



HANDSHAKE AMERICA

est. 2011

GRIT - LEADERSHIP - TEAM

84% of organizations expect
a shortfall of leaders in the next five years.

At Handshake America, we are equipping and empowering a new generation of leaders.

*We help student-athletes develop a mental framework for success in life, and coach them on the fundamentals to achieve it...which includes a **proper handshake**.*

WHO WE ARE



GRIT - LEADERSHIP - TEAM



— OUR MISSION —

Coach gritty student-athletes for success in life.

– OUR VISION –

A national team positively influencing the people around them.



– OUR PROGRAM, BY THE NUMBERS –

- 12** Years of Coaching Student-Athletes for Success in Life
- 4** Program Regions (*Central Ohio, Metro Atlanta, Western North Carolina*)
**Charlotte launching in 2024*
- 33%** Acceptance Rate, of over 1,600 applicants
- 534** Student-Athletes Selected
- 168** Volunteer Coaches
- 96%** Program Completion Rate
- \$548k** Awarded in Postsecondary Scholarships
- 82** Net Promoter Score (NPS)*



Western NC | 2022 Annual Assembly



Metro Atlanta | 2022 Annual Assembly



Central Ohio | 2023 Kick Off



*NPS: The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Above 20 is favorable. Above 50 is excellent. **Above 80 is world class.** - Qualitrics

– OUR STUDENT-ATHLETES –

To date, **534 student-athletes have been selected** for the Handshake America Program across four regions



- Coachable and gritty high school juniors
- Not necessarily the best athlete or highest GPA
- Desire to pursue post-secondary education
- Diverse ... we select one male and one female per school



Applications are reviewed and selected by an independent Selection Committee



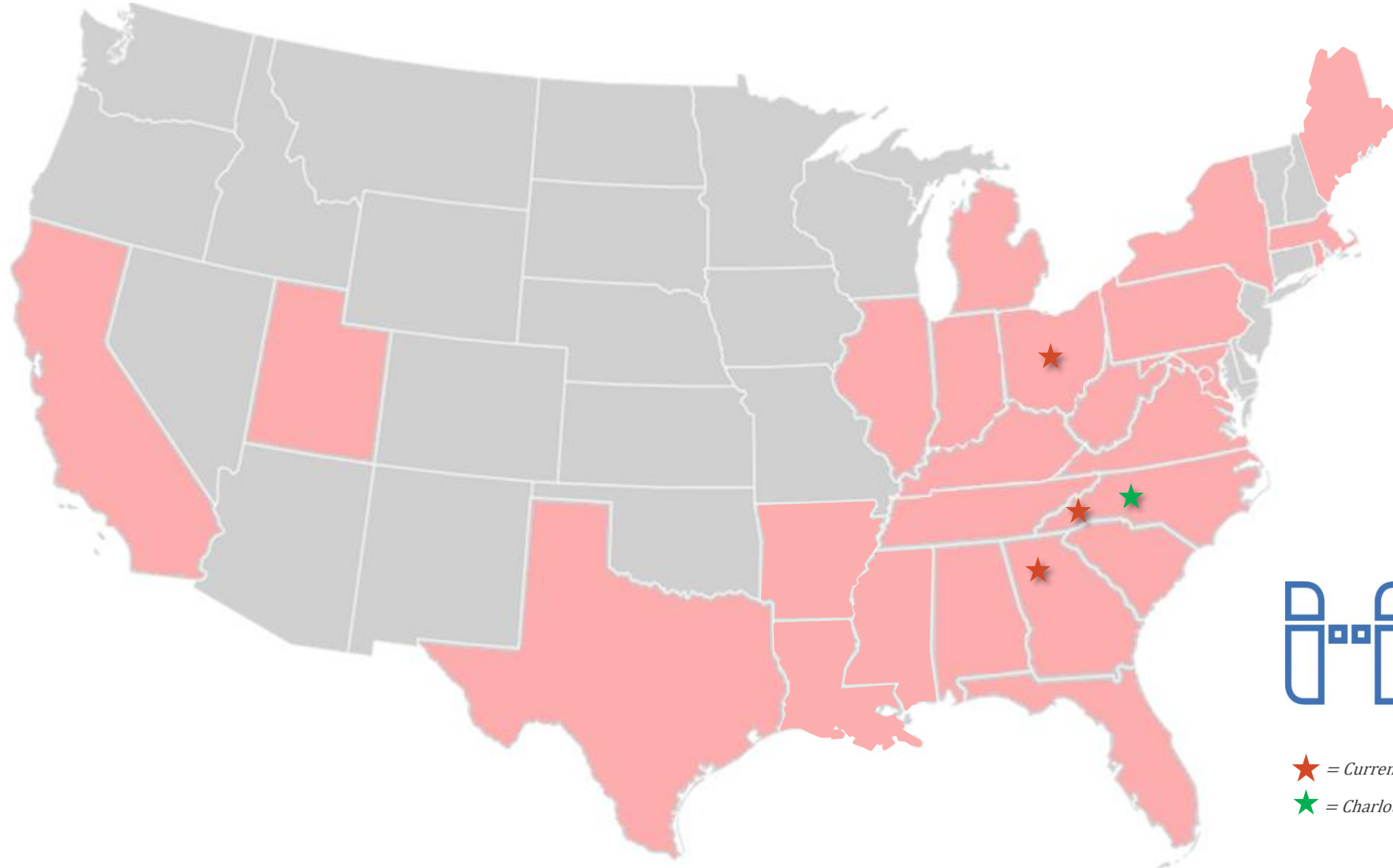
– OUR VOLUNTEER COACHES –

- Successful and respected people in the community
- Contribute a minimum of \$1,000 for student-athlete scholarships
- Appreciate the lessons learned from athletics
- Good Teammates!

Background Checks are performed on all Handshake America Coaches each year

– OUR ALUMNI, WHERE ARE THEY NOW? –

Have Enrolled in 126 Colleges in 25 States



- ★ = Current Handshake America Region Location
- ★ = Charlotte, NC Launched in Jan 2024



— OUR NATIONAL BOARD —



Doug Probst* (GA/NC)
Founder & Chairman of Handshake,
Retired CFO, DSW Inc.



Chris Lanning (OH)
Vice Chairman of Handshake, President
& CEO of Country Visions, Inc.



Barry Esposito* (OH)
GM & EVP, Covia Corp



Beth Murphy* (OH)
SVP, General Counsel, Assistant Secretary,
Grange Insurance



Lauren Morr (OH)
SVP, Digital Engineering,
Abercrombie & Fitch Co.



Cam Murphy* (OH)
Area Vice President, Gallagher



David Probst* (OH)
EVP, Conterra Ag Capital



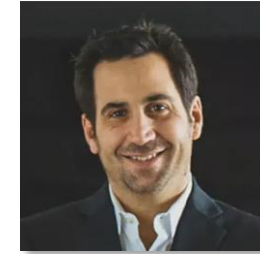
Ron Ransom* (OH)
CEO, American Endowment Foundation



Ronnie Robinson* (OH)
Chief Supply Chain Officer, Designer Brands



Julie Roy (OH)
CMO, Designer Brands (DSW)



Andrew Summerfield (OH)
President & Creative Director, Summerfield



Jared Weston (OH)
President, Handshake America



* Handshake America Coach experience

HOW TO GET IN THE GAME



GRIT – LEADERSHIP – TEAM

– CORPORATE ENGAGEMENT –

Your partnership helps fuel the holistic development of these young leaders and is an investment in the future of your community. Below are a few of our existing Corporate Teammates, along with opportunities for engagement.

- Host a Handshake America Team Session or Event at your office
- Become a Handshake America Coach
- Handshake America “Locker Room” Partner
- Financial Teammate, Enabling Expanded Reach & Impact



Abercrombie & Fitch



Deloitte.



SUMMERFIELD

Brand
Strategy
Design



– HOST A TEAM SESSION or EVENT –

Our Teams, (*3 coaches and 6 student-athletes*) meet at various businesses throughout the year to work through our 5 Practices of Success curriculum. Typically hosted at our coaches' offices, these Team Sessions may also take place at other corporate locations, enhancing their overall program experience by introducing them to various office settings.

- **Hosting a Team Session enables you to:**

- Actively support the development of emerging leaders in your community
- Introduce our student-athletes (and coaches) to your office environment
- Share information about your role, organization, and internship/career opportunities with our student-athletes



We also host three annual events that bring student-athletes, alumni, coaches, school partners, and other teammates together.

- **Annual Assembly:** “Graduation-like” event (*January*).
- **Kickoff:** “Orientation” for incoming student-athletes (*January/February*).
- **Huddle:** Social event uniting our regional teammates (*alumni, student-athletes, coaches, corporate partners, & other program supporters*) (*June/July*).

- **Hosting an Annual Event enables you to:**

- Partner in the celebration of our student-athletes, alumni, coaches, and other teammates
- Showcase your corporate event space
- Receive corporate recognition in all event marketing & communications



– BECOME A HANDSHAKE AMERICA COACH –

WHO ARE WE LOOKING FOR?

- Successful and respected professionals
- Charitable individuals with a desire to meaningfully give back
- Those who appreciate the life lessons learned from athletics
- Good Teammates!

WHAT ARE THE EXPECTATIONS?

- One-Year Commitment (Jan – Dec)
- Eight (1.5 hrs.) Team Sessions
- Raise or Donate at least \$1,000
- Take an active interest in your student-athletes



“None of us got to where we are by ourselves and none of us will get to where we are going by ourselves, we all need help, and this is an organization that’s committed to doing that.”

Devray Kirkland
2023 Central Ohio Coach
Chief Diversity Officer @ Cardinal Health

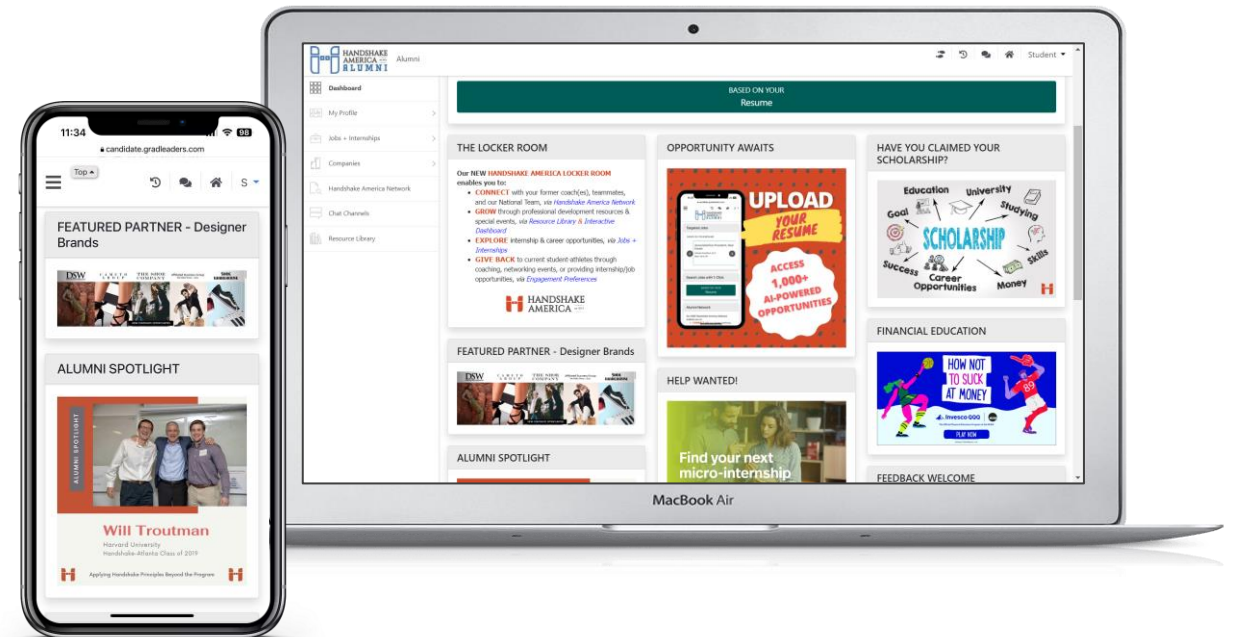


– NEW! HANDSHAKE AMERICA “*LOCKER ROOM*” –

Our innovative digital *Locker Room* unites our National Team of student-athletes, alumni, coaches, and corporate teammates, enabling us to provide ongoing connectivity, support, and professional development resources for our emerging leaders.

- ***Locker Room Partnership includes:***

- Company recognition on student-athlete and alumni dashboards,
- Ability to post internship/co-op/career opportunities to our exclusive network of student-athletes and alumni
- Access to our digital resume database of current student-athletes and alumni
- Inclusion in Professional Development Series
- Opportunity to provide content for Professional Development Resource Library





HANDSHAKE AMERICA

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GRIT – LEADERSHIP – TEAM

CONTACT

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APPENDIX



GRIT – LEADERSHIP – TEAM

Where We've Been

Since 2011, Handshake America has been **developing tomorrow's leaders by coaching them to embody our Five Practices of Success** — Perseverance, Passion, Positivity, People, and Presence — inspired by John Wooden's "Pyramid of Success."

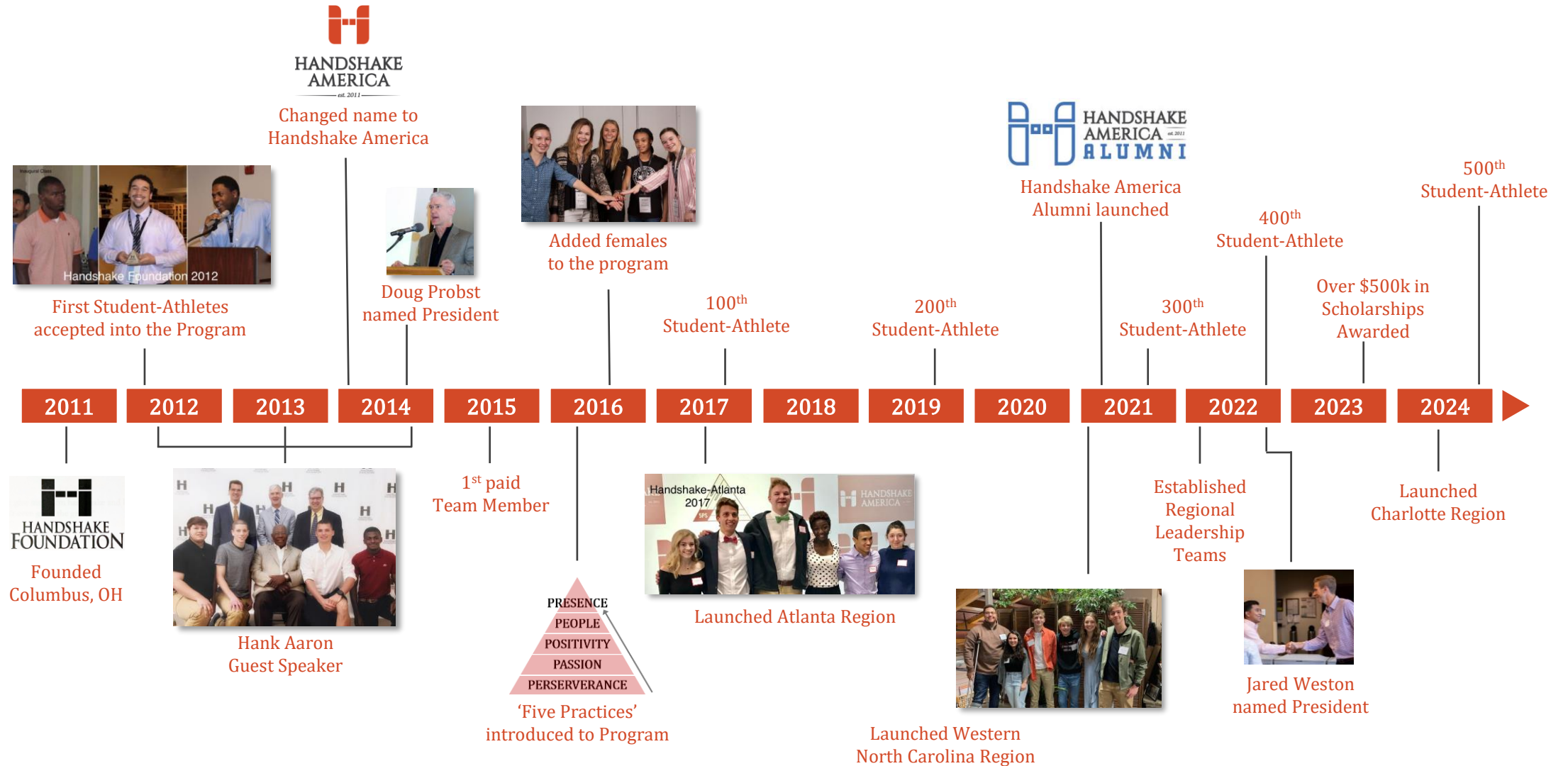
Our focused, yearlong program uses a team-based approach that enables meaningful coaching and provides postsecondary scholarships for high school student-athletes.

With a guiding hand, we help gritty, coachable young men and women from diverse backgrounds learn the elements and definition of "success" while leveraging the experiences and grit they gained through athletics. Even though they all come from diverse families, schools, and socioeconomic conditions, they all share common virtues. By connecting them with successful professionals, we break down walls between people and generations, show them that success is attainable, and reveal how the lessons from the playing field can be translated to success in all aspects of life.

To date, we have awarded more than \$560,000 in postsecondary scholarships to over 450 gritty and coachable student-athletes in Ohio, Georgia, and North Carolina, who have gone on to enroll in 125 colleges in 26 states.



- TIMELINE / MILESTONES -



— OUR FIVE PRACTICES OF SUCCESS —

“Success is peace of mind that is the direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.”

— John Wooden



[Inspired by John Wooden's "Pyramid of Success"]



– OUR YEAR-LONG PROGRAM –



- Schedule for the calendar year:

Session #1: **Kick-Off** (*w/ families*)

Session #2: **Team**

Session #3: **Perseverance**

Session #4: **Passion**

'The Huddle' (*Alumni Event*)

Session #5: **Positivity**

Session #6: **People**

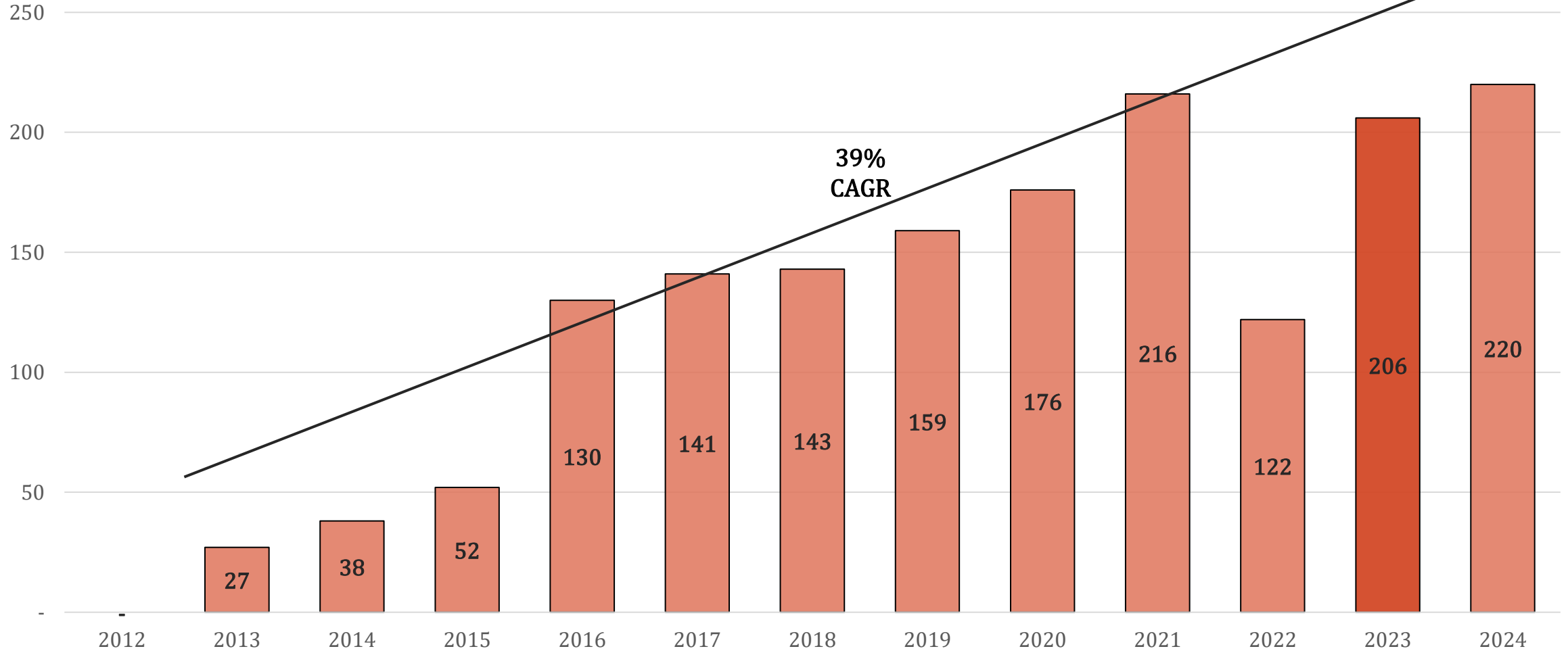
Session #7: **Presence**

Session #8: **Annual Assembly** (*w/ families*)

- Teams consist of 6 Student-Athletes and 3 Coaches
- Sessions occasionally include guest speakers and breakout activities
- Held at various businesses and public locations
- \$1,000 (min.) postsecondary scholarships are awarded to student-athletes following program completion. **Over \$545,000 has been awarded!**

— STUDENT-ATHLETE APPLICATIONS —

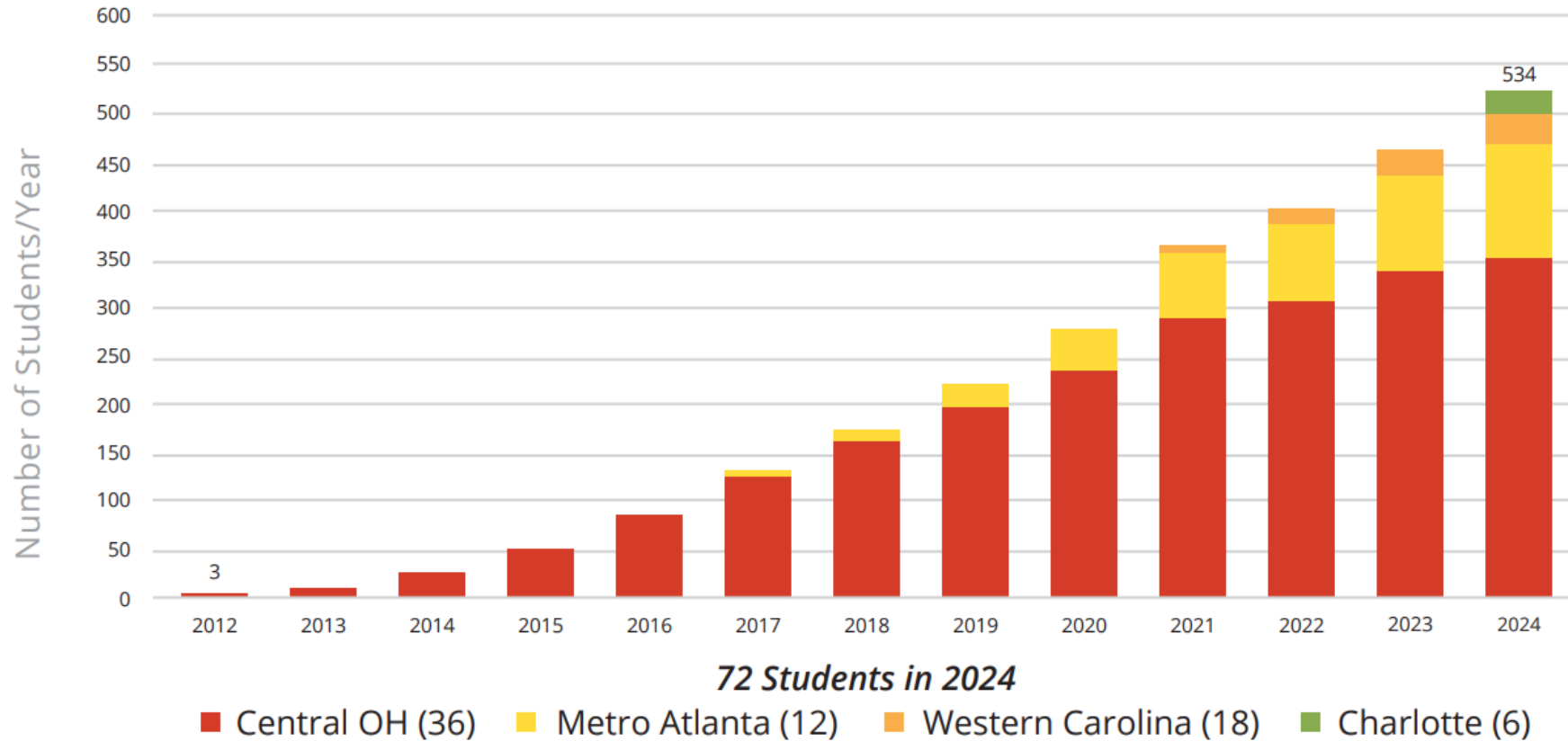
Student-Athlete Applications per Year



Application deadline is mid-November prior to each program year



— TOTAL STUDENT-ATHLETES SELECTED —



“Thanks to the Handshake America program I’ve been given a mindset that’s taught me I can conquer any goal regardless of an obstacle.”

– Jodie Smith, Metro Atlanta Class of 2018



Where We're Going

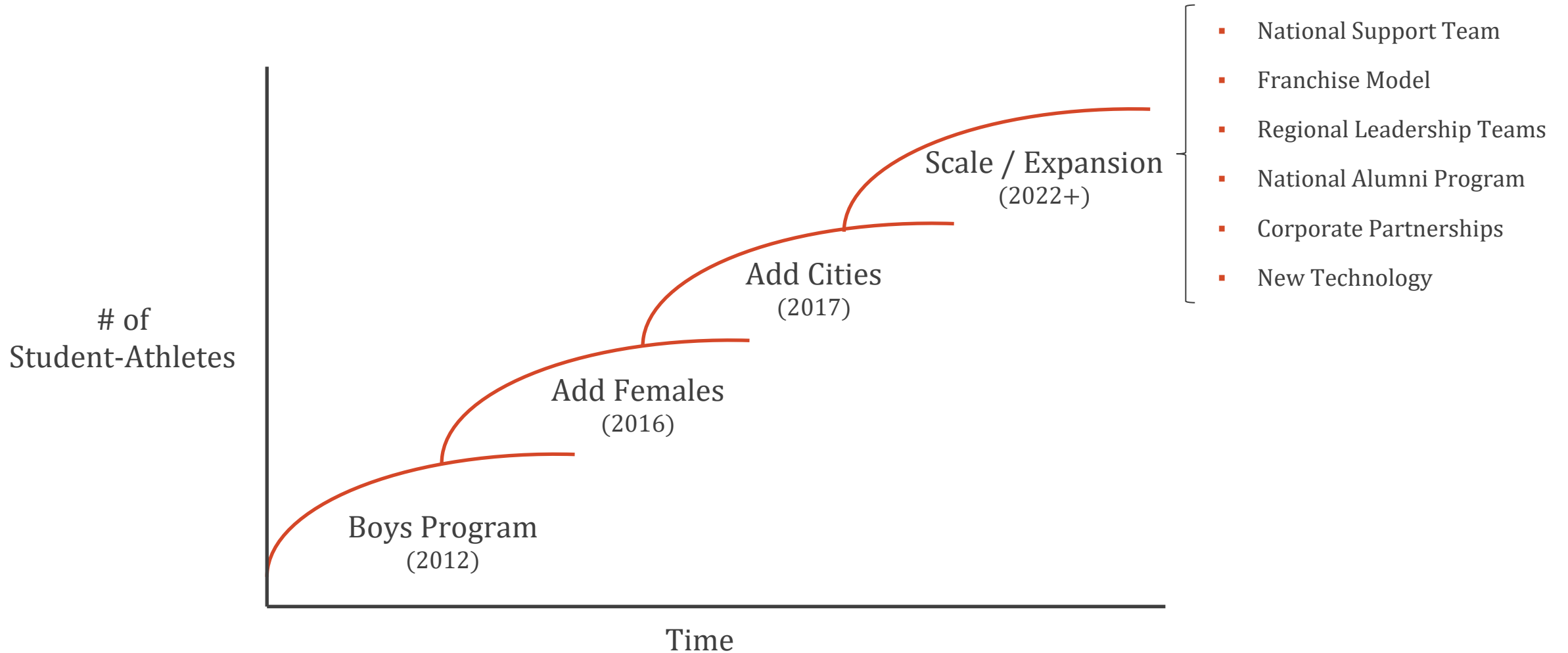
Handshake America is putting life lessons to work to make a positive impact wherever our student-athletes go, creating a **national team** that influences culture and unites the people around them.

We currently have **student-athlete alumni in 26 states** where they are positively influencing and leading others. Person by person and handshake by handshake, we are strengthening our country's spirit, culture, and future.

Our goal is to be in **20+ markets by 2030**.



– FOUR HORIZONS OF GROWTH –



How We're Going to Get There

We've refined our program over the years and believe we're ready to scale with **four strategies ...**

Infrastructure

We've prudently operated the organization with volunteers, one paid associate, and maintained a single-digit Administrative Expense %. We'll use the same discipline as we build a team to effectively support the volunteers in our current regions, launch new regions, and execute our strategies.

Alumni

Provide resources to support our Alumni as they enter the "real world" and progress through their personal and professional lives (e.g. networking, basic financial management, mentorship) and remain engaged members of our national team — hopefully as Handshake America Coaches!

Programming

Develop processes and resources to consistently communicate, inspire, and equip our student-athletes, coaches, high schools, partners, and volunteers to be effective constituents of our Mission and Vision.

Partnerships

Identify the most uniquely qualified organizations that are aligned with our Vision to create long-term, mutually beneficial partnerships that also enable the Program's growth and positively impact the communities we serve.

Let's make a lasting impact together!

