



KISMET ROCK FOUNDATION

SPONSOR & ALLIANCE OPPORTUNITIES



“We woke up every morning and saw the beautiful mountains. I don’t get to see those in Brooklyn. Learning about the equipment was fun also. We used ropes, a helmet, climbing shoes that had rubber on the bottom and a friend which sticks into the rocks. When you rock climb, everyone looks out for everyone else. That made me feel safe.”

-Alexandria

Mission

Kismet Rock Foundation enhances the physical, intellectual and emotional development of well-functioning but economically disadvantaged children by providing access to the immense value of a comprehensive and multi-dimensional education in technical rock climbing. Kismet students are in danger of deteriorating as a result of economic and cultural circumstance, and limited opportunity. Kismet scholarships are offered to children from the ages of 12 through 16, as they enter their critical teen years. By developing students potential, Kismet prepares graduates to positively contribute their communities and their culture throughout their lives.

About Kismet

Kismet Rock Foundation emerged out of a desire of the director, Mike Jewell, to offer the same climbing instruction to economically disadvantaged children as he had given to many children with greater resources throughout his guiding career. He thus arranged for four children from southern New Jersey to travel to New Hampshire during the summer of 1999 for one week of technical climbing instruction. The project received media attention and as a result, Mike was approached by community members to start a nonprofit organization. Because there is not necessarily a direct relationship between quantity and quality, program growth has been carefully measured. Kismet’s seven, one-week programs of instruction now offer the immense value of a climbing education to more than 60 children each summer. Kismet continues to expand on a solid foundation built with unrelenting dedication, patience, and humility.



“This week I learned how to rock climb, to trust my partner and to be confident in myself.”

-Drew

Current Programs

Kismet's week-long educational rock climbing programs take place in our White Mountains, New Hampshire classroom. Rock climbing is the basis of Kismet's educational program because it demands all aspects of a participant's potential.

Course content reflects a natural development from a complete dependence on teachers to the possibility of acquiring independence in the mountains. Appropriate students are thus invited back for up to four years to complete Kismet's extensive curriculum.

All instruction is "hands-on" and is accomplished with a very high teacher/student ratio (approx. 4/7)

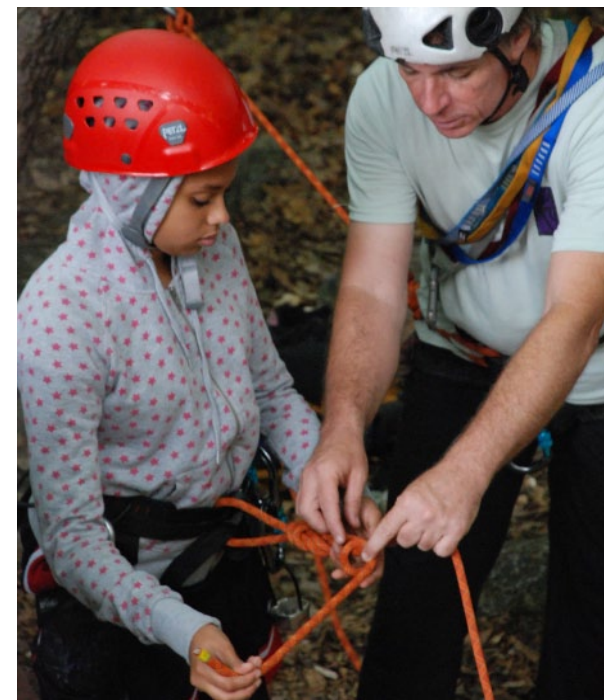
First year students learn all of the most basic skills such as knot-tying, belaying, rappelling and climbing technique. They become familiar with considerations relating to site safety, communication, respect, for the environment, and respect for other climbers. In the ensuing years, they learn to approach the cliff, set up top-ropes, rappel to the ground, and to manage all aspects of climbing routes that they have set up. The ultimate goal is to develop a thorough and specific understanding of top-roping, and to become comfortable on multi-pitch climbs, including anchor transitions and multi-pitch descents.

Kismet has served one hundred students an average of three years each and graduated thirty students from the refined course curriculum. The program boasts an 80%+ return rate of students, confirming the success of a highly developed student selection process.



"[Going to Kismet] keeps me out of trouble. It strengthens my body. It helps me stop my bad habits."

-Alexandria



"Thank you all for having me. Thank you for keeping me safe and sound. Thanks for teaching me to rock climb and to be respectful to others"

-Brian

Why Climbing?

Kismet students develop athleticism, analytic skill, good judgment, focus, intuitive awareness, team awareness, relationship skills, patience, compassion, honesty, humility, and ethical behavior.

An education in climbing helps verify for children that they have effect and that they belong in this world. Kismet children gain skill and knowledge required to contribute positively to others and thus gain increased access to a resulting sense of meaning and purpose. These are the ingredients of what is often called "self esteem".

The vast beauty of the mountains is, in itself, transformative-especially for children whose experience is otherwise limited to urban environments.

Because of the personal character of climbing relationships, students of various backgrounds quickly learn to reach across the boundaries of age, race, and differing social experience. The compassion and empathy required to sustain a stable climbing partnership offers Kismet students an opportunity to gain greater understanding of the lives of others. At the same time they are pressed to develop the humility and honesty required to allow others access to themselves.



“The stabilizing influence that Kismet offers balances every other voice these young people hear...I remain most moved by the generosity and quiet influence that Kismet Rock Foundation has exerted upon our youth.”

-Gary Hunter, Manchester, NH

How We Define And Measure Success

The value of education received at Kismet and the relative success of programs is measured primarily by student/parent testimonials and instructor/counselor/volunteer feedback.

Success is currently defined by:

- Student retention. Students begin their Kismet education at age 12. Thus they enter the program with hearts open to the rich context of new environmental and new cultural relationships and stimuli. Plus, at age 12 they are able to handle the complexities of the curriculum. That nearly all students gladly return throughout their critical early teen years is a testament to the program's success.

- The program curriculum is designed to consistently test student skills. Students leave Kismet with an essential mastery of all measurable aspects of the thorough multi-year curriculum. Subjective aspects of personal development such as problem solving, judgment, communication, and compassion for others are “measured” by present and future testimonials from parents and students.

Typically, the subtle foundational effects of extraordinary-or even seemingly ordinary-childhood experiences cannot be understood until people can look back from within a mature context. In addition, the effect of childhood experiences increases exponentially. Therefore, Kismet tracks graduates with the goal of accumulating a body of testimonials which will become increasingly thorough, accurate, and articulate as students age.

Our Students

Kismet accepts students from a broad range of geographic, ethnic and racial backgrounds. Thus, its students have an extraordinary opportunity to develop friendships with, and learn from children whose experience is very different from their own.

Kismet's twelve-to seventeen-year-old students are basically functioning well but have little opportunity to develop their potential. They are in danger of faltering merely because of financial circumstance. Some students families are first generation immigrants with parents who do not speak English. Others come from single-parent households or from families with members challenged by the broad range of emotional and/or behavioral problems typically associated with stress created poverty.

Kismet currently serves students from Bartlett, Gorham, and Manchester, NH, Portland, ME and Boston, MA. The specific schools with which Kismet works are located in the most financially depressed neighborhoods of each locale, so have limited resources to provide to each extracurricular and summer programming. Therefore, unless a student is in need of therapy or rehabilitation, they may never be targeted for enrichment through extraordinary educational or recreational activities outside of school.

Kismet scholarships are offered through a careful process of both self selection by students and individual interviews.



Our Plans

We have solidified our program curriculum and have been growing steadily, from a handful of New Jersey teens in 1999 to this summer, when we will serve dozens of students from all over Northern New England. With our organizational structure in place, Kismet is poised for major growth in the coming years. Our current strategic initiatives include:

- Build community alliances and financial sustainability
- Prepare the program and the curriculum for replication

The Kismet Board and staff leadership are actively engaged in deepening our alliances in New England and simultaneously building alliances outside the region for eventual program expansion.



Is Kismet Right For You?

• **Kismet is a small-but-growing organization**, which gives your company a big potential impact.

• **Kismet is purely climbing.** Kismet distinguishes itself from other recreation organizations and summer camps in that we are 100% focused on rock climbing as a platform for learning (See the 'Why Climbing' section above).

• **We're serving your current and future markets.** Kismet donors and volunteers love the outdoors, and specifically climbing. Kismet students leave the program with a new skill set and interest in climbing and the outdoors.



Alliance Opportunities

- Premier Sponsorship: A three year commitment of \$10,000 per year will gain premier program sponsorship with benefits including ongoing media, website and newsletter recognition, event tickets and more.

- Season Sponsorship: An investment of \$20,000 makes your company the sponsor for the entire program season. Benefits include media, website and newsletter recognition, options for logo and banner placements at all Kismet activities, event tickets and more.

- Program Week Sponsorship: This covers an entire week's expenses including room and board, transportation, equipment and professional staffing. \$8,000 will fund an entire week for 8-10 students and includes multiple options for recognition.

- Sponsor A Student: This student will spend a week in North Conway with students from around Northern new England, learning a hands-on educational curriculum with a professional staff during the day, and attending first aid courses, swimming, hiking, and other activities in the afternoons and evenings. Your company may challenge employees to help raise funds for the scholarship, and may choose to fund one student for their entire four-year education. \$1,600 will fund one student's scholarship for one year.

- Business Supporters: Four levels of recognition exist for all business donors of all amounts. Levels are determined from the past three years of support and are recognized on the website, PR and newsletters. Includes in kind contributions.

- Caliente Sponsorship or Auction Donation: Our immensely popular latin-dance-themed annual event offers a great opportunity for sponsor recognition. 100% of proceeds benefit Kismet. The event has three levels of sponsorship ranging from \$200-\$1,000, and additional opportunities for silent auction donations.

- Kismet Cliff Run Sponsorship or Prize Donation: The Kismet Cliff Run takes place annually in September.

- Volunteerism: Volunteer opportunities may include advisory committee membership, program volunteering or guest athlete appearances (climbing with the students during the program season or giving a slide-show for students and/or donors).

- Product Donation: We are constantly seeking products for program use (climbing and hiking equipment and apparel), volunteer gifts, raffles, and silent auctions.

Thank you for your consideration

We would love the opportunity to speak with you in more detail about how our organizational interests may align. Please contact us by email at info@kismetrockfoundation.org or by phone at (603)730-2715, or contact the advisory committee member who presented you with this packet for more information. Thank you for your time.