

**School  
of Life!  
Foundation**



*Learn to school  
your toughest opponent*

**Achieve Straight A's  
in the School of Life!**



The School of Life Foundation is a 501(c)3 non-profit organization committed to the social, moral and character development of youth. We donate our workbook, *Learn To "School" Your Toughest Opponent*, to sports teams, schools, church groups, at-risk programs, and other youth organizations. The book offers life-guiding principles and values to help youth achieve straight A's in the school of life.

### **Why?**

The School of Life Foundation was created to help prevent further social decay in society. We believe that, together, we must do all we can to inspire youth to learn and live valuable principles that are proven deterrents to moral ills. These principles along with applicable life skills will help individuals find more peace and happiness in the school of life.

**Find your mission!**

**Live your dream!**

**Perform with passion!**

**Never let go!**

**Lift someone up!**

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**"Achieve Straight A's in the School of Life!"**

# School of Life! Foundation



The information below illustrates the acute need to address this issue (excerpts used with permission from *The Way To Happiness Foundation*).

## **The root of the problem**

We are facing an ethics crisis in our world, from the highest levels of government, business and the media down through every echelon of society.

At the root of violence, crime and an unsafe environment is the lack of basic moral and ethical values. When the youth are not taught what is right and what is wrong (in a way that makes sense and that they can understand) then society becomes a dangerous place to live, work or play for all.

## **Social Decay Facts**

Cultural decay is rampant and no city or town in the world is immune to the myriad of social problems that arise in the wake of widespread violence, crime, abuse, illiteracy and immorality.

## ***Mission***

*Teach, train, motivate  
and inspire youth to  
"Achieve Straight A's in  
the School of Life!"*

# Facts...



40% of all European union cities have been labeled "Fairly Unsafe" or "Very Unsafe."

The average age for first-time porn site viewers has now dropped to 8 years old (Fox News). *Motherhood: The Untold Story* by Stephen Flurry. The Trumpet.com <http://www.thetrumpet.com/index.php?page=article&id=948>

Underage drinking amounted to 19.7 percent of the alcohol consumed in the year 1999. Sobering Statistics On Teen Drinking CBS News, CHICAGO, Feb. 25, 2003. <http://www.cbsnews.com/stories/2003/02/25/health/main542009.shtml>

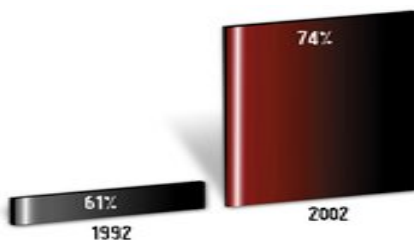
11.2% of 12-17 year-olds reported current use of illicit drugs in 2003. Office of Nation Drug Control Policy. <http://www.whitehousedrugpolicy.gov/drugfact/juveniles/index.html>

A 10% increase in children living in single-parent homes leads typically to a 17 percent increase in juvenile crime. The Real Root Causes of Violent Crime: The Breakdown of Marriage, Family, and Community by Patrick F. Fagan, Ph.D. March 17, 1995 Backgrounder #1026. <http://www.heritage.org/Research/Crime/BG1026.cfm?renderforprint=1>

More than 20% of children are sexually abused before the age of 8. <http://www.darkness2light.org/KnowAbout/statistics.asp>

There is a sexual assault every 2 1/2 minutes in America.

The Charlette Observer <http://www.charlotte.com/mld/observer/news/opinion/14550446.htm>



Violent Crime rose in '05, with murders up by 4.8%, according to the Federal Bureau of Investigation.

Violent Crime Up, 1st Time In 5 Years FBI: Murder Up 4.8%, Largest Increase In 15 Years; Crime Overall Up 2.5% CBS News, WASHINGTON, June 12, 2006. <http://www.cbsnews.com/stories/2006/06/12/national/>



## The Curriculum

The School of Life Foundation donates the *Learn to "School" Your Toughest Opponent* workbook to schools, sports teams and many other youth organizations as a tool to help young people "Achieve Straight A's in the School of Life!"

The book contains a 10-step formula on how to obtain success, peace, and happiness in the "School of Life". Each step is an "A" with a simple homework assignment. For example the first "A" is *Appreciation*. Learn how having gratitude in your life can impact you in many ways. Your homework to achieve this "A" is sending a thank you message to someone every week!

The most effective method of use for this curriculum involves a mentor. The mentor can be a counselor, teacher, coach, program director, parent, peer or any individual that has a positive influence in the young person's life.

The School of Life Foundation also offers training modules based on the principles in our workbook that can be used by corporations and businesses to help improve the lives and performance of staff and employees.

The School of Life Foundation is committed to the social, moral, and character development of youth. Our life-skills workbook offers life-guiding principles and values that develop solid, lifelong positive outcomes.

\*quote from the book:

Robert W. Woodruff, a prominent business leader of a former time, toured the United States giving a lecture which he entitled "A Capsule Course in Human Relations." In his message, he said that the two most important words in the English language are these: "Thank you."

Frequently expressed, the words "thank you" will cheer your spirit, broaden your friendships, brighten the world around you, and lift your life to a higher pathway. When you take the time to thank people for the things they do for you, they will often have a desire to repeat the kind word or deed. This helps to build synergy that grows with great power.

**P**ower that drives the program is in the *Mentor Relationship*

**E**ffectiveness of the program is in the *Simplicity and Adaptability*

**R**esults of the program are in the *Accountability*

**K**nowledge of life skills *Attained.*

## Endorsements

### Thomas (Andy) Stokes

Professional Arena Football Player  
New York Dragons

"The School of Life Foundation is a great program to get anyone, young or old, on the right track in life. I fully support the foundation's goals and mission. Jack Rolfe's book 'Learn to School Your Toughest Opponent' is one of the greatest tools I have ever come across to help put youth onto the path of success in life. I am excited to be a part of the work being done here with the youth and am proud to have a place in helping this foundation progress and put our youth onto a path of success."



### Jordan Adams

Current Canadian Women's National Basketball Player  
Former WNBA Player

"The School Of Life Foundation is a great program to get the youth focused on becoming good people and not just on being good athletes, scholars, etc. I am a huge supporter of this foundation and will continue my support to get this information out to as many young people as I can. I hope that this foundation can create amazing individuals who will someday be mentors for the young people who will follow them!"



### Madison Brown

Student Body President (2007-2008)  
Snow Canyon High School [www.schs.washk12.org/schs](http://www.schs.washk12.org/schs)

"The book 'Learn to School Your Toughest Opponent' is an amazing book with an inspiring message. I love how simple and profound the ideas are and how easily they can help change my life. As Student Body President I have decided that this is a program that could help students at my school. I am currently trying to implement these principles and am very excited to see where this program can take my life and the lives of all the students at Snow Canyon High School."

### Donors Participation Program

Your tax-deductible contributions will help teach and inspire young people from all walks of life to *Achieve Straight A's in the School of Life*. This will be accomplished through the implementation of the *Learn to "School" Your Toughest Opponent* workbook curriculum in various youth organizations. Donations are used to print, distribute and establish application of the books.

### Presidential Endowment

**(\$25,000)**

- Listed on the website - Title Sponsor (1 year)
- Title sponsor named in books donated
- 2500 books donated
- Custom corporate retreat offered

### Doctorate Degree

**(\$5,000)**

- Listed on the website - Gold Sponsor (1 year)
- 500 books donated
- Half-day corporate training offered

### Masters Degree

**(\$2,500)**

- Listed on the website - Supporting sponsor (1 year)
- 250 books donated
- 90-minute corporate training offered

### Bachelors Degree

**(\$1,000)**

- 100 books donated
- Keynote speaker offered

### Associate Degree

**(\$500)**

- 50 books donated

### Certificate

**(\$100)**

- 2 books to you - 10 books donated

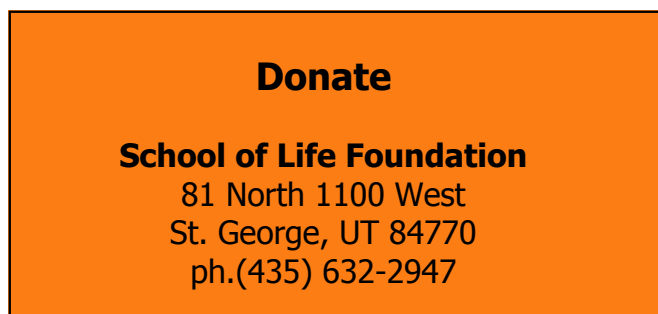
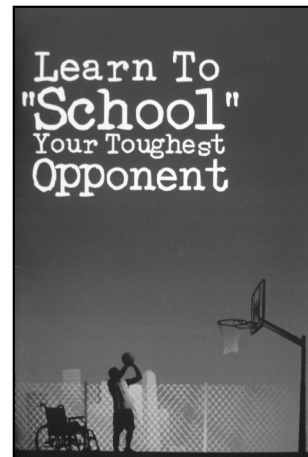
### Student

**(\$25)**

- 1 book to you - 2 books donated

### School Supplies

- Motivational products



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# School of Life Foundation

## Corporate Training Options

A tax-deductible contribution to the School of Life Foundation qualifies businesses to receive training for employees. These trainings are based on the core "A" principles taught in the workbook, Learn to School Your Toughest Opponent. The interactive, enthusiastic workshops are conducted by experienced professionals who understand the need for application of fundamental values at work while living in the school of life. We help employers help their employees achieve straight "A's" at work!



SOLF Team:(from left) Jeff Sherman, Jack Rolfe, Jeff Tuscano

We meet with business leaders to determine which of the "A" modules would be best suited for the initial training. Below are options offered based on different levels of donations:

### **Presidential Endowment**

**(\$25,000)**

2-3 day customized retreat that includes training on any/all modules as well as additional motivational activities.

### **Doctorate Degree**

**(\$5,000)**

Half-day workshop that includes up to 5 modules.

### **Masters Degree**

**(\$2,500)**

90-minute workshop that includes 2-3 modules.

### **Bachelors Degree**

**(\$1,000)**

Keynote speaker offered at your event.



## **School of Life Foundation**

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## Endorsements: Corporate Training

I want to let you know how much I appreciate the training we had. I have been in this business for over 25 years and have been to countless seminars, workshops, and training meetings - most of which are always valuable and useful, but I think what you delivered is better than any I have ever been to. The content was right on. Your enthusiasm was contagious and it was very entertaining, to boot. You have truly packaged the right combination of these impacting elements. I feel like it caused each individual to look inside and self evaluate and by doing so they'll be able to improve their own circumstances which in turn will benefit our business and working relationships. I think everyone left there refreshed and rejuvenated.



### Ken Mangum, CEO

Designer Furniture Gallery  
[www.designerfurniture.com](http://www.designerfurniture.com)

**"I didn't realize how badly I needed that coaching."**

It was such a pleasure to have our team at SteamRoller Copies and Design To Print learn and explore the "Straight A's in Life" program. It was a challenge to get all of our managers and heads of

**"What a great way to bring us closer together."**



departments together for the training, but after the seminar we all felt inspired and refreshed. Some of the comments I received after the training were: "I didn't realize how badly I needed that coaching" and "What a great way to bring us closer together."

I have been to several trainings that have been focused on team building and thought this would be a repeat course. How wrong I was! This was team building from the heart. Jeff was able to engage our toughest employees and involve them in the program. I know all my employees were touched during the training. Thank you. This is a

program that I have believed in since I first heard about it and have full intention of supporting it for a long time to come. We look forward to a long and fruitful relationship with the school of life foundation and helping others learn about how to get straight A's in life.

### Josh Bevans, CTO

SteamRoller Copies / Design To Print  
[www.dtpxpress.com](http://www.dtpxpress.com)

The corporate training that the School of Life Foundation provides to businesses is wonderful! The interactive learning in the seminar in regard to life skills is powerful. The package for companies to receive training by making a donation is very unique and refreshing. I recommend this to any employer who wants to improve their business by improving the lives of their employees.

### Carolyn Stuercke, LCSW

Branch Manager  
Applegate Homecare & Hospice  
[www.applegatehomecare.com](http://www.applegatehomecare.com)

## Endorsements: Corporate Training cont'd

The management team of Stephen Wade Auto Center recently attended and participated in a seminar entitled "Team Building" conducted by the School of Life Foundation. This seminar delivered a level of inspiration and excitement similar to my experience as a college student at Marquette University over 30 years ago. Mr. Jeff Sherman, the director of training, conducted our seminar and is one of the best facilitators that I have ever experienced. We have used and implemented ideas learned during that group session and as Controller of the Stephen Wade Auto Group this is a seminar you should attend and offer to your employees. The School of Life Foundation is an organization worthy of your support by donating your time and your resources.

**Daniel L. Powers**

*Controller*

Stephen Wade Auto

[www.stephenwade.com](http://www.stephenwade.com)

As an organization we have searched for ways to bring our employees together and it has been quite the search. As I talked to the School Of Life foundation it seemed as if their team building program would be the fit. I have to say that it was, by far, over and beyond all of our expectations. We are excited to continue the ongoing training.

**CJ Wade**

*Fixed Operations Director*

Stephen Wade Auto

[www.stephenwade.com](http://www.stephenwade.com)



### Comments from attendees

*Great seminar - enjoyed the content and attitudes/atmosphere that was present. You guys radiate happiness and joy. Thank you!*

*I want to take the time to thank you for such an inspirational training. What a great way to start my day.*

*I feel that this training will help me to pursue greater heights.*

*I have been to a lot of these classes and this, by far, is the best one I have ever been to. I want all of my employees to take this class.*

