

Value Up Fact Sheet

WHO

The two main presenters for Value Up are Mike Donahue and Craig Scott.

Mike Donahue is the executive director and founder of Value Up, a nonprofit organization based in Monument, CO, that is dedicated to enriching the lives of young people. In the last decade, Mike has become one of the most sought after speakers in the country on the subject of respect, bullying, and social climate. His candid style and authentic persona keep the students engaged right from the first words. Mike hails from Boston, MA, and was a member of the United States Air Force. He began his career as a youth director and youth pastor in Rockford, IL, Denver, CO, and Bellevue, NE. He is the father of four children.

On April 20, 1999, **Craig Scott** was a freshman at Columbine High School. That day, two students killed 12 students and a teacher. One of the students killed was Craig's sister Rachel Joy Scott. Craig was in the library, where most of the violence took place. He was under a table with two friends who lost their lives before leading the remaining students in the library to safety. Since that day, he has dedicated his life to speaking to teenagers about kindness and compassion. Craig has had numerous appearances on such shows and networks as The Oprah Winfrey Show, The Today Show, Good Morning America, Dateline, 20/20, MSNBC, CNN, and many others. He remains one of the most significant voices in America on school violence.

WHY

Over the last 19 years Mike and Craig have presented to millions of students and had one on one conversations with thousands of young people. What we have come to realize as an organization is how important environment is to young people's success. When teenagers feel physically and socially safe they thrive. A student who feels socially safe is much more likely to engage in their own learning process. They are better able to handle adversity, and their ability to focus academically increases. Social pressure and anxiety has increased tremendously over the last few years with the advent of social media. The pressure young people feel on a daily basis as they walk the hallways of their schools is unbelievable and many students break under the constant pressure that they feel.

WHAT

The Value Up program exists to help schools develop and maintain a healthy social climate. Our signature program, "Value Up", speaks to students in a way that resonates with what matters to THEM and brings them into a collective agreement about respect, diversity and the value of human life.

CORE MESSAGE

The Value Up message is simple, everyone has equal value and their value is intrinsic. Value is not based on performance or social status. Value is built in and does not change. When students understand their innate value, they are more likely to see and appreciate the value in others, leading them naturally to treat others with dignity and respect. The Value Up culture building program empowers students to build a social climate where students strengthen one another and embrace each other's differences.

WHEN

Mike Donahue from Value Up will be presenting three separate one-hour assemblies, one for each grade level, on Tuesday December 4th. He will also be presenting student workshops for leaders and other focus groups in the school. The evening of December 4th Mike will be doing a community event for parents and community members. On December 5th Mike will be doing a separate workshop for staff.