



*“The Greatest Good is what  
we do for One Another.”*

-  
Mother Teresa

## Dear **Family and Friends,**

---

Welcome to **Find Your WHY** – a 501 (c)(3), non-profit organization created to do our greatest good with one another and on behalf of others.

“**Find Your WHY**” is a teen leadership program with a focus on individual and group learning. The one-on-one coaching is tailored to the unique personality and learning capabilities of each student. The seminar opportunities enhance the learning from the one-on-one coaching experience and bring the students individual learning about themselves into a group learning experience.

The teen program is created to support juniors and seniors on behalf of the future decisions they will make for their life and career. The one-on-one coaching engagements and seminars guide the teen to learn more about “Who they are” as individuals and as it relates to their communities where they have been nurtured and where they have built strong relationships. The student’s learning is focused on preparing them for future life and work/career (trade and employment) choices.

With my best intent and on behalf of the greatest good for high school seniors and their future – I would like to ask you, your company or organization to be a part of our **FOUNDATIONAL GIVING Campaign** by considering a charitable donation to the **Find Your WHY program (FYW)**.

**Before I share more details,** – I would like to communicate a few stories...

# A FEW STORIES...

Our students all have a level of complexity within their personal story. The students learning about who they are and why they do the things they do with the Myers/Briggs Personality Profile is foundational to their one-on-one coaching and seminars. The Myers/Briggs assessment has created a tremendous dialogue, which has encouraged their personal growth and development and increased their decision-making skills.

One student's story stands out, as she is a strong introvert. She came to understand how she best gains energy – typically, by being alone or in a small group of friends. Her new knowledge about herself has helped her to feel more comfortable about being in situations where she needs to participate in a larger group or leadership position. She is now able to manage her time more effectively by scheduling time to reflect and rejuvenate when she has needed to expend more energy by being with others. Also, she has become more comfortable with her own story as she applies to colleges, scholarships and awarded recognition opportunities.



*Her new knowledge about herself has helped her to feel more comfortable...*



Another student story is about a young man who has realized he wants to give back to his community after graduating high school and become a volunteer for FFA. This was not part of his original plan when he began the program. He has a new understanding that organizations that help and support students have provided him a great opportunity to learn and grow as a person. He wants to provide opportunities for other high school students, as well.

One of our students thought she would go a certain direction with her career. Upon learning more about herself and her personality, she realized how much she enjoys journalism and creative writing. She has realized through her learning with the one-on-one coaching and the seminars, where she wants to put her time, energy and expertise by using her writing skills to support and bring healing to others.

Lastly, we have guided a student within our **FYW program** that has faced unique complexities. Our student faced a challenging situation when his parents were no longer able to parent him. He had to rely on his older siblings to do the parenting in their absence. Our student faced uncertainty, anger and even fear with his situation.

His friends have been and are a tremendous support to him. They encouraged him to be a part of Future Farmers of America. They invited him to be a part of the FYW pilot program this past year – fully supported and funded by the partnership of Deanna van Klaveren, Tess Cox and TC&A. >>

»» Our student has been encouraged and mentored through our one-on-one coaching and group seminars, which has supported him to think more broadly about his life and future career. He has learned how to process information and build his communication skills. He better understands how he makes decisions and what decisions are best for him and his future dreams. He has learned how to manage the way he likes to plan, organize and get things done. Ultimately, he has learned to be a good TEAM member, as well. He is learning to lead himself...FIRST and well.



## WE ARE PROUD...

As we have piloted this program this past year, we are proud of EACH ONE of our students. There are those who plan to attend Oregon State University, Kansas State University and Oklahoma State University. There are students who will attend a Jr. College and transfer to Fresno or Sacramento State, as well. Also, we have students who will be a part of their family business. And, there are students who anticipate their acceptance to the University at Davis and Stanford University.

**Our students are amazing** and it is with the deepest desire to do **GREAT GOOD** that I write to you today. .

We have begun the application process for students to join the new **2020 FYW Program**. We anticipate between 10-12 students (Please see attached information). With the desire to create diversity amongst the students, Deanna and I decided to create the non-profit program so all students are participating with the support of

sponsorship. All students will be able to participate without creating financial challenges within their family system. Also, the families who desire and have the financial means to contribute to the FYW program are welcomed to do so, as the cost for each student is \$1,500.00 to participate in the year-long program (Please see attached information).



**I value** my relationships within my family, circle of close friends and clients. I ask for you to consider a tax-deductible donation to the FYW program and be a part of the **2020 Foundational Giving** campaign on behalf of the next generation. Your contribution will be foundational to the FYW legacy for serving on behalf of the **"GREATEST GOOD."** We will provide a plaque with every Foundational Giving name, company or organization for students to know of your generosity to them and their extended learning within our FYW program. You will receive a letter from our

students and an update on their progress throughout the 2020/2021 Year. As we design our FYW website, we will have a section for our **FOUNDATIONAL GIVING CAMPAIGN** contributors to be recognized. We value and appreciate any and all contributions.

We seek to raise \$18,000.00 for 12 students to participate and another \$2,000.00 to create a website and administrative support beginning March of 2020 – December 2020. We “THANK YOU” for your consideration.

With myself, as the acting Director of the organization and Deanna as the Secretary and Treasurer, we will be seeking future committee members to support the FYW program. We look forward to building leadership support, as well. If, you are interested in supporting FYW in this capacity, please let us know.

We're excited! We have a great program and we have had a great year of doing **GREAT GOOD** in 2019-2020 on behalf of our first group of students! We look forward to you joining our efforts through your prayers, financial support, committee support and coming alongside to encourage us.

***“Our vision does not stop with one group... We look forward to growing the FYW program and influencing the lives of our students.”***

Our vision does not stop with one group. Our two - five year plan is to train future coaches with our methodology and knowledge and expand our reach to different school districts throughout California. We look forward to growing the FYW program and influencing the lives of our students for a more prepared future and decisions that are true to who they are.

Our new program begins in **June 2020**. To donate now, please make checks out to:

**Find Your Why INC**  
27943 Seco Canyon Rd. #153,  
Santa Clarita, CA 91350

We will mail you a tax-deductible receipt and “Thank you”. In the near future, we will be creating an on-line platform for donations, as well.



With the Deepest of Gratitude,

*Tess & Deanna*