



Education for Successful Parenting ESP

*Preparing
today's teens,
tomorrow's parents*

Mission
*Preventing child abuse,
neglect and trauma*

2016
Capital Campaign Goal
**\$500,000 in
50 days**

Year founded
2005

Incorporated in 2008
501(c)3 Nonprofit
Fed ID #26-2098947

Website
www.eduparents.org

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Summary

Childhood should be healthy and safe. Yet for millions of children this isn't the case.

Education for Successful Parenting (ESP) is significantly improving children's wellbeing by transforming the way we prepare young people to care for our next generation of families. Empowering teens with information and life-skills, ESP guides teens to make healthy choices — before they form families. Successfully implemented for many years in school settings, ESP's programs are easy to implement, timely, cost-effective, and impactful.

The Capital Campaign Opportunity—A Quantum Leap Forward

ESP is launching this Capital Campaign to build a springboard for sustainability and growth. ESP can exponentially expand its social impact by making its curriculum available to teens everywhere. Teachers will be able to obtain professional training and certification. Parents and teens will have online access to learning modules. Additional funding will enable ESP to cultivate funding streams through grants, partnerships, and social enterprise.

As a result of this expansion, millions of America's children will not be subjected to abuse, neglect, poverty, and severe family dysfunction. A whole generation of children will enjoy stronger families, improving their life-long wellbeing and the quality of our communities.

The Problem

Every year, Child Protective Services receives reports of child abuse and neglect involving approximately 6.6 million children! During childhood, one of every five U.S. children is subject to multiple "Adverse Childhood Experiences"— domestic violence, poverty, parental substance abuse and incarceration, in addition to child abuse and neglect.

Why is this important? Research has shown that Adverse Childhood Experiences impair a child's development—physically, emotionally, and intellectually—and the negative effects on health and wellbeing can be lifelong. In addition to the human toll, child maltreatment costs our country \$80 Billion annually in investigation, treatment, and lost productivity.

How is this happening? Many people enter into parenthood insufficiently prepared to care for their children. Long before a child is conceived, adolescent choices and behaviors set the stage for an emerging family. When teens engage in risky behaviors and don't understand the consequences for their future family, they often find themselves lacking the resources to adequately care for a child.

The Solution

Education for Successful Parenting educates teens about parenting responsibilities—before they conceive children. ESP offers instructional materials and onsite classes for young adults (ages 13-21), and instructor training. Our *Healthy Foundations for Future Families* program is science-based and meets national standards for health education.

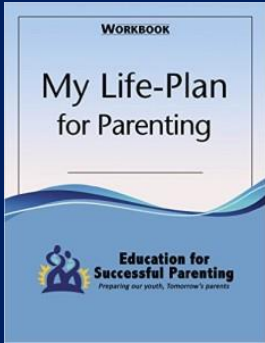
During the interactive program, each teen creates a personalized life-plan as they learn about children's needs. Many important topics are covered: healthy relationships, perils of teen parenting, prenatal health, fatherhood, shaken baby syndrome, and family budgets.

Our Unique Value Proposition

ESP's programs are innovative in the following ways:

- Offers a life-planning perspective integrating family goals with other life goals, and distinct from most "family planning" programs' focus on how *not* to have a family.
- Helps teens start building capacities to support their future child's wellbeing, instead of traditional parent education programs that serve already-overwhelmed parents.
- Reaches all male and female teens through integration in required high school classes (such as health education), in contrast with elective family science courses that reach only a subset of primarily female students.

Education for Successful Parenting ESP



"I liked that they help us now and tell us everything before it's too late." – Student (16)

"I have seen first-hand how ESP's program has helped so many kids make good decisions." – Suzan Guba, teacher at Buena Park High School

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ESP's Experience and Results

Since inception, ESP has instructed over 6,600 teens in a wide variety of settings (such as public schools, private schools, foster youth programs). We have also trained and certified seven instructors who have Masters degrees in related areas: social work, family science, education, and public health.

The results have been remarkable: 96% of surveyed ESP students say they will be better able to provide, protect, and nurture a child.

Business Model

Through community funding ESP provides its programs for free or at reduced cost to schools and youth programs.

ESP's primary source of income is individual private donors. Our secondary source of income is social enterprise—fee-for-service trainings and materials. In addition, ESP has received grants from the Federal Government and Wells Fargo, and inkind support from Office Depot, CW22 television, iHeartRadio, Crabtree Valley Mall.

ESP also enjoys community partnerships with high schools and youth programs, and universities (North Carolina State University, University of Southern California).

Board of Directors

ESP is led by founder Randi Rubenstein. Prior to ESP, she had 30 years' experience as a senior-level executive. She was responsible for publishing activities, instruction, and profitably managing multi-million dollar budgets. In her personal life, Randi was a foster parent of 10 children. Randi has a Master's of Science degree in Public Health from UCLA and resides in Raleigh, NC.

Board Treasure: Patricia Yamate is Director of Entertainment Accounting at ABC Entertainment Group, Burbank, CA.

Board Secretary and Legal Affairs: Daniel Porper is Partner-Attorney at Wyrick Robbins Yates & Ponton LLP, Raleigh, NC.

Additional board members: Bret Greene of Highwoods Properties; Julie Brown of Fidelity Charitable; Maria Barragan of Newport-Mesa Unified School District; Doug Fedich of Align Technology.

Financial Model – Projections

Planned Allocations for \$500k Capital Campaign - 2016

Leadership team (2) fully-loaded salaries	\$126k
Other salaries – part-time staff & contractors	
Program – instructors, aides, trainers	\$75k
Ops – HR, IT, accounting, legal, e-commerce	\$55k
Marketing – website, emails, mailings	\$30k
Curriculum devt for digital platforms	\$30k
Operations, Materials & Resources	
Printing, rent, IT, instructional materials	\$120k
Reserve funds	\$64k
TOTAL	\$500K

Three Year Plan (thousands)

	2016	2017	2018
Income	\$500	\$550	\$605
Expenses	\$436	\$480	\$528
Net (reserve)	\$64	\$70	\$77

Join the Challenge: \$500,000 in 50 days
Your generous gift will improve children's lives for generations to come.