

KEEP THE *five*



2020 ANNUAL REPORT

LAUNCH

Since 1961 the organization now known as Launch Leadership has served students from Nebraska and, more recently, beyond.

Our vision is that communities, homes, schools and businesses across the country will be positively impacted by our students. Each year, Launch provides our time-tested and transformational leadership development programs to hundreds of students, helping them reach their full potential. In 2020 we discovered all-new ways to reach students and those innovations — along with your support — are propelling us toward our biggest and brightest year yet.

In more than 60 years of service Launch has expanded our signature program, the Summer Leadership Workshop, to include three different experiences (JAM, SLW and ALW). Combined with services like Leadership Retreats and Ready for Launch — each with their own experiential curriculum — we're working year-round to include as many students as possible in our vision.

We often conclude our services by encouraging each other to "Keep the Fire." The Fire is that all-consuming desire to change, to grow and to discover all the good that we're capable of. In other words, the Fire is our passion for leadership. So "Keep the Fire," and reignite that collective passion felt so strongly at Launch services.

keep the
FIRE.

A stylized graphic of a flame in shades of orange and yellow, positioned to the right of the 'keep the FIRE.' text.

2021	First summer with three planned services — two Workshops and one Homeshop
2020	First Homeshop with virtual versions of JAM, SLW and ALW
2005	First Advanced Leadership Workshop (ALW)
1997	First Junior High and Middle School Workshop (JAM)
1993	First summer with two SLWs
1961	First Senior High Leadership Workshop (SLW)

Inaugural Homeshop

Like any other year, our mission in 2020 was to provide students a place to dig deep, to discover and ignite their passions, and to reach their full potential. But for the first time in our organization's history, we weren't able to do that in a physical space.

In 2020 Launch created Homeshop with virtual versions of our signature Summer Leadership Workshops. This outstanding innovation allowed our Staff to bring leadership development to students in their own homes, and we ended up reaching more students from different parts of the country than ever before.

This year we're committed to hosting our second Homeshop. We will continue to make our services accessible to greater numbers of students, and we're excited to keep innovating new Launch experiences.

Homeshop 2020 was a 10-day service packed with experiential learning. Middle and high school students from across the country participated in virtual activities, both within their larger cohorts (JAM, SLW and ALW) and in small groups called co-ops. Each activity was built and tested by Volunteer Staff to help students achieve new levels of intra- and interpersonal intelligence, all while having fun and forming lasting friendships.



HERE'S AN
insider look
AT OUR INAUGURAL HOMESHOP!



**306** Acts of Service Completed During Homeshop

70 Sessions with Specially Created Content



108 Volunteer Staffers

153 Student Delegates

Zip Codes Represented **62**

"Thank you Launch for making and working tirelessly to put [Homeshop] on. You could have just cancelled like other camps have done, but instead you fought to Keep the Fire and succeeded."

2020 STUDENT DELEGATE



22 Full-Scholarships Awarded

13 Half-Scholarships Awarded

Upcoming Services

"The magic of Launch is creating spaces for students to challenge themselves, to grow, to feel seen and heard, and just be themselves. All while having the best, most fun experience ever!" - Casey Seline, Former Delegate and Current Volunteer Staffer

Additional information about upcoming services can be found on our website at www.launchleadership.org.

Leadership Retreat: Mindfulness Retreat	Leadership Retreat: Social Justice Retreat	Ready for Launch	Summer Leadership Workshop and Homeshop
<p>The Mindfulness Retreat will offer opportunities for students to discover the power of being present as well as their own ability to face challenges with confidence.</p> <p>This retreat is for any student, grades 6-12, ready for a voyage of self-discovery.</p>	<p>The Social Justice Retreat invites students to engage in activities and discussions focused on social justice topics such as equal rights, systemic racism and our ever-changing world.</p> <p>This retreat is the perfect opportunity for students, grades 6-12, to tackle tough topics and practice having challenging conversations.</p>	<p>Launch's newest service is here to help students discover their leadership potential in a two-hour program. Ready for Launch will introduce participants to Launch's proprietary curriculum tracks, student-led activities and processing method.</p> <p>Ready for Launch is designed for all students grades 6-12.</p>	<p>Both Workshop and Homeshop will maintain our traditions of intentional, in-depth conversations and meaningful connections that ultimately give students the skills and confidence they need to make positive changes in their communities.</p> <p>Junior High and Middle School Workshop (JAM): Grades 6-8</p> <p>Senior High Leadership Workshop (SLW): Grades 9-12</p> <p>Advanced Leadership Workshop (ALW): Grade 12 with Previous Launch Experience</p>
March 13th, 2021 9 AM - 5 PM (Central)	May 8th, 2021 9 AM - 5 PM (Central)	Spring 2021	<p>Summer Leadership Workshops: June 22-26, 2021 and July 13-17, 2021</p> <p>Homeshop: July 27-29, 2021</p>
Virtual	In-Person at The Foundry in Lincoln, Nebraska*	Virtual and In-person*	<p>Summer Leadership Workshops: In-Person at Doane University in Crete, Nebraska*</p> <p>Homeshop: Virtual</p>

**For the health and safety of our students and Staff, Launch reserves the right to offer any service as a virtual - rather than an in-person - program or to cancel a program as conditions warrant. Participants will be notified of any and all changes.*



In 2020, Launch Leadership released an overdue statement against social and racial injustice. But, as an organization dedicated to the development of future leaders, we realized the necessity of moving beyond words towards tangible action. We also acknowledged our own lack of action in this arena prior to 2020. So our Volunteer Staff embarked on a journey to combat racial and social injustices with a new initiative called Launch Project 365.

Launch Project 365 is a unified effort to combat racism, hatred and social injustice by taking action within ourselves and in our homes, schools, workplaces and communities.

Members of the Launch Leadership community, starting with our Volunteer Staff, are invited to log their actions via online submission form to help us reach 365 acts to combat. This initiative is intended to prompt and promote longstanding activism, advocacy and allyship. In the words of Lin-Manuel Miranda, for our organization “this is not a moment, it’s the movement.”

Since the inception of Launch Project 365, a commitment to positive change has flourished within our Volunteer Staff. At the start of 2021, we invited students to join our movement and start logging their own actions to promote justice, equity, equality, diversity and inclusivity.

Learn more, get involved and watch our tally count up to 365 tangible acts against social and racial injustice on Launch’s Facebook and Instagram accounts.

Diversity and Inclusion in Launch Leadership

Over the last 60 years, Launch has worked hard to build a community of belonging. We know that the spark of leadership can catch in any student, so we must work to include students every way we can. To continue expanding our community in 2021, we’re taking action at every level of our organization.

This year, among other initiatives, the...

... **Board of Directors** will write or revise governing policies and processes that promote anti-racism and social justice.

... **Launch Advisory Board** will provide resources to help the Volunteer Staff center recruitment, training and ongoing education efforts around inclusive practices.

... **Director Team** will ensure that activities — programs and services, fundraising events and communications — uphold the changes taking place within our organization.

To our community of students, volunteers and supporters,

Thank you for sustaining Launch Leadership through a year that was — to say the least — unique. At times it was challenging to find the bright spots in 2020, but this organization continued to light my way as it has since Launch first came into my life over 20 years ago.

As we prepare to celebrate 60 years as an organization, I've been reflecting on our beginnings. In 1961, President John F. Kennedy challenged the United States to send an American to the moon, and in Lincoln, educator Dr. John Lux hosted a group of students at the first Nebraska Leadership Workshop. Since then, we have expanded our offerings to include year-round services for students in Nebraska and beyond; we've held another 118 Workshops; and, as of last year, hosted one virtual Homeshop.

At every service, we create an environment of uninhibited self-discovery for students that's unique to Launch. After a series of our homegrown, experiential learning activities, students emerge as leaders who understand their values, appreciate their own abilities and believe in the impact that they alone can make. We believe every student deserves to realize their full potential in this way, which is why our goal moving forward is to host more services so as many students as possible can experience that magic.

I believe the best way to honor everything Launch has accomplished in the past 60 years is to go boldly into our next decade as the premier leadership organization. Our community of students, volunteers and supporters has come a long way since that first Workshop in 1961, but we can go further. We can go to the moon, but only if we go together.

Thank you for being part of our community in 2020 and in the years to come.

KEEP THE FIRE.



Randy Hawthorne, Executive Director



Financial Report

There's no denying that 2020 was a tough year for finances. Years of steady growth — both in programming and in fundraising — came to a halt last year; a direct result of our inability to safely host in-person services and events. But we're confident that our careful budget management and your ongoing support will allow Launch Leadership to reignite our growth in 2021.

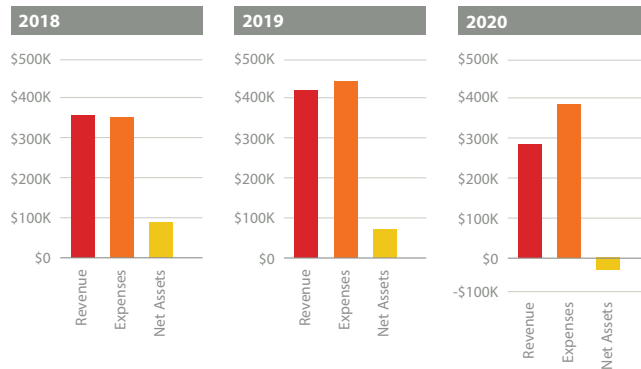
PRIMARY REVENUE GROUPS	2018	2019	2020
1. Fundraising: Corporate Contributions	\$35,141	\$41,172	\$34,918
2. Fundraising: Individual Donations	\$81,016	\$84,439	\$63,540
3. Fundraising: Event Entry & Merch. Sales	\$30,119	\$47,832	\$3,548
4. Fundraising: Grants	-	-	\$31,500
5. Programming: Registration Revenue	\$209,065	\$236,446	\$56,073
6. Programming: Volunteer Time*	-	-	\$99,540

Total 2020 Revenue: \$289,119

PRIMARY EXPENSE GROUPS	2018	2019	2020
1. Fundraising	\$73,081	\$76,997	\$71,659
2. Programming	\$227,126	\$259,927	\$144,708
3. Programming: Volunteer Time*	-	-	\$99,540
4. General Overhead	\$52,383	\$105,742	\$71,050

Total 2020 Expenses: \$388,481

YEAR-OVER-YEAR RESULTS	2018	2019	2020
Revenue	\$355,341	\$409,889	\$289,119
Expenses	\$352,590	\$442,666	\$388,481
Net Assets	\$92,575	\$64,149	-\$29,185



*Starting in 2020, Launch Leadership will formally recognize the tremendous financial impact of the time our Volunteer Staff invests in the preparation and facilitation of our services. A valuation of this time, which is considered both a donation and an expense, will be included in our financial report each year.

2020 Donors

Thanks to you, Launch Leadership has been able to serve students every year for 60 years — including 2020. We would like to take this opportunity to recognize the incredible support of our 2020 donors and sponsors.



As an extra thank you to those who showed their support with a recurring donation last year, we've highlighted your names in recognition of your commitment.

\$5,000 - \$10,000+

Ian Barnes

Jay Wilkinson

\$1,000 - \$5,000

Barry Bedlan

Karen Borchert

Lane Carr

Dan & Shannon Cullan

Kelli Cunningham

Beth Davidson

Nick Graef

Dean & Karen Hawthorne

Jeff & Kayla Heidinger

Dave & Lori Neubauer

Mitch & Margie Parker

Cindee & John Rood

Bryan & Susan Seyfarth

Michelle Sullivan

\$500 - \$1,000

Megan Chacon

Lilly Coniglio

Wendy Doty

Teresa Ethen

Mike Greene-Walsh

Pat & Keaton Hazell

Shari Kaser

Frank Kros

Vicki Langdon

Kara Markin

Don & Kathy Parker

Mary Beth Rice

Jeremy & Ashley Seveck

Thad Standley

Leigh Wagner

Shaela Wepfer

Cohagen Wilkinson

Gil Wilkinson

Keith Wysocki

Rick Zaporowski

\$100 - \$500

Amye Aggen

Colleen Anthony

Barb Applegate

Lincoln Arneal

Erin Bader

Kelita Bak

Ryan Basye

Jenna Bates

Stacy Bingham

Rachel Blake

Randy & Jan Bretz

Michael & Shirley Carlson

Michelle Carlson

Rich Claussen

Courtney Coslor-Dale

Allysa Diehl

Jennifer Dilisio

Megan Falke

Barb Flynn

Jessica Greenwald

Michael Hale

Steph Hand

David & Jeane Harbert

Krissy Harbert

Randy Hawthorne

Christine Henningsen

Bess Hewitt

Kelli Hogeland

Jessalyn Holdcraft

Kalissa Holdcraft

Amy Hunter-Sharpnack

Maher Jafari

Tom Jasnoch

Troy Jensen

Kim Johansen

Angie Judd

Kiley Kahler

Alma Marlene Kerr

Leslie Kwasnieski

Shelly Loos

Jen Luettel-Schweer

Marion Madigan

Ali Maloy

Tiffany Mickells

Deanna Moisset

Angela Moran-Manzitto

Hillary Nather-Detisch

Dave & Leslie Nuckolls

Scott Osborn

Ben & Tara Polly

Pat Polly

Gary & Kathy Raymond

Beth & Craig Remaly

Randy Ritchie

George Rood

Linda Roos

Sheri Sallee

Tracy Sanford

Julie Schmidt

Wendy Schuman

Jamison Schuster

Casey Seline

Steve & Sue Seline

Pamela Sevick

John & Linda Seyfarth

Monty Shultz

Susie Sisson

Amanda & Derek Smith

Julie Smith

Jim Spitsen

Charlie Stephan

Sharon Stephan

Lily & Susan Stibal

Andy Stoll

Shelly Stratman

Ted Stuckey

Scott & Suzanne

Sughrue

Stephanie Sullivan

Lisa & Todd Tessoroff

Ava Thomas

Kevin Thomas

Amy & Jay Uhlmann

Kimberly Vanderholm

Jack Ward

Jane Weber

Christie Weston

Eric Westra

Max Wheeler

Wyn Wiley

Krista & Steve Zizzo

Anonymous

Anonymous

