

A dynamic action shot from a soccer match. A female player in a black jersey with 'NATIONAL CUP XV' and 'USA SOCCER 2016' is being challenged by a male player in a green jersey. A yellow soccer ball is in the air between them. The background shows a grass field and a yellow fence.

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2018 PARTNERSHIP DECK



## **THE BIRTH OF POSITIVE TRACKS**

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Positive Tracks was sparked by a small group of ten year-olds who mobilized their community around a sick friend - using only sneakers, a finish line, and the earth beneath them.

From that day forward, our singular goal has been to empower youth of all backgrounds and abilities to use sport as a catalyst for change.



## WHO WE ARE

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OUR MISSION IS SIMPLE:  
WE HELP YOUTH SWEAT FOR GOOD.

Kids are our future...that hasn't changed. *But the way we listen to and learn from our next generation MUST.*

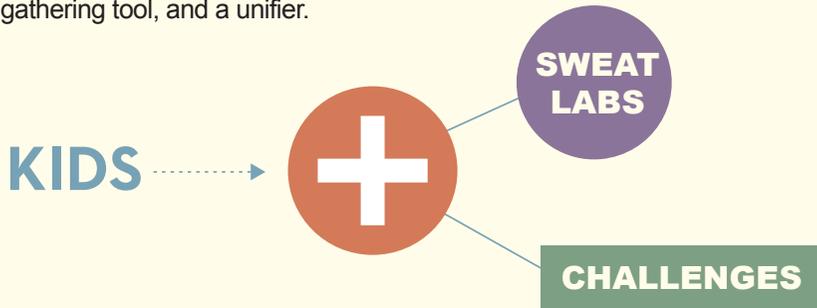
The first step in making this happen is taking young people seriously by meeting them on their own turf and terms.

## OUR SECRET SAUCE: SPORT

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Positive Tracks designs pathways that combine **getting active** with **making change** to enroll youth as partners and leaders in creating a better world.

Positive Tracks Sweat Labs and Challenges provide hands-on leadership opportunities that use athletics as an educational tool, a gathering tool, and a unifier.





## CHALLENGES

**POSITIVE TRACKS CHALLENGES** are youth-led athletic efforts designed to champion a cause, or advance change. **Youth apply to Positive Tracks** for free mentorship, resources and platform.



## SWEAT LABS

**POSITIVE TRACKS SWEAT LABS** bring youth together to explore root causes. **Athletic activity is integrated** into face-to-face exchange and actionable strategy building.



Run  
for clean  
oceans

If youth can  
dream it, we can  
help them make it  
happen every step  
of the way

Play  
kickball  
for social  
justice

Shoot  
hoops for  
hunger

**ZOOM IN:**

We help each kid – one at a time - become a healthier humanitarian.

**ZOOM OUT:**

We mobilize an entire generation to make lasting change on behalf of our shared future.



### GO BIG OR GO HOME!

Our core goal is ambitious: A national movement, led by youth and rooted in representation from all backgrounds and abilities.



**TO DATE:** We've enrolled **63,000 youth partners** who've turned **350,000 miles** of athletic activity into critical advocacy and activism around core issues, and **\$10,000,000** for causes shaping our future.

**BY THE END OF 2020:** By 2020, we pledge to stand behind **100,000 young people** using sport as a pathway to civic activism.

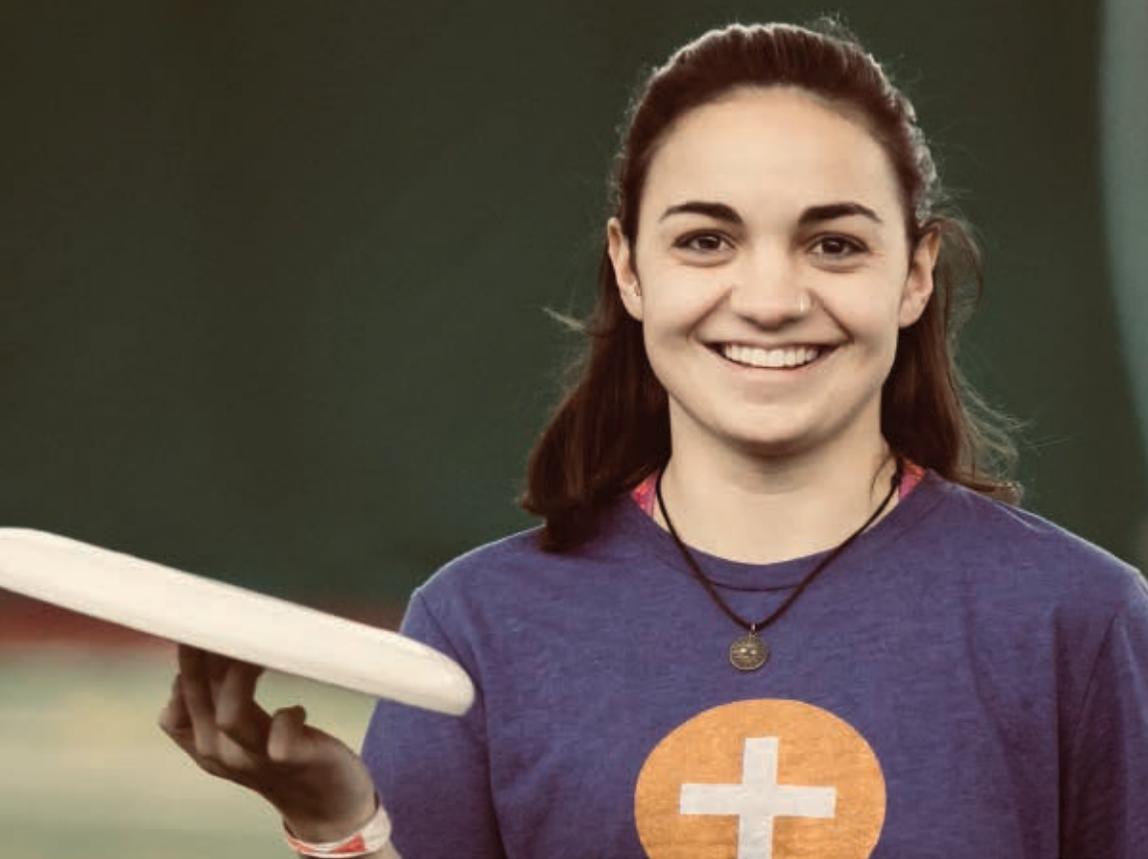


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PARTNERING WITH US

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## **WHY IS POSITIVE TRACKS THE RIGHT PARTNER FOR YOU?**

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We are experts at engaging Generation Z (born 1995 or later), and we can help YOU enroll youth as social customers, positive brand ambassadors and impact partners.

Our partners' ROI is measured in how many young people we collaboratively empower and engage to make meaningful change in the world.

Together, we can secure a healthy, hopeful future.

## YOUR INVESTMENT OUTLINED

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### AMPLIFIED IMPACT

- Positive Tracks educates and empowers our youngest generation in partnership with schools, nonprofits, community organizations and clubs.
- The results? Increased civic leadership and physical and emotional health across all youth demographics.

### MARKETING & BRAND EXPOSURE

- We secure nationwide brand exposure and content marketing opportunities alongside youth-driven summits & events
- We generate storytelling and content marketing assets for use by corporate partner communications strategies,
- We extend your brand to our youth audience, their networks, and the Positive Tracks umbrella of influencer groups including schools, parents, sports teams, clubs, community organizations and nonprofit partners.

### EMPLOYEE & CLIENT ENGAGEMENT

- We bring customized programming to *you* to activate participation in community-oriented, civic “active-ism”.





## PARTNERSHIP BENEFITS

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### WHAT'S IN IT FOR YOU?

Partnerships are customized depending on your goals.

Values include:

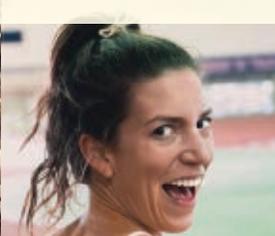
- Connection to youth activists & influencers
- Event and program naming rights
- Thought leadership & speaking opportunities to Gen Z audiences
- Recognition as a Positive Tracks Partnership Alliance Member
- Recognition in collateral, social media, newsletters & Annual Report
- Recognition at events: digital, verbal & print stewardship, media, banners & attire
- Opportunities for product testing & Next Gen consumer feedback



## OUR WISH LIST

We have a comprehensive list of needs that stand in our way of achieving our goal of empowering 100,000 youth change-makers by 2020.

We recognize that our partners have specific focuses of interest and milestones to meet. We look forward to talking through shared alignment.





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A LITTLE MORE ABOUT OUR WORK

# PATH TO A BRIGHTER FUTURE

## WE STAND BEHIND YOUTH-LED CHANGE





## JOURNEY THROUGH THE CORE STRENGTH CURRICULUM



### PHASE 1 — Youth will learn how to:

- Be leaders, motivators, activists & influencers
- Work together to build & accept rules
- Work together to reach a common goal
- Understand scarcity & value of resources
- Understand structural inequality & privilege
- Differentiate self interest vs. community interest
- Approach community members who can make change for their issue

### PHASE 2 — Youth will learn how to:

- Use sport to tackle structural inequality & privilege
- Understand different types of change
- Develop media elements of campaign
- Storyboard & personalize their stories
- Create precise messaging
- Lead with diversity, equity & inclusion framework

### PHASE 3 — Youth will be able to:

- See & articulate how efforts impact perspectives
- Understand how to evaluate a plan
- Determine how to sustain a campaign
- Mentor peers through Positive Tracks programs & Core Strength Curriculum

## EVALUATION



Independent assessment confirms that Positive Tracks' programming provides: "a highly effective vehicle for youth development, cultivating valuable character traits including perseverance, empathy, self-efficacy and healthy risk-taking; practical skills in team building, leadership, public speaking and event planning; and sustainable habits in fitness, volunteerism and civic engagement."

100%

of participants feel our programs empower them to make a difference in the lives of others.

91%

of participants strongly agree that they will voluntarily sweat for good again.

## WHERE WE ARE TODAY

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### BORN IN NEW ENGLAND; TRACKING COAST-TO-COAST

- New England 50%
- Mid-West 1%
- Mid-Atlantic 16%
- South 4%
- West Coast 27%
- Mountain States 2%





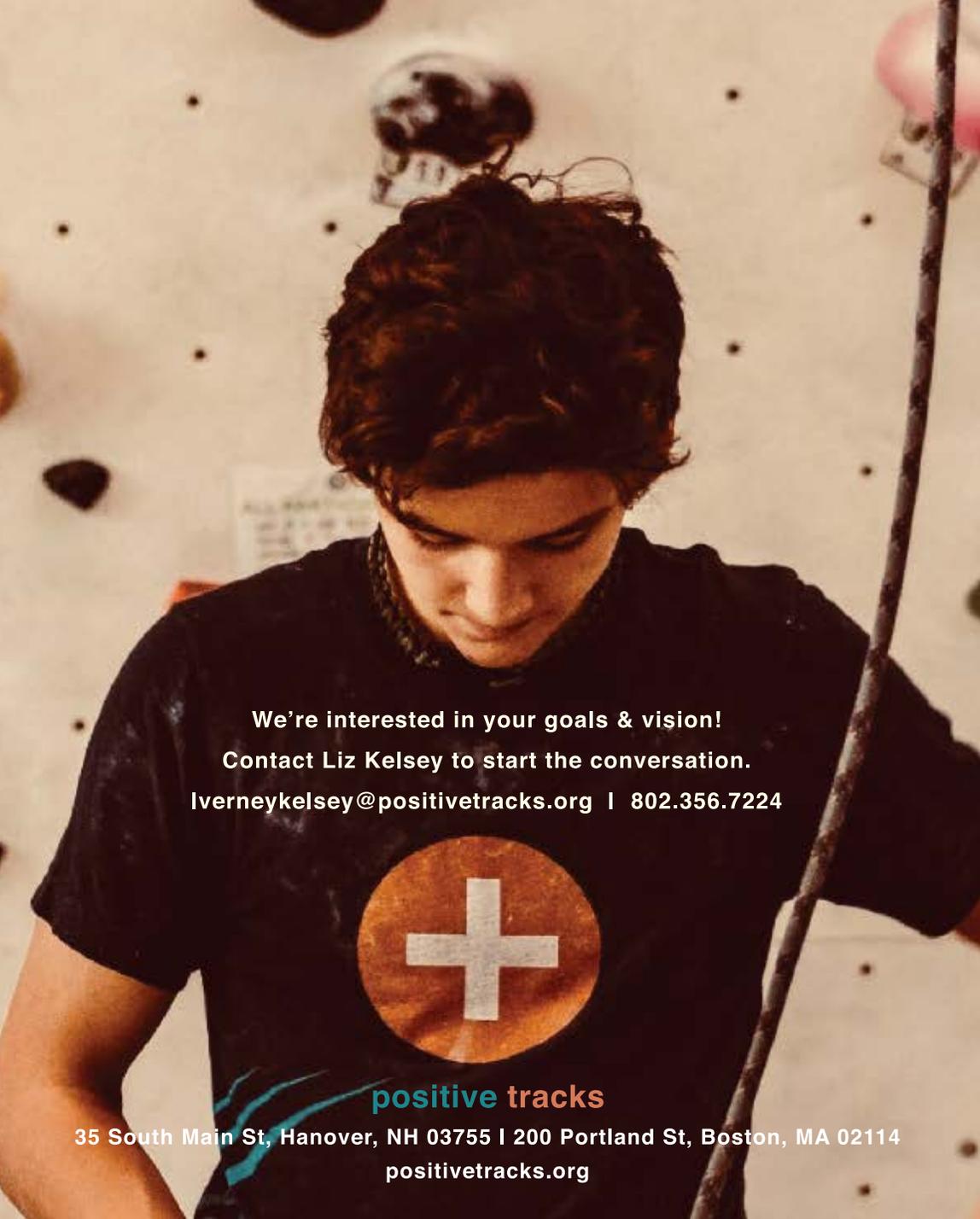
“ADDICTION REALLY HAS ITS GRIP AROUND THE STATE. THERE ARE KIDS IN HIGH SCHOOL OVERDOSING ON DRUGS. WE ARE SEEING IT FIRSTHAND AND WANT TO DO SOMETHING ABOUT IT.”

— Royce, age 18, from NH, helped to organize a 5K Color Race to educate and mobilize 220 peers around addiction and treatment. The event raised \$7,870 for Victory Over Addiction, a organization focusing on enduring recovery from addiction, founded by Jacob Parker, age 19.



“POSITIVE TRACKS HAS BEEN BUILT FOR KIDS, BY KIDS...THEY DESIGN THEIR ENTIRE APPROACH IN A WAY THAT MEETS KIDS WHERE THEY ARE AND DELIVERS THE SOLUTIONS THAT KIDS WANT. I SEEK OPPORTUNITIES TO HELP AND LEARN FROM THE POSITIVE TRACKS YOUTH ADVISORY BOARD THAT PLAYS A CRITICAL ROLE IN ALL DECISIONS.”

— Jessica DeVlieger, C Space, President of the Americas



We're interested in your goals & vision!  
Contact Liz Kelsey to start the conversation.  
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