

# 2010 ANNUAL REPORT



# HUGH O'BRIAN YOUTH LEADERSHIP

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GLOBAL IMPACT

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President and Chief Executive Officer

**CRYSTAL BOUTIETTE**  
Office Manager/Development Associate

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Finance Consultant

**JUDITH MARTINEZ**  
Finance and Program Assistant

*Program Department*

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**NOEL ELGRABLY**  
International Programs/Development Assistant

**ROSE SANTINI**  
Director of National Programs – Region Y

**DIONNE YOUNG**  
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**ROBIN GARFIELD**  
Development Consultant



# LETTER FROM HOBY PRESIDENT AND CEO



Dear Friends and Supporters,

HOBY's 2009-2010 was another year of challenges, successes, and opportunities for our organization. With the help of our volunteers and our other stakeholders like you, we successfully executed our leadership programs, including, but not limited to, volunteer training, seminar planning and presentation, and of course, the World Leadership Congress which for the first time in over 20 years, was held in Los Angeles, CA. Highlights of our exciting year include:

- 9098 Ambassadors registered for one of our 70 State Leadership Seminars, representing over 7,200 schools;
- 396 Ambassadors from 14 countries, including Nigeria, Iraq, South Korea, Mexico, China and the United Kingdom participated in our World Leadership Congress, held at UCLA;
- Nearly 2 million service hours have been delivered by our HOBY alumni and logged onto our Leadership 4 Service website. In 2010 alone, almost 4,200 alumni logged more than 292,000 hours, an economic impact valued at more than \$4,200,000. Very few non-profits deliver such a high return on investment!
- HOBY experienced a net increase to assets of over \$50,000. In a year where literally thousands of non-profits were forced to close their doors, HOBY grew stronger again proving that HOBY is an excellent and effective investment of your time and donations.

We want to thank some of our newest strategic partners. These organizations invested in HOBY because of our impact, success, and the caliber of our students and volunteers. We thank them and the literally thousands of individuals, corporations, foundations and organizations that donate to HOBY across the country. HOBY cannot exist without your support. Here are but a few of our valued relationships:

- Southwest Airlines—donated round-trip tickets to HOBY. This year, their donation supported volunteer training and technical support and fundraising/partnership development. Southwest donated additional round trip tickets for 2010-2011 which will be used to support volunteer travel to the Training Institute, student travel to WLC and staff travel for volunteer support.
- Nestle Very Best in Youth—partnered with HOBY to recognize young people making a positive difference in the lives of others. Nestle has honored more than 200 young people, some of them HOBY alumni, and donated more than \$700,000 to organizations HOBY Ambassadors are involved in.
- Big Brothers/Big Sisters—HOBY partnered with the BBBS chapter in Dallas/Ft. Worth area to help bring over 20 “littles” served by BBBS to a HOBY leadership seminar for the first time. This successful pilot allowed us to serve Ambassadors and schools who otherwise would not be able to participate in HOBY and is being expanded for the 2010-2011 program year.
- Loyaltex, Inc—donated to HOBY for the third year in a row. Their donation helped fund Ambassador scholarships to WLC, including an Ambassador from the Dallas Big Brothers/Big Sisters program who otherwise would not have been able to attend this historic event.
- EFTours—the largest, private student tour group company in the world, has partnered with HOBY to bring opportunities for international experiences for HOBY Alumni.

Throughout all we do, HOBY focuses on our student Ambassadors. HOBY continues to be the nation's premier youth leadership development organization and we are still changing the lives and futures of each and every Ambassador that walks through our doors. Our incredible staff and amazing brigade of over 4,000 volunteers give what it takes to make a difference in their world. The wonders of HOBY are alive and well and we recognize the outstanding efforts of those whose work and contributions make that possible.

In this Annual Report, you will see the hard work that has been done. There is still much to do and we will all share in the triumphs as we overcome future challenges. We are advancing our strategic priorities, enhancing our ability to meet the challenges of the future and build a solid foundation for growth. We are setting our goals high and renewing our commitment and passion. The coming year will produce more opportunities and we invite you all to join us as we propel HOBY into the future!

Javier La Fianza

President and Chief Executive Officer



# WHAT WE DO

- 1** Training Institute with 140 Volunteers in attendance representing 60 US sites.
- 18** Community Leadership Workshops (CLeWs) represented in 8 states
- 70** Leadership Seminars covering 49 States; 52, 3-day seminars and 18, 4-day seminars
- 2,414** volunteers in our volunteer database; 917 of which were new to HOBY
- 9,098** total registered ambassadors representing 7,207 schools
- 292,415** service hours logged by 4,193 alumni
- 353,621** Alumni since 1977 (unknown number from 1958-1977)

## MISSION:

To inspire and develop our global community of youth and volunteers to a life dedicated to leadership, service and innovation.

## VISION:

To motivate and empower individuals to make a positive difference within our global society, through understanding and action, based on effective and compassionate leadership.

## CORE VALUES

- **Volunteerism** - Volunteerism is the heart and soul of our organization. We appreciate the myriad contributions of our volunteers, and recognize the power of thank you and of giving back. We seek to promote and encourage service among our stakeholders. We recognize and value the positive accomplishments that volunteers can achieve by working together. We believe that volunteers are positively impacted by our programs as much as the youth and communities we serve.
- **Integrity** - Integrity forms the foundation of our organization. We demand the highest level of ethics. We grow our organization based on interactions that promote mutual trust and respect with our stakeholders and partners. We strive to ensure the highest level of organizational effectiveness by continually reviewing our programs and processes to improve quality and efficiency.
- **Excellence** - We strive to continually raise our programs and business to new levels of excellence. We encourage entrepreneurship and innovation in business, education, and social responsibility. We develop creative solutions to address challenges and to utilize opportunities. We believe that leadership skills can and should be continually improved and refined.
- **Diversity** - We value and embrace diversity. We seek out views that reflect all walks of life, and reflect those views in our programs. We are sensitive to the special needs and diverse backgrounds of individuals. We give all individuals an equal opportunity to be heard and to benefit from our programs.
- **Community Partnership** - We value community partnerships. We recognize the importance of working with community organizations to strengthen our supportive network. We value the input we receive from our community partners, and strive to work together cooperatively and constructively for the betterment of all.



# HOW WE DO IT



INSPIRING, EDUCATIONAL, ALTRUISTIC, ENERGIZING, ENTHUSIASTIC, MOTIVATING, TRANSFORMING, LONG-LASTING, AND LIFE-CHANGING ...

These are some of the words that students, schools, parents, alumni, volunteers and supporters use to describe Hugh O'Brian Youth Leadership (HOBY).

HOBY programs provide youth selected by their schools an opportunity to participate in unique leadership training, service-learning and motivation building experiences.

We provide opportunity and assistance for individuals to share what HOBY imparts—not what to think, but how to think; creatively, critically, and compassionately. An individual with opportunity and motivation is capable of accomplishing great things, HOBY is working to reach out to young leaders in every high school because we believe that each one is capable of rising to the challenges we face in making our world a better place.

## HOBY LEADERSHIP SEMINARS FOCUS ON:

- Improved critical thinking skills
- Enhanced Leadership skills
- Developing goal setting skills
- Realizing the importance of leadership
- Active involvement in the community

Known as HOBY's flagship program, the Leadership Seminar is designed for high school sophomores to recognize their leadership talents and apply them in becoming effective, ethical leaders in their home, schools, workplace and community. The high level of energy, encouragement and motivation as well as the interaction with peers, panelists and volunteers are important elements in nurturing the students' future leadership roles.

Students participate in hands-on leadership activities and meet state leaders in business, government, education, media and the non-profit sector. There are approximately 70 Leadership Seminars held each spring throughout the United States. Local volunteer committees plan, and run these three- or four-day seminars, and also raise the funds to pay for most program expenses. Each September, every public, private and charter high school in the country is invited to select and register an outstanding sophomore as their representative to their local state seminar. Currently, nearly 9,000 sophomores, representing 7,500, schools attend HOBY Leadership Seminars annually.

HOBY also provides adults with opportunities to make a significant impact on the lives of youth by volunteering. Over 4,000 committed HOBY volunteers plan and execute HOBY programs each year, serving both at the state HOBY Affiliate level and on HOBY's Board of Trustees and Governors. HOBY success is due to the selfless efforts of volunteers and the contributions of generous donors.



# WORLD LEADERSHIP CONGRESS

The World Leadership Congress (WLC) is the “Super Bowl” of the HOBY Leadership Program. The same principles, philosophies, and methodologies of the three- and four-day seminars culminate in this nine-day Congress for almost 400 US and International Ambassadors in Los Angeles, CA. HOBY invites students who participated in the state leadership seminars to join peers from around the world to discuss global issues.

This intensive program is divided into sessions involving panel discussions, interactive workshops, training exercises, and individualized sessions that expose youth to distinguished leaders from business, government, international affairs, science & technology, medicine, media, and education. HOBY student Ambassadors leave WLC more mature, more aware of the world around them, and more empowered to make meaningful contributions to their communities.



Over 100 HOBY volunteers bring WLC to life each year. The 2010 WLC International Ambassadors hailed from Canada, China, Germany, Hong Kong, Iraq, South Korea, Mexico, Nepal, Nigeria, Philippines, Taiwan, United Kingdom and the United Arab Emirates.



## IRELAND!

In partnership with Albert Schweitzer Leadership for Life and Froige, Ireland’s largest youth organization, HOBY participated in their 2nd Annual International Youth Leadership Conference. Held in Dublin, Ireland from June 28th – July 2, 2010 this was truly a unique opportunity for ambassadors to travel abroad with other HOBY alumni and experience leadership development from an international perspective. After the conference, there were 2 ½ days of exploration and touring in Dublin and the Irish countryside.





# COMMUNITY LEADERSHIP WORKSHOPS (CLeWS)

CLeWs are an abbreviated version of the HOBY Leadership Seminars. These one-day workshops are an outreach program open to several freshmen per high school. They provide students with an introduction to developing leadership skills. Students participate in group activities, listen to presentations given by motivational speakers and local community leaders, and conduct a community service project. Like other HOBY programs, CLeWs are organized by HOBY's own alumni, volunteers from civic organizations, such as Kiwanis, Optimist and the General Federation of Women's Clubs (GFWC), as well as volunteers from educational and business associations.

## LEADERSHIP FOR SERVICE

Leadership for Service is HOBY's community service program held in conjunction with America's Promise. The program motivates young leaders to take on meaningful roles in their communities. It challenges each HOBY Ambassador to contribute a minimum of 100 hours of community service to be completed within one year after attending their Leadership Seminar. Ambassadors are able to record and keep track of their hours and community service projects on HOBY's web site ([www.hoby.org](http://www.hoby.org)). HOBY has been a member of America's Promise since its participation in the President's Summit in 1997.

## SINCE INCEPTION HOBY AMBASSADORS HAVE LOGGED OVER 1,938,000 HOURS OF SERVICE.

Upon completion of the 100 hour challenge each student receives:

- The President's Volunteer Service Award and congratulatory letters from the President of the United States and the Chair and Honorary Co-Chairs of the President's Council on Service and Civic Participation
- Certificate of Recognition from Hugh O'Brian Youth Leadership
- Recommendation letter from HOBY's President and CEO addressed to College Admissions Officer verifying service hours



## TOP 10

HOBY ambassadors can log their service hours online. The following have logged the most hours.

<b>5,008</b>	Patrick Walters, PA
<b>4,614</b>	Meghan Best, OH
<b>4,062</b>	Shea Brianna Christilaw, PA
<b>4,000</b>	Marina Ricci, IL
<b>3,536</b>	Cody Perry, WV
<b>3,459</b>	Russell Tanguay, IL
<b>3,279</b>	Denise Truong, TX
<b>3,189</b>	Randi Pederson, CA
<b>3,042</b>	Suzanne Smith, TX
<b>2,972</b>	Heidi Larison, KS

# VOLUNTEERS: HOBY'S BACKBONE



The thousands of men and women who dedicate themselves to carrying out HOBY's mission are indeed special. They put in countless hours of work, ingenuity and passion, tirelessly promoting HOBY's programs, recruiting young leaders and raising the necessary funds—outside of their everyday jobs and family lives—spending an entire year organizing and preparing for Leadership Seminars, the World Leadership Congress and other HOBY programs. HOBY volunteers contribute their time and efforts toward program planning. They are keynote speakers and guest panelists at the HOBY events. Through their companies or organizations, they provide gift-in-kind support and fund student scholarships and program costs for thousands of participating students. HOBY volunteers serve on the boards of HOBY affiliate corporations – providing guidance on planning, marketing, finances, governance, student recruitment and more. (Indeed, no one at the state level is paid for their efforts on behalf of HOBY.)

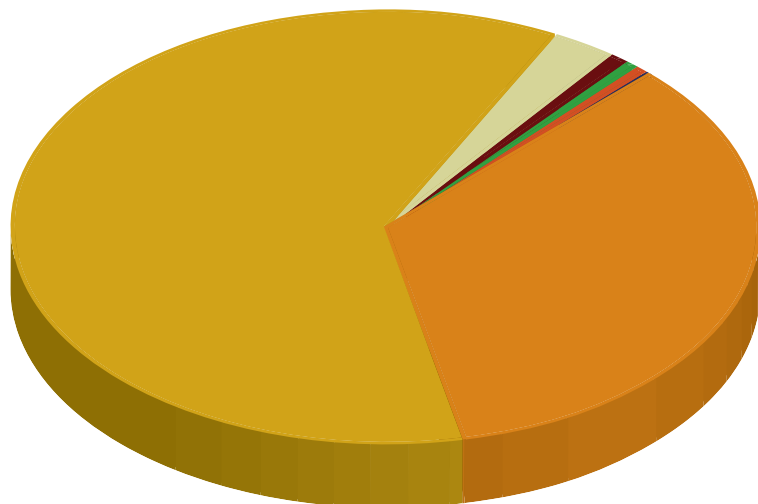
## TRAINING INSTITUTE (TI)

The Training Institute is HOBY's annual volunteer training conference and gathers together approximately 150 key volunteer leaders each year who come from all 50 states and international locations. For three days in August, the volunteers and administrative staff conduct and participate in training, and discuss and exchange ideas on the best practices in leadership training, fundraising and marketing for HOBY's programs, among other topics. The participants return to their home sites where they resume their responsibilities with renewed enthusiasm and a clear vision of how to better serve HOBY youth.

They rejoin their fellow HOBY volunteers, who collectively make up a "nation corps" of more than 4,000 dedicated individuals, and train them for the coming year. It is through the valued efforts of the HOBY volunteers that the organization achieves the effectiveness and success of its programs each year. In an effort to recognize the volunteers' hard work, HOBY presents awards at the Training Institute in the following categories:

- Corporate Board (Outstanding and Superior levels)
- Leadership Seminar (Outstanding, Superior and Excellent levels)
- Outstanding Leadership Seminar Ambassador Recruitment
- Alumni Chapter (Outstanding, Superior and Excellent levels)
- Community Leadership Workshop (Outstanding, Superior and Excellent levels)
- Volunteers of the Year (2 individuals)
- Outstanding Program Book

Additional volunteers are reached for professional training through our fall regional training weekends.



## BREAKDOWN OF VOLUNTEERS BY NUMBER OF YEARS SERVING:

- 1873 serving 5 or fewer years
- 3336 serving 6-10 years
- 142 serving 11-15 years
- 34 serving 16-20 years
- 18 serving 21-25 years
- 9 serving 26-30 years
- 2 serving 31 or more years

THE FOLLOWING PASSAGE DESCRIBES—IN THE WORDS OF LITTLE SISTER KIERA—THE MOST IMPORTANT THING SHE LEARNED AT THE HOBY SEMINAR. KIERA WAS ALSO CHOSEN TO ATTEND THE WORLD LEADERSHIP CONGRESS IN 2010 AND IS RETURNING AS A JUNIOR FACILITATOR IN 2011. HERE IS HER STORY...



I first learned about HOBY through the Big Brothers Big Sisters organization. I was a little skeptical on whether I wanted to attend. I had never heard of the organization, and wasn't really sure what it was about or if it was anything that I would be interested in. Shortly after, I went online and did some research about HOBY and as I read on, I soon became honored that BBBS not only thought enough to consider me as a participant, but sponsor me as well.

The HOBY Leadership Seminar was a life altering experience. As a HOBY Ambassador, the most important thing I learned during the HOBY conference was the importance of leadership and helping others. I learned many skills that have been useful in serving as a leader and volunteer in my school and community. The HOBY experience was such an inspiration to me; it moved me to return to my community and immediately start the process of giving back and encouraging others to do the same. Many times we tend to become consumed with our own personal issues and forget there are others out there that are less fortunate than we are.

As I traveled home with my parents after attending the HOBY conference, I eagerly discussed the possibilities of getting right to work in volunteering my services and helping others. The week following HOBY, I assisted in organizing and volunteering for many activities at my church and school. I always say, "Teamwork Makes the Dream Work." HOBY brought the leader out in me, and because of that my road to success has begun, my confidence is lifted and my future is bright. This is a wonderful organization and I'm sure I will continue to share with my family and friends about how HOBY changed my life for years to come. HOBY is OUTSTANDING!

# SPOTLIGHTING AMBASSADORS

## HOBY AND NESTLÉ PARTNER AND HOBY ALUMNI BENEFIT

Nestlé has been a proud sponsor of the Nestlé Very Best In Youth program for more than 12 years. It was created to spotlight the best in youth leadership and to identify teens whose efforts are making a profound impact in lives other than their own. HOBY participants—called youth ambassadors—were encouraged to apply for the Nestlé Very Best In Youth award, presented biennially to students who have demonstrated not only good citizenship and a strong academic record but who have made a special contribution to their school, church or community.



## HOBY ALUMNI FINALISTS!

### Tara Adiseshan

San Jose, CA  
VA 2008

### Alyssa Bollig

Fort Collins, CO  
CO 2010

### Sanjana Narkar

Downey, CA  
CALA and WLC 2009

### Alanna Propst

Selma, NC  
NC 2009

### Anthony Reed

Bishop, GA  
GAB 2009

### Krista Shugart

Sparta, NJ  
NJ 2009

### Daniel Shur

Fairfield, CT  
CT 2010



## HOBY AS A NON-PROFIT ORGANIZATION

Hugh O'Brian Youth Leadership is a not-for-profit tax-exempt organization recognized under section 501(c)(3) of the United States Internal Revenue Code and has been designated as a "public charity" under section 170(b)(1)(A)(VI) and 509(a)(1) of the Code.

### STATEMENT OF FINANCIAL POSITION

July 31, 2010

#### Assets:

• Cash and cash equivalents .....	\$188,839
• Contributions, receivable, pre-paid and other assets.....	\$188,752
• Certificates of Deposit.....	\$714,660
• Endowment assets.....	\$230,519
• Office Equipment.....	\$33,483
• Total Assets .....	\$1,356,253

#### Liabilities and Net Assets

• Total Liabilities .....	\$587,199
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#### Net Assets:

• Total unrestricted net assets .....	\$681,054
• Permanently restricted - endowment .....	\$88,000
• Total Net Assets.....	\$769,054
• Total Liabilities and Net Assets .....	\$1,356,253

### STATEMENT OF ACTIVITIES

#### Revenue, Gains and Support:

• State Leadership Programs .....	\$1,317,914
• World Leadership Congress .....	\$618,460
• Contributions & grants .....	\$75,777
• Investment income .....	\$26,886
• Other .....	\$56,988
• Total revenue, gains and Support.....	\$2,096,025

#### Expenses:

• Program Services.....	\$1,778,186
• Management and General.....	\$198,702
• Fundraising and Development .....	\$67,875
• Total Expenses .....	\$2,044,763
• Change In Net Assets.....	\$51,262
• Net Assets, Beginning Of Year .....	\$717,792

## SPONSORSHIP OPPORTUNITIES

Cash donation

HOBY event

A state leadership seminar

A student in your area to attend WLC

WLC Event

Award Dinner Events

TEAM HOBY

Matching Gifts

Real Estate/Art Collectibles

Bequests

Securities

Savings & Retirement Accounts

Life Insurance / Life Settlement

Program Book Ads



# DONORS



**Special thanks to SOUTHWEST AIRLINES  
for making a generous donation of tickets.**

## **DEAN \$25,000 - \$49,000**

Loyaltex Fashion

## **MENTOR \$2,500 - \$9,000**

Aeropostale  
David J Enger  
Chartwell Charitable Foundation  
Ron Gillet  
MacDonald Family Trust  
Mindy Meads  
Brian McLoughlin  
Nestle USA, Inc  
Trevor Stoffer  
Niteks USA, Inc.  
Gerald Oppenheimer Family Foundation  
Comerica Bank  
US Bank

## **SCHOLAR \$1,000 - \$2,499**

Hollywood American Legion Post 43  
Bank of America  
Buckley Management, LLC  
Equity Settlement Services, Inc  
Honeywell Hometown Solutions  
Microsoft Corporation  
Kristy Kunin  
New Millenium Title Group  
Thomas R. Ryan  
The Swinerton Foundation  
Brian Wakefield

## **SPONSOR \$500 - \$900**

James E. Burrows  
Ann Drake  
Bristol- Myers Squibb Company  
Electric Mills Wood Preserving, LLC  
Susan martin  
MT Transportation & Logistics Services, Inc.  
Michael D. Waldorf  
Arkansas EMS Foundation, Inc.

## **FRIEND \$250-\$499**

Donald Grennon  
Ted Belinky  
Edna M. Campbell  
Charles P. Cusumano  
Gaylord Haas  
Susan Hernandez  
Javier La Fianza  
Brian A. Barr  
Donna M. Fife

## **SUPPORTER UP TO \$249**

Meghan Barnes  
Curtis Amen  
Sondra L. Batista  
Barbara Bellantonio  
Geoffrey Berlin  
Anne Brady  
Grace A. Carr  
Amanda Easton  
Janet Edstedt  
Sue Escalona  
Regula Evitt  
Greg K. Farrin  
Karen D. Fennelly  
Vicki I. Ferrence Ray  
Scott Forst  
Robert Forster  
John J. Gallagher  
Cindy Giauque  
Ross Goldbery  
Brian Gongol  
Debra J. Grieder  
Richard Hang  
Michelle R. Harman  
Allison Hauser  
John G. Hawkins  
Kathleen M. Healy  
Laura A. Hechtner  
Laura M. Hemphill  
Kevin D. Hopkins  
Brian D. Horblit  
Victor Izay  
Jolliffe Research Group  
Linnea Jordan  
Joseph Kaidanow  
G. Ward Keever  
Jeff Kiesling  
Claire Koerner  
Peter J. Kotsensas  
Daniel Kryzanowski  
Janis K. Loo  
Jerry Lowe  
James J. Ludwig  
Anne Machemehl  
Jeffrey Mack  
Harry Mahan  
Melissa M. Martz  
Sharlene Matsura  
Pamela S. McNatt  
Paul Mims  
Morgan Stanley  
Erik Newton  
Oklahoma City Community Foundation  
Adam Olsen

Nancy A. Plaks  
Elizabeth Prescott  
Jon Raymond  
Morgan H. Rector  
Schellee Rocher  
Angela Romero  
Kevin P. Ryan  
Thomas P. Ryan  
Margaret Santelli  
Karen E. Saron  
Rosalie C. Shwartz-Epstein  
D. Philip Schockley  
Cheryl Smith  
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Rose Santini  
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*The annual report listings recognizes those who have contributed in support of HOBY International in 2010. Every effort has been made to ensure that the list is complete and accurate. If any errors or omissions have occurred, please accept our apologies and call the Development Office at 818-851-3980 X316 to report corrections. Thank You.*

## COOPERATING ORGANIZATIONS

AMERICAN ASSOCIATION OF SCHOOL ADMINISTRATORS  
AMERICAN CHAMBER OF COMMERCE EXECUTIVES  
AMERICAN HUMANICS, INC.  
AMERICAN INTERNATIONAL EDUCATION FOUNDATION  
AMERICA'S PROMISE— THE ALLIANCE FOR YOUTH  
THE AMERICAN RED CROSS  
AMVETS  
COLLEGE OPTIONS FOUNDATION  
THE CONGRESSIONAL AWARD  
COUNCIL OF CHIEF STATE SCHOOL OFFICERS  
FOUNDATION FOR TEACHING ECONOMICS  
GENERAL FEDERATION OF WOMEN'S CLUBS  
HONG KONG UNION FOR YOUNG LEADERS  
INTERNATIONAL ASSOCIATION OF LIONS CLUBS  
KOREA TOYNBEE CORP LTD .  
MILITARY ORDER OF THE WORLD WARS  
NATIONAL ASSOCIATION OF MANUFACTURERS  
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS  
NATIONAL CATHOLIC EDUCATIONAL ASSOCIATION  
NATIONAL MANAGEMENT ASSOCIATION  
NATIONAL PARENT TEACHER ASSOCIATION  
NATIONAL SCHOOL BOARDS ASSOCIATION  
OPTIMIST INTERNATIONAL  
POINTS OF LIGHT INSTITUTE  
PRESIDENTIAL CLASSROOM  
SACEDA YOUTH LEAD  
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### WHETHER YOU ARE A MEMBER OF A CIVIC ORGANIZATION, CORPORATION, OR A PRIVATE CITIZEN, YOUR CONTRIBUTION IN TIME OR MONEY OFFERS A GREAT RETURN ON YOUR INVESTMENT.

HOBY actively seeks participation in its vital leadership development programs. If you are interested in establishing a grant or endowment for Ambassadors in your state, making a contribution, becoming a HOBY volunteer or joining our network of Alumni, please call or email us!



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