



## **The COMMITMENT**

BELIEVE-CONNECT-TIME TRAVEL

### **Frequently Asked Questions about The COMMITMENT**

#### **What is the Mission of The COMMITMENT?**

*To reach all children and youth through the adults who care and serve them with a message and strategy that creates and supports a sense of hope and optimism needed to navigate life's challenges and opportunities.*

#### **Vision of The COMMITMENT**

*To launch and sustain a public health/service campaign aimed to advance knowledge, awareness and attitudes around the devastating effects of hopelessness by empowering caring adults with a simple yet powerful strategy that can instill HOPE in children and youth thereby contributing to their sense of worthiness, promise, purpose and achievement.*

#### **What is the primary purpose of The COMMITMENT?**

The purpose is first to raise awareness of the issue of HOPELESSNESS and its far-reaching symptoms.

"Houston, we have a problem." "Humanity, we have a problem." The problem is HOPELESSNESS leading to depression, self-harm, delinquent behavior, anxiety, school disengagement, aimlessness, apathy, drug abuse, etc. When you give up on your future – hopelessness – you make very poor decisions.

#### **Is this an effort to expand Kids at Hope to reach many more?**

Curiously, although KAH is the genesis of THE COMMITMENT, we think THE COMMITMENT needs to be separate from KAH. KAH has a very specific implementation strategy. THE COMMITMENT is a public health/service campaign to raise awareness and to offer very broad yet effective strategies to challenge HOPELESSNESS.

If we were experiencing a flu epidemic, we would not need to sign everyone up for a workshop to teach them the importance of getting a vaccine, staying home if sick, and washing your hands, etc. We can advance that knowledge through a public service campaign.

We tend to separate our problems and address them individually rather than looking at some of the root causes. So much of what we experiencing with youth can be traced to the syndrome known as HOPELESSNESS.

Applying that understanding, we are identifying the epidemic of hopelessness and launching a public health/service campaign by advancing three basic strategies: BELIEVING; CONNECTING; TIME TRAVELING. Kids are more hopeful when we Believe, Connect and Time Travel with them. Kids are less hopeful when we do not do those three things. That is the campaign - Simple and Powerful (like flu prevention): Wash your Hands; Stay Home if you are Sick; and get a Vaccine.

The absence of these three major HOPE building blocks allows hopelessness to be spread. Science has identified three ways our body and mind fight infection including HOPELESSNESS. They are barrier immunity, innate immunity, and adaptive immunity. Hope is part of all three.

### **What is the primary goal of the Explorers?**

As we prepare to launch The COMMITMENT, we need to engage a group of people and organizations who are the “risk takers.” As we noted earlier they are the “Lewis and Clarks” of adventure. They quickly understand and share a vision. Explorers have the courage to step forward and show others how action is translated into impact.

### **Explorers may be curious about their role and commitment beyond the four meetings and membership donation.**

The Explorers need to know they will be building the airplane while they are flying it. That is why they are Explorers. Not everyone is comfortable in that role. We understand that, but for those who are, we have a challenge we cannot ignore.

Explorers do not need all the “i's” to be dotted and “t's” to be crossed. What they need is a vision, a purpose, and they then unleash their passion and leadership. As the campaign takes shape, we will continue to welcome others to join us. Our goal is to have 1,000 groups/individuals leading and supporting this critical effort. First, though we need 100 Explorers.

Once our Explorer group is identified and recruited, we will host our first conference call (skype/zoom) most likely next summer or fall. We encourage all Explorers to join us as we begin the organization and strategy phases of our campaign. I cannot imagine meeting more than 2-4 times a year as the critical part of the campaign must be grass roots. Our national job is to support those grass roots efforts.

### **How is the Explorer Membership being used to support the cause?**

We, of course, need some funds separate from KAH. These will be Restricted Funds to support the campaign. Funds will be used initially to create PR materials, create a marketing strategy

and communications strategy, and methods to measure our effectiveness, etc. The steering committee made up of Explorers will guide this effort.

### **Are you looking for organization participation and what does that look like?**

Yes, indeed, we are looking for bold, courageous and visionary individuals and organizations to step forward early on to state powerfully that we can be more effective together than we are alone.

We want our PR materials to list those organizations and individuals to create momentum and of course, to draw upon their expertise, passion, and energy to launch and support this campaign.

So far, we have the Association of Washington State School Principals, AHCCCS; ASU HOPE Center; Kids at Hope, John Schow, Court Administrator, Rick Miller, Founder CEO Kids at Hope and soon an endorsement from the American Probation and Parole Association. We want 100 Explorers over the next 12 months.

If you or your organization choose not to participate at this time but you wish to later please let us know that is your intention.

### **Annual Membership**

We are respectfully asking to consider annual organization membership dues of \$250. For individuals we are recommending \$25. However, we do not want to deter any group or individual from participating so if there is an issue with membership dues let us know. We still need you.

For more information about The COMMITMENT contact:

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