

#engagingood



2023

ANNUAL REPORT



MY STORY MATTERS

A Year In Review

As we reflect on the past year, it is with great pride and enthusiasm that we share our accomplishments and growth. The year 2023 has been a transformative journey for us, marked by a steadfast commitment to building a solid foundation for sustainable expansion and progress.

Expanding Horizons:

We set out with a vision to broaden our impact and reach, and we are thrilled to report substantial progress in our expansion efforts. By strategically identifying new opportunities and markets, we have successfully extended our presence and influence. This expansion is not just geographic but also encompasses the diversification of our offerings to better meet the needs of our growing audience.

Refining Operations:

At the heart of our success lies a dedication to refining and optimizing our internal systems. Throughout the year, we have meticulously examined our processes, identifying areas for improvement, efficiency gains, and cost-effectiveness. This commitment to operational excellence has resulted in a more agile and responsive organization, well-positioned for the challenges and opportunities that lie ahead.



Building Sustainable Systems:

A key focus this year has been on sustainability, specifically in the context of our organizational longevity. We have implemented robust systems that ensure our operations are not only effective today but also resilient and adaptable for the future. This commitment to sustainability extends to every facet of our organization, reinforcing our dedication to making a lasting impact.

Investing in Our People:

Our team is the bedrock of our success, and this year, we have placed a special emphasis on investing in our greatest asset—our employees. Rigorous training programs have equipped our staff with the skills and knowledge needed to excel in their roles. Additionally, we have welcomed new team members, enriching our talent pool and fostering a culture of continuous learning and development.

Guiding the Way:

Training new guides has been a pivotal aspect of our growth strategy. These individuals are not only ambassadors of our mission but also essential contributors to our organizational success. The investment in training ensures that they are well-equipped to navigate the challenges and deliver exceptional service, thereby solidifying our reputation as a leader in our field.

Community Partnerships:

Fostering meaningful relationships within our communities has been a cornerstone of our strategy. This year, we have proactively engaged with local stakeholders, building partnerships that go beyond mere collaboration to true, symbiotic relationships. These community ties strengthen our foundation, ensuring that our growth is harmoniously intertwined with the well-being and progress of those we serve.

As we celebrate the successes of the past year, we recognize that the journey towards excellence is ongoing. The foundations we have laid in 2023 position us for even greater achievements in the future. We extend our gratitude to each member of the My Story Matters family for their dedication and hard work, without which these milestones would not have been possible.

Here's to a year of growth, resilience, and laying the groundwork for an even brighter future where we are committed to being a catalyst for lasting transformation.



MY STORY MATTERS

A CATALYST FOR LASTING TRANSFORMATION

Serving the Community 2012-PRESENT

In an era defined by unprecedented global challenges, our organization stands as a beacon of hope and positive change. As we reflect on the impactful strides we've made in our mission to address pressing societal issues, it becomes abundantly clear that **the need for our work has never been more vital**. The profound impact we've achieved thus far is a testament to the power of dedicated individuals and the transformative potential of our initiatives. However, *to sustain and amplify this impact, we find ourselves at a crucial juncture, necessitating increased financial support and engagement from our community of advocates.* **Together, we can not only meet the challenges of our time but also usher in a brighter, more equitable future for all.**

| | PROJECTS/DETAILS | 2023 OUTCOMES | EXPANSION |
|---|--|--|---|
| 370 Individuals taught & Mentored | Classes held at USCF and CUCF, Food & Care Coalition, DWS, local high schools, DCFS, Foster Care partners | <ul style="list-style-type: none">• Trained 15 Guides• Mentor training• Held 32 classes<ul style="list-style-type: none">◦ 12-16 week cycle for participants | Increased classes Mentor training Guide certification |
| 200+ Digital resources | Created digital resources for continued support & learning during and after classes end. These resources are critical to maximize learning, transformation and sustained growth. | <ul style="list-style-type: none">• Increased sustainability with continued support• Greater understanding of material | Development of LMS, CRM, and community resource database for sustainability |
| 60 At-Risk teens and families supported | Classes held in person and online to strengthen families, bridge the gap to resources, and help provide mentorship to next steps. | <ul style="list-style-type: none">• Over 100 mentor appointments to help with housing, transportation, employment, and education. | Training of At-Risk Teen service providers Expansion of classes for young adults |

Embodying the essence of innovation and reliability, the verity of our framework stands as a testament to what tangible tools coupled with vision and intention can do. In an emotional landscape where results and trust are paramount, our framework not only meets but exceeds the highest standards, providing a robust foundation for transformative solutions and unlocking a new era of possibilities for humans everywhere.

OUR FRAMEWORK

Mission

My Story Matters promotes healing, inspires hope, and celebrates courage in everyday heroes by engaging them in a process that helps them reflect, recount, record, and reframe their stories.

Vision

Our vision is to engage communities in embracing stories of all individuals as heroes of their own personal journey and, in that process, become more united in compassion, understanding, and empathy as we realize every story really does matter!

A Catalyst For Lasting Transformation

Our work is grounded in research, and we are currently conducting a comprehensive research study to further validate and enhance our approach. The preliminary data sets from this ongoing study are already demonstrating **remarkable results**.

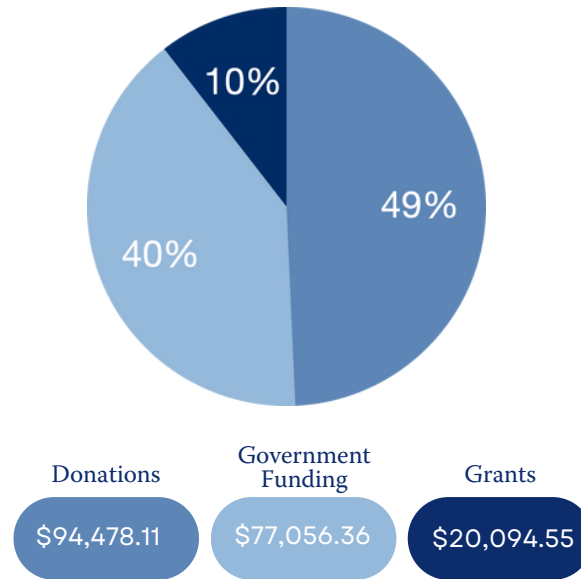
A few noteworthy findings include:

1. Our interventions have shown a **substantial improvement in individuals confidence** to:
 - a. remain calm during difficult situations
 - b. find a solution to a problem
 - c. to see many different solutions to the same problem
2. Preliminary data reveals a positive impact on their **ability to build positive communities** of support highlighting the breadth of positive changes our approach can instigate.
3. Our data analysis reveals a compelling and consistent pattern: participants engaging in our programs experience a **significant improvement in prosocial behaviors**. The evidence underscores the effectiveness of our approach in fostering positive and cooperative interactions, contributing to the overall well-being and interpersonal growth of individuals involved in our initiatives.

These promising preliminary results underscore **our commitment to evidence-based practices** and inspire confidence in the transformative potential of our work. As we continue to delve deeper into the research, we anticipate uncovering even more insights that will contribute to the ongoing advancement of our programs.



2023 Funding Summary



2024 Expansion Needs \$300,000

Your generous donations allow us to help people like Bridget get a second chance at life with the tools they need to maintain a lasting transformation.



DONATE NOW



I was in jail for the 22nd time in 6 years. I had lost everything I loved to addiction including custody of my children. I was completely lost and hopeless...



"Captain Your Story has changed my life in so many ways. When I was first introduced to the program I was in a dark place, I was in jail for the 22nd time in 6 years. I had lost everything I loved to addiction including custody of my children. I was completely lost and hopeless. I did not know how to love myself or find any worth in the person I had become. I remember very distinctly Nat, Josh and Amy coming in and looking at me like I was a person. They wanted to know about me as an individual and about my life. They showed me a glimpse of love and started a seed of hope inside of me. Then came the tools, the curriculum *Captain Your Story* offered; they were exciting for me! I couldn't wait to call my family members each day and tell them the things that I was learning. It made my life seem manageable again and gave me hope and excitement in what my vision was and how I could obtain it.

I literally can not put into words the difference this program has made in my life. I am now just shy of 3 years clean and sober. I manage a sober living home and am able to mentor others new to sobriety. I have relationships with my kids and family members I never knew possible. I am proud of the person I am today and can love myself fully. I have recently had the privilege of retaking the course and putting those tools back into action in my life. It has put my way of thinking on a whole new level. I am seeing my vision get closer and closer and sometimes even right there in front of my eyes there it is!! I'm living it!!! I have learned to control and influence the things that I can and give the rest to my higher power with some ease. This program has changed my life multiple times over and I am eternally grateful for the people I've met and the tools I've gained."

—Bridget

We did a complete rebranding of our logo and website. We renamed and streamlined our messaging and all of our curriculums to more easily define what we do and who we serve.



MY STORY MATTERS

A CATALYST FOR LASTING TRANSFORMATION



CLAIM YOUR STORY



CHART YOUR STORY



CAPTAIN YOUR STORY



LEVEL-UP YOUR STORY

SERVING THE COMMUNITY

- Homeless
- Foster Kids
- Justice Involved Citizens
- Justice Involved Family Members
- Foster Kids Parents
- Students K-6
- At Risk Youth
- Adults
- Families
- Businesses
- Teenagers
- Indigenous

STORIES BY NUMBERS



LEARN MORE

11
STATES USING

72
COUNTRIES

10,423
PARTICIPANTS

27,718
VOLUNTEER HOURS

152
NON-REINCARCERATIONS
(99%)*

\$615,558 DONATIONS TO DATE

*THE AVERAGE RATE OF RECIDIVISM IS 80%, MEANING A JUSTICE INVOLVED CITIZEN WILL RE-OFFEND WITHIN 30 DAYS OF RELEASE WITHIN THE STATE OF UTAH.

99% OF OUR GRADUATES HAVE REMAINED NON-REINCARCERATED.

Data Updated 9/8/2023



DONATE NOW

EXECUTIVE BOARD



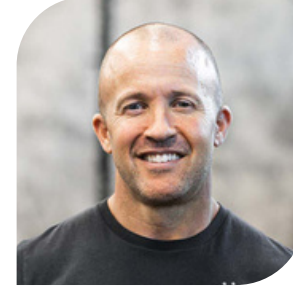
Amy Chandler
President



Beth O'Brien
Vice Chairman



Natalyn Lewis
Treasurer



Josh Penrod
Public Outreach

If you'd like to help us increase funding, expansion, partnerships reach out to one of these four.

ADVISORY BOARD



Marianne Asay
Education



Jeanne Call
Community



Dan Chandler
Strategy & Growth



Mark Hugentobler
Justice Involved



Bobbie Pugh
Clinical



Rebecca Spencer
Legal

What is... CAPTAIN YOUR STORY

Who Are We?

This unique initiative empowers individuals with a dedicated curriculum designed to guide them through a reflective and transformative process.

At My Story Matters, we are passionate about being a catalyst for lasting personal transformation. "Captain Your Story" offers a structured and personalized journey, allowing participants from all walks of life, circumstances, races, and identities to take charge of their narratives.

Through a step-by-step curriculum tailored to each individual's pace, participants gain valuable tools and resources to navigate and shape their stories, creating a future that resonates with authenticity and excitement.

Your story is yours to captain, and through this process, you can embrace the opportunity to create a future that truly reflects your aspirations and values.

The "Captain Your Story" curriculum helps individuals to develop purpose for their present and future life, and uncover their reasons to work towards their purpose. In this program, they explore and create an identity that fuels motivation for letting go of at-risk behaviors and relationships. They consciously make choices that help them find new communities and places that support them in a healthy manner and promote personal growth. They step out of the victim mentality and into a place of control.

This opens them up to new possibilities, a willingness to change, and a desire to use the resources that are available. All of this gives adolescents something new to hope for, and makes it so they are not reliant on other people for meaning, personal value, and fulfillment. As they go through this program, they learn to see their past risky behaviors from a healthy perspective, and see the value of creating a better life than they grew up in. Most importantly, they learn how to face challenges and

obstacles, and they know that they are in control of their lives. In time, these adolescents become willing and able to face and find the professional help they need to address the trauma that has landed them in at-risk situations.

***You can't go back and change
the beginning,
but you can start where you are
and change the ending.
- C.S. Lewis***

Our Principles

Each class combines group activities, reflection time, and instruction time centered around these principles.

Principle 1: The Harbor of Vision

Principle 2: The Harbor of Choice

Principle 3: The Harbor of Focus

Principle 4: The Harbor of Language

Principle 5: The Harbor of Surrender

Principle 6: The Harbor of Community

Principle 7: The Harbor of Help

Principle 8: The Harbor of Identity

Principle 9: The Harbor of Response

Principle 10: The Harbor of Learning

Principle 11: The Harbor of Action

Principle 12: The Harbor of Story



CAPTAIN YOUR STORY



"Captain Your Story" should be **taught over any and all programs** and should be **mandatory** of all inmates upon arrival at prison. I honestly believe if **inmates could start this program** before leaving R&O and **kept away from** the old inmates that have learned the old prison/gang mentality it **would change so many things.**"

"It has put light in my eyes—everyone is asking what I'm doing."

"I love my new life! I have goals! I have direction! I know where I am going and it is so good. I am never going back. Change is power!"

"This class restored my value. I am no longer worthless."

"I continued to pray that God would bring people into my life who could help me pursue my goals. My prayer since 2016 was that God would introduce me to some "group" or organization that aligned with where I'm going, whose mission was to help others, and who I could learn from and hopefully be apart of. It was no coincidence that once I took a tough but necessary step in my spiritual and emotional growth, that I was asked by multiple people to take "Captain Your Story" and I firmly believe this class has been an answer to prayer, in more ways than one. Everything you do, all that you stand for and represent, the people who are a part of this with you - ALL of that is **what I have been praying for**, for the past 6 ½ years. I believe God put you in my path for a reason."



Mark Hugentobler

JUSTICE INVOLVED DIRECTOR

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CAPTAIN YOUR STORY

One of our big areas in the community focus has been getting our course to individuals in the Foster Care system. We met a lot of people and built a network of individuals who are leaders in this area, both in the private and government sectors, as well as those who are parents and teens who participate in Foster Care.

Our first goal was to get in and work with a group of teens so that we could know by experience what challenges they face and the help that is needed. We were able to hold a set of classes for a group of TAL individuals within DCFS.

It was a powerful experience, and each one of those individuals is continuing their journey of growth and transformation. We also were able to get a TANF grant that allows us to offer our course for no cost for those in the Foster Care community as well as at-risk youth. We have access to this grant for three years. We have made many connections within the Foster Care community who are interested in utilizing our course.

During the end of the year, our Foster Care focus led us to reaching out to the JJYS system to see how we can help kids who are in trouble. These at-risk youth can include individuals in the Foster system, and also others. So our focus is opening up to at-risk youth as well as those in Foster Care. Another focus that we have had this last year is working with adults who are struggling with homelessness or are at risk of homelessness. We have worked with the Food and Care Coalition and are the recipients of an ARP grant that funds these individuals. We have seen powerful change and growth as we have worked with these wonderful people.

Through the past year, we have built a strong foundation of experience, connections, and resources, and look forward to continuing the work during the coming year, in these community spaces and others as well.



Jeanne Call

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Crossroads to Wellness

Crossroads to Wellness is a clinical partner and leading therapy practice specializing in the space of trauma, mood, and anxiety disorders and the innovative Creator's framework. Based in Springville, Utah,

"I have the privilege of being witness to lasting transformation in the therapy setting. As my clients claim an identity, then do the writing daily to connect with their soul, they are able to lay to rest their war story, and begin to trust and claim their champion story.

Having spent countless hours doing my own work with these tools opens my eyes to where my clients are in their own hero journey. Together, and with additional therapeutic modalities, we navigate their journey, with the creator framework tools as our map."

- Liz | Therapist

"I've noticed a difference in our clients with those who have taken the "Captain Your Story" course verses those who have not. They come in to therapy with a different eagerness to do their work and get the therapeutic support unlike others I have ever worked with. It truly is making a difference on a level small or large."

- Joshua | Intake coordinator

"The My Story Matters course and online content is organized in a step by step process that allows you to build from week to week creating an atmosphere of learning and identifying what matters in your life. The online content was my favorite as I enjoy listening to other people's experiences."

-Tiffany | Therapist



LEARN MORE



Individual Therapy



Attachment therapy



Workshops

Call for an appointment or visit their website



Bobbie Pugh

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As we reflect on the past year, we are thrilled to share the exciting progress and growth within the My Story Matters Education track. It has been a year of transformation, innovation, and growth.

One of the significant milestones this year was the rewriting of our elementary curriculum. Formerly known as My Hero Journey, this program has evolved into Claim Your Story, reflecting a broader scope and deeper emphasis on the My Story Matters framework, bringing our program for children more in alignment with our highly effective tools. This updated curriculum empowers students to embrace their unique experiences and perspectives, increase their self-awareness, and move forward with confidence.

Claim Your Story is flexible, rich in content, and adaptable to many school needs. For example, a school in California recently integrated our Claim Your Story curriculum into its Extended Learning After-School Program. Integration of this program into many different school settings has the power to raise students' emotional and social intelligence and in turn, enrich their educational experience.

In response to the growing demand for accessible emotional intelligence resources for families, we have launched a new Home Edition of Claim Your Story for elementary school-aged children. This edition allows families to engage in meaningful discussions, activities, and experiences together, fostering stronger connections and building emotional resilience as a family. Parents who have taken our "Captain Your Story", or LevelUp courses will find this home edition especially helpful in bringing the tools you learned to your children.

[Learn More](#)



Marianne Asay

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CHART YOUR STORY

Our curriculum for secondary students, Chart Your Story, continues to help teens with emotional regulation, decision-making skills, and interpersonal relationships. This year, a school incorporated Chart Your Story into a behavioral science class, allowing students to earn credit as they take the course. After-school programs and community classes also continue to positively impact the teens who engage with the tools.

Recognizing the pivotal role of educators in shaping students' emotional intelligence, we are proud to introduce LevelUp Professional Development for educators. This set of in-person and online courses equips educators with the tools, strategies, and support to effectively increase their own EQ, and LevelUp their positive influence on students, parents, and peers.

This year we are also excited to introduce a new Student Council Leadership Development using our evidence-based and highly effective tools. This 1-day workshop provides student leaders with the skills and confidence to effectively lead and serve the students in their school with improved communication, vision, and decision-making skills.

We invite you to share the My Story Matters educational products with school decision-makers, homeschool parents, parent leadership organizations, and other stakeholders who are passionate about helping children and teens learn how to claim their stories and chart a positive future.

Thanks to the Department of Workforce Services Scholarships are available for teens living in Utah to attend the course.

Please click the button below to learn more.

SCHOLARSHIP



Marianne Asay

EDUCATION DIRECTOR

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Community Events

In an effort to support the community we are creating through our courses, we have started holding monthly socials that all participants are invited to. These socials provide a place to build friendships, experience new things and be inspired by guest speakers who have overcome challenges, and are now thriving living their new life with purpose and passion.

Here are a few highlights from our community events.





Online Course + Workbook

\$297

Plus Tax & Handling

Trauma Informed Personal Growth DIY Course



Get unstuck and gain confidence in an uncertain world

Embark on a profound journey of personal transformation with the Captain Your Story course, where you'll discover the keys to unlocking the life you've always envisioned. In the vast sea of personal development, this course serves as your navigational guide, helping you uncover the true captain within. As you navigate the waters of self-discovery, resilience, and purpose, you'll find the tools needed to chart a course toward the transformative changes you seek. Captain Your Story is not just a course; it's a compass pointing towards a new, empowered version of yourself. It's time to set sail and embrace the voyage of personal growth, steering your story towards fulfillment and success.

Let's get creating!

- 50+ online video modules
- Community based application focus
- Guided meditations
- 12 Harbors of learning
- A full year of access
- Application Workbook

BUY NOW



Online Course + Workbook

\$297

Plus Tax & Handling



Increased Emotional Intelligence DIY Course

Ascend to the next level personally and professionally with this LevelUP online course. Each one of us deals with with a desire to achieve more, progress, and live a life with peace and happiness. However, the daily stresses of life seem to just keep compounding and even when we achieve success in one area, we may still be miserable. Learning how to face the stress and overwhelm of life can be the game-changer you've been looking for. You can have it all....it's time to LevelUP!

- 47+ online video modules
- Professional, personal, spiritual, physical base application focus
- Downloadable worksheets
- 7 Summits of learning
- A full year of access
- Application Workbook

BUY NOW



This transformative course is not just another addition to busy schedules and overflowing to-do lists – it's a dynamic and unique approach to empower children to become the heroes of their own stories.

What you'll get:

- Instruction videos for parents and youth
- Engaging activities
- Music curriculum
- Interactive worksheets
- Enriching conversation starters
- Family activity suggestions
- Book suggestions

What your children will develop:

- Kindness & Connection
- Excitement for the Future
- Confident for Making Positive Choices
- Self-Management
- Social Awareness

We believe that every child's voice deserves to be heard. "Claim Your Story" empowers children to express themselves confidently. Watch as their self-esteem blossoms with each chapter they create.

BUY NOW

Scholarships Available for our in person classes for Utah residents



Parents of children 5 and up can apply for a scholarship to take our course. Click the link below to apply.

apply here

SCHOLARSHIP



Teens also qualify for scholarships to attend our teen course, Chart Your Story.