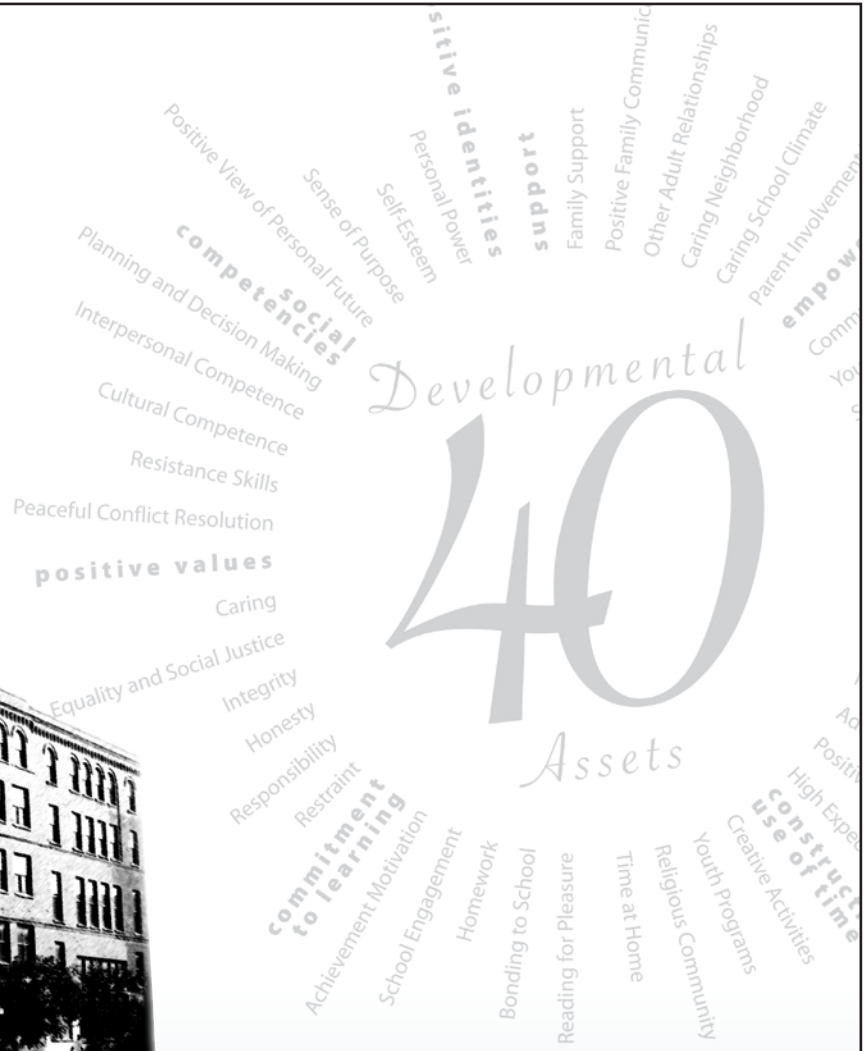




## 2007 ANNUAL REPORT



# 40 Assets

# INNOVATORS IN DISCOVERING WHAT KIDS NEED TO SUCCEED

Search Institute is a leading innovator in discovering what children and adolescents need to become caring, healthy, and responsible adults. Drawing on extensive research, Search Institute brings hopeful solutions to pressing challenges in the lives of young people, their families, and their communities.

### OUR VISION

To create a world where all young people are valued and thrive.



### OUR MISSION

To provide leadership, knowledge, and resources to promote healthy children, youth, and communities.

### DEAR SUPPORTERS OF SEARCH INSTITUTE,

Few nonprofits engage in active product development and marketing, relying almost exclusively on grants, contracts, and contributions to fuel their mission. But lately, the concept of “social enterprise” or “social entrepreneurship” has come into vogue. These concepts focus on using business principles and practices to achieve a “double bottom line”: social impact and financial return. Though we didn’t know those terms, Search Institute has been something of a social enterprise since the early 1990s, when we began an intentional product development, sales, and marketing effort.

This 15-year track record is the catalyst for our organizational development focus in 2007. With support from the Case Foundation and in partnership with Community Wealth Ventures (CWV), we completed a major strategic plan that calls for Search Institute to leverage its strength in bridging research and practice to increase our social impact and financial health and sustainability through a significant investment in our capacity to operate as a social enterprise. Indeed, our partners at CWV found unique readiness and capacity within Search Institute for this approach. After a rigorous analysis and planning process, our board of directors adopted this approach as the organization’s top strategic priority for the next three years.

We have engaged initial philanthropic investors that will help us launch this plan, and we are confident that additional support for this vision will come. We are also fortunate to have a partnership with Social Venture Partners of Minnesota, which is helping to form a Business Advisory Council to guide our plan for growth and sustainability.

This new focus on social entrepreneurship does not change our mission. Our commitment to providing leadership, knowledge, and resources to promote healthy children, youth, and communities is as strong as ever. In fact, we anticipate that our efforts to boost our revenue-generating capacity will increase our ability to invest in critical research and partner with communities that would most benefit from our positive approaches to human development and social change.

As this plan comes to fruition, we expect that Search Institute will become even more valuable to you, our partners. Together, we are poised to have an even greater impact as we seek innovative ways to realize our vision of a world where all young people are valued and thrive.

*Robert Rudell, Chair of the Board, Search Institute  
Peter L. Benson, Ph.D., President and CEO, Search Institute*



## BOARD OF DIRECTORS

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## DISCOVERING WHAT KIDS NEED TO SUCCEED

### Expanding Understanding of Developmental Assets®

The framework of Developmental Assets is at the heart of Search Institute's research and community engagement work. Introduced in 1990, the framework names the basic building blocks of healthy development that all kids need to succeed. Since that time, assets have been studied among about three million young people in thousands of communities. Here are some of the specific projects Search Institute engaged in to deepen and expand the understanding and reach of Developmental Assets and related approaches to positive youth development.

**Developmental Assets in indigenous communities**—With support from the **I. A. O'Shaughnessy Foundation** (2007–2008), Search Institute and its project partners launched an initiative to equip early elementary teachers with the knowledge and skills to infuse Developmental Assets into their instructional and classroom management practices. Search Institute also collaborated with the **Kamehameha Schools** to develop a survey of the 40 Developmental Assets that is relevant to Hawaiian culture.

**Developmental Assets outside of the United States**—Prompted by growing interest in asset building in the international community, Search Institute began several intentional collaborations to study Developmental Assets in other cultures and contexts. In partnership with **Educational Development Corporation** and with **Save the Children**, the Developmental Assets Profile was pilot tested in the Philippines, Bolivia, Nepal, and Morocco.

### Examining Thriving as a Complementary Framework

The Developmental Assets framework names the basic building blocks of development that all kids need. Through a growing exploration of thriving in adolescence, Search Institute and its collaborators are shaping a complementary focus on thriving, which emphasizes naming and nurturing the unique gifts, passions, and “sparks” of each young person. Extensive survey research as well as in-depth interviews on thriving were completed in 2007, as was a major new book called *Sparks: How Parents Can Ignite the Hidden Strengths of Teenagers*, by Peter L. Benson, which Jossey-Bass will publish in October 2008.

This work has been undertaken in collaboration with scholars at **Stanford University** and **Fuller Theological Seminary's School of Psychology**. Lead support for this initiative has come from **Thrive Foundation for Youth**, with additional support from the **Campbell Family Foundation**, **General Mills Foundation**, **Kansas Health Foundation**, **Peninsula Foundation**, **RGK Foundation**, **Time/Warner**, **W. K. Kellogg Foundation**, and **Walton Family Foundation**.

### Spiritual Development: Uncharted Territory in Youth Development

How are young people doing on their journey to find meaning, purpose, connection, and joy in life? This is one of the questions being explored by Search Institute's Center for Spiritual Development in Childhood and Adolescence, which is supported by a major grant from the **John Templeton Foundation** (2006–2008). This center seeks to deepen understanding of spiritual development as an integral part of human development for all children and youth, regardless of whether they are religious.

In 2007, this global initiative engaged scholars, practitioners, and youth in 19 nations in exploring the definition and dimensions of spiritual development. It also completed more than 70 focus groups with youth, youth workers, and parents in 13 nations regarding their understanding of spiritual development, and launched a study of youth “spiritual exemplars.” (More information is available at [www.spiritualdevelopmentcenter.org](http://www.spiritualdevelopmentcenter.org).)

### Linking Theory and Practice in Positive Youth Development

As the field of positive youth development matures, Search Institute has played a key role in linking the growing scientific base with the world of practice. In 2007, Search Institute completed a five-year project supported by the **Lilly Endowment, Inc.**, to advance and disseminate the scientific foundations of positive youth development. Key project deliverables included:

- A major chapter on the theory of positive youth development for the sixth edition of the *Handbook of Child Development*, edited by William Damon and Richard M. Lerner (John Wiley).
- Ongoing publication of *Search Institute Insights & Evidence*, an online periodical that summarizes key research and its implications for policy and practice. Titles are available at [www.search-institute.org/research/Insights/](http://www.search-institute.org/research/Insights/).
- Launching of *The Search Institute Series on Developmentally Attentive Communities and Society*, an academic book series published by the international academic publisher Springer. To date, four titles have been published, with three more slated for release in 2009.

## EQUIPPING INDIVIDUALS, COMMUNITIES, AND ORGANIZATIONS TO PROVIDE WHAT KIDS NEED TO SUCCEED

**In addition** to a focus on positive human development, Search Institute seeks to build the capacity of individuals, families, organizations, and communities to support young people's development. This work is organized around a framework of five action strategies for community and social change. Below are project snapshots that illustrate each of the five action strategies.

### Catalyze Community Change

- The five action strategies come together as part of Search Institute's Healthy Communities • Healthy Youth initiative. A three-year grant from the **Otto Bremer Foundation** provides support to renew and expand community-wide asset-building efforts in Minnesota, North Dakota, and parts of Wisconsin.

### Engage Adults

- A key effort of Search Institute to engage adults is MVParents.com. This Web site recognizes that “engaged parents are the real heroes” and supports parents in building assets with tips, ideas, affirmations, and a free weekly newsletter. This initiative is supported by **Coors Brewing Company** as part of its corporate social responsibility efforts to reduce underage drinking.

### Mobilize Young People

- With support from the **Corporation for National and Community Service** through its Learn and Serve America program (2006–2009), Search Institute partnered with **Interfaith Youth Core**, Chicago, in an initiative titled Inspired to Serve: Youth-Led Interfaith Action ([www.inspiredtoserve.org](http://www.inspiredtoserve.org)). This project seeks to enhance the capacity of America's churches, mosques, synagogues, temples, and other faith-based organizations to engage young people in effective service-learning.
- Laid the groundwork for a new center to focus on generating knowledge and tools that position and equip young people as resources to each other and their communities. This work will come to fruition through a legacy gift from **Dr. Barbara Varenhorst**.

### Activate Sectors

- Search Institute completed a study of the professional development needs of youth workers in community- and faith-based youth organizations, in collaboration with the **National Collaboration for Youth** and with support from the **Lilly Endowment**. (See *Is There Common Ground? An Exploratory Study of the Interests and Needs of Community-Based and Faith-Based Youth Workers*, which is available at [www.search-institute.org/research/commonground](http://www.search-institute.org/research/commonground).)
- Search Institute launched the Great Places to Teach initiative with major funding from the **Curtis L. Carlson Family Foundation**. This effort focuses on creating school environments where teachers feel supported, empowered, and engaged.
- Search Institute researchers completed a three-year effort with **Boys and Girls Clubs of America** to determine how clubs affect and enhance the development for members, focusing on how clubs influence members' attitudes, skills, values, and behaviors.
- Working with the **YMCA of the USA**, Search Institute began developing a measurement system to assess local YMCA impact in key goals around strengthening the spiritual, mental, and physical well-being of children and youth, families, and members.

## BY THE NUMBERS

**220,000**

Number of young people surveyed in communities across the United States and Canada (and several other nations) to gain a profile of their Developmental Assets.

**8,000**

Number of registered subscribers to Search Institute's parenting web site, MVParents.com.

**1,820**

Number of youth and adult participants at Search Institute's 11th Annual Healthy Communities • Healthy Youth Conference in Rochester, New York.

**246**

Number of Search Institute training events offered through our training partner, Vision Training Associates, reaching approximately 25,000 people.

**48**

Number of full-time Search Institute staff members.

**24**

Number of national and regional keynote addresses delivered.

**12**

Number of peer-reviewed journal articles and book chapters published by Search Institute researchers.

**8**

Number of new practical publications released by Search Institute Press.

**3**

Number of new training events developed and released. They are: Powerful Teaching; Motivational Strategies with Challenging Youth; and Parenting Partners

## EQUIPPING INDIVIDUALS, COMMUNITIES, AND ORGANIZATIONS TO PROVIDE WHAT KIDS NEED TO SUCCEED, continued

## Invigorate Programs

- Search Institute also partnered with the **Holthouse Foundation for Kids** in Houston, Texas, to develop a model for infusing asset building into a standards-based character education program, Prepared 4 Life, for after-school activities.
- Search Institute prototyped and piloted processes to build the capacity of the **Tiger Woods Learning Center**, Anaheim, California, to become an asset-rich setting, engage staff as a learning community, and deliver a high-quality asset-aligned curriculum.

## Influence Civic Decisions

- Search Institute produced a feasibility study for **Hennepin County, Minnesota**, on how county offices and agencies are working with young people and how they might be more effective in engaging young people throughout all the county's programs and services.



## 2007 SEARCH INSTITUTE PUBLICATIONS



SEARCH  
INSTITUTE  
PRESS

Search Institute launched Search Institute Press to reflect the growing presence and visibility of Search Institute publications in bookstores and other outlets that reach a broad range of individuals and organizations committed to helping kids succeed. The imprint supports Search Institute's ongoing partnership with Independent Publishers Group to distribute resources through bookstores and other retail outlets.

## 2007 Publications from Search Institute Press

*The Best of Building Assets Together: Favorite Group Activities That Help Youth Succeed*, by Jolene L. Roehlkepartain

*Great Group Games: 175 Boredom-Busting, Zero-Prep Team Builders for All Ages*, by Susan Ragsdale and Ann Saylor

*Great Preschools: Building Developmental Assets in Early Childhood*, by Tamara J. Will, Karen King, and Michelle Mergler

*Instant Assets: 52 Short and Simple E-mails for Sharing the Asset Message*

*A Moment's Peace for Parents: 365 Rejuvenating Reflections*, by Patricia Hoolihan

*Parenting Preteens with a Purpose: Navigating the Middle Years*, by Kate Thomsen

*Safe Places to Learn: 21 Lessons to Help Students Promote a Caring School Climate*, by Paul Sulley

*Teaching Kids to Change the World: Lessons to Inspire Social Responsibility for Grades 6–12*, by Jennifer Griffin-Wiesner and Chris Maser

## Selected Other Reports and Articles

Benson, P. L. (2007). Developmental Assets: An overview of theory, research, and practice. In R. K. Silbereisen & R. M. Lerner (Eds.), *Approaches to positive youth development* (p. 33–58). Thousand Oaks, CA: Sage.

Benson, P. L., Clary, E. G., & Scales, P. C. (2007). Altruism and health: Is there a link during adolescence? In S. G. Post (Ed.), *Altruism and health: Perspectives from empirical research*. (pp. 97–115). New York: Oxford University Press.

Garza, P., Artman, S., & Roehlkepartain, E. C. (with Garst, B. A., Bialeschki, M. D.) (2007). *Is there common ground? An exploratory study of the interests and needs of community-based and faith-based youth workers*. Washington, DC: National Collaboration for Youth; and Minneapolis, MN: Search Institute.

Roehlkepartain, E. C. (2007). Engaging faith communities as allies for reducing educational disparities, *Consortium Connections*, 16 (2), 3–4.

Roehlkepartain, E. C. (2007). *Service-learning with disadvantaged youth*. Scotts Valley, CA: National Service-Learning Clearinghouse ([www.servicelearning.org](http://www.servicelearning.org)).

Roehlkepartain, E. C., & Bailis, L. (2007). *Developing partnerships for service-learning: Starting points for community-based organizations*. Scotts Valley, CA: National Service-Learning Clearinghouse ([www.servicelearning.org](http://www.servicelearning.org)).

Roehlkepartain, E. C., & Scales, P. C. (2007). *Developmental assets: A framework for enriching service-learning*. Scotts Valley, CA: National Service-Learning Clearinghouse ([www.servicelearning.org](http://www.servicelearning.org)).

Scales, P. C., & Benson, P. L. (2007). Building Developmental Assets to encourage students' school success. *Instructional Leader* (Texas Elementary Principals and Supervisors Association), 20 (3), 1–3, 8–10, 12.

**GRANTS AND CONTRACTS**

America's Promise: The Alliance for Youth  
 Big Brothers, Big Sisters of the Greater Twin Cities  
 Otto Bremer Foundation  
 Capital One  
 The Case Foundation  
 Coors Brewing Company  
 Corporation for National and Community Service  
 The Curtis L. Carlson Family Foundation  
 Family Children's Service of Minnesota  
 Graco Foundation  
 The Horizon Foundation  
 Inner City Tennis  
 Liemandt Family Foundation  
 Lilly Endowment, Inc.  
 Lutheran Social Services of Minnesota  
 The McKnight Foundation  
 MCJ Foundation  
 Mashantucket Pequot Tribal Nation  
 Science Museum of Minnesota  
 I. A. O'Shaughnessy Foundation  
 RGK Foundation  
 John Templeton Foundation  
 Thrive Foundation for Youth  
 Washington State  
 Youth Advocates Program, New York

**FUND FOR INNOVATIONS IN HUMAN DEVELOPMENT**

Otto Bremer Foundation  
 Cargill Foundation  
 General Mills Foundation  
 The Emma B. Howe Memorial Foundation  
 The McKnight Foundation  
 Park Nicollet Foundation  
 3M Foundation

**THE VARENHORST FUND**

R. J. Lyon & E.V. Lyon  
 Jean Lamb  
 Rosenblum Swiryn Gift Fund—Fidelity Charitable Gift Fund  
 Barbara B. Varenhorst

**THE LEGACY CIRCLE**

Individuals who have included Search Institute in their estate planning  
 I. Shelby Andress  
 Robert & Marilyn Skare  
 Dorothy L. Williams  
 Barbara B. Varenhorst

**2007 HEALTHY COMMUNITIES • HEALTHY YOUTH CONFERENCE SPONSORS****PLATINUM SPONSORS (\$20,000 OR MORE)**

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 Houston Endowment, Inc.  
 Lilly Endowment, Inc.  
 Maggie Brooks, County Executive, Monroe County, NY  
 Mashantucket Pequot Tribal Nation  
 Paso Del Norte Health Foundation

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 Senator Joseph E. Robach  
 Community Foundation, Rochester, NY  
 Thrivent Financial for Lutherans  
 Wegman's

**SILVER SPONSORS (\$5,000–\$9,999)**

Association of New York State Youth Bureaus  
 Department of Pediatrics – University of Rochester Medical Center and Golisano Children's Hospital at Strong Memorial Hospital  
 EnCompass  
 Hillside Family of Agencies  
 Preferred Care and MVP  
 Rochester Gas and Electric  
 United Way of Seneca County  
 YMCA of Greater Rochester

**BRONZE SPONSORS (\$1,500–\$4,999)**

ACM Medical Laboratory  
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 The Liemandt Foundation  
 Nazareth College  
 Rochester Area Community Foundation (Schwartz Family)  
 Rochester Convention Center  
 Rochester Institute of Technology  
 Sentry Group  
 Sherman Furniture Rentals  
 St. Joseph's Villa of Rochester  
 Triad Foundation  
 United Way of Greater Rochester

**CONFERENCE SUPPORTERS (UP TO \$1,499)**

Canandaigua National Bank & Trust  
 Denison On-Demand Printing  
 IKON Office Solutions

**ANNUAL FUND CONTRIBUTIONS****COMMUNITY PARTNERS (\$5,000–\$9,999)**

Richard and Susan Lundell  
 Robert and Lynn Rudell

**YOUTH SUPPORTERS (\$1,000–\$4,999)**

I. Shelby Andress  
 Peter Benson and Tunie Munson-Benson  
 Best & Flanagan LLP  
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 Andrew J. Schneider-Munoz  
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**NEIGHBORHOOD SUPPORTERS (\$500–\$999)**

Robert Benson and Noreen Carrocci  
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 Liv Lane  
 Ralph and Marjorie Lloyd  
 Timothy Mauer  
 Harold and Peggy Mezile  
 Thomas Pavey  
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 Charles and Alice Berquist  
 Bud and Kay Bjorke  
 Dale and Linda Blyth  
 Liz Brekke  
 Mark and Janet Burns  
 Will Collins  
 Jan DeWall  
 Great Lakes Center for Youth Development  
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 Kenneth Roufs  
 Gregory Ryan  
 Walter R. Schur  
 Lisa Sheff  
 Tony Shudarek  
 Janet Wendt  
 Jack and Nancy Westman  
 W. Williams  
 Susan Wootten

**MATCHING GIFTS**

Ameriprise  
 Hewlett Packard  
 Thrivent Financial for Lutherans

**THE CELEBRATION FUND**

Search Institute established the Celebration Fund to recognize, honor, or memorialize individuals or events through gifts to Search Institute's endowment. The fund supports Search Institute's Healthy Communities • Healthy Youth activities.

**YOUTH SUPPORTERS**

Michael and Susan Johnson, in recognition of the leadership and legacy of Peter L. Benson

**ASSET CHAMPIONS**

Mary Ackerman and James Reents, in celebration of Laura Lee Geraghty  
 Elizabeth Gabler, in memory of Randi Griner  
 Rick and Karen Prince, in memory of Randi Griner

**SEARCH INSTITUTE FRIENDS**

Stephanie Drakulich, in memory of Helen Dagmar Hurmi Nelson

Search Institute has sought to ensure the accuracy of the list of 2007 donors. We apologize for any inadvertent omissions.

**STATEMENT OF ACTIVITIES**

<b>Changes in Unrestricted Net Assets</b>	<b>2007</b>
<i>Revenues</i>	
Grants	2,209,347
Contracts	\$18,962
Sales	4,371,573
Contributions	141,305
Royalties and other	40,623
Other	108,022
<b>Total Revenues</b>	<b>\$6,889,832</b>
<i>Expenses</i>	
Program services	\$5,568,023
Supporting services	
General & administration	1,073,290
Fundraising	355,399
<b>Total Expenses</b>	<b>\$6,996,712</b>

Increase/(Decrease) in unrestricted net assets	\$(106,880)
Unrestricted net assets, at beginning of year	673,659
Unrestricted net assets, at end of year	\$566,779

**Changes in Temporarily Restricted Net Assets**

Temporarily restricted contributions	\$1,778,906
Satisfaction of temporary restrictions	(2,209,347)
Decrease in temporarily restricted net assets	(430,441)
Temporarily restricted net assets at beginning of year	2,122,734
Temporarily restricted net assets at end of year	\$1,692,293

**Changes in Permanently Restricted Net Assets**

Satisfaction of temporary restrictions	\$0
Increase in permanently restricted net assets	0
Permanently restricted net assets at beginning of year	25,089
Permanently restricted net assets at end of year	25,089
Change in net assets	(537,321)
Net assets at beginning of year	2,821,482
Net assets at end of year	\$2,284,161

**LIABILITIES AND NET ASSETS**

Accounts payable	\$156,484
Accrued liabilities	550,125
Deferred lease credits	156,690
<b>Total Liabilities</b>	<b>\$863,299</b>

**Net Assets**

Unrestricted:	
Undesignated	\$229,254
Board designated	337,525
<b>Total unrestricted</b>	<b>\$566,779</b>
Temporarily restricted	1,692,293
Permanently restricted	25,089
<b>Total Net Assets</b>	<b>\$2,284,161</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$3,147,460</b>

**ASSETS**

Cash & cash equivalents	\$165,681
Publications receivable	102,418
Prepaid expenses and other assets	80,862
Inventory, net	393,303
Deferred costs	351,300
Contracts receivable	110,618
Grants receivable	1,242,667
Office furniture and equipment	1,093,211
Leasehold improvements	104,220
Less accumulated depreciation and amortization	(1,167,770)
Net equipment and leasehold improvements	29,661
Grants receivable	50,000
Investments	589,972
Beneficial interest in assets held by others	30,978
<b>Total Assets</b>	<b>\$3,147,460</b>

**STATEMENT OF CASH FLOWS**

**Cash Flow from Operating Activities**

Change in net assets	\$(537,321)
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:	
Depreciation & amortization	26,556
Gains on Sale of Fixed Assets	0
(Gains) Losses investments	(17,695)
(Increase) Decrease in Current Assets:	
Publications receivable	(1,758)
Prepaid expenses & other assets	6,045
Inventory	169,569
Deferred costs	14,601
Contracts receivable	(74,101)
Grants receivable	83,758
Increase (Decrease) in Current Liabilities	
Accounts payable	(339,649)
Accrued Liabilities	57,883
Deferred contract revenue	(6,962)
Deferred lease credits	(19,976)
<b>Net cash provided by (used in) operating activities</b>	<b>\$(639,050)</b>

**Cash Flow from Investing Activities**

Purchase of fixed assets	(10,515)
Proceeds on sale of fixed assets	0
Purchases of investments	(92,056)
Proceeds from sale of investments	174,838
<b>Net cash provided by (used in) investing activities</b>	<b>\$72,267</b>

Net increase (decrease) in cash & cash equivalents	(566,783)
Beginning cash and cash equivalents	732,464
<b>Ending Cash and Cash Equivalents</b>	<b>\$165,681</b>

Complete, audited financial statements are available from  
Search Institute's development office upon request.