



MAKE THIS WORLD A
better place



GREETINGS LAUNCH FRIENDS AND SUPPORTERS,

When I first stepped into the role of Launch Leadership's Interim Volunteer Executive Director (affectionately, the IVED) in July, I didn't know what to expect. Fortunately, I had just spent a week staffing Launch's Summer Leadership Workshop and was bursting with motivation, inspired by the students I had been around. By facilitating their activities and discussions, I learned about kindness, grace, mental health awareness, and keeping a verve for life amidst troubling times.

Launch Leadership's students have the skills to tackle the big picture problems plaguing our world. Just a week with those students was enough to put my uncertainty in its place, replacing it with something else: *HOPE*. I've carried that hope into the IVED role and, with the help of our staff, have channeled it into impactful in-person services, as well as fundraising efforts and partnerships so we can continue to reach more students.

My Workshop experience and the worldwide events of the past two years underscored that Launch and its services could not be more critical than they are now. There is a universal need for good leadership, and I'm left feeling extremely hopeful for the impact Launch will make in 2022. The Launch Board is in the process of hiring a full-time executive director with whom I will transition at the beginning of the year, ensuring our vision and its implementation continue at full capacity.



We're so proud of what we accomplished in 2021 and excited to share this success in this annual report. It has been my honor to serve Launch Leadership and our students in this role for the past six months. Thank you for entrusting me to help Launch make this world a better place, and I now encourage you to do the same.

Kelli Cunningham

Kelli Cunningham, Interim Volunteer Executive Director and Volunteer Staffer

THE MISSION

We empower young leaders to transform their communities and change our world.

In 2021, students from all over the country came together to be challenged and inspired by Launch's curriculum and diverse network of facilitators. They left our services and returned to their communities with newfound leadership skills and confidence.

When we think about the fun and meaningful experiences we'll create for students this year, we're filled with hope. And you can be part of our mission to make this world a better place by attending, staffing, or supporting a Launch Leadership service in 2022.

LAUNCH

THIS LAST WEEK WAS
THE BEST WEEK IN MY
LIFE SINCE THE
PANDEMIC STARTED.
I'VE NEVER LAUGHED
AND SMILED MORE
IN A WEEK EVER. THE
PEOPLE I GOT TO
MAKE CONNECTIONS
WITH ARE
CONNECTIONS
I HOPE TO KEEP

forever.

- 2021 STUDENT
DELEGATE



Services

In 2021 Launch Leadership facilitated two weekend Leadership Retreats and two week-long Summer Leadership Workshops. Our students and Staff were reunited, and the transformational, inspirational fire of leadership that only Launch can provide was reignited in a big way.

We want you to be a part of Launch Leadership services in 2022! Learn more about how to attend, staff, and support our services at launchleadership.org.

91.6%

Workshop Delegates from Nebraska

28.2% from Omaha • 52.8% from Lincoln
10.6% from Greater Nebraska

8.4% from Out-of-State

Arizona, California, Colorado, Iowa, Minnesota,
Missouri, North Carolina, Oklahoma, Pennsylvania,
Texas, U.S. Virgin Islands & Washington



35.8% Middle School Program
52.8% High School Delegates
11.4% Advanced Program



61.6% Returning Delegates
38.4% First-Time Delegates



14.7% of All Delegates are
English Language Learners

362

TOTAL NUMBER

of Delegates Served

136% Increase from 2020

Average Student Delegate to Volunteer Staffer Ratio = 1 Staffer : 3 Delegates



97%

of Surveyed Delegates
Would Recommend
Workshop to a Friend



33

Number of New
Staffers in 2021

558

Number of
People on Staff

40

Number of Training
Hours Provided
to Staff

FINANCE STATS

from Workshop

1 in 10 Delegates Received
a Need-Based Scholarship from
Launch Leadership

81.0% of Scholarship Applicants
did Receive a Scholarship

12.3% of All Delegates Qualify
for Free and Reduced Lunch

COST BREAKDOWN

of Average Workshop Costs

The cost to register for one of our signature
Summer Leadership Workshops was \$500 in 2021.

Here's how we used registration fees:

Room and Board = 86.9%

Materials = 9.3%

T-Shirts = 3.4%

Overhead = 0.4%

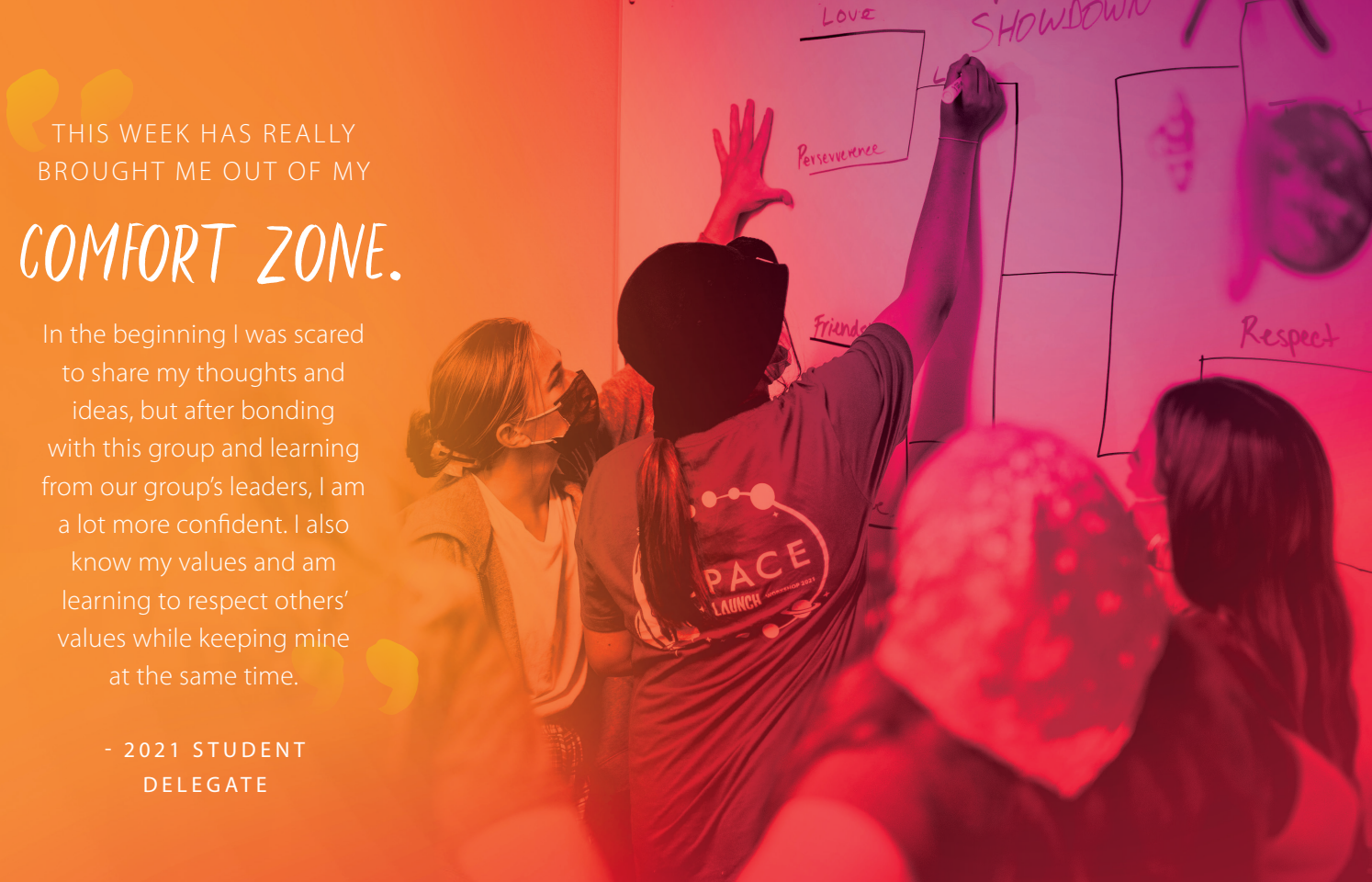
Notice that none of your registration fee is used to
pay Staff at our services. That's because 100%
of our trained Staff members are volunteers!

THIS WEEK HAS REALLY
BROUGHT ME OUT OF MY

COMFORT ZONE.

In the beginning I was scared to share my thoughts and ideas, but after bonding with this group and learning from our group's leaders, I am a lot more confident. I also know my values and am learning to respect others' values while keeping mine at the same time.

- 2021 STUDENT
DELEGATE



LAUNCH

Curriculum

The Launch Leadership curriculum covers seven skill tracks, each with a specific set of targeted outcomes. Our skill tracks serve as a throughline across all the age groups that attend our services, so that students can cultivate and develop their skills year after year.

Here's what students take away from Launch Leadership services:

1 SELF-MANAGEMENT

Students find joy in their daily lives and make it through tough times while maintaining a healthy sense of self. Outcomes include Personal Goal Setting • Self Awareness • Stress Reduction.

Number of 2021 Summer Leadership Workshop Activities Supporting this Skill Track: **45**

2 COMMUNICATION

Students understand the fundamentals of communication from an initial thought or idea to the completion of a conversation. Outcomes include Effective Listening Skills • Understanding Differences in Communication Styles • Communicating in Different Settings.

Number of 2021 Summer Leadership Workshop Activities Supporting this Skill Track: **29**

3 DECISION MAKING

Students find ways to make better decisions and solve problems more effectively, whether they're working with others or on their own. Outcomes include Decision Making Under Pressure • Developing Decision Making Approaches • Creative Problem Solving.

Number of 2021 Summer Leadership Workshop Activities Supporting this Skill Track: **15**

4 GROUP DYNAMICS

Students cultivate effective groups that get things done. Outcomes include Defining and Appreciating Group Diversity • Creating Involvement • Ownership Within a Group • Motivating a Group.

Number of 2021 Summer Leadership Workshop Activities Supporting this Skill Track: **59**

5 VALUES AWARENESS

Students define their own values, understand values conflicts and develop an awareness of challenges to values. Outcomes include Knowing the Roots of Values • Recognizing • Respecting Values Differences • Prioritizing Values.

Number of 2021 Summer Leadership Workshop Activities Supporting this Skill Track: **32**

6 INTERPERSONAL RELATIONS

Students develop skills to make one-on-one connections. Outcomes include Identifying the Strengths of Others • Developing Trust • Expressing Positive and Critical Feedback.

Number of 2021 Summer Leadership Workshop Activities Supporting this Skill Track: **53**

7 ORGANIZATIONAL LEADERSHIP

Students focus on the practical aspects of leadership and plan ahead in ways that set their organizations and themselves up for success. Outcomes include Resource Management • Running Effective Meetings • Leadership Transitions.

Number of 2021 Summer Leadership Workshop Activities Supporting this Skill Track: **13**

"YOU CAN'T GO BACK AND CHANGE THE BEGINNING,
BUT YOU CAN START WHERE YOU ARE AND



change
THE ENDING."

- C.S. LEWIS

Diversity, Equity, and Inclusion

In 2021 we continued to reeducate ourselves on issues of systemic racism and examine their impact on our own work. As an organization, Launch Leadership is still in the early stages of our journey to become more inclusive, equitable, and diverse. We know that good leaders acknowledge and own their mistakes, then make a commitment to do better, and that's what we must continue to do in these important areas.


In the year following George Floyd's murder, our Diversity, Equity, and Inclusion Team (established in 2015) led Launch Project 365, in which more than 70 Volunteer Staff members completed a total of 379 individual acts against hatred, racism, and discrimination. The Team also developed relevant training sessions for our Volunteer Staff covering Critical Race Theory, LGBTQ+ and gender identity issues, and addressing Asian hate.

Launch Leadership's Board of Directors has also begun the process of vetting outside consultants to complete an organization-wide diversity, equity, and inclusion audit. This effort will help us address biases and blindspots and identify the issues we must keep working to solve within our organization in the years to come.

We're grateful for the good leaders within our organization and in our community who are helping us continue this important work, and we're eager to learn and grow so that we can better help our students do the same.



Redwing Thomas, culture and language instructor at Isanti Community Schools on the Santee Sioux Reservation, received Launch Leadership's Ron Joekel award in recognition of his efforts to elevate student voices and create student leadership opportunities. Thank you for the continued inspiration, Redwing!



[WORKSHOP] MADE ME THINK AND SMILE AND LAUGH; IT HAS REALLY
GIVEN ME GOOD CHALLENGES AND SUCH A GREAT FRESH OUTLOOK
ON HOW I'M GOING TO NOT ONLY LEAD OTHERS IN THE FUTURE, BUT
MYSELF FROM NOW ON. AND FOR THAT, I REALLY TRULY SAY

THANK YOU.

- 2021 STUDENT DELEGATE

Support

Launch Leadership's mission to empower young leaders has never been more critical than it is right now. There's a universal need for good leadership, and our time-tested services and curriculum can meet that need. But we need your help to reach more students in more places.

Here's how you can support Launch's mission:

HELP US REACH MORE STUDENTS

In 2021 we hosted our first services at Doane University in Crete, NE. This strategic relocation increases service capacity and accessibility.

In addition, the Launch Leadership website received a top-to-bottom update last year.

We'll be using our refreshed website to provide our leadership development resources to students all year round.

We know the services and resources we provide are making a difference, first in the lives of students and then, through them, in their communities. Our vision is to make the world a better place one student at a time.

Can you introduce us to one new student this year? Share the Save the Date card in this packet or direct a student you know to our social media or website.

JOIN OUR VOLUNTEER STAFF

Last year Launch Leadership welcomed 33 new Staff members into our family of over 500 volunteers. We provide our volunteers year-round training opportunities to continue their personal leadership development and to prepare them to facilitate our student services.

Our Staff members form a vast network of inspiring leaders whose passion and skills make our mission possible.

Launch Leadership volunteers live all over the world, work in all different industries, and represent a wide range of backgrounds. And that's just how we like it!

Whether you want to work with students or work behind the scenes, there's a place for you in our volunteer staff. Visit launchleadership.org to begin.

SUPPORT LAUNCH LEADERSHIP

Launch Leadership supporters helped us raise an incredible \$351,716 in 2021. Donations and sponsorships large and small allowed us to continue to subsidize the cost of our services and provide financial assistance to students.

Last year we introduced an all-new way to support Launch Leadership: Launch Live. Open to the public, this fun-for-all-ages afternoon in the park gave our supporters a chance to connect and have fun while supporting our mission.

You can give all year at supportlaunch.org, or take advantage of special giving opportunities like Launch Live.

Interested in becoming a Launch Leadership sponsor? Contact our team at launch@launchleadership.org.

“GIVE TO THE WORLD THE BEST,

and the best

WILL COME BACK TO YOU.”

- ISSA RAE

Financial Report

While 2021 brought more uncertainty, the community rallied and Launch Leadership was able to start to rebound financially. With your generosity and the capability to host limited capacity in person events and programming, our 2021 financials were able to show great improvement once again. We are confident that your continued support and our careful budget management will help continue this growth and are excited for what the future holds.

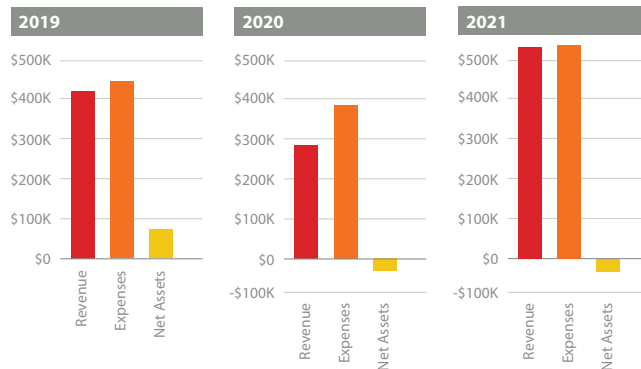
PRIMARY REVENUE GROUPS	2019	2020	2021
1. Fundraising: Corporate Contributions	\$41,172	\$34,918	\$64,798
2. Fundraising: Individual Donations	\$84,439	\$63,540	\$54,334
3. Fundraising: Event Entry & Merch. Sales	\$47,832	\$3,548	\$10,377
4. Fundraising: Grants	-	\$31,500	\$45,357
5. Programming: Registration Revenue	\$236,446	\$56,073	\$159,420
6. Programming: Volunteer Time*	-	\$99,540	\$225,000

Total 2021 Revenue: \$568,948

PRIMARY EXPENSE GROUPS	2019	2020	2021
1. Fundraising	\$76,997	\$71,659	\$73,426
2. Programming	\$259,927	\$144,708	\$196,713
3. Programming: Volunteer Time*	-	\$99,540	\$225,000
4. General Overhead	\$105,742	\$72,573	\$76,958

Total 2021 Expenses: \$572,097

YEAR-OVER-YEAR RESULTS	2019	2020	2021
Revenue	\$409,889	\$289,119	\$568,948
Expenses	\$442,666	\$388,481	\$572,097
Net Assets	\$64,149	-\$29,185	-\$33,920



*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.

2021 Donors

Thanks to you, Launch Leadership has been able to serve students for over 60 years. We would like to take this opportunity to recognize the incredible support of our 2021 donors and sponsors.



Kros Learning Group, LCC | Perry Reid Properties | Risk Management Solutions | INA Group, LLC | The Seline Family Foundation | Watchful Citizens Foundation

\$2,500+

Leirion & Scott Gaylor Baird
Ian Barnes
Beth & Michael Davidson
Jeff Heidinger
Lincoln Community Foundation
LinkedIn
Bryan & Susan Seyfarth
Michelle Sullivan

\$1,000 - \$2,500

Lane Carr
Patrick Hazell
Kalissa Kleine
Kara Markin
Mitch & Margie Parker

SHARE Omaha
Jay Wilkinson
\$500 - \$1,000
Lincoln Arneal
Ryan Basye
Jenna & Adam Bates
Hailey Bunde
Jairo Chavez, Jr.
Lilly Coniglio

Kelli Cunningham
Wendy Doty
Stephen Ethen
Nicholas Graef
Mike Greene-Walsh
Randy Hawthorne

Kayla Heidinger
Vicki Langdon
The Meredith
Corporation Foundation
Marilyn Mersereau
Neln Foundation
Dave Neubauer
Salesforce
Thad Standley
Leigh Wagner
Karen White
Keith Wysocki

\$100 - \$500

Amye Aggen
Barb Applegate

Carly Bahramzad
Kelita Bak
Rachel Beck
Barry & Patty Bedlan
Kalie Carfield
Sheri Cunningham
Allysa Diehl
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 Kathryn Raymond
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 Mary Beth & Rich Rice
 Randall Ritchie
 George & Paula Rood
 Linda Roos
 Casey Seline
 Ashley & Jeremy Sevick
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 Charles Stephan
 Sharon Stephan
 Ted Stuckey
 Don Van Arsdall
 Shirley Vargas

Gabriela Vogel
 Cohagen Wilkinson
 Meredith Willits
 Rick Zaporowski
\$1 - \$100
 Casey Amen
 Jessica & Chris Applegate
 Ethan Beier
 Dianne Bianco
 Stacy Bingham
 Mandy Boies
 Katie Brase
 Carol Brettmann
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Laura Clouston
 Cold Stone Creamery
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 Joelyynn Sharpnack
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 Matthew Spitsen
 State Farm Foundation
 Shellie Sterling-Haun
 Maggie Stuckey

Lily Sughrue & John Fricke
 Jill Swank
 Kevin Thomas
 Randy Thomas
 Laura Uridil
 Kellie Wesslund
 Tyler White-Welchen
 Ellen Wilkinson
 Jamanda Wolfe
 Anna Zelaya

In Kind

Iron Horse
 Post Script
 Salt Creek Mercantile

1961 Society Donors

In honor of the generous support that has allowed us to pursue our mission for 60 years, Launch Leadership is humbled to recognize the following donors for their recorded lifetime giving of more than \$1,961. Each year we will induct donors into the 1961 Society, with all its rights and privileges, according to their cumulative giving. For more information about this special recognition group, please visit our website.

Barbara Applegate
 Ian & Sara Barnes
 Nancee Berger
 Lane Carr
 Megan Chacon
 Lilly Coniglio
 Shannon & Dan Cullan
 Kelli Cunningham
 Beth & Michael Davidson

Wendy & Mark Doty
 Megan & Patrick Falke
 Scott & Leirion Gaylor Baird
 Kathy Gerber
 Christian Habib
 Randy Hawthorne
 Jeffrey Heidinger
 Maher Jafari
 Shari Kaser

Kalissa Kleine
 Vicki Langdon
 Kara Markin
 Sean & Alexia Morrison
 Mitch Parker
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