

Empower. Support. Motivate



2019

Annual Report

YOUTH



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Our Vision

A world where young people are empowered to make healthy decisions and live drug-free.

What We Do

Mentor Foundation USA is a member affiliate of Mentor International, which was founded by Her Majesty Queen Silvia of Sweden and the World Health Organization in 1994 and is the largest network of its kind for evidence-based programs that prevent drug use among youth. Collectively, Mentor has implemented projects in over 80 countries, impacting more than 6 million youth.

Mentor International, together with Mentor Foundation USA and the other Mentor organizations around the world, is the leading international not-for-profit network empowering youth and preventing substance use. Mentor is represented in USA, Sweden, Latvia, Germany, Denmark, and 22 Arab league countries.

Mentor International's President H.M. Queen Silvia of Sweden



No matter what corner of the globe, Mentor's programs reinforce drug resistance skills and promote healthy behavior and relationships.



A word from our Chairman & President

Dear friends,

Young adults are especially vulnerable to engage in risky behavior and thus develop substance use disorders, which have life-altering consequences. Most alcohol and drug problems begin in adolescence, but youth who don't use alcohol, nicotine, or other substances before the age of 21 are unlikely to initiate drug use after that age. That's why Mentor's crucial prevention programs are key. At Mentor, we see our youth's promising possibilities and work to protect and empower those who will play an increasingly important role in the everchanging landscape of substance use over the next decade. We believe we all share a responsibility to protect our youth and create more promising futures.

At Mentor Foundation USA, we work to empower young people to make healthy decisions and live drug-free. We are proud to work with the leading experts in prevention, including the National Institute on Drug Abuse and the Drug Enforcement Agency, to help maximize our reach and impact.

We are a member affiliate of Mentor International, the largest network of its kind for evidence-based

programs working to empower youth and prevent substance use. Collectively, we have implemented projects in over 80 countries, impacting more than 6 million youth.

With support from the Structured Finance Foundation, we are working to further educational opportunities for underserved youth. This partnership offers life-changing scholarships to select students who have successfully completed our Career Mentoring or Youth Ambassador programs. In just three years, the Structured Finance Foundation has awarded 29 students from our programs nearly \$900,000 in scholarships – all supporting young students in need.

In 2019, Mentor Foundation USA's innovative programs reached nearly 9,000 youth. We are committed to continuing to expand our prevention programs to reach more youth and families across the United States. With your support, we will continue our efforts in 2020 and empower more young people to live healthy and productive lives, free of drugs.



LaMont Wells

Chairman



Michaela Pratt

President & CEO



**We concentrate
our efforts in
three core areas:**



Our Purpose

Mentor Foundation USA's programs focus on keeping young people engaged in education, preparing them for adulthood, promoting healthy lifestyles, and reducing risky behaviors, including drug use.

Career Mentoring: Working with our corporate partners, we offer programs that provide knowledge and experiences to students to inspire and better inform them for their futures.

Peer-to-Peer Programs: Empowering youth to speak out against drugs, we provide them with a platform to be heard and the knowledge to make informed decisions. Through interactive outreach campaigns and listening to our youth, we empower them to become their own advocates for staying drug-free.

Parent Seminars: Through interactive seminars, we empower parents to enhance communication with their children. We provide parents with the tools necessary to help prevent and address youth substance use and risk behaviors.

Career Mentoring

We support healthy decision-making in young people by providing them with professional adult mentors through partnerships with the corporate community. The goal of the Career Mentoring Program is to help empower and motivate high school students to achieve higher academic success.

The program provides students with professional adult mentors to listen, guide, and provide meaningful opportunities to at-risk youth. The curriculum engages participants in sessions about key topics including professional communication skills, college and career planning, self-efficacy, and soft skills for career development. The monthly 2-hour mentoring sessions are pre-planned and facilitated by Mentor USA staff.

The Structured Finance Foundation, Mentor Foundation USA, and Scholarship America have partnered to further educational opportunities

for underserved youth who seek higher education or career training. This collaboration provides scholarship funding for high school students who have successfully completed Mentor Foundation USA's Career Mentoring or Youth Ambassador programs. At the end of the program, students have the opportunity to apply for a scholarship of up to \$40,000 per student from an exclusive scholarship fund allocated to our programs by the Structured Finance Foundation.

This initiative also connects scholarship winners to the dedicated network of Structured Finance Association members for internships and other meaningful career opportunities.

At risk youth are
130% more likely to
hold leadership positions
in the future as a direct
result of mentoring.*

* Bruce & Bridgeland, 2014. The Mentoring Effect: Young People's Perspectives on the Outcomes and Availability of Mentoring
<http://files.eric.ed.gov/fulltext/ED558065.pdf>

2019 Scholarship Recipients



Peer-to-Peer Programs

Shatter the Myths

The ‘Shatter the Myths’ Youth Rally is an interactive event designed to dispel the common myths youth believe about drugs.

During our ‘Shatter the Myths’ youth rallies, students have the opportunity to interact with top scientists from the National Institute on Drug Abuse (NIDA) and learn about the real effects substance use has on the adolescent brain. They also hear honest testimonials from inspirational guest speakers, including a young person in recovery and a parent who lost a child to drug use.

By focusing on youth’s innate talents and providing a platform to make their voices heard at this inspiring event, they become their own advocates for staying drug-free.

This impactful event causes students to reflect, armed with the facts about alcohol and drugs and ready to make informed decisions. ‘Shatter the Myths’ youth rallies help spark critical discussions about the difficult topic of substance use both in the classroom and at home.

“Events like ‘Shatter the Myths’ are unique and precious opportunities to empower young people. Few goals are more important than giving kids fact-based insights into their behaviors and the many things that can threaten their well-being.”

Dr. Ruben Baler
Scientist on the Neurobiology of Drug Abuse



LIVING THE EXAMPLE

Living the Example

Our peer-to-peer ‘Living the Example’ (LTE) program empowers youth to speak up and out against drugs and provides them a platform to be heard.

The program has shown promising results in terms of shifts in attitudes towards drugs and intent to use.

The overall objective of the LTE program is to engage adolescents in a substance use prevention and education program and, by doing so, reduce the likelihood that adolescents will engage in harmful substance use now and when they reach young adulthood.

The need for this program is evident given the magnitude of the current national drug epidemic in the United States. More effective “demand-side” prevention and education programs are necessary to thwart the ever-increasing numbers of substance users causing harm to themselves and others.

The LTE program has shown promising results in terms of shifts in attitudes towards drugs and intent to use. Overall, findings from Mentor’s LTE pilot projects in New York and Maryland have suggested that peer-to-peer substance use prevention via social media is a very promising strategy.

Youth Ambassadors

The program engages high school seniors in select schools to become LTE “Youth Ambassadors.” Youth Ambassadors are trained in leadership, advocacy and augmenting existing social media skills to become agents of change among their peers. Youth Ambassadors develop and disseminate their own messages about prevention and healthy living to their peer networks via social media. They also design and implement a series of innovative youth-led “change projects” to spread critical information about drugs and alcohol to their peers. These inspiring Youth Ambassadors work diligently to promote healthy life choices and change the social norms surrounding substance use throughout their schools. The change projects are stipend-supported by Mentor Foundation USA.



‘Living the Example’ National Video Contest

Our ‘Living the Example’ National Video Contest was created to provide young adults (ages 13-24) with a platform to **showcase healthy living**, passions, hobbies, and achievements. To help detract from the negative messages youth often face, the National Video Contest offers an opportunity for young people to **inspire and encourage** each other to “live the example” via social media. Youth are asked to submit a short video showing how they are choosing healthy alternatives and “living the example.”

The annual contest was launched in 2012 and has amassed a reach of more than **327,000 people** so far.

In 2019, all three winners were celebrated at a red-carpet event in Los Angeles hosted in collaboration with the Swedish American Chamber of Commerce - Los Angeles. Read more about the celebration on page 23.



96% of parents state they have become better listeners thanks to the parenting course.

Parent Seminars

One of the most powerful things any parent can do for their child is to build and maintain a strong relationship with them. According to research, teens with an excellent relationship with either parent have a 25% lower risk of substance use than the average teen.¹ A parent's investment in their relationship with their child is a critical protective factor and one of the most important ways to help their child develop the strengths they need to be their best in school and in life.

Alcohol, drug use, and other risk behaviors can be difficult topics to discuss with youth. Our interactive seminars help parents strengthen their relationships with their children and navigate the challenging adolescent years by providing information from which every parent can benefit. Leading experts share research-based knowledge to help parents build and maintain a strong parent-child relationship and explore the protective factors to empower them on this journey.

Topics discussed during the seminars are:

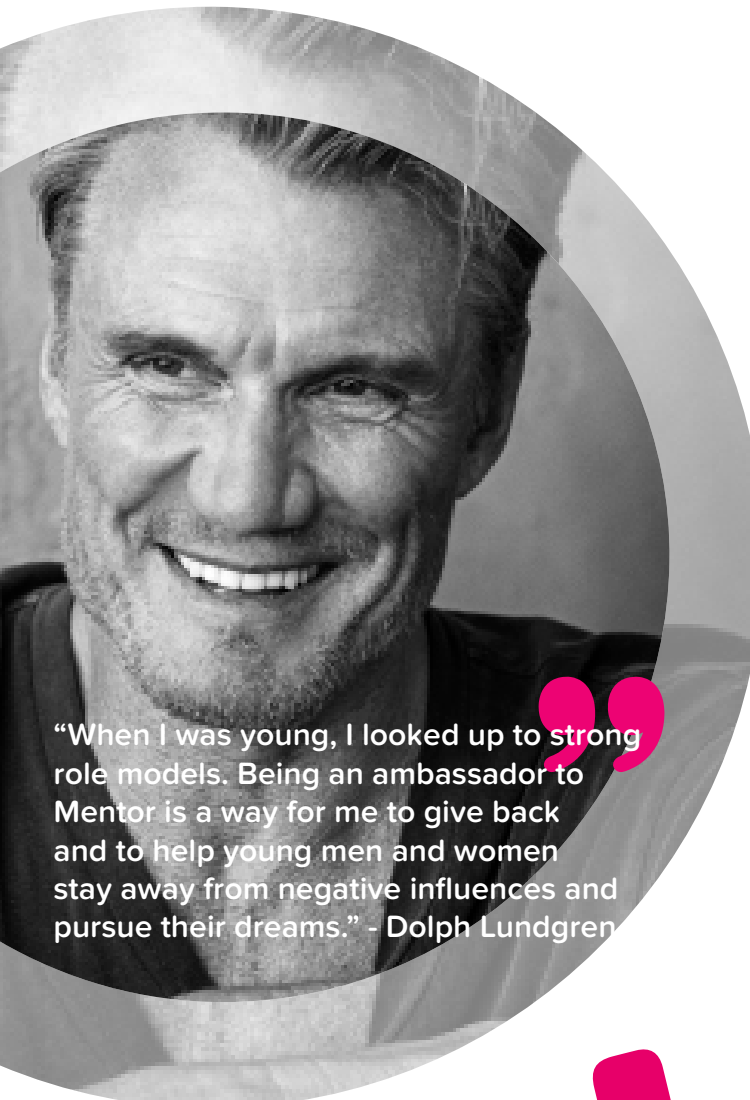
- + building and maintaining a strong relationship with your teen
- + communication tips for "hard to-discuss" topics
- + development and characteristics of the adolescent brain
- + preventing and addressing risk behaviors
- + risk and protective factors for adolescent substance use
- + next steps if your teen may be using alcohol or other drugs

¹ Family Matters: Substance Abuse and The American Family: A CASA White Paper. (2005). <https://www.centeronaddiction.org/addiction-research/reports/family-matters-substance-abuse-and-american-family>

Mentor Ambassadors

Mentor Ambassadors are individuals that have gone above and beyond to support the mission of Mentor Foundation USA. They are personalities of integrity who demonstrate the commitment to and desire for drug prevention and youth empowerment. As Ambassadors raise the public awareness on the well-being of the youth, they inspire others to get involved as well.

Dolph Lundgren



“When I was young, I looked up to strong role models. Being an ambassador to Mentor is a way for me to give back and to help young men and women stay away from negative influences and pursue their dreams.” - Dolph Lundgren

Dolph Lundgren participated in two fundraising campaigns in benefit of Mentor Foundation USA in 2019, raising over \$10,000 for Mentor. In recognition of his tremendous support throughout the years, Mr. Lundgren was awarded Mentor Foundation USA’s Honorary Ambassador Award at our 25th Anniversary Gala held in Washington, D.C.

Dolph Lundgren is a Swedish actor, director, producer, and martial artist. He supports various charitable efforts and has been of continuous support to the Mentor Foundation USA throughout the years.



Princess Sora Saud

Her Highness Princess Sora was introduced to the organization in 2012 and has been one of Mentor’s most dedicated supporters since.

Alongside Mr. Lundgren, Princess Sora was also recognized with Mentor’s Honorary Ambassador Award at the Anniversary Gala in November.

Princess Sora is a Saudi Arabian philanthropist, cultural ambassador, and international entrepreneur. She is the granddaughter of the late King Abdullah of Saudi Arabia, an equal rights advocate who expanded educational reforms, opened employment opportunities, and gave women the right to vote.



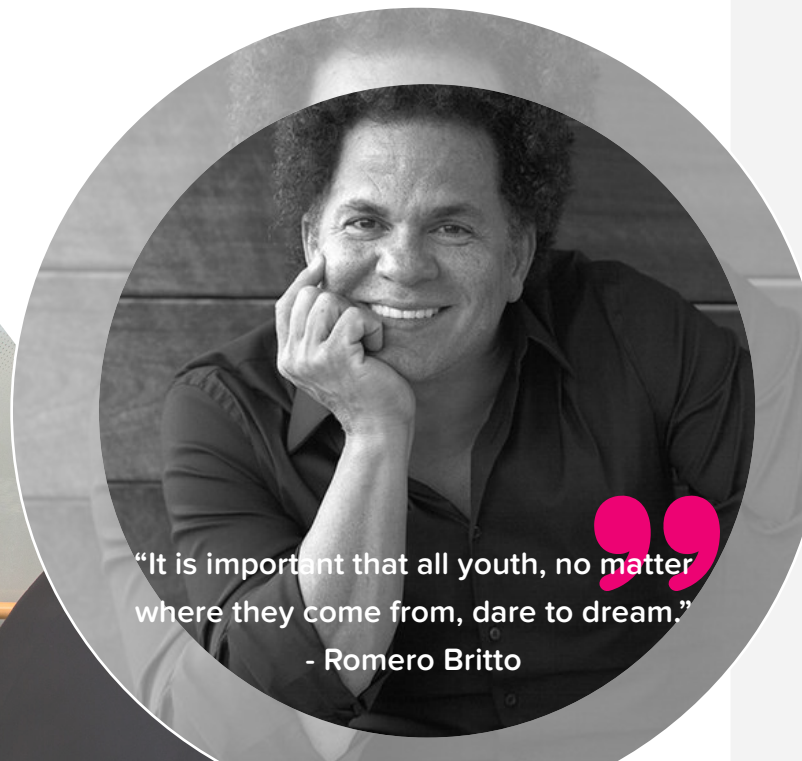
“I am honored and humbled to be named Mentor Foundation USA’s Honorary Ambassador. I am so happy to support an organization that consistently strives to make a meaningful impact.” - Princess Sora Saud

Romero Britto

Romero Britto was announced Mentor’s newest appointed Ambassador on International Youth Day in 2019. His dedication to philanthropy, children, and youth health makes him the perfect fit as a Mentor Ambassador.

Brazilian-born and Miami-made, Romero Britto is an international artist who uses vibrant, bold, and colorful patterns to reflect his optimistic view of the world around him.

Britto has donated time, art, and resources to more than 250 charitable organizations. In recognition of Mentor’s 25th Year Anniversary, Mr. Britto created an exclusive artwork which was revealed at Mentor International’s 25th Anniversary Gala in Washington, D.C. on November 15th, 2019.



“It is important that all youth, no matter where they come from, dare to dream.” - Romero Britto

Mentor International's 25th Anniversary Gala



MENTOR INTERNATIONAL'S 25th Anniversary Gala

It was 25 years ago that Mentor International, Mentor Foundation USA's affiliate, was founded by H.M. Queen Silvia of Sweden together with members of the World Health Organization (WHO).

On Friday, November 15, 2019, Mentor celebrated the 25th year anniversary of Mentor International at the Embassy of Sweden in Washington, D.C. Her Highness Princess Sora Saud, His Royal Highness Prince Abdulaziz bin Talal Al Saud, Her Excellency Karin Olofsdotter, and numerous Ambassadors and U.S. government officials attended the event.

Her Highness Princess Sora Saud received the Honorary Ambassador Award, which highlights the efforts of high-profile individuals who empower young people to live healthy lives, free of drugs. Actor, director, and producer Mr. Dolph Lundgren also received Mentor's Honorary Ambassador Award for his extraordinary support to Mentor throughout the years.

The Foundation also recognized Ms. Yvonne Thunell, their Founding Board Member and current Chairman of Mentor International, for her dedication, generosity, and leadership.

The award ceremony was followed by dinner, dancing, and a special art reveal. World-renowned artist and Ambassador to Mentor Mr. Romero Britto created an exclusive piece of art in celebration of Mentor's 25th year anniversary which was revealed at the event.

Thank you to Mentor's sponsors, the Embassy of Sweden, Cigna, Structured Finance Association, Unified Patents, Kairos Growth Strategies, Dynamo Technologies, and Orrefors Kosta Boda for investing in the future success of children and young people. Thank you to all who attended and joined in the celebration the 25th anniversary of Mentor International.

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Honorees

Honorary Ambassador Award
 + H.H. Princess Sora Saud
 Mr. Dolph Lundgren

Award of Appreciation
 + Ms. Yvonne Thunell
 Chairman of Mentor International



Mentor Celebrated the Red Ribbon Rally at the DEA Headquarters

The Mentor team along with Phelps High School students joined Acting Drug Enforcement Administration (DEA) Administrator Uttam Dhillon, First Lady Melania Trump, and other guests as DEA kicked off the commemoration and celebration of their 2019 Red Ribbon Week observance.

On Monday, October 7, 2019, Mentor brought students from Phelps High School to attend the DEA's Red Ribbon Rally at their Virginia Headquarters. Red Ribbon Week is dedicated to fallen DEA agent Enrique 'Kiki' Camarena who was killed by drug traffickers in Guadalajara, Mexico. The first National Red Ribbon Week, coordinated by the National Family Partnership, took place in 1988 in Agent Camarena's honor.

Mikyah Jackson, a Youth Ambassador in our 'Living the Example' program, delivered a powerful spoken word on the impact of drug misuse in her community. The ceremony concluded with the attending high school students participating in a Red Ribbon Pledge to live their lives drug-free.



Mikyah Jackson,
Mentor Youth Ambassador



Video Contest Winners and Mentor Ambassador, Dolph Lundgren

Living the Example National Video Contest Award Ceremony in Los Angeles

Mentor and The Swedish American Chamber of Commerce in Los Angeles hosted a red-carpet reception to celebrate the winners of Mentor's 2019 Living the Example Video Contest.

The reception was held at the private residence of the Consulate General of Finland in Bel-Air. The exclusive guest list featured an array of prominent Hollywood figures including Mentor's Ambassador Dolph Lundgren.

Our winners, Gael, Jenna, and Stephanie, were the stars of the evening and received much recognition and appreciation for their work to engage and motivate their peers through activities including podcasts, k-pop dance, art, and more.



2019

Mentor has implemented projects in over 80 countries impacting more than 6 million youth!

Mentor Members Around the World

Mentor International launched a pilot project in three countries together with TUI Care Foundation. The program, called Youth Academy, is a series of life skills workshops that help increase protective factors and enhance youth resilience.

Mentor Sweden hosted a panel of experts at the annual political gathering at Almedalen (democratic meeting place) to discuss how to become strong role models and inspire the next generation (Gen Z) into the labor market. They also ran their first parent “mentoring” program with Somalian mothers matched with Swedish mothers to exchange and inspire positive parenting skills.

Mentor Denmark hosted a “dinner and talk” event in collaboration with Foreningen Fisker, another mentor-organisation that serves socially vulnerable youth in Copenhagen. This drug prevention workshop included discussions on topics such as how drugs affect our bodies and brains and how drugs can disable our social life.

Mentor Latvia continued its work with risk groups including children from orphanages, youth homes, boarding schools and foster families. They organized educational events, team building workshops and matched 40 mentors with youth in its individual mentoring program during 2019.

Mentor Germany held a youth summit focused on the social responsibility of society to strengthen young people and their direct environment. Participants included students, parents, teachers, as well as our founder HMQ Silvia. Experts within the youth field offered coaching and training workshops.

Mentor Arabia created the Youth Mentoring Platform, a special joint initiative with the American University in Beirut (AUB) to help maximize students’ potential. The platform provides a space for youth to discuss their challenges, as well as explore possible opportunities and solutions with mentors.



2020 Plans

Financial Information



Develop long-term corporate partnerships for more sustainable programs.



Expand our peer-to-peer and parent programs to reach more youth and parents.



Build local partnerships and collaborations with organizations that share similar missions to help increase our impact and reach.



Work jointly with our fellow nationals to share best practices and increase international collaboration.



INCOME (USD)

Grants	\$	317,043
Individual/Corporate Support	\$	22,500
Events	\$	123,134
Other	\$	544
Total	\$	463,221

EXPENDITURES (USD)

Programs	\$	290,371
Fundraising	\$	86,870
Administration	\$	93,714
Total	\$	470,955

Mentor Foundation USA

President & CEO: Michaela Pratt

Honorary Ambassadors

H.H. Princess Sora Saud
Dolph Lundgren
Romero Britto

Board Members

LaMont Wells, Chairman
Doug White, Treasurer
Aaron Dowd, Secretary
Yvonne Thunell
Robert Dupont, M.D.
Richard Mackenzie, M.D.
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Tyrone Logan

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Acknowledgements

Aaron Dowd
Alexander Stefan
Alexandra and Jeffrey Mottern
American Association of Knights and Dames
of the Dynastic Orders of the Portuguese
Royal House
Anne Arundel County Department of Health
Anne Arundel County Public Schools
BLN Studios
British Embassy
Brooklyn Mack
Capital Group
Cigna
Consulate General of Finland in Los Angeles
Dimick Foundation
Danny Tidwell
Dolph Lundgren
Dynamo Technologies
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John and Meg Hauge
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Luba Sterlikova
Marc Girardelli
Marie-Thérèse and James Allen
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Sandy Taylor
Second Genesis Foundation
Sir James D. Wolfensohn
Southwest Airlines
Structured Finance Foundation
Swedish-American Chamber of Commerce
Los Angeles
TD Bank Charitable Foundation
Terry Rice
The Daily Show
The Darcy Hotel - Washington, D.C.
The Dr. Oz Show



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