

WINNERS WALK TALL

Program Description



WINNERS WALK TALL

**Our mission is to develop today's youth into tomorrow's
WINNERS through a character-building program
that teaches fundamental values and life-changing skills.**

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WINNERS WALK TALL

A MESSAGE FROM THE FOUNDER

In 1992, while tutoring my daughter Julie's second grade class in an urban Cincinnati school, I recognized that these children needed much more than the ABCs if they were to grow into happy, productive members of society. They needed the fundamentals of good behavior; they needed the encouragement to develop self-confidence to make good life decisions.

With my daughter's support, I began to discuss with the kids the topic "Manners Matter." For emphasis, a piece of paper containing the topic was concealed under the baseball cap I was wearing, a cap which just happened to be pink. The children were so enthusiastic I returned the following week with a new "secret" on how *winners* live their lives. *Winners Walk Tall* was born.

What began with one person with one topic in front of one classroom has today expanded across Cincinnati, our nation, and the world. *Winners Walk Tall*, supported by an excellent Board of directors and many faithful sponsors, now reaches thousands of our youth. They are the best hope for our future.

Robert M. Mauk
Founder and Chairman Emeritus

WINNERS WALK TALL

PROGRAM DESCRIPTION

*What if no one ever told you that you could be successful in life?
What if you never learned how to set a goal and then work to make it happen?*

Children thrive and develop into good citizens only if they receive proper, positive support from their community. Many children in the Greater Cincinnati area do not have the advantages of community support to help them grow into successful, productive citizens. Instead, they are faced with lessons that teach them only how to survive in environments conducive to drug abuse and violence.

At *Winners Walk Tall*, we believe that the only way to address this crisis is to reach young people before they get off the track. The adage, "It's easier to build a child than to fix an adult" certainly applies. Programs that target only one of our social concerns - such as drugs or crime - have not been particularly successful. We believe that is because we need to involve the whole character of the individual before we can improve that youngster's attitude toward any one problem. As we improve kids' lives in these problem areas, the rest of society will follow

Our program is unique in that it focuses on the entire character of the individual, and does so at an early enough age to make a difference. *Winners Walk Tall* provides children with concrete lessons and examples to help them develop a positive sense of self-esteem, respect for others, and the ability to make good decisions about behaviors that impact their lives. Our goal is the intended transformation of each student from a potential problem citizen into a happy, law-abiding, productive member of society - a real *winner*.

Winners Walk Tall takes place once each week in elementary school classrooms, where a volunteer Character Coach discusses a single topic that relates to manners, morals, and ethics. The topics are from a prepared list that covers a broad spectrum of the Do's and Don'ts that need to be instilled in our youth today.

Here is a small sampling from our list of topics:

- **WALK TALL WITH A SMILE**
- **TV IS A TIME-WASTER**
- **NEVER, EVER LIE OR STEAL**
- **PEER PRESSURE - WATCH OUT**
- **STRIVE TO BE A WINNER**

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The students are asked to participate in all discussions - and they do so readily. After each session, a large banner labeled with the topic of the week is posted on the wall along with all previously posted banners. These past topics are reinforced in subsequent sessions, and the banners act as a constant reminder.

As the school year progresses, the kids show a definite increase in self-confidence. Coaches continually stress the importance of learning, reading, and, above all, staying in school. Most of the children will be exposed to the same material two or three times before they enter their teens.

School personnel could cover our material, but the fact that the Character Coach is a volunteer from the community seems to emphasize the importance of the program. Our Coaches soon become the best role models these kids have in their lives. It is the consistence and dedication of our volunteers that make the program so successful. The program also allows for much-needed communication between the schools and the outside community.

We are convinced that ***Winners Walk Tall*** is on the right track. ***Winners Walk Tall*** is the only character education program anywhere that meets the five criteria of most elementary schools, namely: it is a complete program unto itself; it requires no teacher preparation time; it takes a minimal amount of classroom time on a flexible schedule; it is free to all schools; it works.

All materials are readily available from our website, <http://www.winnerswalktall.org>

Winners Walk Tall is a 501(c)3 organization. Tax-deductible donations to defray the cost of providing our materials are gratefully accepted.

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GETTING WINNERS WALK TALL STARTED

If you want to get *Winners Walk Tall* started in a school in your city or town, here are some ideas on how to do it. It's easy!

Program Administration

- All organizations need a leader. This one does, too. This individual should have the interest, the time and the belief that this program will produce the results desired. He or she should be highly respected within the community and have contacts and friends on whom to draw for support.
- First, get the approval and support of the school principal. It may or may not be prudent to discuss the program with the school board or school administrators. Explain the program; agree to present it to the school staff at its meeting at the beginning of the school year; show the promotional video. Getting approval to initiate *Winners Walk Tall* is seldom difficult - the program sells itself!
- There is minimal expense associated with starting and operating *Winners Walk Tall*. You may want to accept small gifts of cash or of supplies and copying services. Larger cash contributions can be run through the Cincinnati office (*Winners Walk Tall* has 501(c)(3) exempt status). The Cincinnati office is always ready and able to assist with financing as requested
- Promote *Winners Walk Tall* by giving talks before service organizations, PTAs or PTOs, and other concerned groups. Such promotion is very helpful in spreading the word.
- All new **Character Coaches** will need supplies. They will need a copy of "The Complete Manual for Character Coaches," "Handouts," banners for each of their classes, and a pink baseball cap. Printed supplies can be downloaded from our website at <http://www.winnerswalktall.org>. The neon pink baseball caps can be obtained from *Winners Walk Tall* at its Cincinnati address.

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Volunteer Administration

- If more than one school is involved, pick one person from each school to be the leader (**School Coordinator**) of the volunteers at that particular school. You can delay making this decision until later if there are any questions. This individual's responsibilities may include the following:

- helping to select the **Character Coaches** (volunteers) who will work in that school
 - assisting with the volunteer training function
 - providing necessary training materials
 - acting as liaison between school administrators, teachers, and **Character Coaches**

- Recruiting Character Coaches

Winners Walk Tall Character Coaches come from almost anywhere. In a small school system, you may be able to recruit enough volunteers from friends and associates. Some PTA groups are ready and willing to supply personnel. Service groups, professional organizations, and local businesses, whether locally or nationally owned, are good candidates. Volunteers often gladly bring in their friends. Look for organizations that encourage their people to volunteer.

When recruiting **Character Coaches**, don't be too forceful. **Character Coaches** work out better if they see our program as a wonderful opportunity to volunteer. When you choose the right kind of volunteer, he or she will stay in the organization year after year. Often the individual who likes "board" work and relishes his or her name on the letterhead does not make a good candidate to become a **Character Coach**.

- Training Character Coaches

How do you train the **Character Coaches**? Since the program is so simple and covered so well in the manual, training is fairly minimal. Have a meeting of all potential volunteers and present the program. Review the "How To" suggestions and other parts of the manual. Show the promotional video and the training video. After the initial group of volunteers has been trained, subsequent new volunteers can be trained by observing a **Character Coach** in an actual classroom. This is one of the great assets of the program. Once the program is underway, potential volunteers can be invited to "shadow" an experienced coach.

*Winners Walk Tall is easy, inexpensive, effective, and fun.
Why not bring Winners Walk Tall into your school and community?*

WINNERS WALK TALL

WHAT DOES IT TAKE TO BE A CHARACTER COACH?

Welcome and thank you for volunteering to be a *Winners Walk Tall* Character Coach. It's easy! All it takes is enthusiasm, a love of children, and a desire to make a positive and lasting impact on their lives.

Character Coaches come from all walks of life - professional people, entrepreneurs, housewives, retirees, college and high school students. Our volunteers enjoy a "hands-on" approach to volunteering, working in the classroom to improve children's social and performance skills and to help them grow up to be safe and healthy.

Character Coaches eagerly anticipate each session and appreciate the satisfaction they experience after each lesson is completed. Soon after they begin presenting the program, they get a strong feeling of belonging in their classes.

Winners Walk Tall takes place during normal school hours during the school year, with time off for Christmas and spring vacations. Our Character Coaches spend less than an hour each week (including travel time) for 20-25 weeks each year.

New and prospective Character Coaches are asked to study this handbook, view the training video, and observe one or two actual classroom sessions. Then they're ready to go.

*The Winners Walk Tall program is easy. It's fun. It's satisfying.
And it makes a huge difference.*

WINNERS WALK TALL

PRESENTATION TOPICS

1. WALK TALL WITH A SMILE!
2. MAGIC WORDS—"PLEASE" AND "THANK YOU."
3. SHAKE HANDS WITH A FIRM GRIP, LOOK PEOPLE IN THE EYES, AND CALL THEM BY NAME, WITH A SMILE!
4. LEARN HOWEVER, WHENEVER, WHEREVER YOU CAN!
5. TV IS A TIME-WASTER.
6. READ, READ, READ TO SUCCEED!
7. STRIVE TO BE A WINNER.
8. LISTEN TO LEARN, LEARN TO LISTEN.
9. DON'T BE A BULLY.
10. NEVER, EVER STEAL and ALWAYS TELL THE TRUTH.
11. SET GOALS - THEN GO AFTER THEM.
12. BE HONEST WITH YOURSELF AND OTHERS
13. MANNERS MATTER.
14. CHOICES, CHOICES - MAKE THE RIGHT ONES
15. WHAT MAY I DO FOR YOU?
16. STAY FAR AWAY FROM GUNS AND KNIVES.
17. PEER PRESSURE - WATCH OUT!
18. SHOWING RESPECT BRINGS RESPECT.
19. BE THE BEST THAT YOU CAN BE.
20. DEVELOP GOOD HABITS - AVOID BAD HABITS.
21. START SAVING EARLY.
22. TAKE CARE OF YOUR REPUTATION.
23. MAKE AS MANY FRIENDS AS POSSIBLE – BUT CHOOSE THEM CAREFULLY.
24. DEVELOP TRUST - A MOST PRECIOUS QUALITY.
25. CAN "CAN'T"—TRY "TRY."
26. GREED BREEDS TROUBLE.
27. CHEATERS CHEAT THEMSELVES.
28. BE SMART - DON'T START. JUST SAY NO TO DRUGS, ALCOHOL, TOBACCO AND HUFFING.
29. BE ABOVE SWEARING.
30. STAY HEALTHY AND PHYSICALLY FIT.
31. PROTECT OUR ENVIRONMENT.
32. GOOD GRAMMAR SETS YOU APART.
33. SETTLE YOUR DIFFERENCES PEACEFULLY.
34. "I WILL" IS MORE IMPORTANT THAN "IQ."
35. COMPLIMENT - DON'T CRITICIZE.
36. DEVELOP RESPECT FOR CULTURAL DIFFERENCES.
37. LEARN TO ENJOY THE ARTS.
38. "O" STANDS FOR OPPORTUNITY.
39. DEVELOP GOOD STUDY HABITS.
40. DO IT NOW OR WRITE IT DOWN.
41. "YOUR ADVICE, PLEASE."
42. LEARN TO FORGIVE.
43. PLAY BY THE RULES.
44. HARD WORK IS WORTH IT.
45. MAKE GOOD USE OF YOUR FREE TIME.
46. WHEN IN DOUBT, TRY COMMON SENSE.
47. DON'T MAKE EXCUSES.
48. HAVE A WINNING ATTITUDE.
49. DO WHAT YOU KNOW IS RIGHT.
50. COUNT YOUR BLESSINGS.
51. I WISH I HADN'T DONE THAT - THINK FIRST.
52. SMILE! SMILE! SMILE!

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SAMPLE TEACHER QUESTIONNAIRES

Following are copies of teacher questionnaires that were completed at the end of the 2005-2006 school year.