

Project Discovery 2024



Prospectus



All children deserve a chance

Changing the world...
one life at a time



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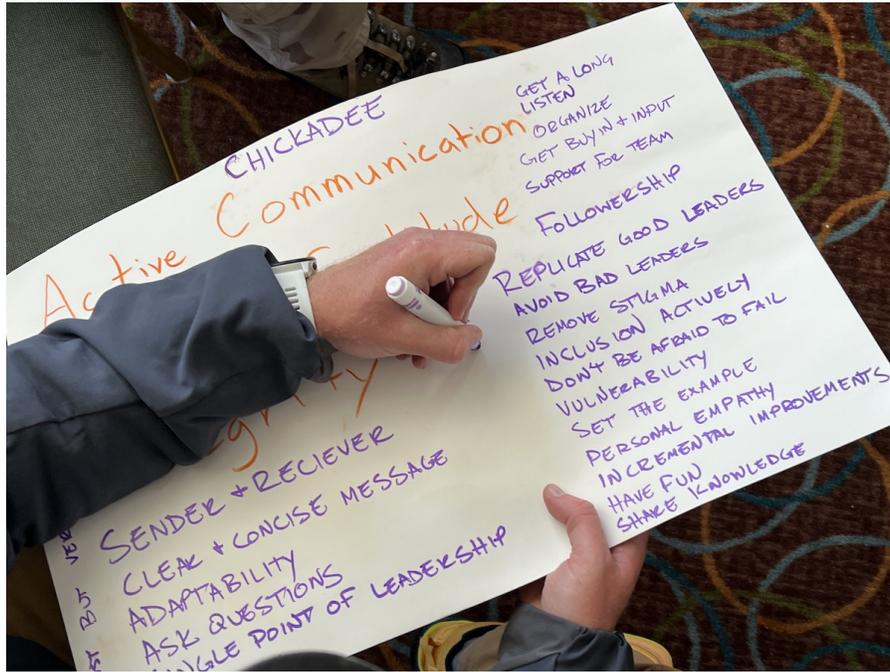
Creating Community Resilience Through Youth Empowerment: Promoting Healthy Attitudes, Behaviors and Cognitions



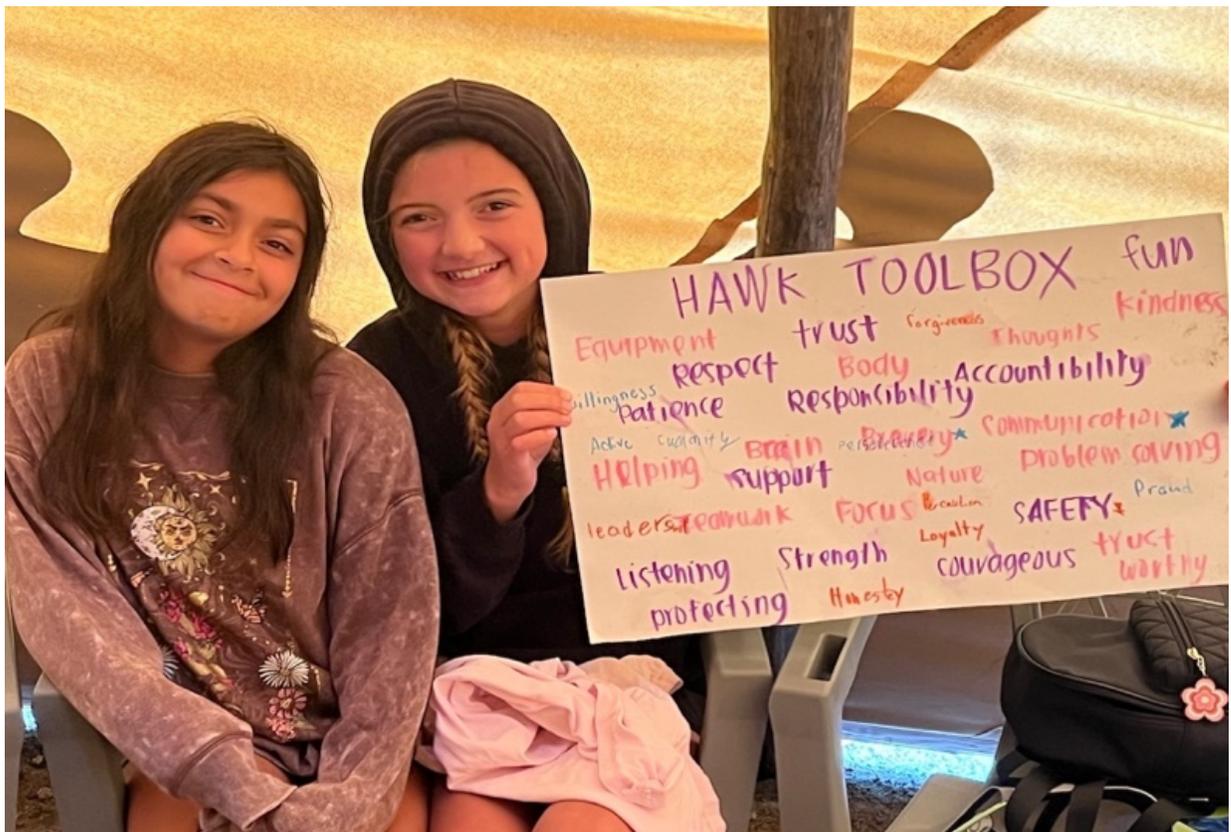
Introduction

Project Discovery is a Truckee Meadows-based 501 (c) 3 non-profit that provides leadership empowerment programs for the youth of Northern Nevada. Our mission is to provide experiential Leadership and Youth Empowerment programs to low income and underserved individuals and communities and all else who can benefit from them. Using experiential modalities, students in our programs simply learn by doing. By carefully designing and implementing a three-phase process, students are challenged to discover approaches to challenges that lead them to success. Every activity is followed by a debrief of the event in order to further discover and analyze which Attitudes, Behaviors and Cognitions (A, B & C's) lead them to effectively solve a given challenge. It's not the easy button... its hard work. Of course, this is only half the equation.

We have found that it is also vitally important to fully understand what A, B & C's were more of an impediment to teamwork and effectively solving the problem. In this way individuals and their team learn to identify which A, B & C's are worth highlighting and keeping and which should be extinguished.



A historical document is kept highlighting the A, B & C's that help push team members and the team at large toward more effective performance. This living document becomes the group's "ABC Toolbox" and grows over the course of the program to become a guiding light illuminating what Attitudes, Behaviors and Cognitions are effective and which ones may be dysfunctional.



Project Discovery brings children and adults outdoors in a healthy and fun environment where they leave their electronics behind and connect with one another in ways that promote friendship, fear management, self-confidence, social skill-building, problem-solving, anger management and most importantly, learning, laughing and living in a way that helps them continue to grow into the best version of themselves.



Project Discovery is a multifaceted program serving a myriad of populations across Northern Nevada. We work with Sky Tavern to provide Sky Tavern Hockey when winter conditions permit, operate a ski program for underserved behaviorally challenged high school students with our partners at Palisades Tahoe, host one of the nation's largest low and high ropes challenge courses and programs, deliver nine weeks of High Adventure and Arts Camps as well as provide on-site High Adventure Programs for nearby school districts, small

businesses, government and corporations. We are extremely proud of the fact that we have never let money stand in the way of a child's involvement.



We serve nearly every market niche from the Girl Scouts to the US Military and everyone in between. We can count among our clients: the United States Armed Forces, local police, fire and other first responders, Fortune 500 Companies like Wells-Fargo, Merrill-Lynch and Tesla and government entities like the Bureau of Land Management, the US Forest Service and indigenous Tribal Nations. However important these may be, our mission focus is on the other end of the spectrum where we work with other non-profits such as Forever 14, Black Wall Street, The Boy and Girls Club Of Northern Nevada and public schools. We actively target socio-economically disadvantaged youth and those with a variety of challenges such as children in foster care, treatment programs, victims of rape and abuse, court-ordered youth programs, probation, homeless programs, potential suicide victims as well as drug and alcohol prevention programs. We work with schools from around the state and California helping young people develop more positive Attitudes, Behaviors and Cognitions every day and in every way.

Standing behind Project Discovery's 25 years of community service and all the good work we do is a dedicated staff and our founder, Dr. Michael Selby. With over forty years of professional experience working therapeutically with children, Selby is directly involved in every aspect of Project Discovery and treasures the time in programming working with young people versus pushing paper or on the laptop in the office.

When asked about Project Discovery's guiding premise Selby responded "most of the work we do all goes back to the words of a three-year-old daughter of an Olympian who came up and asked me out of the blue on the North Shore of Lake Tahoe "Hey Mister, what's on the other side of fear?" When I said I didn't know, the little girl responded "Freedom" and ambled back to her Dad. That moment crystalized so much of what we do in so many ways that it become what was inscribed on the bronze plaque dedicating our 25th season."



In order to expand and grow our program so that we can provide more programming for the children in our community we need your help. As you already know, It really does take a village to raise a child.

We hope you will help us continue to provide life changing therapeutic programs to the children that need our help. Your support and generous donations will make all the difference in the world to the children who need it most.

For more information on Project Discovery and all that we do please check us out at:

www.projectdiscovery.com
or call us at: (775) 849-3393







You cannot solve a problem with the same mindset that created it.
-Albert Einstein



Every day children at Project Discovery realize simply that they matter, that they make a difference.