

two  
thousand  
two  
annual  
report

02

providing  
leadership,  
knowledge  
and  
resources  
to promote  
healthy  
children,  
youth  
and  
communities



twogether

# contents

mission statement / one

seeing clearly / two

letter from the board chair / three

letter from the president / four

forty developmental assets / seven

twogether with leadership / eight

twogether with knowledge / ten

twogether with resources / twelve

twogether with financial supporters / fourteen

search institute financial summary / sixteen

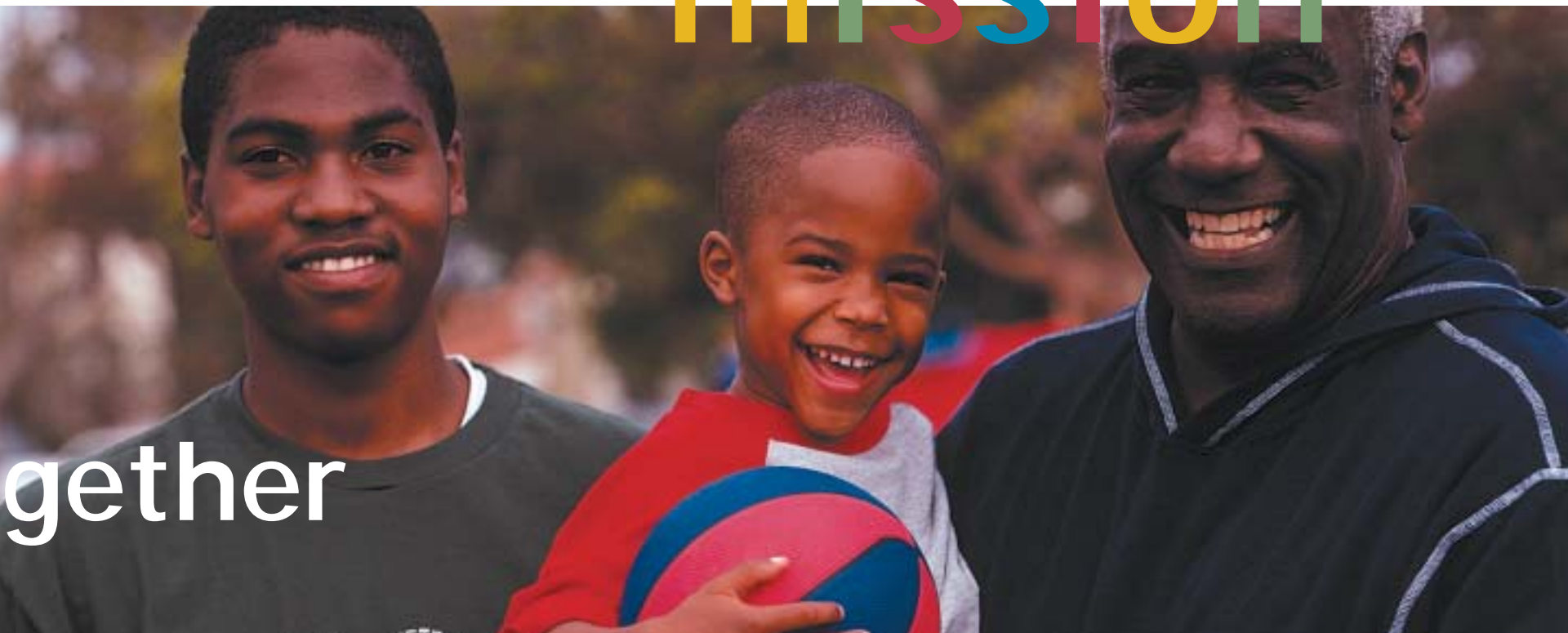
board of directors / twenty-one

## mission

Search Institute's mission is providing leadership, knowledge and resources to promote healthy children, youth and communities.

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.

# mission



together



together

## seeing clearly

Search Institute's vision is to build a world where all young people are valued and thrive.

La vision de Search Institute es construir un mundo donde todas las personas jovenes tienen valor y medran.

La vision de Search Institute c'est de construire un monde où la jeunesse est appréciée et reussit.

"Now in more than 700 communities in the United States and Canada, and in places as far away as Brazil and Australia, Search Institute's positive approach to raising young people has taken hold."

*David Nasby, Chair*

## Dear Friends:

For 44 years, Search Institute has proactively worked to create a world where all young people are valued and thrive. The highlight of our work for the past decade has been the creation and implementation of the developmental asset framework. Now in more than 700 communities in the United States and Canada, and in places as far away as Brazil and Australia, Search Institute's positive approach to raising young people has taken hold.

As we move into the next decades of our work, one of our primary goals for 2002 was to update our mission and vision. For years Search Institute has conducted research, created resources and provided leadership to guide individuals, communities, and organizations in moving from a deficit approach to a positive, strength-based approach for young people. Our new mission statement reflects this work.

*Search Institute's mission is to provide leadership, knowledge and resources to promote healthy children, youth and communities.*

As we work to fulfill our mission, we know that it takes many partners to be successful. This annual report highlights a few of those partnerships—from those who have contributed financially to those who have contributed their knowledge and expertise.



We know that without them our vision of a world where all young people are valued and thrive would not be possible.

While the developmental assets will remain at the core of our work, we are undertaking many new and exciting endeavors that will build upon and expand our efforts to advance positive youth development. Studies of asset building over time, new surveys, and a look at what constitutes a developmentally attentive environment are among a few of our emerging works.

On behalf of the board of directors of Search Institute, I encourage you to do what you can to be a positive influence in the life of a child. I hope you'll find inspiration in these pages as you read about Search Institute's work.

Together we can make a difference.

Sincerely,

David Nasby

## Dear Friends:

All of us at Search Institute are so grateful to share this national asset-building movement with so many cities, organizations, and asset champions. *Together*, we are creating a sea of change in how our nation thinks and acts. Most assuredly, we are strengthening the developmental journey for young people all across our country.

The positive development of our children and adolescents requires—more than anything—connected and engaged places, settings, and people on a daily basis. Our young need and deserve to live in communities where asset building is a way of life in families, schools, neighborhoods, congregations, and youth programs. Furthermore, this kind of developmentally attentive community happens best when the people of a city unite around a shared vision, when all citizens choose to be asset champions, and when young people are at the center of the movement.

We are privileged at Search Institute to provide *leadership*, *knowledge*, and *resources* for this movement. We *lead* by crafting and sharing a vision of what community and society look like when they gift all kids with the developmental nutrients they need to thrive.



**Peter L. Benson**

*President, Search Institute, Ph.D.*

We *lead* by partnering with exemplary organizations like the YMCAs and helping them to take full advantage of their developmental pace throughout our communities.

We support the movement by creating new knowledge addressing two vital questions: how do developmental assets shape a young person's success in life *and* how can people, places, and whole communities be transformed to become asset builders. Our mission does not

compel us to create this knowledge for its own sake. Rather, we are driven to create those kinds of practical resources—publications, training, conferences—which help knowledge come alive and take hold in communities everywhere.

And as we stand behind and with all of you who directly touch the lives of our young, please know our deep gratitude for how you teach us, inspire us, and renew our spirits. Change is happening everywhere. Thank you for the part *YOU* play.

Sincerely,

A handwritten signature in black ink that reads "Peter Benson".

**“Our young need and deserve to live in communities where asset building is a way of life in families, schools, neighborhoods, congregations, and youth programs.”**

**two**

gether





# forty 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

# forty developmental assets

*Created in 1990, this framework is grounded in research on child and adolescent development, risk prevention, and resiliency. Research now shows that young people who experience more of the 40 developmental assets are more likely to make healthy choices and avoid a wide range of high-risk behaviors.*



The work of Search Institute is reaching across North America with a revolutionary message: "Let's create a world where all young people are valued and thrive." Search Institute has inspired countless individuals and more than 700 communities in North America to commit themselves to creating this change.

**two**gether with **leadership**

What is Search Institute doing to turn this hopeful vision into concrete reality? Read on to see.

"When we link our three organizations, we create a combination of reciprocal and overlapping strengths that has a chance—and perhaps a significant probability—of catalyzing developmental change on a national scale."

*Ken Gladish, National Executive Director, YMCA of the USA  
Michael Weil, CEO, YMCA Canada  
Peter Benson, President, Search Institute*

On a national level, Search Institute forged an exciting alliance with the YMCA of the USA and YMCA Canada called Abundant Assets. (Visit the Alliance website at [www.abundantassets.org](http://www.abundantassets.org).) An ambitious infrastructure will infuse the developmental assets throughout the daily workings of these premiere youth development organizations. A comprehensive manual, "Asset Building the YMCA Way", and an in-depth training for YMCA leaders is already bringing the work to local YMCAs in communities across the nation.

The YMCAs of North America are a natural partner for Search Institute. Our core values mesh. Whether horseback riding at a Y camp or tutoring their younger peers at a neighborhood center, young people see YMCAs as caring places where they are valued. The alliance with Search Institute further enhances the distinguished history of the YMCAs.

The 40 developmental assets provide a common language that brings life to the YMCA mission. It brings staff, volunteers and members a clear vision of the supportive environment that YMCAs are striving to create for young people. And, with the support of Search Institute, YMCAs across North America are working to become a driving force for community change that benefits all children and youth.

#### **Poll Rallies Support For American Parents**

*In sponsoring a 2002 poll of over 1,000 U.S. parents, the Abundant Assets Alliance sought a fresh perspective on parental burnout—and discovered that the antidote is much easier to provide than many might think.*

*In the survey, funded by the Kimberly-Clark Foundation, 53 percent of parents said they don't seek much support in raising their children. But the kind of support parents would find useful is relatively easy to provide. Simply being told they're doing a good job as a parent would provide many a big boost. Having other adults whom they trust spend time with their children would also offer many parents significant help.*

*It's an empowering message: Little things that anyone can do can make a meaningful impact on people's lives. Researching and publicizing such a message exemplifies the Alliance's leadership role in galvanizing community support behind parents and young people. Because sometimes the nudge that folks need to take action is simply knowing that the difference they can make in people's lives is very real.*



The task we at Search Institute are tackling—reversing the culture’s prevailing pessimism about our young—is mammoth. It requires much more than hopeful words. That’s why, at Search Institute, we back our case for positive youth development with solid scientific research and an intimate knowledge of what really works in asset-building communities.

## twogether<sup>with knowledge</sup>

We see young people themselves as our ultimate experts—more than 2,000,000 sixth through twelfth graders have participated in our research. The Search Institute survey they take in school gives us compelling evidence of just how potent our 40 developmental asset framework really is. The correlation is clear: the more assets young people have, the more likely they’ll engage in thriving behaviors and the less likely they’ll be involved in high-risk activities.

The asset framework obviously has profound implications for individual young people, but what about communities? Search Institute researchers recently joined with researchers from Harvard University's Graduate School of Education to ask: What transformations occur when an entire community makes a commitment to build assets?

In the first wave of the National Asset-Building Case Study Project, completed in 2002, researchers visited four Healthy Communities • Healthy Youth Initiatives. They toured neighborhoods, met with staff, and conducted focus groups. They sought out the wisdom of these communities—and they found it. The following insights are drawn from the joint report by Search Institute and Harvard University researchers called *Cultivating Developmentally Attentive Communities*:

- Businesses in Traverse Bay Area, Mich., frame positive youth development as economic development, viewing youth workers and consumers as important community stakeholders.
- Youth workers in Portland, Ore., recommend first confronting any personal baggage of having been discounted as a young person oneself so as not to perpetuate the pattern in working with youth.
- "Keeping kids busy does not mean they feel like they are contributing," is an insight from the Orlando, Fla., initiative, which has found that when young people feel they are genuinely invited, they are highly motivated to serve their community and contribute ideas and energy.

Documenting what works, and why, as communities commit to championing their young people makes more than just pragmatic good sense. Frankly, it's energizing. As the asset-building movement gains momentum, Search Institute's rich bank of practical knowledge serves as out-and-out inspiration. Turns out that countering the seemingly overwhelming deficit-based mindset about youth is not only possible—it's meeting astounding success in communities across North America.

#### *Tag, You're It!*

*Over the years, we've learned a whole lot at Search Institute about what young people need to grow up healthy. One thing is especially crucial: engaging nonparent adults.*

*We're committed to reaching the public with this powerful piece of knowledge. Our latest effort capitalizes on Search Institute's trademark capacity to offer pragmatic advice backed by research. Parent Kathleen Kimball-Baker, our director of publishing, penned an engaging book called *Tag, You're It!* that offers 50 easy suggestions to help adults connect with young people. Whether to "set limits firmly—and kindly" or "meet their friends," each accessible suggestion also contains a citation to the relevant research. In other words, the 50 ideas in *Tag, You're It!* are both practical and proven.*

**"The shift from deficit-based thinking about youth to a more strength-based perspective is extremely critical but, for the most part, has only been vaguely defined. Search Institute is uniquely situated to bring definition and cutting-edge knowledge to the promotion of community-based healthy youth development."**

*Professor Michael Nakkula  
Harvard University Graduate School of Education*

## resources

Spreading the asset-building message takes enthusiasm and knowledge, research and, well, sometimes refrigerator magnets. Search Institute recognizes that a wide range of resources are necessary to educate potential asset builders. We offer a full menu—from training manuals to posters, from scientific articles to personal commitment cards. Read on for a sample of our 2002 offerings. For a complete listing of our resources, check out our website at [www.search-institute.org](http://www.search-institute.org).

### Search Institute Publications In 2002

#### **The Asset Approach**

##### *40 Elements of Healthy Development*

This revised 8-page booklet introduces adults to the research and the conceptual framework behind the 40 developmental assets. Also available in Spanish. Thrivent Financial for Lutherans supported development of this resource.

#### **Building Strong Families**

##### *Insights from Research*

This free enewsletter provides research updates on the role of parents as asset builders and how communities can support them. Part of the Building Strong Families project with YMCA of the USA, this resource receives support from the Kimberly-Clark Corporation.

#### **Essentials of Asset Building**

##### *A Curriculum for Trainers*

This three-ring binder contains full directions for conducting three separate trainings on the developmental assets along with the relevant transparencies and handouts. The Donald W. Reynolds Foundation, Thrive Foundation for Youth, and Thrivent Financial for Lutherans supported development of this resource.

**two** together with resources

#### **Get the Word Out**

##### *Communication Tools and Ideas for Asset Builders Everywhere*

Packed with sample press releases, print advertisements, and scripts for public service announcements, this publication makes it easy to develop a compelling asset-based communications strategy. The Donald W. Reynolds Foundation supported development of this resource.

### More Building Assets Together

130 Group Activities for Helping Youth Succeed

*Rebecca Grothe*

The first volume of Building Assets Together was so popular that we're now pleased to present a second batch of great youth activities. Thrivent Financial for Lutherans supported development of this resource.

### Tag, You're It!

#### 50 Easy Ways to Connect with Young People

*Kathleen Kimball-Baker*

Author Kathleen Kimball-Baker found that many adults are afraid of teens—the ones they don't know. Her charming book takes these somewhat fearful adults by the hand and, with 50 simple suggestions, teaches them how to become meaningfully engaged in the lives of the young people around them.

### Walking Your Talk

#### Building Assets in Organizations That Serve Youth

*Neal Starkman*

With a keen eye, author Neal Starkman crossed North America to locate youth programs that really work and find out why. Chemistry, culture, creativity, and commitment are some of the keys to success that he identifies. Thrivent Financial for Lutherans supported development of this resource.

### Search Institute Staff Research Publications In 2002 Articles And Book Chapters

1. Benson, Peter L. "Adolescent Development in Social and Community Context: A Program of Research." *New Directions for Youth Development: Theory, Practice, Research; Pathways to Positive Development Among Diverse Youth*, no. 95 fall (2002).
2. Benson, Peter L. "Foreward." In *Trendbender: Building Healthy and Vital Communities*. Darvin Ayre, Gruffie Clough, and Tyler Norris, (vi-ix). Chicago, IL: Health Research and Educational Trust, 2002.
3. Mannes, Marc. "Search Institute's Evolving Approach to Community-Based Human Development and the Role of Service Learning." In *Learning to Serve: Promoting Civil Society Through Service Learning*. Eds. Maureen E. Kenny, Lou Anna K. Simon, Karen Kiley-Brabeck, and Richard M. Lerner, 423-41. Boston: Kluwer Academic Publishers, 2002.
4. Mannes, Marc, Shenita Lewis, Nicole Hintz, Karen Foster, and Michael Nakkula. *Cultivating Developmentally Attentive Communities: A Report on the First Wave of the National Asset-Building Case Study Project*. Minneapolis, MN: Search Institute, 2002.
5. Roehlkepartain, Eugene C., Peter C. Scales, Jolene L. Roehlkepartain, Carmelita Gallo, and Stacey P. Rude. *Building Strong Families: Highlights From a Preliminary Survey From YMCA of the USA and Search Institute on What Parents Need to Succeed*. YMCA of the USA and Search Institute, 2002.
6. Sandau-Beckler, Pat, Richard Salcido, Michael J. Beckler, Marc Mannes, and Mary Beck. "Infusing Family-Centered Values into Child Protection Practice." *Children and Youth Services Review* 24, no. 9/10 (2002): 719-41.
7. Scales, Peter C., Peter L. Benson, Marc Mannes, Nancy Tellett-Royce, and Jennifer Griffin-Wiesner. *Grading Grown-Ups 2002: How Do American Kids and Adults Relate?* Minneapolis, MN: Search Institute, 2002.
8. Scales, Peter C., Karen C. Foster, Marc Mannes, Megan A. Horst, Kristina C. Pinto, and Audra Rutherford. *An Exploratory Study of the Relation of School-Business Partnerships and Developmental Assets to School Success Among Urban High School Students: A Search Institute Research Report Submitted to National Association of Partners in Education*. Alexandria, VA: National Association of Partners in Education, 2002.

# twogether with financial supporters

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Campbell Family Foundation  
Donald W. Reynolds Foundation  
Jostens Our Town Foundation  
Kansas Health Foundation  
Otto Bremer Foundation  
Thrive Foundation for Youth  
Thrivent Financial for Lutherans  
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#### **In-Kind Gifts**

Catered by Colette  
 Margaret Chayka

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 Memory Of:**

Jackie Cuddely–  
 Morris & Karen Davidman  
 Kaethe & Pete Anderson's Mother–  
 Morris & Karen Davidman  
 Jim Andress–  
 I. Shelby Address

#### **In Honor Of:**

Gabrielle Dietz–  
 Marlys & H. Stuart Johnson  
 Because the number "40" is so  
 significant with the 40  
 Developmental Assets, we want  
 to honor Gene & Jolene  
 Roehlkepartain turning "40"  
 in 2002.  
 Walter & Dorothy Roehlke  
 Barbara Varenhorst–  
 Linda Rosenblum & Steve Swiryn  
 New Vision & Mission–  
 Peter Benson

*\* For support of the Luther  
 Seminary/University YMCA/Search  
 Institute intern partnership*

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, 2002 and 2001

Assets (in thousands)	2002	2001
Cash and cash equivalents.....	\$1,914	\$2,987
Short-term investments.....	\$1,213	\$1,191
Publication receivables, net of allowance for doubtful accounts of \$63,000 in 2002 and \$5,000 in 2001.....	\$114	\$168
Prepaid expenses.....	\$83	\$195
Inventory.....	\$351	\$297
Deferred costs.....	\$259	\$136
Contracts receivable.....	\$447	\$367
Contributions receivable.....	\$1,014	\$3,181
Office furniture and equipment.....	\$1,138	\$1,718
Tenant finish improvements.....	\$162	\$81
Less accumulated depreciation and amortization.....	(\$879)	(\$1,390)
	\$421	\$409
<b>Total</b>	<b>\$5,816</b>	<b>\$8,931</b>

Liabilities (in thousands)	2002	2001
Accounts payable.....	\$343	\$254
Accrued liabilities.....	\$436	\$464
Deferred contract revenue.....	\$35	\$180
Obligations under capital leases.....	\$29	\$47
<b>Total</b>	<b>\$843</b>	<b>\$945</b>
<b>Net Assets (in thousands)</b>		
Unrestricted.....	\$2,091	\$2,092
Temporarily restricted.....	\$2,882	\$5,894
<b>Total</b>	<b>\$4,973</b>	<b>\$7,986</b>
<b>Total liabilities and net assets</b>	<b>\$5,816</b>	<b>\$8,931</b>

For a complete set of the audited financial statements for the years ending December 31, 2002 and 2001, 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, 2002 and 2001

### Changes in Unrestricted Net Assets (in thousands)

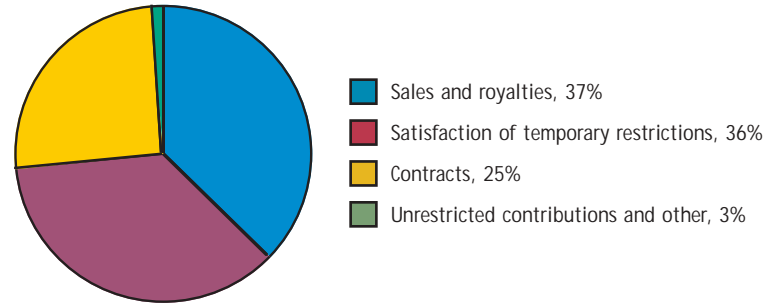
	2002	2001
Contracts .....	\$2,349	\$1,116
Sales .....	\$3,406	\$3,804
Unrestricted contributions .....	\$82	\$215
Royalties .....	\$32	\$107
Other .....	\$44	\$119
Satisfaction of temporary restrictions .....	\$3,321	\$3,445
<b>Total revenues</b>	<b>\$9,234</b>	<b>\$8,806</b>

### Expenses (in thousands)

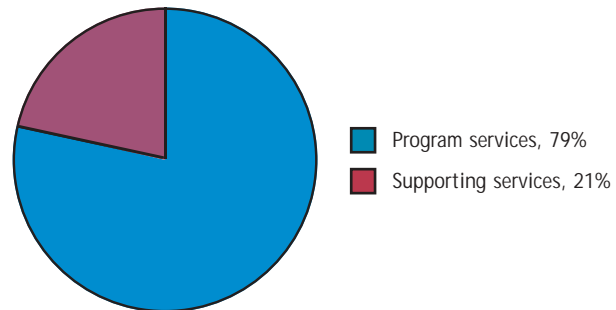
Program services .....	\$7,272	\$6,493
Supporting services .....	\$1,963	\$1,925
<b>Total expenses</b>	<b>\$9,235</b>	<b>\$8,418</b>

(Decrease) increase in unrestricted net assets .....	(\$1)	\$388
Unrestricted net assets, beginning of year .....	\$2,092	\$1,704
Unrestricted net assets, end of year .....	\$2,091	\$2,092
(Decrease) increase in restricted net assets		
Temporarily restricted contributions .....	\$310	\$1,580
Transfer of temporarily restricted net assets .....	<u>(\$3,322)</u>	<u>(\$3,445)</u>
(Decrease) increase .....	<u>(\$3,012)</u>	<u>(\$1,865)</u>
Restricted net assets, beginning of year .....	\$5,894	\$7,759
Restricted net assets, end of year .....	\$2,882	\$5,894

### 2002 Revenues



### 2002 Expenses



## Program And Service Investment, 1998 - 2002

Funding Sources (in thousands)	2002	2001	2000	1999	1998
Grants and contracts	\$5,670	\$4,561	\$5,213	\$6,212	\$5,220
Earned Income <sup>1</sup>	\$3,439	\$3,804	\$4,138	\$4,337	\$3,532
Other <sup>2</sup>	\$125	\$441	\$339	\$146	\$97
<b>Total</b>	<b>\$9,234</b>	<b>\$8,806</b>	<b>\$9,690</b>	<b>\$10,695</b>	<b>\$8,849</b>

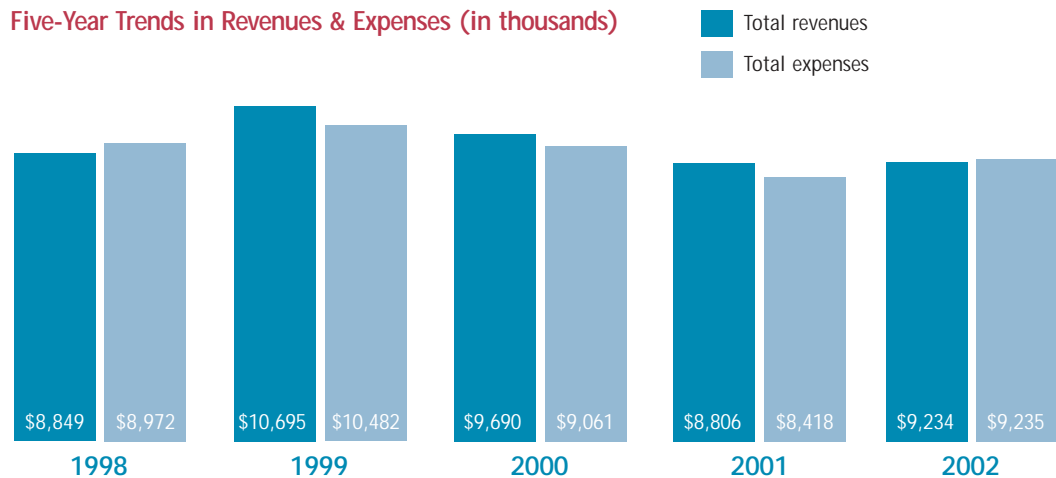
Expenses (in thousands)	2002	2001	2000	1999	1998
Research	\$2,128	\$1,586	\$2,152	\$3,528	\$1,870
Dissemination and community services <sup>3</sup>	\$5,144	\$4,907	\$5,214	\$6,583	\$6,023
Subtotal, program services	\$7,272	\$6,493	\$7,366	\$9,111	\$7,893
Support services	\$1,963	\$1,925	\$1,695	\$1,371	\$1,079
<b>Total</b>	<b>\$9,235</b>	<b>\$8,418</b>	<b>\$9,061</b>	<b>\$10,482</b>	<b>\$8,972</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 & Expenses (in thousands)







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