

# 2016 ANNUAL REPORT



CHALLENGE  
SUCCESS





Challenge Success partners with schools and families to provide kids with the academic, social, and emotional skills needed to succeed now and in the future. We recognize that our current fast-paced, high-pressure culture works against much of what we know about healthy child development and effective education. Our society's overemphasis on grades, test scores, and performance has resulted in a lack of attention to other components of a successful life — the ability to be independent, adaptable, ethical, and critical thinkers. Our work promotes the need for a balanced childhood and helps to foster healthy, engaged learners.

Dear Friends,

*Challenge Success is on the move!*

With a rising emphasis nationwide on mental health and wellness, Challenge Success is on the forefront of providing upstream solutions that support schools in making real, systemic changes that positively impact the health and well-being of students. Demand for our program is growing, and Challenge Success is working hard to ensure that we continue to provide research-based assessment and interventions that reduce student stress and increase academic engagement for more schools and families across the country. We continuously promote **The Well-Balanced Student**, and our goal is to transform schools and help entire communities redefine success. After all, true success is measured over the course of a lifetime — not at the end of the semester.

2016 also brought a leadership change to Challenge Success. We bid farewell to Maureen Brown and welcomed Kathy Koo as our new Executive Director. Kathy brings her experience in business operations, finance, and as a former Head of School, and has ushered in new initiatives, expanded staff, and launched a financial assistance fund that will extend the reach and impact of Challenge Success. We also hosted a highly successful inaugural fundraising luncheon at the Presidio in San Francisco. Mark your calendars for this year's event on Friday, October 20th!

The future has never looked brighter for Challenge Success, but we would not be here without you — our passionate, forward-thinking, and generous donors. Without your support, Challenge Success could not do the important work that leads to stronger schools and healthy, well-balanced, and engaged students.

Here's to "Striving to Double Our Reach in 2017!"

Sincerely,

Charlene Margot  
Chair, Board of Directors

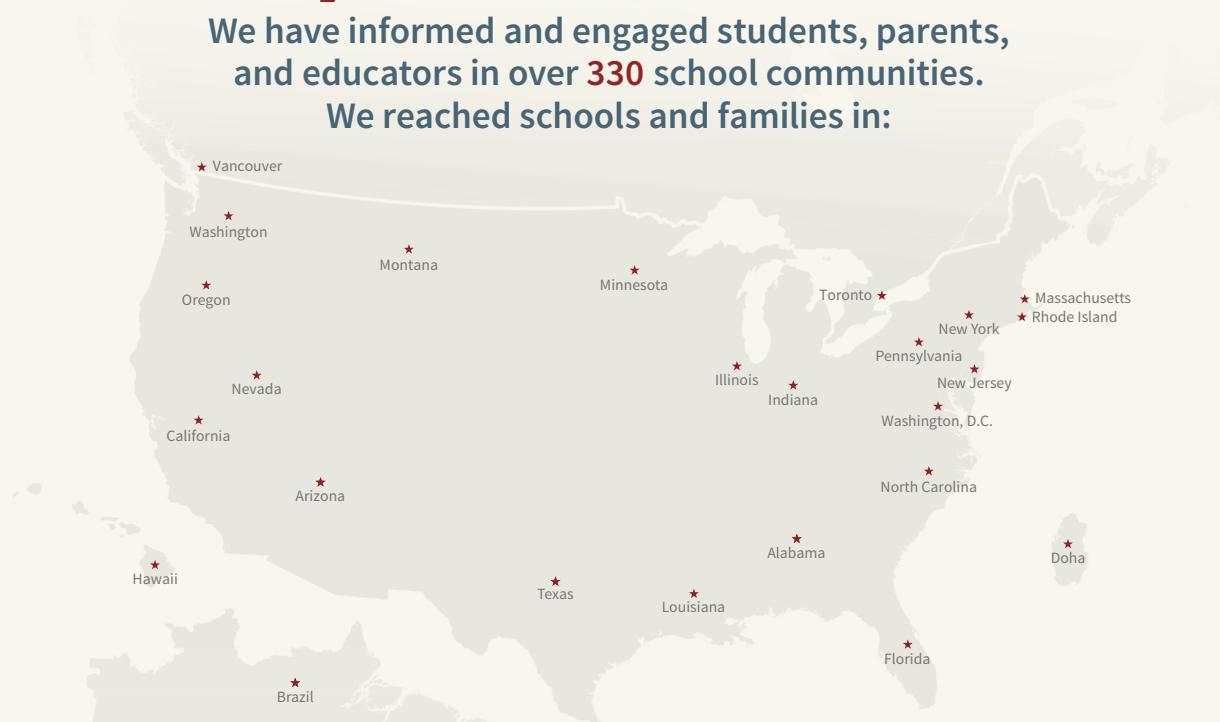
Kathy Koo  
Executive Director

**CHALLENGE  
SUCCESS**

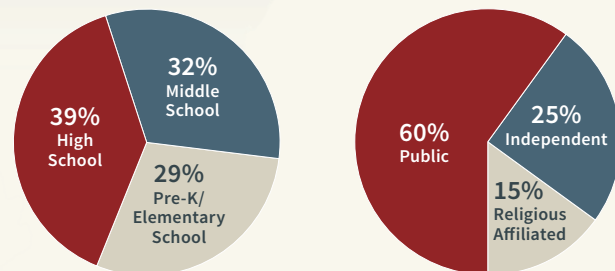


# By The Numbers

We have informed and engaged students, parents, and educators in over **330** school communities.  
We reached schools and families in:




## We Served



## We Provided

  
**180+**  
professional  
development workshops  
**26**  
partner school  
conferences

  
**85,000+**  
student surveys  
**48**  
conference presentations  
**13**  
research papers

  
**320+**  
parent education  
presentations  
**90**  
parent education  
videos

## Our Schools Made These Changes

- ✓ Reduced homework and busywork
- ✓ Started parent education and student wellness programs
- ✓ Changed school schedule/added late starts
- ✓ Modified grading and assessment practices
- ✓ Implemented project-based learning
- ✓ Launched advisories and tutorials for students

## As a Result

  
Kids got more sleep

  
Kids cheated less

  
Kids engaged in learning

  
Kids worried less

  
Kids felt supported  
by teachers

  
Kids performed just as  
well or better in school

## This Matters Because

High school students **need** **9 hours** of sleep and only **get about 6 ½ hours**

**88%** of high school and **75%** of middle school kids admit to cheating

**30%** of high school students report symptoms of depression

**33%** of high school students are actively disengaged in school

**73%** of high school students report being often or always stressed by schoolwork

When students feel able to meet parent expectations, they are **less likely to be worried and stressed** about their schoolwork, and **less likely to suffer from physical symptoms of stress**  
**and**

Students are **more motivated and engaged** in school, and are **more likely to persevere** when they feel **supported by their teachers**

# THE WELL-BALANCED STUDENT

## Wellesley High School on Why it Matters

“ I came to Challenge Success two years ago as a parent of a first grader at Pine Hill School in Sherborn. I attended Denise Pope’s ‘Well-Balanced Student’ presentation at Dover-Sherborn and left there grateful to be a parent of young children in a district so thoughtful about its students’ experiences in and out of school. I also left feeling that Denise’s expertise could help make school a better experience for students, teachers, and parents in Wellesley. I think what I found most compelling was that everything Challenge Success stands for is grounded in research and that healthy child development is at its heart. As a parent and a teacher, I see how fleeting and important childhood is to building resilient, engaged (and engaging!) adults. I want to protect that time for our kids to grow into themselves. As a teacher here, I feel like, increasingly, it’s all about the grade. Students are figuring out what they need to do to get an A grade, but not finding joy in the learning process. It seems like they are checking the boxes they think they need to check to be ‘successful,’ but not thinking outside the box about what success means to them. As Denise says, they are really good at ‘doing school,’ but not going beyond that. They are afraid to take risks that might ‘mess up’ their perfect resumes. I see anxiety, sadness, and a lack of engagement punctuated by moments of curiosity, discovery, and joy. What would school be like if the opposite were true? If curiosity, discovery, and joy were front and center? ”

— Amanda Brown, English teacher

Quotes originally appeared in an article for *Hometown Weekly*.

“ There is no denying that we need to address stress and anxiety in our high school students at Wellesley High School. As PTSO Vice President and Co-President, I attended many presentations addressing the social and emotional well-being of students at WHS. The results of the MetroWest Adolescent Health Survey indicate that anxiety is on the rise in the high school, especially with girls. Each year, we have 20-30 students passing through the WHS Bridge Program and a high number of students who visit the nurse’s office for emotional support. Anecdotally, I spoke with many parents last year, and they expressed concern for their teen with respect to stress and anxiety. Challenge Success is about student empowerment. Wellesley High School students recently completed the The Stanford Survey of Adolescent School Experiences that will provide us with data identifying sources of their stress and anxiety. Based on the results of the survey, students, parents, faculty, and administrators will work together to address WHS student needs with the ultimate goal of reducing stress and anxiety and increasing overall student engagement in school. ”

— Annie Hall, parent



“ I have worked in Wellesley for the past 18 years now, and one can’t work at Wellesley High School, or live in this town without realizing there are a lot of pressures, stresses, and expectations put on our teenagers. Sometimes, it is good, and sometimes, it can be overwhelming. The overwhelming moments have been the ones that kept me up worrying about those kids and their families. Those moments led me to believe Challenge Success was worth pursuing. We plan to move slowly with our steps. We need to analyze the data. We need to triangulate it with other data we have like the MetroWest Adolescent Health Survey and internal measures like attendance, behavior, and grades. We may decide we need more information because the survey data brings up more questions rather than answers, so we’ll try to find a way to gather what we need. We’ll see what emerges and go from there. I think the Challenge Success principles around encouraging kids to be happy and healthy while they work hard to achieve the great things we all want for them are already things we value. I think our families want a well-balanced kid. I think they want their children to feel empowered. I know one of the goals of WHS is to help our students become empowered young adults. ”

— Dr. Jamie Chisum, principal



Wellesley High School in Massachusetts is a Challenge Success 2016–2017 partner school.





Dr. Madeline Levine  
Co-Founder

Jim Lobdell  
Co-Founder

Dr. Denise Pope  
Co-Founder

Board of Directors

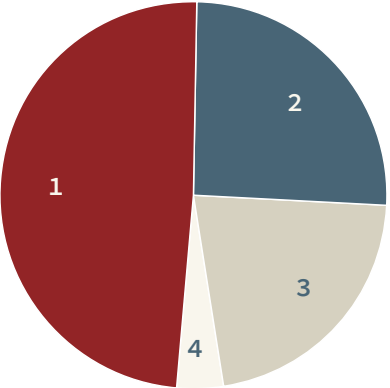
Charlene Margot, Chair	Leigh Sherwood Matthes	Evan Siegel
Staci Friesel	Peter Poutiatine	Steve Smith, Ph.D.
Julie Lythcott-Haims	Bill Rielly	Barbara Rosston

Advisory Board

Sabrina Braham, M.D.	Alex Lockett
Maureen Brown	Lisa Medoff, Ph.D.
Ben deMayo	Susan Mirbach
Elizabeth Gerber	Meredith Pasquesi
Ken Ginsburg, M.D.	Carole Pertofsky
Emeri Handler	Eva Price
Rabbi Patricia Karlin-Neumann	Garry Rayant
Derek Kincade	Brad Sachs, Ph.D.
Seth Leslie	Apryl Stern

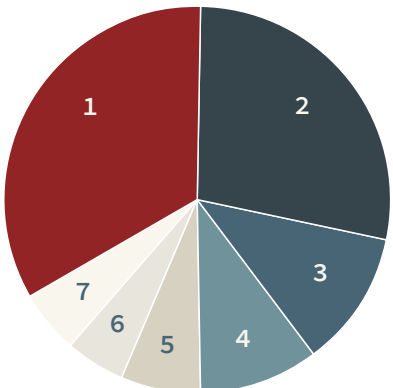
Strategies for Healthy, Engaged Kids and Stronger Schools

Financial Overview\*



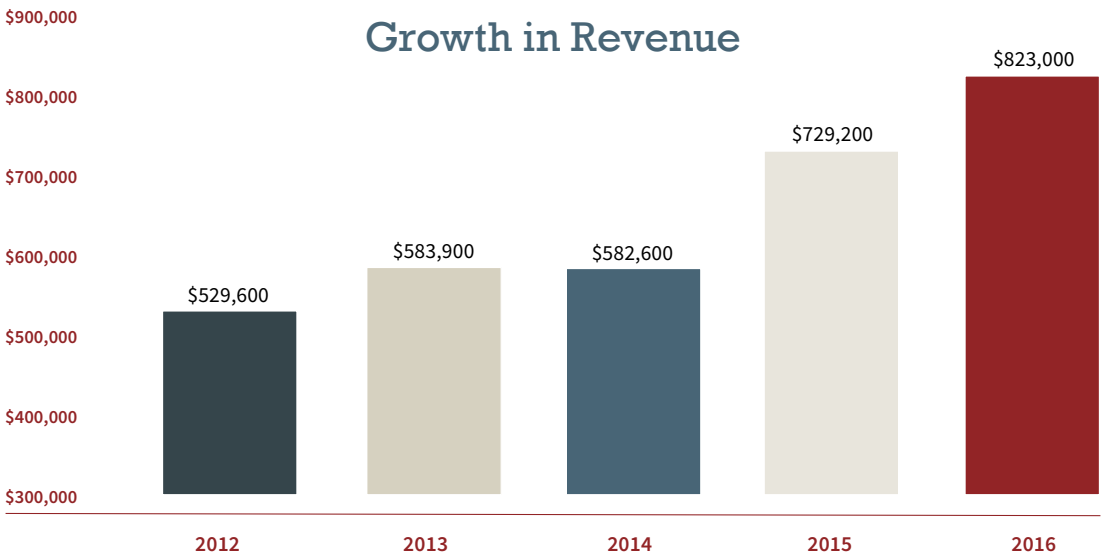
Revenue

1	Donations	49%	\$403,700
2	School Program	26%	\$210,900
3	Research & Survey	21%	\$178,100
4	Parent Education	4%	\$30,300
<b>Total</b>		<b>100%</b>	<b>\$823,000</b>



Expense

1	School Program	34%	\$228,000
2	Research & Survey	28%	\$189,900
3	Admin & Benefits	11%	\$77,700
4	Development	10%	\$66,300
5	Parent Education	7%	\$45,200
6	Marketing	5%	\$33,300
7	Website/IT/Other	5%	\$35,600
<b>Total</b>		<b>100%</b>	<b>\$676,000</b>



\*Numbers reflect the combined balance of 501(c)(3) funds and the limited net earnings from the Challenge Success project at the Stanford Graduate School of Education.





Partner School Conferences

Media Rules:  
Parent Education Event

Inaugural Fundraiser

# Thank you to our Generous Supporters!

- Susan Aaron  
Susan S Ackerman  
Lauren Albrecht  
Kat Alfond  
Laura Anderson  
Jessica Axelrod  
Stacey Bahr  
Penelope J Barrett  
Maria Barrows  
Valerie Batchelder  
Sophie Beraznik  
Tracy & Tito Bianchi  
Celeste Birkhofer  
Molly Bozzo  
Katherine Bradley  
Rebecca Lynn Brady  
Sabrina Braham  
Jennifer Brahm  
Farah Brelvi  
Autumn Bristol  
Adria A Brown  
Maureen & Dave Brown  
Kelly Browne  
Emilia & Tad Buchanan  
Kathleen Byrd  
Susan L Campbell  
Jennifer Carrico  
Jacqueline Castro  
Richard T Chen  
Baldwin Cheng  
Beth Cherry  
Jennifer Chrisman  
Danielle Chritchley  
Bobbie & Lee Clark  
Teru Clavel  
Laura Coan  
Joanne Cohen  
Kelly Cole  
Christie Coleman  
Carolyn Conn  
Suzanne &  
J Taylor Crandall  
Renee Crawford  
Rosemary Criste-Baldwin  
Theresa & Richard Crocker  
Sarah Cueva  
The Danielson Foundation  
Evie & Matt Davis  
Lucy de Anda  
Nina de Clercq  
Regina DeAngelis  
Lori DeAvilla  
Barbara Desai  
Alexis Dineen

Ray & Dagmar Dolby  
Family Fund  
Robin Donohoe  
Tracey Downing  
Daniel Drozdenko  
Carrie Dubois  
Jennifer Duda  
The Efrusy Family  
Foundation  
Annie Egan  
Alyce Eisele  
Jenny Emerson  
Nina Ericson  
Ellie Evers  
Susan Faris  
Jose Fernandez  
Kathy Fields-Rayant  
& Garry Rayant  
Kathryn A Fitzgerald  
Gail Foelsch  
Amy Fox  
Gaja Frampton  
David Frankenber  
Jordana Freeman  
Amy Friedman  
Lisa C Friedman  
Staci & Jonathan Friesel  
Zara Fritts  
Kiran Gaiind  
Gregg Gainsiracusa  
Lynn Garay  
David Gensler  
Elizabeth & Frank Gerber  
Jill Gold  
Golob Family Fund  
Kelly & Greg Golub  
Theresa Gonzales  
Calla Griffith  
Lana Guernsey  
Claudia Gundotra  
Lea Hallert  
Paula Hamilton  
Roma Hammel  
Emeri & Brad Handler  
Laura Hollis Hansen  
Shi Harrington  
Tobias Harting  
Helen Hartnett  
Brooke Heckert  
Tricia Herrick  
Jon Herzenberg  
Nader Heydari  
Kevin Hicks  
Kerry Hogan

Kathryn Hopkins  
Tamara Horne &  
Chris McAndrews  
Megana Hosein  
Deborah Huber  
Melissa Hurwitz  
Susan Jackson  
Katie Janssen  
VCS JH General  
Amy Kacher  
Patricia Karlin-Neumann  
Kathy Katz  
Laura Kavanaugh  
Melissa Kepner  
Karen King  
Tori Kistler  
Jason Knight  
Kathy C Koo  
Dana & Steve Kornfeld  
Jennifer Kostanecki  
Laura Krane  
Lori & Robert Krolik  
Laura & Gary Lauder  
Marybeth Leff  
Leslie Family Foundation  
Debra & Mark Leslie  
Alison & Robert Leupold  
Andrea Lieberman  
Sanne Lim  
Joanna Lin  
Stacey Low  
Evan M Lurie  
Debbie Lutwak  
Linda Lynch  
Julie & Dan  
Lythcott-Haims  
Lynn & Jon Madonna  
Charlene Margot  
Elizabeth Marks  
David Martin  
Lesley Martin  
Janelle Martin  
Leigh & William Matthes  
Sharon & Craig McCollam  
Elizabeth Meeks  
Margaret Miller  
Wendy Miller  
Barbara Miller  
Linda Mills  
Susan & Bill Mirbach  
Wendy Mogel  
Christine Mohan  
Timothy Molak  
Noelle Montgomery

Renu Nanda  
Elisa Neipp  
Monique Nicoll  
Jodie O'Connor  
Elizabeth & David  
Obershaw  
Lisa Olson  
Joanna Oshman  
Kim Overton  
Catherine Paddock  
Anke Pahneyer  
Illana Parker  
Jill Parker  
Meredith & John Pasquesi  
Lee Ann Patterson  
Marguerite Pelose  
Carole Pertofsky  
Peterson Family  
Foundation  
Megan Pillsbury  
Carolyn Piraino  
Ann W Porteus  
Kimberly Postlewaite  
Peter Poutiatine  
Heather Prakash  
Eva & William Price  
Linda Ravano  
Erin Reyes  
Kelly Rierson  
Joanna Roberts  
Deborah Rockwood &  
William Wetherell  
Jennifer Rogers  
Tanaya Rose  
Barbara & Gregory  
Rosston  
Lindsay Rothwell  
Jennifer Ryan  
Nereyda Salinas  
Debbie & Lou Salkind  
Lauren Schlezinger  
Madeline Schwartz Levine  
April Scott  
Joseph M Seither  
Sumit Sen  
Pamela Shames  
Sandy Shapero  
Sam Shapiro  
Nicole Sheehan  
Annette Shelby  
Kirsten Shilakes  
Jenese Sieben  
Ruth-Anne & Evan Siegel  
Susan S Sims

Smita Singh  
Steve Smith  
Jo-Ann Byrne Sockolov  
Lida Soofer  
Joanne Spector  
Chris Spetzler  
Catherine Steiner-Adair  
Tenley Stephenson  
Apryl & Raymond Stern  
Brandy Stroh  
Daniel Sullivan  
Illana Parker  
Kristen L Swift  
Jamie M Tan  
Lisa Taub  
Joshua M Taub  
Debbie Taylor  
Allison Templeton  
Thomas Tessier  
Kristina Toland  
Kelli Tomlinson  
Michael A Torres  
Thao Tran  
Charles Tredennick  
Joseph A Tripp Robins  
Christina Tsai  
Alisa Tu  
Helen Ungerman  
Ann Vanmeter  
Vivienne Virani  
Ranvir Wadera  
Elizabeth Wahl  
Judy Walden  
Mara & Rick Wallace  
Amanda Walter  
Jennifer Weiksner  
Ellyn Weisel  
Stephanie Weisner  
Michele Wheeler  
Don Whipple  
Sally & Scott Whipple  
Rochelle Williams  
Jennifer Williams  
Michele Williams  
Wilson Westergren  
The Wingate Family  
Foundation  
Lisa Winston  
Brenda Wong  
Kirby Woodson  
Kimberly Young  
Albert D Zappelli  
Mary Ann Zetes  
Xiaoming (Holly) Zhang





