



Accomplishments & Updates
ANNUAL REPORT
Fall 2020- December 2021

TABLE OF CONTENTS

- 1 Letter From Scarlett
- 2 Mission, Vision, Origin
- 3 Programs & Training
- 4 Impact/Data
- 5 Activities & Features
- 6 Accomplishments
- 8 Priorities in 2022
- 9 Partnerships & Sponsoring
- 10 Fund Disbursement
- 11 Board of Directors



choose love™
movement

Accomplishments & Updates
ANNUAL REPORT
Fall 2020- December 2021

"KIDS MUST FEEL SAFE IN ORDER TO BE PRESENT AND LEARN."

Reflecting on this past year, I am reminded that we are all yearning for belonging.

We are all connected in that way — in the want and need to love and be loved. This year has continued to force us out of our comfort zone as we meander through a pandemic and overcome the rising levels of anxiety and depression which has equated to more suicides, school shootings and other diseases of disappear.



The **Jesse Lewis Choose Love Movement** is actively part of the solution to the issues we see today in our world. Our programming, based on the simple and powerful **Choose Love Formula**, continues to transform lives by providing practices to work through suffering, enabling all to flourish. Teachers are reporting never before seen spikes in behavioral problems and mental health issues stemming from loneliness and hopelessness. Kids must feel safe in order to be present and learn and this is a struggle with the lack of consistency and mixed messaging. Choose Love addresses these concerns in a proactive way that works.

To better serve our communities, we're taking our messaging on the road with the **Choose Love On the Move Tour**, holding community events where participants can practice Choose Love in action! After nine years, I know with every fiber of my being that the **'Nurturing Healing Love'** message is cultivating hope, healing, and joy wherever it goes and it is needed now more than ever before.

I have dedicated my life to helping every child be their best self and overcome any obstacles they may be facing. There is something you can do to **be part of the solution** to the increasing pain and violence we're experiencing in our schools and communities. When you have the courage to step outside of your busyness, distraction and even pain and suffering to help someone else, you have chosen love and by doing so have accomplished your part in creating the world that we all want to live in, one that is peaceful and loving and allows us to flourish. **Together, we have and can change the world.**

Choosing love,

Scarlett Lewis

Scarlett
Founder & Chief Movement Officer



WHY CHOOSE LOVE?



Our Mission

The Jesse Lewis Choose Love Movement is aware of everyone's need for enriching connection, resilience, and well-being. Our Choose Love Formula: Courage + Gratitude + Forgiveness + Compassion-in-Action reinforces a Choose Love lifestyle to nourish and strengthen the body, mind, and emotions. At its core is Jesse Lewis' message of sharing "Nurturing Healing Love" from within ourselves to thoughtfully respond to all we meet to improve the world around us.

Our Vision

Provide the opportunity for everyone to learn about and practice the Choose Love Formula.

Origins of Choose Love Movement

Scarlett Lewis founded the Jesse Lewis Choose Love Movement after her son, Jesse, was murdered during the Sandy Hook Elementary School tragedy in December 2012. It is one of the worst mass shootings in U.S. history. At six years old, Jesse, alongside 19 of his first-grade classmates and six educators, died. Law enforcement says Jesse used his final moments to heroically save nine of his friends.

Shortly after his death, Scarlett discovered a message Jesse had written on their kitchen chalkboard. It was written phonetically, as it would have been by a six year old, but it read, "Norturting Helinn Love" (Nurturing, Healing Love). Scarlett knew instantly that if the shooter had been able to give, and receive love, the tragedy would never have happened. The three words of Jesse's message are included in the definition of "compassion" across all cultures.

Scarlett realized that love, connection and belonging are universal wants and needs that connect all of humanity. She set out on a mission to teach as many people around the world about this message, beginning with children. These three words (Nurturing Healing Love) led to the creation of a formula that can be used by anyone, at any time, anywhere in the world to manage their response to any situation. The Choose Love Formula™ is based on the profound result of practicing the character values inherent in "Nurturing Healing Love," which are: Courage + Gratitude + Forgiveness + Compassion-in-Action.



These four character values are powerful yet easy to learn. When practiced, they strengthen the health and resilience of individuals, improve the community and culture of groups, and promote a safer, more peaceful and loving world. This simple but powerful formula serves as a foundation for all of the Movement's unique and one-of-a-kind programming, products and services that spans all ages and has been implemented in schools, homes and communities spanning the globe.

WHAT WE OFFER.

We offer experiential enrichment through education, outreach, advocacy and lifestyle.

Choose Love for Schools™ is a no cost, next-generation social and emotional learning (SEL) and character education program for Pre-K through 12th grades, designed to teach students, educators and staff how to choose love in any circumstance thereby creating a safer, more connected school culture.

Choose Love for Home™, a no cost Program teaches families how to Choose Love and help create a safer, more connected world, offering ways to build important character values, and explains the neuroscience behind it all. Families who learn how to Choose Love will be more engaged, more connected, and more compassionate.

Choose Love for Communities™, a no cost program enables business owners, law enforcement, politicians and community leaders to be part of the solution! Using the Choose Love principles, local businesses and community organizations can help promote a more loving and peaceful community. This program offers team exercises, implementation ideas and consistent messaging for all participants.

Choose Love for Athletic Leadership, a no cost program that helps athletes build character and create positive relationships on and off the field. New Programming Launched in 2020-2021

HOW To SEL

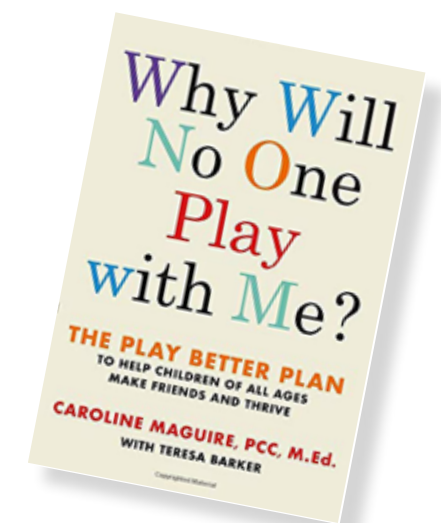
In Spring 2021, the Movement launched the HOW-TO SEL series with our partner and noted parent expert, Caroline Maguire, offering post-pandemic Social and Emotional Support to educators, parents, and coaches. Our "HOW-TO" program empowers parents and educators with the knowledge and easy-to-integrate scripts and practices they need to help children: understand their own feelings, develop positive relationships, manage their emotions, and express empathy and compassion.

Experiential Wellness Workshops & Implementation Training

The Movement offers workshops and coaching, entitled **Choose Love C.A.R.E.S.** (cultivating authentic relationships in education systems). These workshops help teams cultivate positive and healthy mindsets, enhance personal well-being, embrace Choose Love programming with ease, unite greater as a staff, and help educators better support the needs of their students.

CHOOSE LOVE,
THE WAY FORWARD IN
RECOVERING FROM THE
COVID-19 PANDEMIC.

With the influx of funding given to school districts to respond and recover from the COVID-19 Pandemic, we at Choose Love provided information to school districts and educators re: ARP/ESSER funds to assist them in requesting funding and implementing SEL. Explaining how implementing Choose Love is the way forward to rebound from the negative effects of the pandemic, schools are onboarding with our full service-SEL packages (including wellness workshops, training and support) to ensure all students and staff have the essential life skills and support they need to flourish.



AT ITS CORE IS
JESSE LEWIS'
MESSAGE
OF SHARING
"NURTURING
HEALING
LOVE"

OUR MOVEMENT'S IMPACT.



3 MILLION STUDENTS REACHED

Estimated as of 5/7/21

120 TOTAL REGISTERED COUNTRIES

105 COUNTRIES WITH REGISTRATIONS SINCE INCEPTION

13,129 TOTAL REGISTRATIONS IN 2021

Totals as of 12/4/21



OUR TOP STATES

State	Total schools w/ Courses	Total Public+ Private Schools	% Choose Love
Hawaii	242	398	60.80%
New Hampshire	406	672	60.42%
Connecticut	568	1,253	45.33%
Arkansas	442	1,184	37.33%
Rhode Island	128	398	32.16%

ADDITIONAL REACH...

The Choose Love Book Club

The Movement launched its very own Choose Love Book Club featuring inspiring discussions, thoughtful exploration of ideas, and energizing conversations about an interesting selection of books. On each of our live monthly book club webinars, we offer stimulating conversation with the author that fosters a great sense of community and connection. Noted authors have included Dr. Edie Eger, Cynthia Germonatta, Dr. Christopher Kukk, Katherine Schwarzenegger, and David Romanelli.

Launched Online Community for Educators & Program Users

In the second half of 2020, the Movement created and launched a new way for our educators to interact and engage on our website. Choose Love Connect allows educators to be a part of the Movement, share how they Choose Love in their classrooms and beyond, become inspired and learn new things, connect with like-minded believers in the power of Choose Love, and empower all registered users on our site to incorporate Choosing Love into your everyday lives and community activities.

Key Activities Increased Awareness & Reach

Held 7th Annual Choose Love Awareness Month, with proclamations by the state of CT, NH and Goshen, NY, in February with daily video challenges encouraging children and adults to practice the Choose Love formula and incorporate these practices in their daily lives. Schools and individuals from across The U.S. participated as well as schools in different countries, including schools in Nagoya, Japan.

Partnered with Kaneloni Elementary School in Hawaii to offer a virtual and free Choose Love 2.0 Conference for educators worldwide in May. This conference featured teachers/staff sharing strategies and techniques used in a classroom, at a grade level, and even schoolwide with a focus on SEL and community building.

Held a Month of Fun in honor of Jesse Lewis' birthday throughout June 2021 with more than 20 events focusing on self-care, emotional wellness and healing for all ages.

Celebrated and drove awareness to the practices of gratitude with our 30 Days of Gratitude campaign in November, culminating in a night of giving back and celebrating our Choose Love Schools & Communities

Choose Love on the Move:

In partnership with New Hampshire Governor Christopher Sununu, Choose Love held the **first-ever Choose Love on the Move wellness tour**, promoting hope and healing on the road in communities throughout NH. The tour comprised more than 10 stops, reaching over 1,000 individuals. Each stop of the tour included Choose Love lessons and strategies for both children and adults, fun activities, food and beverages, performances by theater programs, vendors, plus a presentation by Scarlett Lewis to inspire and encourage the community to Choose Love and be part of the solution in making the world a peaceful more loving place. "Action is the opposite of anxiety. So we want to help bring hope by giving each person something they can do to make themselves feel better. We want to help everyone in the community recover, rejuvenate their spirits, reconnect with one another, and most importantly realize that we all have the choice to thoughtfully respond to things beyond our control," said Scarlett Lewis.



ACTION IS THE OPPOSITE OF ANXIETY. SO WE WANT TO HELP BRING HOPE BY GIVING EACH PERSON SOMETHING THEY CAN DO TO MAKE THEMSELVES FEEL BETTER. WE WANT TO HELP EVERYONE IN THE COMMUNITY RECOVER, REJUVENATE THEIR SPIRITS, RECONNECT WITH ONE ANOTHER, AND MOST IMPORTANTLY REALIZE THAT WE ALL HAVE THE CHOICE TO THOUGHTFULLY RESPOND TO THINGS BEYOND OUR CONTROL."

—Scarlett Lewis

WHAT WE'VE ACCOMPLISHED.

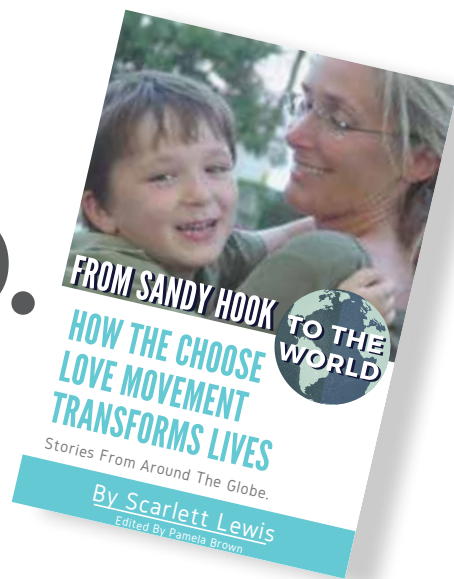
“Scarlett is one of my heroes. She is so kind, so brave. Through the Choose Love Movement she gives hope to our young people. We all need to tap into love, compassion, and kindness. Scarlett shows that love is real and it can win and will win, and the more we share it we will be united.”

– Cynthia Germanotta
Co-Founder and President,
Born This Way Foundation

New Book Release!

From Sandy Hook to the World: How the Choose Love Movement Transforms Lives

This all-encompassing book details how Scarlett’s journey as one voice asking people to replace an angry thought with a loving one and to thoughtfully respond with love in any situation became a global movement that continues to expand every year. The book explains the need for essential life skills, tools, and attitudes to improve and enhance the lives of children and adults everywhere and how to live life using each character value of the Choose Love Formula. Also, the book includes how three states had the courage to fully embrace Choose Love and successfully implemented its programing; life-changing stories of people who have been personally impacted by the Choose Love Movement, including a young man on the brink of suicide and prisoners who had no hope or direction; and Scarlett’s personal commentary on the far-reaching impact of her son’s words to bring everyone to a place of nurturing healing love.



Media Coverage

Choose Love and Scarlett were featured on **CNN New Day, CNN Newsroom, NBC LX, Fox 61 - CT, WTNH CT, People Magazine, CT Magazine, JeJune Magazine** and **The Hill**.

Scarlett was also named a **Crunchy Tales Parent Expert** and guest on many podcasts including **Insidewink** with **Jean Trebek**.

Choose Love released the second season of the **ChooSELove Podcast**, reaching more than 10,000 listeners and reached a milestone of 50 podcasts, including a number of inspirational guests from **Arthur Schwartz, of Character.org** to **Saje and Serena Dyer, authors of The Knowing**.

Awards/Notoriety

In recognition of her work and leadership with the Jesse Lewis Choose Love Movement, **Scarlett Lewis received the CT Entrepreneur of the Year award** in the education category and the **NonProfit PRO Award**. Additionally, she was **named a CT Peace Heroine by the Peace Center in CT** in September 2020, and a **WTNH Remarkable Woman for CT** in 2021. Additionally, Scarlett was named a **Forbes 50 over 50 impact honoree** for 2021. The Jesse Lewis Choose Love Movement, was rated as a **Great Nonprofit for 2021**.



New Partnerships Forged

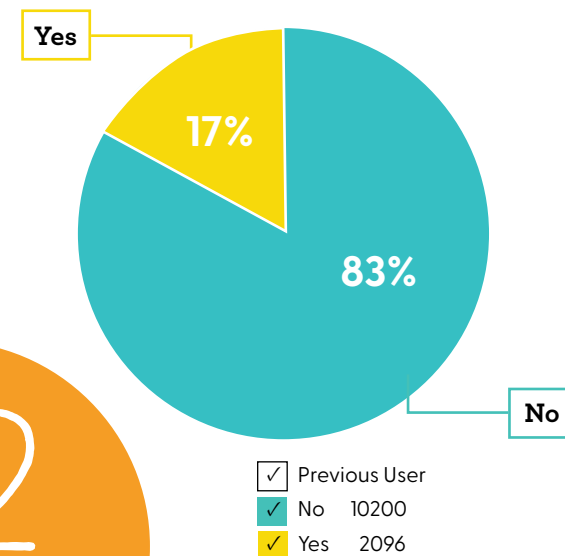
The Movement has partnered with the **University of South Florida’s School of Mental Health Collaborative** to conduct a study on Choose Love’s effectiveness. By updating our pre- and post-surveys and aligning them with the 5 Core competencies of SEL, we are launching a study for the 2021-2022 academic year to better understand Choose Love’s effectiveness. Partnering with the **Havening Technique**, we are currently piloting this powerful trauma technique in select schools this fall with a plan to launch this in all schools in 2022.

Founding partner - **MTV’s Mental Health Action Day**

We are working with the **Foster Care System in the state of NH** to offer Choose Love as part of the training for all foster care parents, as well as the Attorney General’s office to work with judges going forward.

Working with **NH Department of Corrections** to create a curriculum with universal design learning. **First graduating class of Choose Love in December 2021.**

HAVE YOU USED US BEFORE?



62
TOTAL WORKSHOPS

Previous User
No 10200
Yes 2096

FOR 2022,
WE ARE GROWING
OUR TRAINING AND
WORKSHOPS
DIVISION TO KEEP
OUR ORGANIZATION
SUSTAINABLE
AND INCREASING
THE REACH
OF THE CHOOSE LOVE
FORMULA THROUGH

4

AREAS—
EDUCATION,
ADVOCACY,
OUTREACH
AND
LIFESTYLE.

LOOKING AHEAD & GOALS FOR 2022.

Key Priorities

EDUCATION

- Ensure Choose Love programming is best in class and includes latest research on neuroscience and practices to facilitate the teaching of the powerful Choose Love Formula.
- Create and implement culture building among current and new users, increasing interaction in our online community among users
- Translate programming into Spanish, French and other languages.

LIFESTYLE

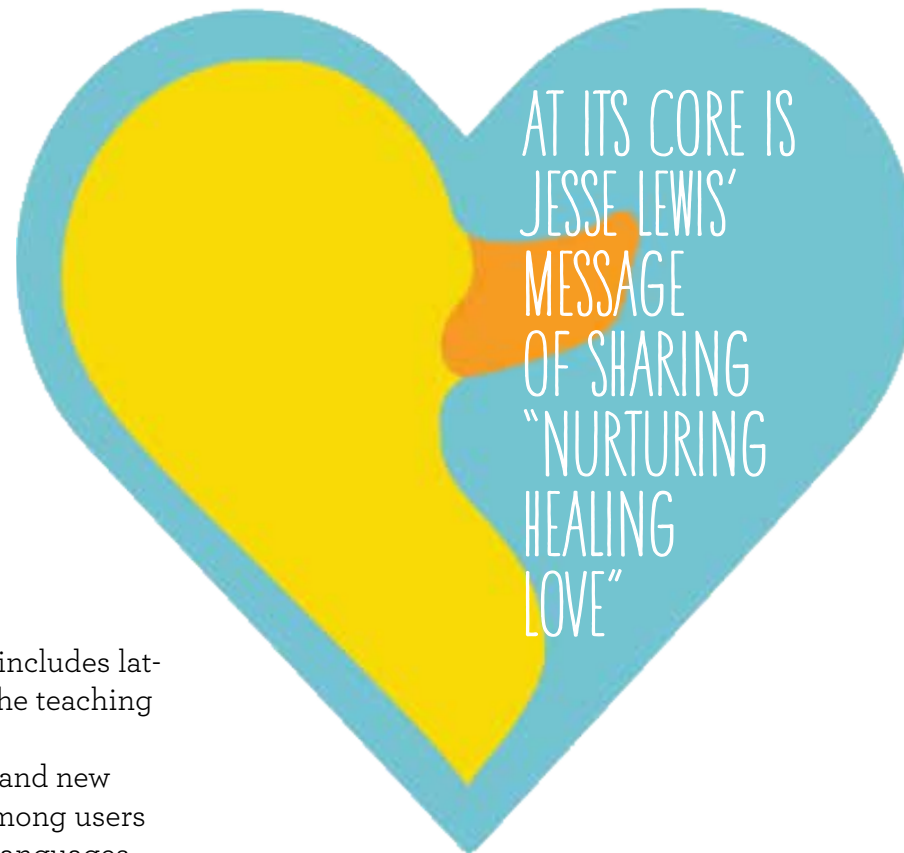
- Building out self-care and wellness initiatives already in existence (Choose Love Book Club, Nurturing Inner Compassion Series, Podcast).
- Promoting Choose Love as a way of life in media and through the creation of additional media products and resources for all to understand and enjoy.

OUTREACH

- Take Choose Love on the Move throughout the country, bringing to life Choose Love lessons and strategies for both children and adults. This is meant to increase the awareness of the essential life skills needed to create a safe and loving environment. A focus will be on communities in most need, with high levels of diseases of despair.
- Establish partnerships with like-minded organizations to increase reach and engagement. Continue to foster partnerships with existing organizations to increase impact.

ADVOCACY

- One key area of focus will be to build out our youth advocacy program. Our plan is to increase awareness and engagement among our youth and embark on a year long project to support the teaching of social and emotional learning and character development in underdeveloped communities.
 - Build out committees to organize volunteers more effectively to reach more individuals and school communities to ensure the implementation and continued practice of Choose Love.



“How you can be part of the Solution” LEVELS OF GIVING/SPONSOR LEVELS

Community Builder

\$1,000—Supporting the teaching of Choose Love in a school, helping students from Pre-K through 12th grade.

Sustainer

\$10,000—Implementing Choose Love in 2 entire school districts, changing the entire culture in a positive and meaningful way.

Empowerer

\$25,000—Supporting Choose Love on the Move tour in a community in most need of connection.

Champion

\$50,000—Translating our programs into a new language, spreading Choose Love into a new territory.

Transformer

\$100,000 — Building out a Choose Love on the Move tour throughout an entire region/state that is underserved, changing the entire landscape through the Choose Love Formula.



Bet Lev Foundation
Bongiovanni Insurance & Financial
Born This Way
Caroline Maguire
CASEL
Character.org
Charter for Compassion
Committee for Children
Crunchy Tales
Dave Romanelli
Echo Training
Educator 2 Educator
Elizabeth Kubler-Ross Foundation
EMDR
Empowered Fathers in Action
Fearlessly Facing Fifty
Girl Power Talk

Girls with Impact
Grow & Guide Kids
Havening Technique
Hawaii Community Foundation
Heartmath Institute
International Forgiveness Institute
CT Peace Center
Jennifer Lau
John Templeton Foundation
Kate Mackinnon
Louis D. Brown Peace Institute
Mission Be
Moonlight Puppies
MTV/VIACOM
NoVo Foundation

OUR PARTNER LIST

Rachel's Challenge
Safe & Sound Schools
Santoro Foundation
SEL4CT
TANGO
Tapping Solution Foundation
The STRIVE Group
Where Angels Play Foundation
Zensational Kids



FUNDING OUR MISSION.

Revenue Sources 2020

Individual Contributions/Grants — **69%**

Fundraisers — **6%**

Speaking Fees — **10%**

Book & Program Supplies — **9%**

Investment Returns — **6%**

Expense Sources 2020

Programs — **90%**

Mgmt & General — **7%**

Fundraising — **3%**



Board of Directors

Doug Harrison
Chairman

Ty Bongiovanni
Treasurer

Paul Barkan

Craig Della Penna

Colleen Haines

Robert Haines

Dr Christopher Kukk

Marie Olesen

Maria Ortner

Nick Ortner

Chin Rodger

Christine Tappan

Scarlett Lewis
Founder &
Chief Movement Officer



Accomplishments & Updates
ANNUAL REPORT
Fall 2020- December 2021

