



Attitude. Harmony. Achievement.

SPRING 2014 Update



Wham! Pow! Zowie! Wowie!

AHA! rode great waves of good news into 2014

The best news of all:

We are on track to serve over 2300 youth in 2014-15, and to expand our programming to reach every high school. School administrators, Santa Barbara School Superintendent David Cash, and Santa Barbara Director of Pupil Services Mitch Torina all agree: AHA!'s presence is valuable and needed on every secondary school campus in the Santa Barbara area.

We need to raise \$80,000 by June 1st to touch the lives of teens in every area high school. A generous donor has offered to match all donations made by that date.

\$80,000 in donations will enable us to serve all high schools during school hours, and to continue to provide the West Coast's most comprehensive after-school program for positive brain development and social-emotional learning.



Santa Barbara High School Peace Builders

More Good News

In January, we kicked off the new year with a Grand Opening celebration at our new offices at 1209 De la Vina Street. Over 200 guests enjoyed a dazzling art show by Bayard Hollins, who donated 40 percent of sales at the event to AHA!. Our beloved Mayor Helene Schneider even made an appearance.

While we were still soaring on the high of that night, our friend Laura Welch called to let us know that a benefactor had offered to buy a performance from the Blue Sky Riders, an acoustic trio featuring local superstar Kenny Loggins, for AHA!. We built an AHA! benefit around the concert, with luscious food by gourmet caterer Adam Helm (provided at a donation rate). Debbie and Dan Kass hosted the event at their gorgeous home, Chateau Sur La Mer.

Left to Right: Lee Phillips, AHA! Development Committee member
MaryAnne Contreras, Kenny Loggins, Marla McNally Phillips,
AHA! Co-Executive Directors Jennifer Freed and Rendy Freedman.
PHOTO: Priscilla



The AHA! Institute

Our Spring National AHA! Institute for educators was held March 7. AHA!'s directors and facilitators had the joy of teaching foundational aspects of our method to a room of 50 highly engaged and motivated participants. We received fabulous comments on the day, including:

- "I will return to school with tools that are vital to establish connections with students." - Kathleen Vasta, SBHS
- "Great session. Re-energizing. Positive tools. Worthwhile!" - Chris Jenkins, SBHS
- "You can't teach content to a kid whose head is not in the room. This work brings them back in! Kids who feel safe and respected WANT to learn...just like us." - S.A. Jordan, SBHS
- "I enjoyed the AHA! Staff testimonials. They are excellent role models." - Sergio Castellanos, SMHS
- "Needs to be done with entire staff, including admins and office staff. Great day with so many hands-on practical things. Needs to be OK for teachers to do this work in classrooms – to take the time to do it." - Marcy Porter, SBHS
- "I'll use these methods to look for the unseen, unheard, unsupported youth and try to connect with them...One of the most consistently effective support programs in SB! We counselors truly appreciate you all." – Susan Snyder, SBHS
- "AHA! That's not an understatement. This program is lighting the way for a society that needs this movement of health, happiness, and human connection." - Tessa Fe Womack, Transition House

Our New Look

Board members Bobby Shand of The Shand Group and Deckers Outdoor Corp. CEO and President Angel Martinez spearheaded a year-long rebranding effort for AHA!. With their guidance, we've developed a new logo built from three different typefaces, with each letter a different color, to represent AHA!'s celebration of diversity. We shifted from our original full name, The Academy of Healing Arts for Teens, to one that better reflects what we do: Attitude, Harmony, Achievement. We are so grateful to Bobby and Angel for their support and look forward to getting our new materials out into the world!

Come *Sing It Out With AHA!* at the New Deckers Headquarters on May 18, 2014!

We are humbled and ecstatic to announce that Board member Angel Martinez, CEO and President of Deckers Outdoor Corporation, has offered to host this year's Sing It Out performance and celebration at the new Deckers headquarters. More fabulousness has emerged in the form of Iron Chef Cat Cora, who stepped up to be our celebrity chair!

This event always rocks attendees to the core, and you won't want to miss it!

Save the date: May 18, with festivities from early evening onward – including an incredible shoe sale between 5:30 and 7:00 PM. All Deckers brand shoes (UGGS Australia®, Ahnu®, Sanuk®, Teva®, MOZO®, Tsubo®, HOKA ONE ONE®), with 20% of sales benefiting AHA!. Tickets available for purchase at www.ahasb.org beginning April 21.

More information to come! To find out about sponsorship and VIP opportunities, contact our delightful Development Director, Molly Green, at molly@ahasb.org or 455-8314.



2014 *Sing It Out* Performers. PHOTO: Jill Martin, Kind Eyes



2014 *Sing It Out* Celebrity Chair, Cat Cora

You Are the Reason We Can...

Thank you for helping AHA! become a steady, reliable presence in our schools, after school, and during the summer. Whether with financial contributions, spreading the word about us, sharing your incredible children with us in our programs, or just sending light and love our way, you support us in conducting this program that is now in its 15th year!

Our work consistently meets its goals: helping change attitudes, create social harmony, and bridge the achievement gap. Student testimonials and the surveys we faithfully distribute and tabulate tell much of that story, but at another level, we are seeing entire school cultures shift. We see campuses where we serve more intensively becoming places that are safe, supportive and connected.

We need your help now to move to the next stage of impact.

Specifically, we want to ensure that every high school can hold our Peace Builders training on its campus, and that we can continue to provide by-donation services to teens who rely on our after-school programs, where they develop social capital and learn to contribute to and uplift our community. This is our call to you to do what you can to support us reaching across the entire district with our proven programming.

Any amount will turn the lever of service. Spread the word. Forward this message. Talk about us to people who matter to you.

Each and every one of YOU has the power to save or transform one teen's life.

Remember: we have till June 1st to raise \$80,000 in matching funds to make sure every teen is served.

As AHA! alumnus and former facilitator Paul Lewis – who was just hired as Deputy Sheriff of Santa Barbara! – would say:

"Let's do this!"

Infinite thanks,

Jennifer Freed, PhD and Rendy Freedman, MFT
Co-Executive Directors, AHA!



Thank You to 2014 Sing It Out Sponsors (as of 5/10/2014)

The Roddick Foundation
The Kirby Foundation in Memory of Bob Kirby
The Unitarian Society of Santa Barbara
Deckers Outdoor Corp.
Guitar Bar
Jerry Wonda
Manchester Capital Management
Lisa and George Hagerman
The Simms/Mann Family Foundation
Santa Barbara Bowl Foundation
Diane and Michael Giles
Be Green Packaging
Sientra Inc.
Christine Garvey and George Gelles
Stacy and Ron Pulice
Vivienne Leebosh
Santa Barbara Vacation Rentals
The Lobero Building/924 Group
Kind Eyes Photography
Leslie and Robert Zemeckis
Deborah Gunther
Anonymous (2)

Phyllis Mozilo
Patsy An Grace and Harvey Bottelsen
The O'Connor Family
Alecia and Elliot Mayrock
Marilyn Ezzes
Dean Pitchford and Michael Mealiffe
Diane and Tim Brown
Beth & Steve Green
Thompson Naylor Architects
Wendy & Larry Barels
Debra Galin/Morgan Stanley
The Jacobs Family
Kathleen Adams/
Signature Estate and Investment
Ann Pieramici & Julia Rodgers
Waxing Poetic
Trevanna Post Inc.
Howard Gross MD
Laura & Geof Wyatt
Tiffany & Frank Foster
Carrie Towbes & John Lewis
Cheryl Doty Gerngross & John Gerngross

Vicki Riskin & David Rintels
Bob Gura
Charles Schwab
Peaches Skin Care
Porsche Santa Barbara
Toyota of Santa Barbara
American Riviera Bank
Cyndi & Robert Richman
Pierre Lafond & Wendy Foster
Elizabeth McGovern
Elizabeth Stegall
Mary & John Blair
State Farm Agents of SB-Goleta
Susan & Bobby Shand
The Loft/Emilee's Pilates & Yoga
Nancy Grinstein & Neal Rabin
Outrageous Photo Booths
Santa Barbara Independent
Don Julio Tequila
UBER Graphic Traffic
Lisa and Bryan Babcock/Babcock Winery & Vineyards

www.ahasb.org

1209 De La Vina Street, Suite A Santa Barbara, CA 93101 P: 805.770.7200

AHA! was selected from over 250 nationwide applicants to participate in a national social-emotional learning (SEL) initiative created by the Susan Crown Exchange (<http://www.scefdn.org/#!>). Co-executive directors Jennifer Freed and Rendy Freedman, along with Program Director Isis Castaneda and Research Director Ben Zimmer, will attend three two-day convenings over the next 18 months to help create a nationwide best-practices model for SEL in after-school programs for teens.

In other words: AHA! is entering the national stage as one of only eight organizations chosen for their innovative approaches to teaching SEL after-school.

Please see press release below for more details on this great honor! We are beyond thrilled at the chance to help create a nationwide curriculum that has the potential to support every teen, coast to coast, in becoming his or her absolute best self.



SCE Announces the Social and Emotional Learning Challenge Partners

May 10, 2014 | Chicago, IL: For the next 18 months, eight informal learning programs for teens—ranging from a wooden boat building program in Philadelphia to a performing arts/community action hub in New York City—will join SCE as partners in the Social and Emotional Learning (SEL) Challenge. The initiative aims to elevate the importance of social and emotional learning through an intensive effort with an exceptional cohort of teen programs. The finalists were chosen from among 250 youth organizations, making this an exceptional group of youth programs that have shown striking results in their work. SCE's Social and Emotional Learning Challenge will explore the best practices in SEL. The collaboration teams up SCE with a research team from the David P. Weikart Center for Youth Program Quality, and the following eight high-impact organizations:

- **AHA! (Attitude, Harmony, Achievement)**
- Boys and Girls Club of Greater Milwaukee
- The Possibility Project
- Philadelphia Wooden Boat Factory
- Voyageur Outward Bound School
- Wyman
- Youth on Board
- YW Boston

The chosen partners represent some of the nation's best-in-class programming across a range of activities from the arts, outdoor education, leadership development and activism.

But just as youth learn in these programs, SCE will learn as well—and pass on the results to youth programs everywhere. The SEL Challenge Partners will form a Learning Community to identify the best practices for equipping the rising generation with the social and emotional skills of resilience, empathy, agency, self-regulation, and grit. Then, an SEL Field Guide will share the learnings of this exploration with youth workers, agency leaders, policy makers, teachers, parents and others invested in equipping the rising generation with tools needed to thrive in the 21st century.

SCE is a social investment organization that connects talent and innovation with market forces to drive social change. Our newly launched Social and Emotional Learning Program reimagines education as a broad and rich ecosystem for learning, anytime, anywhere.

The Social and Emotional Learning Challenge aims to distill and codify the practices of the SEL field's best programs for teens to elevate the impact and importance of social and emotional learning.