



501(c)(3) Non-Profit

2019 Annual Report



Leadership Society of Arizona

Mission Statement

We offer executive-level leadership training to help teenagers prepare for life. Our students learn how to use logic and common sense to manage stress, set goals, and prepare for successful careers. In other words, we want to **MAKE LIFE SIMPLE.**

Community Partners





Leadership Society of Arizona Team

Board of Directors



Jacob Kashiwagi
Chairman of the Board



Jake Gunnoe
Director



Kayla Krassa
Director



Alfredo Rivera
Director



William Wood
Director

Team



Isaac Kashiwagi



Joseph Kashiwagi



Aubrey Kashiwagi



Nguyen Le



David Krassa

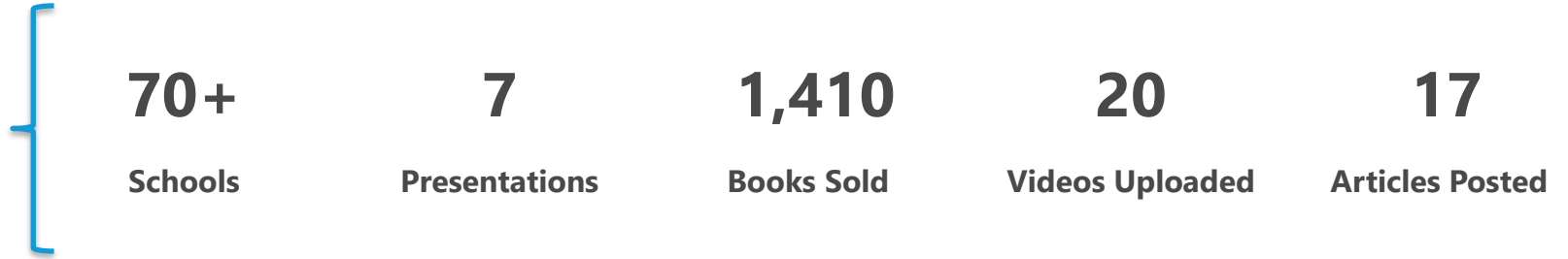


Yutian Chen

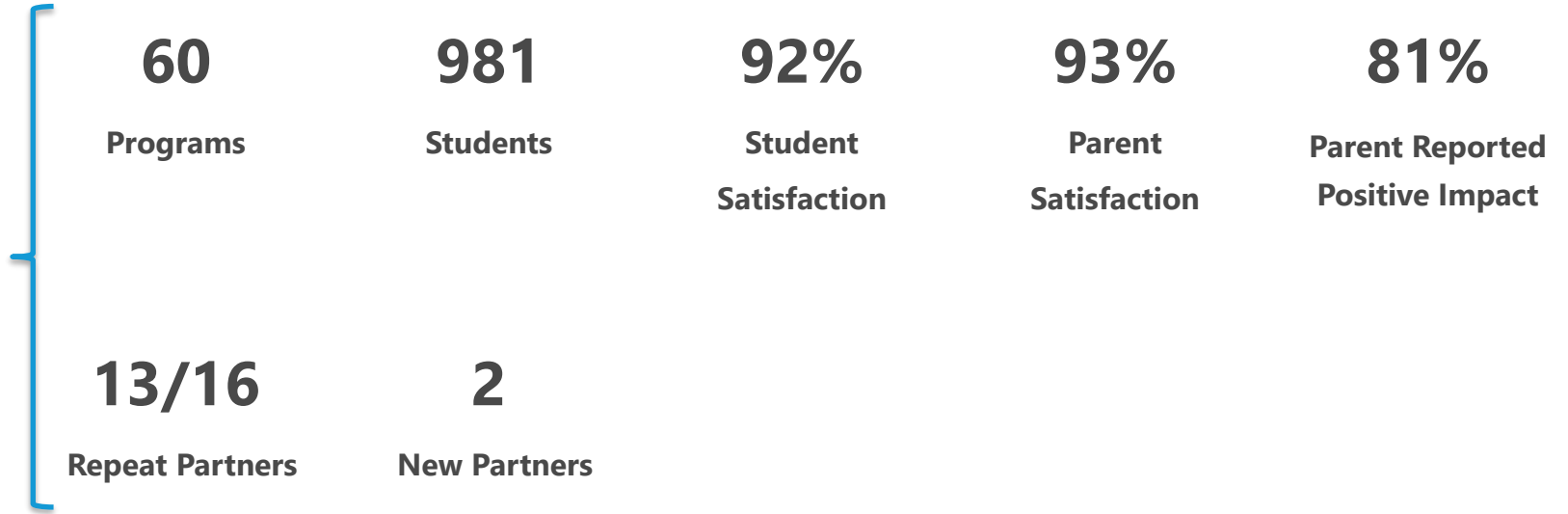


2019 By the Numbers

Outreach



Results





2019 Accomplishments

Expanding the student support network

Students

- New overnight getaway program
- New coaching “Tree of Growth” model
- More engaging resources on Instagram (@LeadershipAZ)

Parents

- New family support coaching program with Dr. Jacob
- Published 1 new book and finished writing a teen mentoring book
- New online parent community (facebook.com/groups/ParentLeadership)

Teachers

- CTE teacher professional development program
- Began developing online teacher training program

Community

- 5 new local supporters (Fresh Start, Intel, AZ Cardinals, City of Scottsdale, University of Arizona)
- Success Coaching program at A New Leaf



Summary of Programs

Summer - - - - - 7 Programs | 302 Students | 92% Satisfaction | 26 New Success Coaching Students

A New Leaf - - - - - 1 Program | 15 Students | Very Satisfied | Significant Improvement in Behavior

PUHSD Title VI - - - - - 2 Programs | 36 Workshops | 93% Satisfaction

Genesis City - - - - - 1 Program | 9 Students | 99% Satisfaction

Imagine Prep - Coolidge - - - - - 2 Programs | 20 Students | Very Satisfied

Camps - - - - - 2 Programs | 23 Students | 97% Satisfaction

Success Coaching - - - - - 35 Students | 96% Satisfaction | 88% Parents Report Significant Behavior Change

Coronado AzMerit - - - - - 1 Program | 80 Students | Very Satisfied | Improved AzMerit Scores

Teacher Training - - - - - 3 Educators | Very Satisfied

IFMA Workshops - - - - - 6 Workshops | 108/76 Students/Parents | 98% Satisfaction | 7 Summer Signups



Unique Performance Metrics

1. Doubled success coaching students from 17 (2018) to 35 (2019).
2. Doubled IFMA workshop attendance from 69 (spring) to 115 (fall).
3. Increased Summer program signups from 214 (2018) to 302 (2019).



2020 Vision

2019 Innovations/Developments

Programs

- 6-Month Teacher Training
- 2 Overnight Camps
- Added 1 Tempe and 1 West Summer Week
- No-Influence Mentoring Model
- Life Coaching Improvement Tree
- Parent Life Coaching

Marketing

- 3 New Advertising Campaigns for Summer
- New Advertising Campaign for Book
- Use of Infusionsoft
- Outreach Effectiveness of Social Media
- Development of new LSA Website

2020 Innovations/Developments

Programs

- New Free Online Student and Parent Courses
- New 6-Month Teacher Training Program
- New Winter and Spring Overnight Camps
- New Summer Curriculum
- New Family Support Coaching Program
- New Online Parent Community

Marketing

- Increase Outreach Efforts for Summer
- Release 2 New Books (Teen Mentoring and Fiction)
- Outreach for New Programs and Partners
- Post weekly YouTube Videos and Monthly Blog Articles
- Outreach for College Webinars