



ANNUAL REPORT 2017

Message from The Founder



On behalf of the children who are being inspired and uplifted as they create, proclaim, share and live out their Special Words, I would like to sincerely thank you for your support and for making 2017 a year of tremendous growth and impact.

What started just a few years ago as a program (really a simple concept) focused on sharing with children the power and importance of words is rapidly evolving into a “movement”, a movement that we believe can change the world. We believe, that in today’s sometimes challenging world that our future is indeed brighter than ever. When we ask children to describe and define the person that they are or that they aspire to become we hear words like smart, creative, loving, friendly, family, caring, passionate and kind. Do you see a trend here?

Positive words, hopeful words, encouraging words, inspiring words. The conversations grow even more exciting as the children share “why they selected their very own special words as well as their unwavering

commitment to living out their Special Words. Each of us have the opportunity and the obligation to support our children as they explore the wonderful life that lies ahead for them. A bright future indeed, one lead by our children, brilliant leaders full of hope, leaders with great values who are witty and innovative and committed. I would share two additional thoughts regarding My Special Word.

First, during 2017, I spoke with thousands of children about their special word and not once, not on a single occasion did children describe or define themselves with a negative word. This my friend, reinforces that our children possess tremendous belief in themselves and this provides HOPE .

Second, the conversations surrounding My Special Word are not just occurring in our classrooms or at summer camps. These important and positive conversations are continuing and being reinforced in our homes, businesses and in our communities.

Recently I was gifted a saying that continues to excite me each day. I would like to share this gift with you. Like My Special Word itself this saying is simple yet impactful. The proclamation states “Our Children’s Lives are In Our Hands – Our Future is in Their Hands.

Thank you for supporting My Special Word. Thank you for supporting our children. Thank you for encouraging uplifting, inspiring positive conversations about self-esteem and personal accountability. To date, My Special Word has reached children in our great nation and on the continents of Africa and Asia. Let’s continue to support this movement – let’s create inspiring, positive and forward thinking conversations across the nation and around the globe.

In closing, I hope that you are encouraged. You are truly changing our world. One final request --- I would love to know “What is Your Special Word”?

Join the conversation – support the movement.

Dwight Smith
Dwight Smith

Mission & Values

MISSION

Our mission is to promote positive and uplifting conversations across our nation and around the world. Through the power of WORDS we strive to inspire our youth to live each day committed to their personal values – reflecting positively upon themselves and their relationships with others.

“It has been such a pleasure having My Special Word as a platform for a deeper discussion about the importance of words” – School Staff

“Words help lift us up and be KIND” – Student

“My Special Word is liberate because we are liberating children to a better tomorrow” – Donor

VALUES

- We believe that having **positive self-esteem** and a **positive attitude** are foundational to leading a happy and fulfilling life.
- We believe in **honesty** and **openness** in how we describe, define and share ourselves with others.
- We believe in **mutual respect** and **honoring** the view of others.
- We believe in **personal accountability** and to living our lives in a manner that is consistent with our personal values.



2017 Highlights

20 PARTNERS



momentum



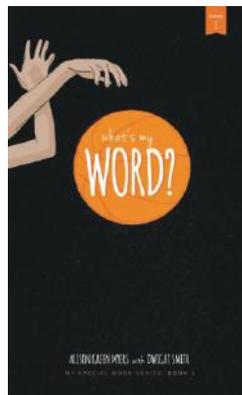
CHAMPION
Middle School



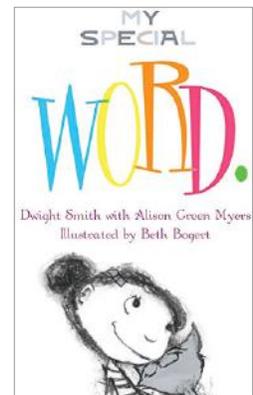
12,000+ WRISTBANDS



2 BOOKS, 1,500+ SOLD



What's My Word?
first in a six book series



What's My Special Word?
picture book



Packed house at Gramercy Books for our Book Launch on August 28th!

The Movement is GROWING



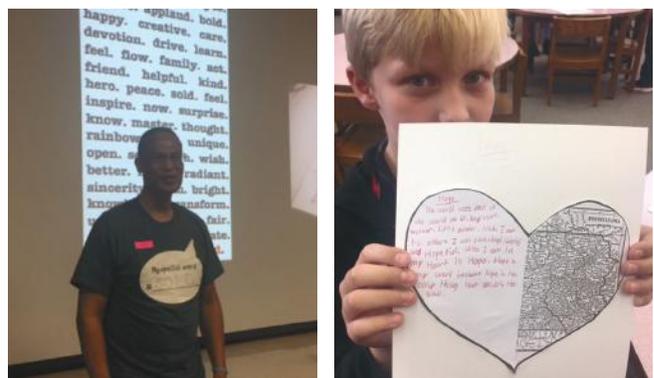
MSW and World Reader in Ghana sharing their words



Dr Kvitko and Dwight Smith sharing the word with listeners.



OSU Buckeye Leadership Fellows took on My Special Word as a Capstone project providing tremendous ideas for growing the program.



Over 1000 students in Wayne Highland School District in Pennsylvania participated in the program through school assemblies. Students, teachers and the principal shared their special words.

2017 Financials

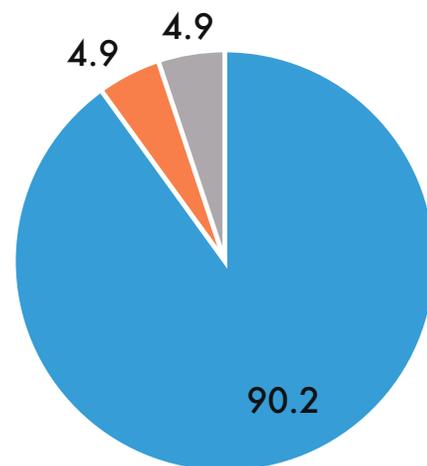
REVENUE

Donations*/Contributions	\$117,444
Gifts In-Kind	\$6,356
Book Sales	\$6,340

Total Revenues **\$130,140**

*Includes Pledges

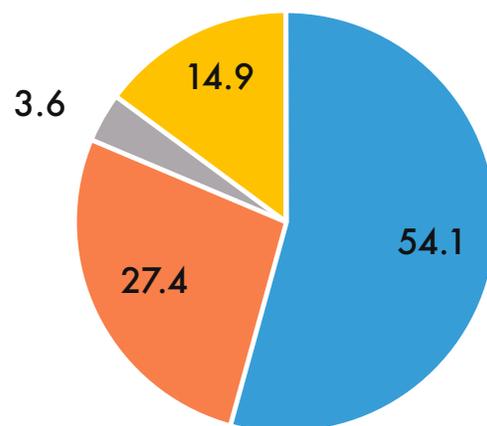
PERCENTAGE



EXPENSES

Program Delivery	\$61,970
Administrative	\$10,845

Total Expenses **\$72,815**



*Included in Program Delivery

Sponsors & Donors

My Special Word is deeply grateful to the generous people and organizations who make our work possible.

SPONSORS

Atlas Butler
David and Mo Meuse
Dwight and Renee Smith
Highlights for Children
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Mark and Julie Swepston
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Thank You!

To learn more about our initiatives
or to support our program, please visit
www.myspecialword.com.

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“Words mean more than what is
set down on paper. It takes the
human voice to infuse them with
deeper meaning.”

- Maya Angelou

