positivetracks

HOW DOES IT WORK?

1. PARTNER & FUND
WE PARTNER WITH “SWEAT FOR GOOD ACTIVATORS”
We work with regional influencer groups that help fund, connect and advance Positive Tracks programs in their communities. Influencers include corporations, foundations, and family offices, as well as schools, nonprofits, and other youth development organizations.

2. EDUCATE & SPARK
WE HOST POSITIVE TRACKS LAUNCH PARTIES
We educate youth in leadership, health & wellness, empathy, team-building, goal setting, healthy risk-taking, and perseverance. Positive Tracks Launch Parties are fun, developmentally appropriate, and facilitated by Positive Tracks staff and curriculum coaches. Elements of the Sweat For Good Curriculum can also be readily adopted into existing programs, classrooms, and educational settings.

3. ACTIVATE & SUPPORT
WE PROVIDE ACTIVE SERVICE LEARNING OPPORTUNITIES
Positive Tracks U23 Challenges and Charity Partner programs provide unique and compelling pathways for experiential learning by doing. Programs are promoted at Positive Tracks Launch Parties and through various partnerships and social networks. Youth opt into participation, and are supported by Positive Tracks youth mentors, staff, coaches, and toolkits to ensure success.

4. MENTOR & CELEBRATE
WE RALLY YOUTH
Positive Tracks thought leadership initiatives, including the annual Sweat For Good Summit, celebrate the accomplishments of youth change-makers, partners, organizations and donors who fuel the Positive Tracks charge. The Positive Tracks Youth Ambassador Board and Mentor Program help to harness the power of shared, peer-driven learning, by pairing youth leaders with new participants.

WHERE WE’RE GOING...
We envision a world where Generation Next uses the power of their own muscle to get active and give back to causes that shape their world.

WHY?
Getting active because physical activity reverses the health and wellness crisis while building strong foundations for lifelong learning and health.
Giving back because empathy is key to leadership development, team building, and a host of other positive behaviors.

BY 2020, WE WILL:
1. ACHIEVE NATIONAL EXPANSION OF U23 CHALLENGES PROGRAM, CHARITY PARTNER PROGRAM, AND POSITIVE TRACKS LAUNCH PARTIES,
   - Maintain a rotating portfolio of 25 Charity Partners who receive Positive Tracks curriculum, consultation, and youth challenge grants; Support 100,000 youth in organizing U23 Challenges benefiting 400 organizations.
   - Amplify youth civic leadership and physical literacy across a well-rounded spectrum of youth to drive an inclusive “All Kids Can” ethos while ensuring that at least 30% of your programs are from underserved demographics.

2. EXPAND THE POSITIVE TRACKS PARTNERSHIP ALLIANCE TO RALLY SUPPORT FROM LIKE-MINDED COMPANIES, FOUNDATIONS AND INDIVIDUALS WHO BELIEVE IN NEXT GEN LEADERSHIP, HANDS ON LEARNING, AND DISRUPTIVE ENTREPRENEURSHIP
   - Generate $1,000,000 in new revenue via the Sweat For Good SuperFund to fuel the expansion of Positive Tracks programs, curriculum, and call to action.
   - Build portfolio of national and regional partners to empower youth change-makers in communities across the country.

3. CONTINUOUSLY MEASURE IMPACT AND BEHAVIOR CHANGE ON YOUTH, COMMUNITIES, AND ORGANIZATIONS WE SERVE.
   - Achieve year-over-year increases in youth participation, fundraising and volunteerism and amplified impact on communities and charity beneficiaries.
   - Work with professional evaluators to create mechanisms and metrics that measure healthy activity, amplified impact, and youth activation.