

# Rachel's Challenge Mission

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We exist to inspire, equip and empower every person to create a permanent positive culture change in their school, business and community by starting a chain reaction of kindness and compassion.

## Rachel's Challenge Objectives for Schools:

- Create a safe learning environment for all students by re-establishing civility and delivering proactive antidotes to school violence and bullying.
- Improve academic achievement by engaging students' hearts, heads and hands in the learning process.
- Provide students with social/emotional education that is both colorblind and culturally relevant.
- Train adults to inspire, equip and empower students to affect permanent positive change.

## Rachel's Challenge Objectives for Businesses:

- Create an environment of kindness and compassion within the business setting.
- Empower and equip individuals through training with the ability to make a difference in their place of work.
- Inspire and motivate individuals to start a chain reaction of kindness and compassion.
- Impact the corporation's bottom-line results. (people, profits and revenue)



## Program Impact-to-Date in schools:

- Since program inception:
  - 3,300 schools (high schools and middle schools)
  - Multiple stadium and large venue events
  - 50 states and six countries
  - 11,000,000 people reached with the message
  - Seven documented school shootings/violence prevented
  - Hundreds of suicides averted