



Annual Report

2014 / 2015



A message from our Executive Director....

Calmer Choice was created out of the profound change that occurred in my own life through learning something called mindfulness as well as a response to trauma in the lives of my daughter and friends. Through this crisis we wanted to reach out to teenagers to have them experience a mindfulness training, a way of life that would help them cope and manage their lives. Today, 6 years later, Calmer Choice is available in many schools for every student regardless of whether or not there is crisis or trauma in their lives from pre-K thru the high school. With patience, endurance and lots of sleepless nights, this year our program grew yet again and received a tremendous amount of attention, recognition and support.

It seems our hard work to keep the integrity of mindfulness intact in all we do has paid off. The public is aware of the impact that mindfulness could have on Cape Cod and beyond. We know the world is starving for this, we know we want to keep up with the demand, and we know the cost of going too fast.

We also know that without you, none of this would have been possible. Thank you. As I look back over this past year, I get to see the lives we have touched, I get to see the commitment that our instructors have had, and the dedication the board and volunteers have put forth. I have deep gratitude for all involved.

Selected Highlights and Accomplishments 2014-2015

- We have successfully mobilized a tremendous response including thousands of in-kind service hours from parents and professionals across Cape Cod.
- Our board and staff are guided by a 3 year strategic plan that was funded by Peter and Elizabeth C. Tower foundation. So much of what we have accomplished has stemmed from this strategic plan. Thank you Nancy Hardaway.
- Had our first successful cocktail party/fundraiser thanks to Jimmy and Betsy Bowes providing us training for many more to come.
- We were trained by Mindfulness Everyday from Toronto. We then piloted this program with 20 adults from our community. From this training we have now launched our own classroom teacher trainings in three different schools.
- We started the manualization process of our organization in order to begin to teach others what we do. Our program was presented up at the State House, we spoke to Westin and Newton Public Schools, as well as the National Bridging Hearts and Minds conference in California, to name only a few.
- We began a multi-year project with Yale University Researchers looking at the efficacy of our programs as well as exploring how mindfulness skills benefit students both in and out of school.

- We received greater recognition from the Cape Cod community, including Gosnold and the DA’s office as a possible solution for some of the greater issues facing Cape Cod.
- We provided our 3rd Calmer Choice instructor training program with our largest enrollment to date of 18 participants from school employees to community members.
- The official Calmer Choice Speaker Series was launched, starting with Yale researchers in March, and then Dan Harris of ABC News and Good Morning America in April (author of *10% Happier*)
- Have been able to increase our staffing and we created our Volunteer Program and increased in volunteers by 50%
- Launched our Business Partnership programs tapping into local businesses in the community and we have begun regular annual appeals.
- Developed our Five Phase Continuum to Self-Sufficiency and Sustainability and were able to provide programming to over 2400 students from Mashpee to Orleans.

All of these efforts were made possible because of YOU. Thank you!!

Please keep spreading the word! Remember that every new donation this year will be matched by Seaside LeMans up to \$40,000. It not only takes a village, it takes an entire community of focused individuals who, together, create a paradigm shift and support our students to live a more healthy, happy and productive lives.

With deep respect and gratitude,

Fiona Jensen
Fiona Jensen



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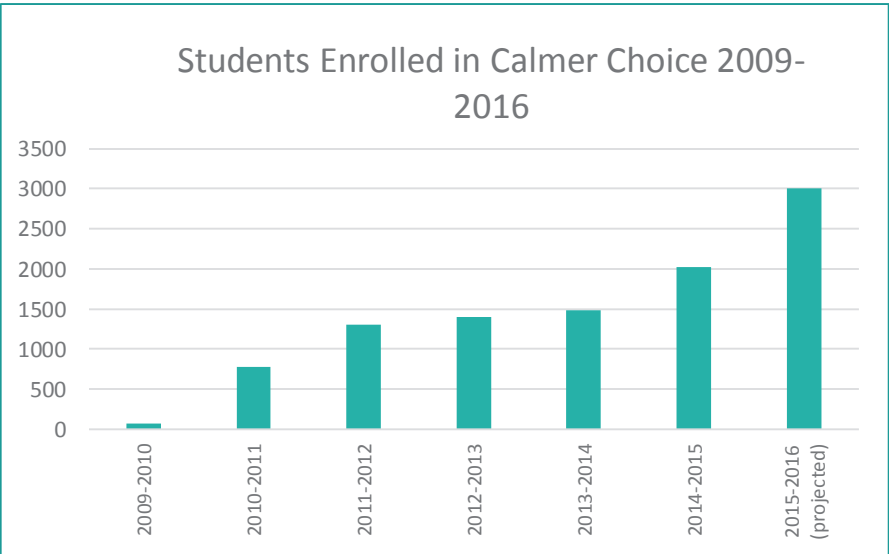
Calmer Choice is a universal prevention program committed to teaching young people how to effectively and safely manage stress and resolve conflict so that they live happy, healthy and successful lives. Our goal is to provide skills that will diminish the risk of violence, substance abuse, and other self-destructive behaviors.

What we do:

Calmer Choice partners with local schools to teach students mindfulness. These personal and practical skills help them to increase their inner resilience, manage and reduce the impacts of stress, strengthen their ability to control their own emotional responses, and increase their sense of well-being.

What is mindfulness:

Mindfulness is paying attention in a particular way, on purpose, to what is happening right now, both internally and externally, with kindness and curiosity (non-judgment) towards ourselves and others.



“Calmer Choice’s presence in my child’s school not only had direct, obvious benefits for many of the students but brought an aura of calm into parts of the school that allowed any adults in the vicinity to relax. I think that mindfulness is the most amazing gift we can give ourselves and each other. Deep gratitude to Calmer Choice for doing this important work.”

-Jenny Wood, donor

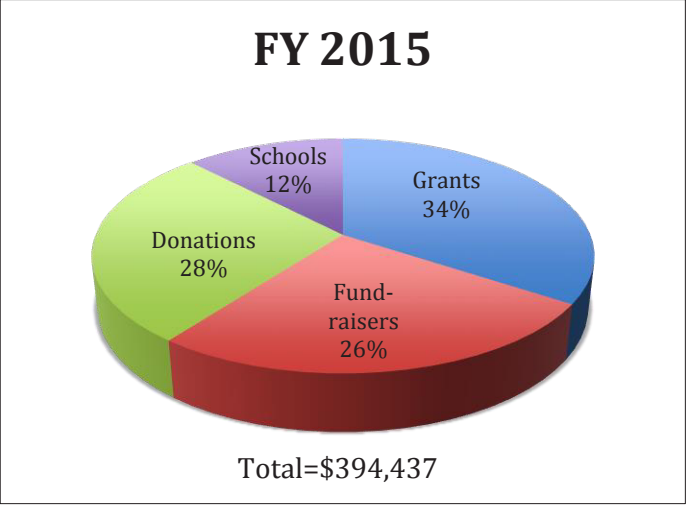
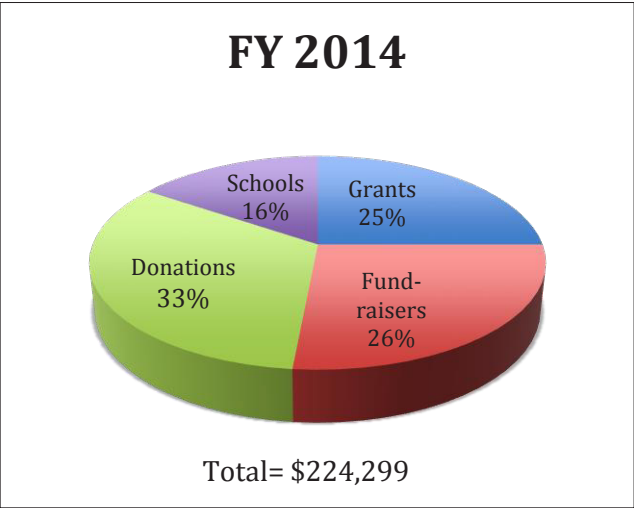


"I can calm myself down now when I am upset. I just breathe and close my eyes and notice things around me."
Student Grade 6

FAST FACTS:

Since its founding, 5 years ago, Calmer Choice has:

- Grown to provide mindfulness to more than 5,500 Cape Cod school children in programs held at 18 different schools across 8 separate school districts.
- Received our largest grant to date from the 1440 Foundation
- Grown budget from \$23,000 in 2010 to the projected budget of \$565,000 in 2015
- Launched the Calmer Choice Speaker Series and hosted renowned ABC/Good Morning America journalist Dan Harris in sold-out speaking event and continuing with George Mumford in August.
- Worked with researchers from Yale University on a multi-year project that will measure the impact and benefits of integrating mindfulness into the curriculum and culture of the entire school system.
- School administrators, teachers, parents and students report improved academic performance, better classroom climate, improvement in concentration and emotional and interpersonal skills.



Teaching children tools which assist with personal growth and communication is to provide the opportunity to live with awareness, empowerment and compassion. The teaching and training that Calmer Choice provides is to be highly valued. I cannot give enough to this movement. Marie Gould, donor

Thank you!

We greatly appreciate all that you have done for Calmer Choice. We are growing and expanding everyday into more Cape Cod schools and communities. We could not have done it without your help.

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(508) 398-0808 www.CalmerChoice.org
Calmer Choice, Inc. is a charitable 501(c)(3) organization, tax ID 27-2836997



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We apologize for any omissions or errors & trust that you will bring them to our attention.



Mind Full, or Mindful?



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