



Search Institute™

'03 Annual Report

*“Keep It Going
and Growing—*

Working Together for the
Well-Being of Young People.”

www.search-institute.org

800-888-7828

Search

INSTITUTE



Search Institute'sSM mission is to provide 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.



Dear Friends,

Together we are making a difference for and with children, youth and communities.

We know that you support Search InstituteSM financially because you believe in what we do. You believe all young people deserve strong supportive communities in which to grow. You believe that supportive communities help young people find meaning and purpose. We thank you for your support and for sharing this vision.

We have worked hard to be good stewards of your gifts. Your support over the last year has given us new tools to engage communities all across North America in this movement we call **Healthy Communities • Healthy Youth**. Your support has helped us expand research on what makes children and youth thrive and how social change works. Your support brought nearly 1,400 youth and adults together at our eighth annual national conference to discuss how we unite around our common vision of a world where all children and adolescents are valued and thrive.

The eight Developmental Asset categories shown on this poster not only articulate what young people need, but also offer a vision of the kind of organization we seek to be and become. As you reflect on these themes, remember that your commitment is what gives life to this work. Your financial support of Search Institute brings our research, vision and strategies into communities, schools, congregations, youth- and family-serving organizations, police departments, and homes. Across the continent and, increasingly, around the world YOU are making a difference.

I hope you will take a moment to review all the tremendous accomplishments of 2003. You were a part of each one of them. The possibilities for 2004 will become reality because of your commitment. Thank you.

Warmly,

Peter Benson, President

Assets	2003	2002
Cash & cash equivalents	\$3,552,090	1,913,775
Short-term investments	—	1,212,723
Publication receivables, net of allowance for doubtful accounts of \$5,000 in 2003 & 2002	\$134,890	113,772
Prepaid expenses and other assets	\$145,772	83,550
Inventory	356,934	351,877
Deferred costs	459,109	258,969
Contracts receivable for doubtful accounts of \$58,664 in 2003 and 2002	136,788	446,697
Contributions receivable	710,398	1,014,235
Office furniture and equipment	1,164,866	1,195,753
Leasehold improvements	104,220	104,220
Less accumulated depreciation and amortization	(993,023)	(879,299)
Net office furniture & equipment	276,063	420,674
Total Assets	\$5,808,044	5,816,272

Liabilities and Net Assets	2003	2002
Accounts payable	462,842	343,191
Accrued liabilities	508,020	436,304
Deferred contract revenue	96,545	34,821
Deferred lease credits	46,752	26,158
Obligations under capital leases	—	2,339
Total Liabilities	1,114,159	842,813
Net Assets:		
Unrestricted	1,898,044	2,090,898
Temporarily restricted	2,795,841	2,882,561
Total Net Assets	4,693,885	4,973,459
Commitments		
Total Liabilities & Net Assets	\$5,808,044	5,816,272

For a complete set of the audited financial statements for the years ending December 31, 2003 and 2002, contact the Accounting Department, Search Institute, 615 First Avenue NE, Suite 125, Minneapolis, MN 55413; 612-376-8955.

Statements Of Activities

Years Ending December 31, 2003 and 2002

Changes in Unrestricted Net Assets	2003	2002
Revenues:		
Contracts	\$61,574	95,476
Curriculum Sales	3,348,863	3,405,677
Contributions	1,922,230	2,334,980
Royalties.....	17,894	32,488
Other	62,814	43,853
Satisfaction of temporary restrictions	<u>3,098,439</u>	<u>3,321,503</u>
Total revenues	<u>8,511,814</u>	<u>9,233,977</u>
Expenses:		
Program services.....	6,866,010	7,271,952
Supporting services:		
General & administration	1,646,674	1,772,482
Fundraising	<u>191,984</u>	<u>190,608</u>
Total expenses	<u>8,704,668</u>	<u>9,235,042</u>
Decrease in unrestricted net assets	(192,854)	(1,065)
Unrestricted net assets, at beginning of year	<u>2,090,898</u>	<u>2,091,963</u>
Unrestricted net assets, at end of year	<u>\$1,898,044</u>	<u>2,090,898</u>
Changes in temporarily restricted net assets:		
Temporarily restricted contributions	\$3,011,719	309,580
Satisfaction of temporary restrictions	<u>(3,098,439)</u>	<u>(3,321,503)</u>
Decrease in temporarily restricted net assets	(86,720)	(3,011,923)
Temporarily restricted net assets at beginning of year	<u>2,882,561</u>	<u>5,894,484</u>
Temporarily restricted net assets at end of year	<u>\$2,795,841</u>	<u>2,882,561</u>
Change in net assets	\$(279,574)	(3,012,988)
Net assets at beginning of year	<u>4,973,459</u>	<u>7,986,447</u>
Net assets at end of year	<u>\$4,693,885</u>	<u>4,973,459</u>

Statements Of Cash Flows

Years Ending December 31, 2003 and 2002

	2003	2002
Cash flows from operating activities:		
Change in net assets	\$(279,574)	(3,012,988)
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Depreciation & amortization	155,874	252,065
Bad debt expense	—	59,359
Loss on disposal of fixed assets	—	3,586
Changes in operating assets & liabilities:		
Publications receivables	(21,118)	54,655
Prepaid expenses & other assets	(62,222)	111,056
Inventory	(5,057)	(54,987)
Deferred costs	(236,140)	(122,724)
Contracts receivables	309,909	(139,005)
Contributions receivables	303,837	2,166,421
Accounts payable	119,651	89,043
Accrued liabilities	71,716	(27,078)
Deferred contract revenue	61,724	(145,477)
Deferred lease credits	<u>20,594</u>	<u>26,158</u>
Net cash provided by (used in) operating activities	<u>439,194</u>	<u>(739,916)</u>
Cash flows from investing activities:		
Purchases of office furniture & equipment	(11,263)	(267,493)
Sales of investments	1,212,723	—
Purchase of investments	—	<u>(21,543)</u>
Net cash provided by (used in) investing activities	<u>1,201,460</u>	<u>(289,036)</u>
Cash flows from financing activities:		
Principal payments under capital lease obligations	<u>(2,339)</u>	<u>(44,596)</u>
Net cash used in financing activities	<u>(2,339)</u>	<u>(44,596)</u>
Net increase (decrease) in cash & cash equivalents	1,638,315	(1,073,548)
Cash & cash equivalents at beginning of year	<u>1,913,775</u>	<u>2,987,323</u>
Cash & cash equivalents at end of year	<u>\$3,552,090</u>	<u>1,913,775</u>
Supplemental disclosure of cash flow information:		
Interest paid	\$ —	2,102



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Gifts \$10,000-\$25,000

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Richard C. Lundell
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Thrivent Financial for Lutherans
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The following individuals have remembered Search Institute in their will.

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Marilyn & Bob Skare
Dorothy Williams

The Celebrate Fund In support of Healthy Communities • Healthy Youth Initiatives In Honor of: Marilyn Erickson Given by Marilyn & H. Stuart Johnson

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Jean Wachs
Judy Watson Olson
Richard Weinberg
Francine Wilson
Sally Wolf
Robert J. Yeager Ed.D.
Youth To Youth International

*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.*

Thank you!

Together, we are making a *Difference* for kids!

Support

When people like you provide funds to support Search Institute's work, you help us in many ways. Most important is that you help us build the capacity of caring adults in many communities—and ultimately, help many more children and young people receive the support they need.

Empowerment

When Search Institute receives grants from individuals, foundations, and corporations, those dollars empower us to achieve our mission to provide leadership, knowledge, and resources to promote healthy children, youth, and communities.

Boundaries & Expectations

We have high expectations for ourselves, our work, and our results. Your generous support makes it possible for us to push past the boundaries that have separated our community members from one another, and to join together to make our vision of healthy communities and healthy youth a reality.

Constructive Use of Time

Fostering positive community change in communities means working effectively on many fronts simultaneously. A new focus for us in 2003 has been to organize our work around five action strategies: To engage adults, to mobilize young people, to activate sectors, to invigorate programs, and to influence civic decisions.

With Your Generous Support... Our 2003 Accomplishments & Events

- Nearly 1,400 youth and adults were welcomed at the eighth annual *Healthy Communities • Healthy Youth Conference*® in San Jose, CA, in October 2003.
- The first longitudinal study of Developmental Assets™, which was conducted in St. Louis Park, Minnesota, was completed. The report, *Signs of Progress in Putting Children First*, documented the positive results of asset-building efforts in this community.
- The multi-year *Thriving Indicators Project* was started to understand the nature and dynamics of thriving youth. In partnership with Tufts University, Stanford University and Fuller Theological Seminary, this project will generate measurement tools and practical resources to help youth identify and nurture their unique skills and talents. Funders for the project include the Thrive Family Foundation, the Walton Family Foundation, William T. Grant Foundation, Cindy Campbell of The Campbell Foundation, and the Kansas Health Foundation.
- With support of the John Templeton Foundation, the international, interfaith initiative *Spiritual Development in Childhood and Adolescence* was launched and two scientific articles were published on this important dimension of human experience.
- A national study of African American and Latino/Latina parents was initiated with support of the YMCA of the USA, with results to be released in 2004.
- Vision Training Associates, the sole provider of Search Institute™ training, delivered 209 training and presentation events in 2003. A record number of 13,585 individuals were trained in different areas of asset building and over 300 people were trained to deliver four of Search Institute's core trainings throughout the U.S. and Canada.
- The *Me and My World* survey became available as a 167-item survey, which provides communities with an aggregate portrait of the 40 Developmental Assets, seven thriving indicators, six risk behaviors, and three developmental deficits experienced by children in grades 4 through 6. Development was funded by the Donald W. Reynolds Foundation.

- *Building Assets, Strengthening Faith: An Intergenerational Survey for Congregations* was released for use by congregations of all faiths. Its development, as well as subsidies for 68 communities to administer the *Search Institute Profiles of Student Life: Attitudes and Behaviors* survey, was supported by Thrivent Financial for Lutherans.
- A major initiative to build the scientific foundations of youth development through a major grant from The Lilly Endowment was launched. The project included the launching of *The Search Institute Series on Developmentally Attentive Community and Society* (with Kluwer Academic/Plenum Publishers) and the new online publication *Search Institute Insights & Evidence*, as well as the development of a chapter for *The Handbook of Child Psychology*.
- As part of Peter Benson's visiting scholar project with the William T. Grant Foundation, a comprehensive roadmap for understanding the social changes needed to enhance adolescent development was developed.
- The Otto Bremer Foundation awarded Search Institute a three-year grant to work with youth and adults in three out-state Minnesota communities around the issue of human rights.
- The *Developmental Assets Profile (DAP)* was released. This instrument is a new individual-level measure of Developmental Assets for young people ages 11 to 18 that yields a personal portrait to complement our community-level *Attitudes and Behaviors* survey. Development was funded by the Templeton Foundation.
- A planning grant was received from the Horizon Foundation to begin a countywide HC • HY initiative to bring best practices in community mobilization, longitudinal research, and strategies for youth empowerment to Howard County, MD.

- Eighteen new resources for adults, youth, families, communities, programs, and youth-serving organizations were published:
 - *50 Easy Ways to Connect with Young People* card deck
 - *Assets in Action: A Handbook for Making Communities Better Places to Grow Up*
 - *An Asset Builder's Guide to Training Peer Helpers: Fifteen Sessions on Communication, Assertiveness, and Decision-Making Skills*
 - *Coming into Their Own: How Developmental Assets Promote Positive Growth in Middle Childhood*
 - *Powerful Teaching: Developmental Assets in Curriculum and Instruction*
 - *Pass it On at School! Activity Handouts for Creating Caring Schools*
 - *Tag, You're It! 50 Easy Ways to Connect with Young People*
 - *Tag, You're It!* bookmarks
 - *Tag, You're It!* card deck
 - *Tag, You're It!* posters
 - *Tag, You're It!* sticker pack
 - *Take It to The Next Level: Making Your Life What You Want It To Be*
 - *A Quick Start Guide to Building Assets in Your School*
 - *Me@My Best: Ideas for Staying True to Yourself*
 - *More Than Just a Place To Go: How Developmental Assets Can Strengthen Your Youth Program* video
 - *Your Family: Using Simple Wisdom in Raising Your Children*
 - *Your Workplace: Simple Investment, Big Reward*
 - *When Parents Ask for Help: Everyday Issues Through an Asset Building Lens*

Commitment to Learning

First and foremost a research organization, Search Institute bases its mobilization and capacity building efforts on continuing research—from surveying youth, parents, and asset champions to in-depth case studies of community initiatives—and co-learning with our partners in the field.

Positive Values

Caring is why Search Institute is here. We very much appreciate that you and many others like you provide financial support to Search Institute through grants, donations, and purchases of resources and services—because you, too, care deeply about the well-being of our children, youth, and communities.

Social Competencies

As people across North America and now beyond, in countries overseas, embrace the concept of developmental assets and join us in our efforts, we are expanding our understanding of diversity and going deeper in our work to promote youth involvement.

Positive Identity

Our sense of purpose remains strong: *to create a world where all young people are valued and thrive*. With your assistance and encouragement, we look positively toward a future in which that vision becomes more of a reality every day.