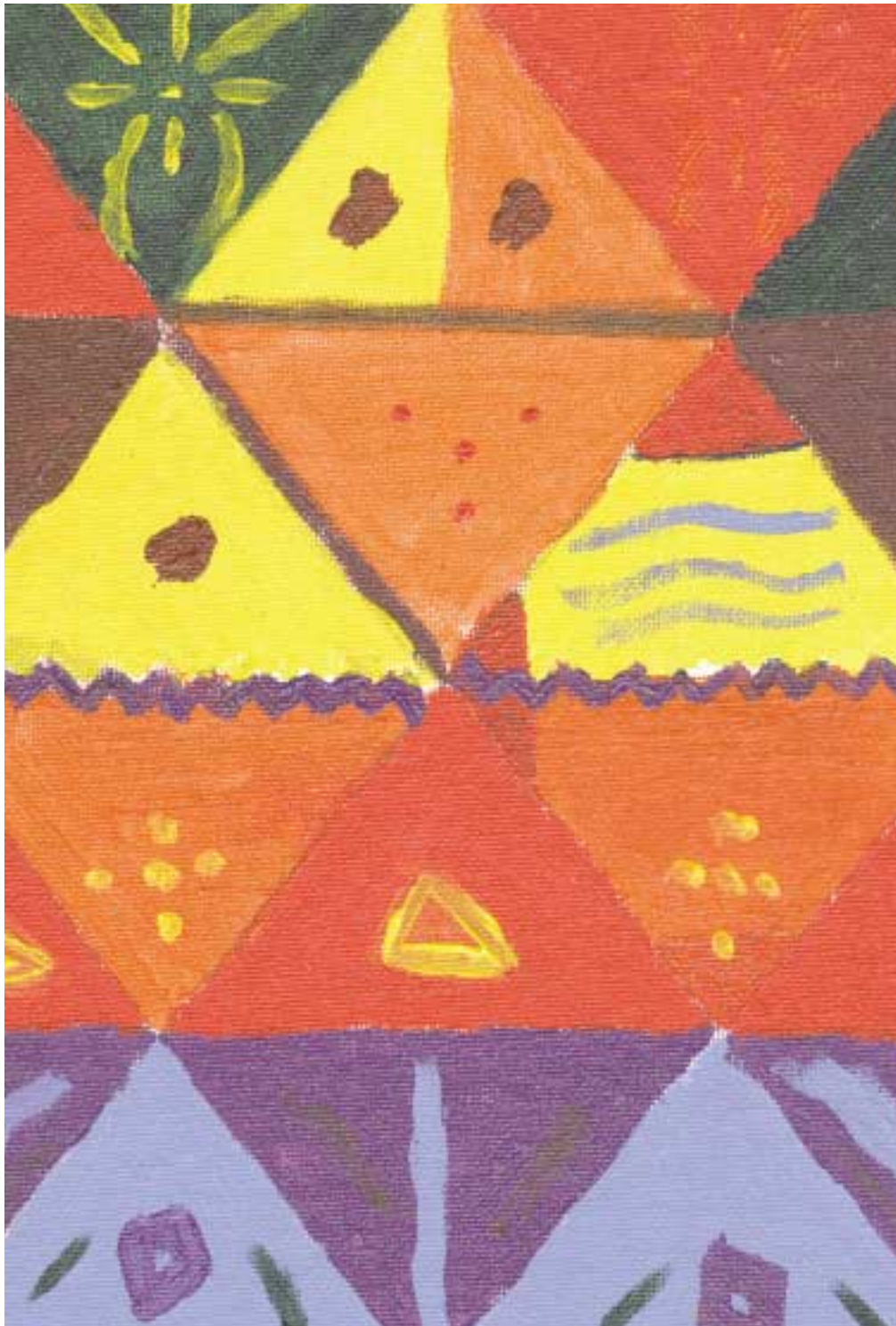


2001

Annual Report

Dedicated to making  
a positive difference  
in the lives of  
children and youth

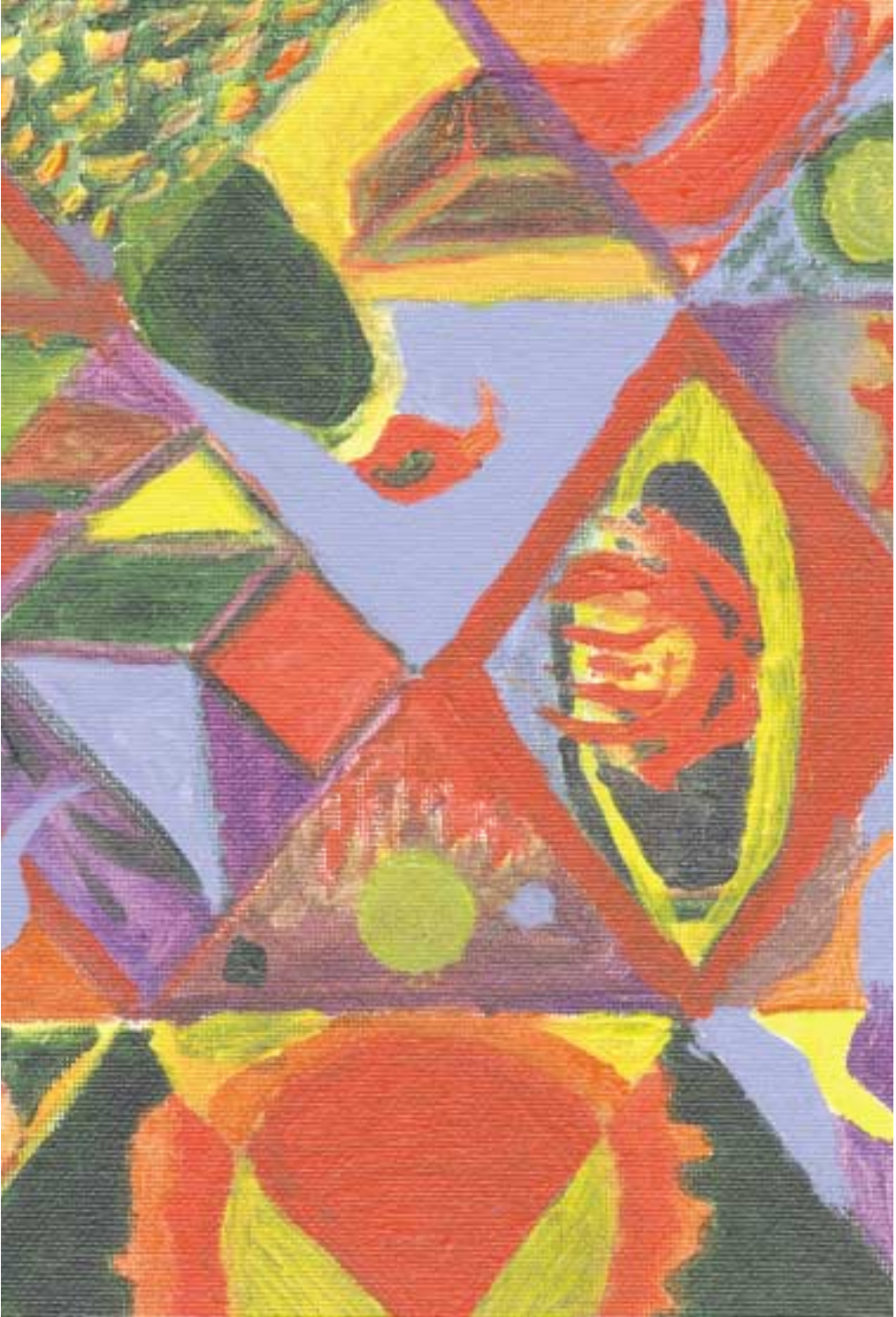


## Mission

Search Institute's mission is to advance the well-being of children and adolescents by generating knowledge and promoting its application. Search Institute is a leading provider of information and resources to individuals and communities who

want to lead the way to build stronger, more resilient young people. We are a 501(c)3 non-profit that conducts research, develops publications, and provides technical assistance to promote long-term systemic change that supports the healthy development of all children and adolescents.







Judy Galbraith  
Chair, Board of Directors

## Dear Friends:

Good news travels fast and that certainly seems to be the case with Search Institute's developmental asset message. During my four-year term as chair of the Search Institute Board of Directors, I have witnessed continued growth with an ever-widening circle of partnerships with individuals, communities, organizations, and foundations dedicated to making a positive difference in the lives of children and youth.

1998 marked Search Institute's 40th year of groundbreaking research on youth. The Healthy Communities•Healthy Youth initiative (launched in 1996) had grown to include nearly 400 healthy communities. Today, there are nearly 600. In 1998, just over a thousand people attended our second annual national conference. This year, even with travel concerns following 9/11, attendance more than doubled—and included more young people than ever before.

These and many, many other achievements and advances are made possible by the creativity, hard work, and focus of dedicated staff and others associated with Search Institute. I am grateful for their support and assistance, as I am for the counsel and work of my colleagues on the Search Institute Board of Directors. Together, they have set the stage for long-term positive social change and renewed meaningful relationships with the young people who will help shape our future. I wish David Nasby much success as he assumes the role of chair, and I look forward to continuing my work on the board, as we enter this next exciting and rewarding stage of growth and change.

Sincerely,

A handwritten signature in black ink that reads "Judy Galbraith".

Judy Galbraith  
Board Chair 2001



Peter L. Benson, Ph.D.  
President

And many of you, in the true spirit of a social movement, have helped to both sharpen the vision and create innovations in transforming citizens, organizations, and whole communities.

### Moving To The Next Stage

All of us at Search Institute join hands with thousands of asset champions across the country to transform our communities and nation. Together, we imagine the real possibility of mobilizing citizens, neighborhoods, families, schools, congregations, youth organizations, and employers to surround all young people with the supports and opportunities they need to thrive.

Community is a powerful context for orchestrating the change we seek. Since the early 1990s, Search Institute has been articulating a vision for healthy communities in which people, places, and settings rally their asset building capacity. In our image of healthy community, we see the re-emergence of shared vision grounded in a city-wide embrace of "what kids need to succeed," the spread of a common language about developmental strengths which reinvigorates the sense of efficacy at both the personal and collective level, and new forms of social trust growing out of a rekindled commitment to the common good.

The tragic events of September 11, 2001 provide a window through which to see the power of connected and engaged community. What all of us saw and experienced in our home communities, to various degrees, was the rekindling of care and compassion emanating from a reawakening of common bonds and shared destiny.

The vision of asset-building community has spread like wildfire. It has triggered profound energy and action in hundreds of North American communities. And many of you, in the true spirit of a social movement, have helped to both sharpen the vision and create innovations in transforming citizens, organizations, and whole communities.

vision

As the movement spreads, all of us are also reminded about the complexity of making and sustaining change. The complexity includes understanding and fostering change on many levels – in individuals, in systems, in organizations, in policy. And we do our change-making work in a society, which too easily retreats to a search for quick, short-term solutions.

In 2001, Search Institute increased its strategic commitment to advancing knowledge about how communities and societies change. With our long-term partners at Thrivent Financial for Lutherans (the new merged organization bringing together Aid Association for Lutherans and Lutheran Brotherhood), we have made major strides in understanding the transformation of schools. With the YMCA of the USA and the YMCA of Canada, we have begun designing a multi-year initiative—called Abundant Assets—to trigger transformation work in local YMCAs and the communities we serve. With the William T. Grant Foundation in New York City, we are studying what is known about change and change making. With the Donald W. Reynolds Foundation, we are triggering innovations in after-school programs. And with the support of the McKnight Foundation we are working with colleagues at Harvard to do "thick descriptions" of four asset-building community initiatives.

All of this is, of course, in the service of developing "applied knowledge" – that is, tactics and strategies that communities can use to build developmental assets for all young people. We move deeply into this change-making stage blessed with wonderful partners, donors, and friends. Thanks to so many, we are flying.

Sincerely,



Peter Benson  
President  
Search Institute



## 40 Developmental Assets

### Support

1. Family support
2. Positive family communication
3. Other adult relationships
4. Caring neighborhood
5. Caring school climate
6. Parent involvement in schooling

### Empowerment

7. Community values youth
8. Youth as resources
9. Service to others
10. Safety

### Boundaries & Expectations

11. Family boundaries
12. School boundaries
13. Neighborhood boundaries
14. Adult role models
15. Positive peer influence
16. High expectations

### Constructive Use Of Time

17. Creative activities
18. Youth programs
19. Religious community
20. Time at home

### Commitment To Learning

21. Achievement motivation
22. School engagement
23. Homework
24. Bonding to school
25. Reading for pleasure

### Positive Values

26. Caring
27. Equality and social justice
28. Integrity
29. Honesty
30. Responsibility
31. Restraint

### Social Competencies

32. Planning and decision making
33. Interpersonal competence
34. Cultural competencies
35. Resistance skills
36. Peaceful conflict resolution

### Positive Identity

37. Personal power
38. Self-esteem
39. Sense of purpose
40. Positive view of personal future

Search Institute Highlights





This mission is accomplished through research, evaluation, resource materials, training, technical assistance and networking based on Search Institute's framework of developmental assets.

### Healthy Communities ♦ Healthy Youth Conference

A highlight of Search Institute's work in 2001 was the convening of the 5th annual Healthy Communities ♦ Healthy Youth (HC ♦ HY) Conference, which was held in Indianapolis in early November. The event drew 2,091 people, including 555 youth. Participants came from 47 states and 5 Canadian provinces, as well as Mexico.

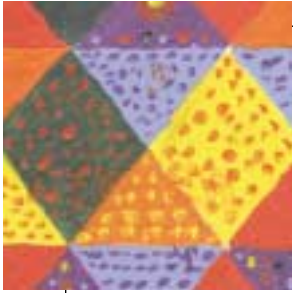
HC ♦ HY is a national initiative of Search Institute that seeks to motivate and equip individuals, organizations and whole communities to join together in nurturing competent, caring and responsible children and youth. This is accomplished through research, evaluation, resource materials, training, technical assistance, and networking based on Search Institute's framework of developmental assets. There are now almost 600 communities that have adopted an asset-based framework and have formed multi-sector coalitions to improve the lives of their children and youth. In addition, thousands of schools, congregations, youth-serving organizations, and other community organizations are working to incorporate asset development into their policies and practices.



Over the last five years the HC♦HY Conference has become the central gathering place for learning, sharing, renewal, and moving to the next stage for representatives from this myriad of communities and organizations. The 2001 event was truly exciting with keynote presentations from national leaders, more than 100 learning sessions, 75 sharing sessions, performance and visual arts activities, an asset-builder's showcase, chat rooms, exhibits, and many intergenerational events.

Youth voices were key and present in all facets of the HC♦HY Conference. Their involvement included participating in conference planning, serving as keynote presenters and emcees, leading learning sessions, creating artworks, and serving as volunteers. Many of the young people present have asked to be involved in planning future HC♦HY conferences or are planning to convene people around asset building in their own communities.





In times such as these, we believe it is particularly vital to expand and deepen our efforts to ensure that our youngest generations grow up healthy, caring, responsible, and strong.

The events on and following September 11, 2001 continue to have a profound impact on each of us in different ways, and on the communities in which we live. In times such as these, we believe it is particularly vital to expand and deepen our efforts to ensure that our youngest generations grow up healthy, caring, responsible, and strong. Our commitment cannot provide certainty in the midst of current world events. But it can offer strength, vision, and hope to guide and sustain us.

We commit to.....

Nurturing strengths in our young people, our communities, our nations, and our world so that we can move forward together with wisdom, courage, and integrity.

Standing firm against attitudes and actions of cruelty and hatred at home and abroad.

Taking time to be present with those whose lives have been disrupted and dismantled by terrorist attacks, economic fallout and military action.

Reminding each other to persevere and be patient, recognizing that changing society for the better is a life-long, collective endeavor.

*The above is an excerpt from the pledge signed by many 2001 Healthy Communities ♦ Healthy Youth conference participants. To read, sign and use the complete pledge, go to [www.search-institute.org/9-11home](http://www.search-institute.org/9-11home)*

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## Search Institute Publications In 2001

### **An Asset Approach to Community Change**

Packed with tips, strategies that work, and solid examples, this easy-to-read booklet gives community leaders powerful ideas for organizing their efforts around an asset-building approach. The Donald W. Reynolds Foundation supported the development of this resource.

### **Building Assets in School Communities— Training of Trainers Kit**

PowerPoint slides, transparencies, handouts, relevant resources, and a manual complete this kit used for training trainers to infuse asset building into the school communities. The Donald W. Reynolds Foundation supported the development of this resource.

### **Ideas that Cook: Activities for Asset Builders in School Communities**

*Neal Starkman, PhD*

Written and organized like a cookbook, this resource provides educators tested "recipes" for building strong relationships, a caring school environment, and effective and innovative programs—all based on developmental assets. Support for the development of this resource was provided by Jostens Inc. through its Jostens Our Town Foundation.

### **In Good Company: Tools to Help Youth and Adults Talk**

*Franklin W. Nelson, D.Min.*

This worksheet-filled booklet helps young people and adults take that first important step in forming healthy relationships through conversations and sharing. The Donald W. Reynolds Foundation supported the development of this resource.

### **Networking Congregations for Asset Building: A Tool Kit**

*Ann Betz and Jolene Roehlkepartain*

Based on a four-year interfaith initiative involving seven communities, this book provides tested tools, strategies, and ideas for asset champions to use to bring together congregations around asset building.

### **Speaking of Developmental Assets: Presentation Resources and Strategies**

This 3-ring binder kit features color transparencies, an easy-to-follow script that can be customized for different lengths of time, reproducible handouts, stories, and key messages, and access to a PowerPoint presentation—all to explain and excite others about developmental assets. Aid Association for Lutherans/Lutheran Brotherhood supported development of this resources.

### **Step by Step: A Young Person's Guide to Positive Community Change**

*The Mosaic Youth Center Board of Directors with  
Jennifer Griffin-Wiesner*

This award-winning publication gives young people the ideas and tools they need to decide what issues are important to them, to develop plans and strategies, and to recruit adults and others to make asset-based changes in their communities. The W.K. Kellogg Foundation, Annie E. Casey Foundation, and Donald W. Reynolds Foundation each provided support for development of this resource.

### **What's Working: Tools for Evaluating Your Mentoring Program**

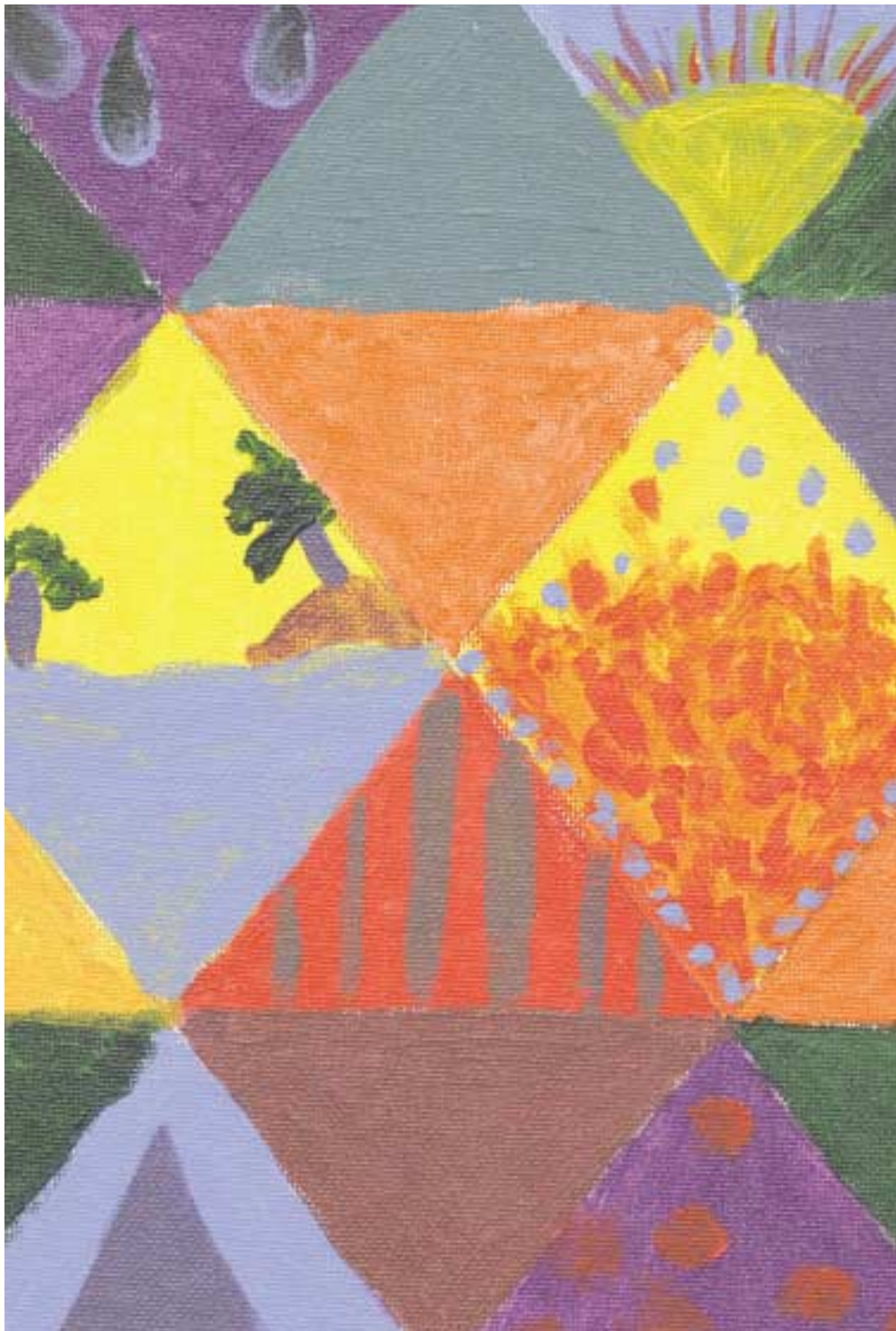
*Rebecca N. Saito*

Based on tools developed by Search Institute to evaluate the School Plus Mentoring Program (a partnership between Pillsbury and Big Brothers Big Sisters), this 3-ring binder kit includes surveys, focus group questions, and interview protocols that allow asset builders to gather information from mentors, mentees, parents, and teachers/other adults. The McKnight Foundation and National Mentoring Partnership provided support for development of this resource.

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14. Sullivan, Terri. 2001. A new breed of youth volunteers. PPFY Network: Pregnancy Prevention for Youth: An Interdisciplinary Newsletter 4, no. 2: 3-5.

## Search Institute Financial Summary



## 2001 Financial Supporters of Search Institute

### 2001 New Grants and Contracts for Research and Application

National Association for Partners in Education  
New York State Office of Children & Family Services  
Public/Private Ventures

### 2001 Unrestricted Support

Aid Association for Lutherans/Lutheran Brotherhood

### 2001 Continuation Support

Aid Association for Lutherans/Lutheran Brotherhood  
Annie E. Casey Foundation  
AOL Foundation  
Donald W. Reynolds Foundation  
Emma B. Howe  
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The McKnight Foundation  
The Minneapolis Foundation  
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Terri & Bob Swanson

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**The following individuals have remembered Search Institute in their will.**

I Shelby Address  
Marilyn & Bob Skare  
Dorothy Williams

**The Celebrate Fund**

In 2000, Search Institute established the Celebrate Fund, which provides an opportunity to recognize, honor, or memorialize individuals or events through gifts to Search Institute's endowment. Income from the Celebrate Fund endowment supports the Healthy Communities ♦ Healthy Youth initiative.

**In Honor Of:**

I. Shelby Address –  
Frank & Ruth Gamelin &  
Clay & Bonnie Brady  
Erika & Roger Floreska on their  
30th birthdays –  
Morris & Karen Davidman  
Becky Manfredini &  
Jim Duncan's Marriage -  
I. Shelby Address  
The birth of Natalie Mannes –  
Marlys C. & H. Stuart Johnson  
Jan Mill's many years of service  
to & retirement from Search  
Institute – I. Shelby Address &  
Kay & Merlin Bjarke  
The Adoption of Mateo Swanson -  
Marlys C. & H. Stuart Johnson  
The birth of Benjamin  
Tyler Paschke – Marlys C. &  
H. Stuart Johnson  
Margie Nelson – Marlys C. &  
H. Stuart Johnson

**In Memory Of:**

Steven Klinkhamer – Vi Munson  
James Johnson – Marlys C. &  
H. Stuart Johnson

Search Institute has taken every measure to ensure the accuracy of the list of donors. We apologize if we inadvertently overlooked an organization or individual who supported our work.

**Statements of Financial Position**  
**(December 31, 2001 and 2000)**

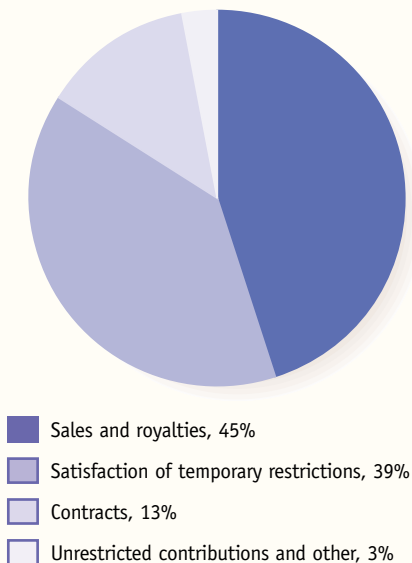
<b>Assets (in thousands)</b>	<b>2001</b>	<b>2000</b>
Cash and cash equivalents.....	\$2,987	\$2,512
Short-term investments .....	\$1,191	\$829
Publication receivables, net of allowance for doubtful accounts of \$5,000 in 1999 and 1998 .....	\$168	\$109
Prepaid expenses.....	\$195	\$68
Inventory .....	\$297	\$285
Deferred costs .....	\$136	\$111
Contracts receivable.....	\$367	\$427
Contributions receivable .....	\$3,181	\$5,283
Office furniture and equipment .....	\$1,718	\$1,695
Tenant finish improvements.....	\$81	\$81
Less accumulated depreciation and amortization .....	(\$1,390)	(\$1,113)
	\$409	\$663
<b>Total.....</b>	<b>\$8,931</b>	<b>\$10,287</b>
 <b>Liabilities (in thousands)</b>		
Accounts payable .....	\$254	\$140
Accounts liabilities.....	\$464	\$547
Deferred contract revenue .....	\$180	\$77
Obligations under capital leases .....	\$47	\$60
<b>Total.....</b>	<b>\$945</b>	<b>\$824</b>
 <b>Net Assets (in thousands)</b>		
Unrestricted .....	\$2,092	\$1,704
Temporarily restricted.....	\$5,894	\$7,759
<b>Total.....</b>	<b>\$7,986</b>	<b>\$9,463</b>
 <b>Total liabilities and net assets.....</b>	<b>\$8,931</b>	<b>\$10,287</b>

For a complete set of the audited financial statements for the years ending December 31, 2001 and 2000, contact the Accounting Department, Search Institute, 615 First Avenue Northeast, Suite 125, Minneapolis, MN 55413; 612-376-8955.

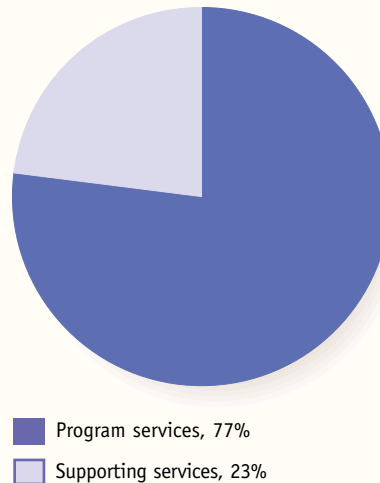
**Statements of Activities**  
**(Years Ending December 31, 2001 and 2000)**

<b>Changes in Unrestricted Net Assets (in thousands)</b>	<b>2001</b>	<b>2000</b>
<b>Revenues</b>		
Contracts .....	\$1,116	\$2,311
Sales .....	\$3,804	\$4,138
Unrestricted contributions.....	\$215	\$117
Royalties .....	\$107	\$88
Other .....	\$119	\$134
Satisfaction of temporary restrictions.....	\$3,445	\$2,902
<b>Total revenues.....</b>	<b>\$8,806</b>	<b>\$9,690</b>
<b>Expenses</b>		
Program services .....	\$6,437	\$7,366
Supporting services.....	\$1,981	\$1,695
<b>Total expenses .....</b>	<b>\$8,418</b>	<b>\$9,061</b>
(Decrease) increase in unrestricted net assets.....	\$388	\$629
Unrestricted net assets, beginning of year .....	\$1,704	\$1,075
Unrestricted net assets, end of year.....	\$2,092	\$1,704

**2001 Revenues**



**2001 Expenses**



## Program and Service Investment, 1997-2001

<b>Funding Sources (in thousands)</b>	<b>2001</b>	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>
Grants and contracts	\$4,561	\$5,213	\$6,212	\$5,220	\$4,193
Earned income <sup>1</sup>	\$3,804	\$4,138	\$4,337	\$3,532	\$2,795
Other <sup>2</sup>	\$441	\$339	\$146	\$97	\$20
<b>Total</b>	<b>\$8,806</b>	<b>\$9,690</b>	<b>\$10,694</b>	<b>\$8,849</b>	<b>\$7,008</b>

<b>Expenses (in thousands)</b>					
Research and evaluation	\$1,976	\$2,152	\$2,528	\$1,870	\$1,507
Dissemination and community services <sup>3</sup>	\$4,799	\$5,214	\$6,583	\$6,023	\$3,932
<b>Subtotal, program services</b>	<b>\$6,775</b>	<b>\$7,366</b>	<b>\$9,111</b>	<b>\$7,893</b>	<b>\$5,439</b>
Support services	\$1,643	\$1,695	\$1,371	\$1,079	\$821
<b>Total</b>	<b>\$8,418</b>	<b>\$9,061</b>	<b>\$10,482</b>	<b>\$8,972</b>	<b>\$6,260</b>

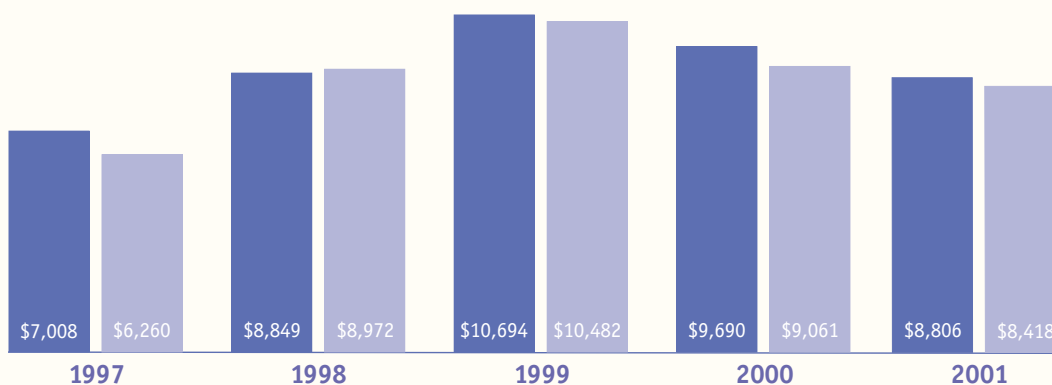
<sup>1</sup> Includes sales of products and services, and conference and training fees.

<sup>2</sup> Includes unrestricted contributions and royalties.

<sup>3</sup> Includes publishing, training, consulting, technical assistance, conference, and public education.

### Five-Year Trends in Revenues and Expenses (in thousands)

■ Total revenues  
■ Total expenses



## 2001 Search Institute Board of Directors

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Greater Twin Cities United Way

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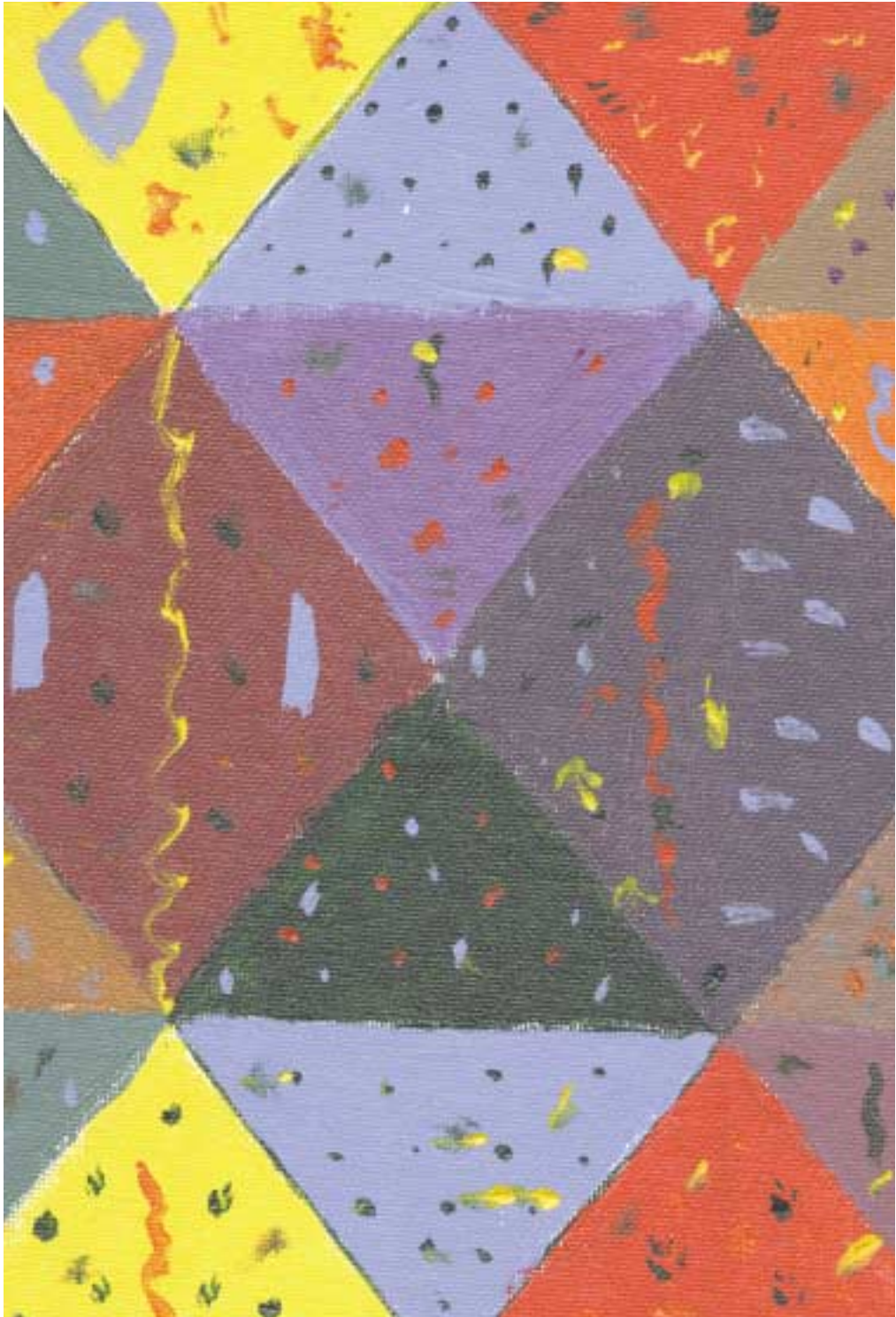
Director  
Center for Nonprofit Management,  
Graduate School of Business, University of St. Thomas

### **Peter Benson**

(ex officio) President  
Search Institute

The colorful tiles used in our annual report were created by participants at the 2001 Healthy Communities ♦ Healthy Youth Conference.

For more information, definitions of each asset, background research and other information please visit our website at [www.search-institute.org](http://www.search-institute.org)



615 First Avenue N.E.  
Suite 125  
The Banks Building  
Minneapolis, MN 55413  
Phone: 612-376-8955  
Fax: 612-376-8956  
Toll-free: 1-800-888-7828  
[www.search-institute.org](http://www.search-institute.org)