



FY21 Annual Report

July 1, 2020 - June 30, 2021

New Team Members



Gina Weekley

Coach/Facilitator



Nicole Hackman

Director of
Fundraising and
Communications

Celebrating 10 Years of Leader in Me



The heart of the Leader Valley story begins in 2010 with a Leader in Me pilot in two Cedar Valley schools. With a bold vision and ambitious goal to expand the reach of leadership to all students in the Cedar Valley, Leader Valley now proudly serves 23 schools. In comparison to non-Leader in Me

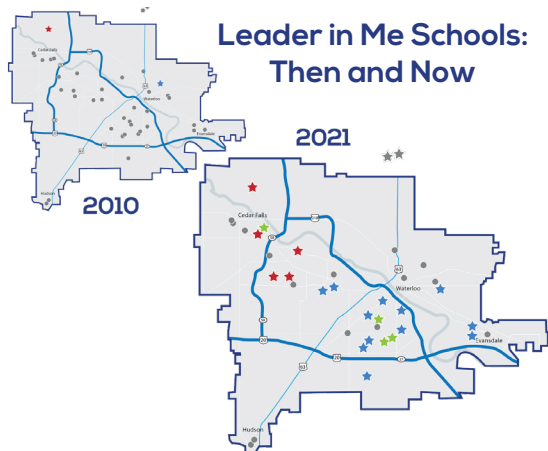
students, our Leader in Me students demonstrate:

- ▶ **HIGHER** average GPA's
- ▶ **REDUCED** negative behavioral incidents
- ▶ **IMPROVED** attendance
- ▶ **INCREASED** leadership opportunities

We would not be celebrating 10 years of impact without the investment of individuals and businesses who believed in the merit of this important leadership work and helped us shift the leadership landscape of the Cedar Valley. Thank you for your support. [Click here](#) to see the impact Leader in Me has had on students over the last 10 years!

Best wishes,

Dr. Melissa Reade, Director



Create Great: Expanding the Reach of Leadership

In June of 2021, the Leader Valley team and our dedicated volunteers kicked off the [Create Great fundraising campaign](#). These fundraising efforts are geared toward expanding the reach of leadership in the Cedar Valley with the goal of bringing Leader in Me to all 34 Cedar Valley metro schools.



The Create Great campaign is led by two passionate co-chairs, Edita Begic of Vine Valley Real Estate and Gwenne Berry of the University of Northern Iowa. **"What is wonderful about Leader in Me is that it's a win-win program. The skills and concepts taught through Leader in Me can help all of our children become better, stronger, and more adaptive members of society. We must support that!"**

EXPO ALC Achieves Lighthouse Status



During the 2020-2021 school year, EXPO Alternative Learning Center was awarded the Lighthouse Milestone in recognition of their hard work and outstanding results in implementing Leader in Me. Achieving

the Lighthouse Milestone is a rigorous process, which only 10% of the world's Leader in Me schools ever achieve. In fact, EXPO Alternative High School is the 1st Lighthouse high school in Iowa, the 3rd Lighthouse high school in the US, and the ONLY Lighthouse alternative high school in the world!

Cary Weiland, EXPO Alternative Learning Center principal, can hardly believe the transformation that his school has experienced through Leader in Me. **"Over the last four years, our students have gone from just being members of our learning community to leading our learning community. They have grown to take on projects to shape our building, each other, our staff, and the community. We are so proud of how far our students and staff have come. The positive changes EXPO has experienced would not have been possible without the work and partnership of the Leader Valley team and the financial support of our leaders in business."**

[Click here](#) to watch the EXPO Lighthouse Team announce the good news!

Thank you FY21 [Donors!](#)

Synergize

CUNA Mutual Foundation
McElroy Trust
Tom and Ginger Penaluna

Talents

Courier Communications/Lee Foundation
Eric and Lori Johnson
Veridian Credit Union

Inspiration

ASPRO, Inc • Cedar Valley Corp., LLC • Bryan & Lara Earnest • Gordon Flesch Company, Inc • Steve and Terri Jackson Family Fund • Steve & Jane Lindaman • SCHEELS • Dr. Jason & Kristin Stanford

Effective

AECOM Technical Services • Cedar Valley United Way Donors • Copyworks • Steve Corbin & Doris Kelley • Jerry & Rhonda Den Herder • Jim Denholm • Chris & Megan Fereday • First Presbyterian Church, Waterloo • Kathleen Krieg • Kryton Engineered Metals • MCRE Operations, Inc • Josh & Steph Paxton • Melissa Reade • Andrew Reimer • Doug & Kathy Reimer • Kendra Richman • Chuck & Alice Shirey • Target Corporation • Tyson • Dee & Dave Vandeventer • VGM • Gina Weekley

Proactive

John & Jolan Adams • Kelly Bachman • Brown's Shoe Fit • Ryan & Kelsey Burke • Anna Caughron • Angela & Drew Conrad • Laura & Andy Dobson • Kim Engels • Betsie Frey • Ronald Garriss • Vicki Grimes • Grant Gubbrud • Jacob & Nicole Hackman • Henning Family Fund • Luke & Katie Hillyer • Danica Holm • John & Kim Huff • Darci & Aaron Jarnagin • Sara Junaid (in memory of Raja and Susan Junaid) • Jordan Kettner • Deonna Knudsen • Miranda Koch • Larson Construction • Wayne Magee • Anne McCabe • Laura Meyer • Marlys Miller • Linda Nedelcoff • Northeast Iowa Regional Board of Realtors • Peters Construction Corp • Richman-Schweer Family Fund • Amber Schuchmann • Lindsey Smith • Melissa Steggall • Jan Stonewall • Ben Stroh • Cindy Stubbs • Talk to Me Technologies • Denise Tallakson • Anna Trower • Stacy Van Gorp • Scott & Barb Wienands • Jeanne Wiesley

Welcome Cedar Heights Elementary



Cedar Heights is one of our newest Leader in Me schools. Despite launching Leader in Me in the middle of a pandemic, the Cedar Heights team did not slow down on their mission to create a powerful leadership culture!

Welcome Waterloo Career Center



We are excited to have the Waterloo Career Center as a Leader in Me school! The Waterloo Career Center has launched their student LEAD team and a leadership class that has a full year of service projects in the works!

Leader Valley Receives Matching Funds



McElroy Trust

Tom & Ginger Penaluna

Thanks to the generosity of the [McElroy Trust](#) and Tom and Ginger Penaluna, your financial support of Leader in Me will have an even greater impact! Donations to Leader Valley will be matched by the McElroy Trust up to \$150,000 and by Tom and Ginger Penaluna up to \$250,000.

Thank you to our Leader Valley volunteer teams!

Leader Valley Exec Committee

Bryan Earnest (AMPERAGE)
Katie Hillyer (UNI)
Matt Meyers (John Deere)
Gretchen Ogden (US Bank)
Tom Penaluna (CBE)
Kendra Richman (UnityPoint)

Leader Valley Council

Kelsey Burke (VGM)
Cary Darrah (Grow Cedar Valley)
Liz DeJoode (PDCM)
Will Frost (Top Rank Talent)
Aaron Jarnagin (Pixel Labs)
Jane Lindaman (Waterloo Schools)
Shanlee McNally (McElroy Trust)
Tom Novotny (CV Catholic Schools)
Andy Pattee (Cedar Falls Schools)
Bob Wright (Retired Principal)

Create Great Steering Team

Edita Begic (Vine Valley)
Gwenne Berry (UNI)
Derek Hamil (Target, Urban Pie,
Scoopski's, Escapology)
Jennifer Heller (LSB)
Amy Lockhart (UNI)
Madelyn Ridgeway (CBE)
Jay Schmitz (CPM Roskamp)

Fundraising Support

Lyn Countryman (UNI)
Frank Darrah (Retired Educator)
Natalie Hamil (Janesville CSD)
Nikki Ladage (John Deere)
Zach Ladage (CF Public Safety)
Teri Trask (T2, UNI PRP)

Click here to see why [Bryan](#), [Matt](#),
and [Kelsey](#) support Leader Valley!

Meet our Create Great Campaign Co-Chairs



Edita Begic, Vine Valley Real Estate

"I firmly believe each student should have the essential soft skills needed to prepare them for the real world. My motivation and passion come from my three young daughters. Two of my daughters are currently Leader in Me students at Orchard Hill Elementary in Cedar Falls!"



Gwenne Berry, UNI

"Leader in Me is wonderful in theory, in practice, and in person where you see the results. The program is used in my granddaughter's school, St. Ed's, and I've watched her grow in ways we never could have imagined! She's a 6-year-old who views herself as a responsible citizen of her community."



Unconscious Bias Added to Leadership Series

Leader Valley's Leadership Series courses are designed to foster personal and professional leadership skills and allow you to walk away with a plan to implement best practices that are proven game changers!

As part of our efforts to share opportunities to learn about equity and unconscious bias, Leader Valley has added Unconscious Bias to our available Leadership Series courses.

Learn more about the Unconscious Bias course and the three other Leadership Series courses available by visiting our [Leadership Series web page](#).



Leader Valley Welcomes Two New Schools

Leader Valley is excited to announce that George Washington Carver Academy and Waterloo Lincoln Elementary will be joining us as Leader in Me schools! Educators at these schools are excited about the opportunities that Leader in Me will give their students.

"We have lots of kids that want to be seen and show what they can do! As educators, we're ready to help our students be successful!"