publishing a **comprehensive review** of the research on homework

Launching a 3-year study of **best practices** at Challenge Success schools

Reaching nearly **13,000 parents** through workshops, presentations and our live and online parenting courses

Completing a **5-year strategic plan** and forming a new 501(c)(3)

Presenting at 6 conferences to **4500 attendees**

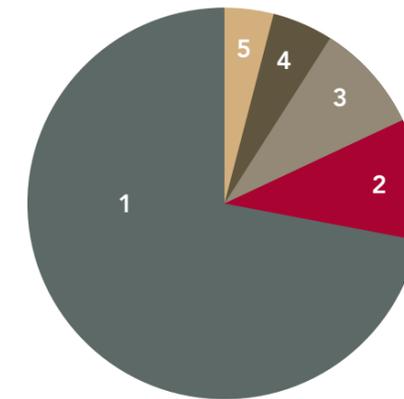
Launching a **social media marketing** campaign

“The class was fantastic. I am inspired to teach my child to advocate for himself and to let him make mistakes.”

Bay Area Parent

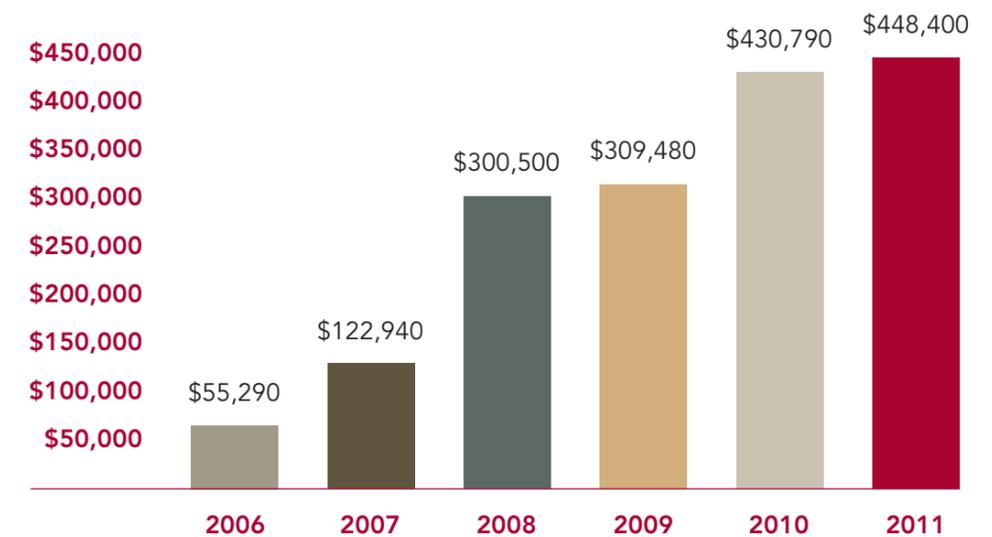
Financial Overview

Revenue



1 Donations	72%	\$325,100
2 Conferences	10%	\$44,500
3 Grants	9%	\$40,000
4 Parent education	5%	\$21,000
5 Schools services/other	4%	\$17,800
Total	100%	\$448,400

Growth in Revenue



“It never occurred to me before I became involved in Challenge Success that I didn’t have to be stressed all of the time to accomplish what I want to accomplish or to be happy.” Student Conference Attendee



Your support allows Challenge Success to broaden its reach nationwide to schools and families in need of trusted, concrete research and the practical strategies they want to make lasting, positive change in their kids. Thank you for your help. We couldn’t do it without you!



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