

FALL 2015

# TURN 2

FALL 2015



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# LETTER from the FOUNDER

Dear Friends,

In August, I had the opportunity to visit Siena College, where a group of remarkable high school students from New York City and Kalamazoo held their Jeter's Leaders Social Change Project. It was an incredible and inspiring week, and at its culminating event, I was asked what the experience meant to me. Having had a chance to reflect further, I can tell you it was a validation of the hard work we have done together for nearly two decades.

When my father and I established the Turn 2 Foundation nearly 20 years ago, we envisioned an organization that would promote the values that are important to my family, while helping young people turn away from drugs and alcohol and instead live healthy lifestyles. Along the way, it has grown into so much more.

Our programs are making a positive difference in the lives of children in New York, Kalamazoo and Tampa, fostering academic achievement, positive behavior and community service. The Jeter's Leaders, in particular, continue to raise the bar for their peers across the country. They are leaders, mentors and role models. They are agents of social change who are challenging society's notion of what young people are capable of, and we all are better off because of that.

This year, we continue our tradition of honoring our graduating Jeter's Leaders at our Turn 2 Foundation Annual Dinner. I am excited to see so many long-time friends and supporters, but even more, I am excited for you to meet these extraordinary young men and women.

I am also grateful for the opportunity to honor our 2015 MVP, Casey Close, partner at Excel Sports Management. Throughout my career, Casey has been an advisor, an ally, an advocate and a friend – not only to me, personally, but to Turn 2 as well. His commitment to my family's vision has been critical to building the Foundation that exists today.

I'd like to thank a number of people for helping make this such a special evening. I want to start by saying thank you to our dinner's sponsor, Morgan Stanley, for making this evening a reality. A big thank you to Hoda Kotb for emceeding this year's event. Thank you to Michael Strahan and the panel of athletes joining us this evening for sharing an intimate discussion that I think showcases what makes The Player's Tribune such an exciting and interesting venture. So many of my fellow athletes, celebrities and particularly former teammates have been so supportive over the years and it means a lot that you take time out of your busy schedules to be here again. Finally, I want to thank my sister, Sharlee, and her staff, whose hard work and dedication continue to elevate this organization to heights I never imagined possible.

As we approach our 20th anniversary, I hope we can count on your continued support and friendship. Together, we will leave a legacy we can all be proud of.

Sincerely,

Derek Jeter

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# LETTER from the PRESIDENT



Dear Friends,

This year marks the end of the second decade of the Turn 2 Foundation and its mission to help young people reach their full potential. As we approach our 20th anniversary, what is most remarkable to me is that our pursuit of this goal remains as exciting as it was the day it began.

After all these years, 2015 was a year of firsts. In March, Las Vegas became home for the first time to the Derek Jeter Celebrity Invitational when we partnered with ICON International and JP Sports & Entertainment. The spectacular four-day golf event, attended by the biggest names in sports and entertainment and sponsored by Turner Broadcasting Ad Sales, Aria Resort & Casino and Jordan Brand, contributed more than \$1 million to the Turn 2 Foundation, which will further our ability to serve children in New York, West Michigan and Tampa, Florida.

This spring, we announced a partnership with STOPit, an app designed to empower students to put an end to cyberbullying. This partnership will have a tremendous impact across our programs, and particularly for our Jeter's Leaders, who have spoken out against this important issue for years. The leaders will play a critical role as ambassadors against bullying in their schools.

In June, Derek surprised more than 100 children at the annual Turn 2 Baseball Clinic in Tampa. The Foundation has hosted these free four-day clinics for the past 16 years, and with slightly more free time this summer than in years past, he was able to make his first appearance. The kids were thrilled, but no one was happier than Derek, who was reminded again of why he started this organization all those years ago.

Not everything that has happened this year was a first, however. Long-running programs and events continued to make their mark on communities across the country. Most recently, in August, we traveled to Albany and Siena College for a week-long service project that you will read about later in this magazine.

The passion our staff, program participants, partners and friends pour into this organization every day is truly inspiring. There are so many examples of the wonderful things you all are doing that I couldn't hope to touch on every one of them in this letter. But we have shared many of these stories in the pages that follow, and I hope you will take the time to read them. I think you will come away as confident as I am that now, nearly 20 years after Derek founded this organization, the Turn 2 Foundation has never been in a better position.

We have so many spectacular opportunities ahead of us. I thank you for helping us reach this point and look forward to continuing this journey together.

Sincerely,

Sharlee Jeter



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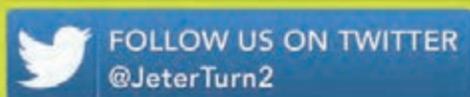
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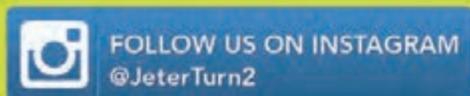
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- Derek Jeter Siena College Scholarship
- Jackie Robinson Recreation Center After School Program
- Jeter's Leaders Program
- \* New York City Baseball Clinic
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- Turn 2 Us Program
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- Proud 2 Be Me – Lake Street Boys & Girls Club
- United Negro College Fund/Sharlee Jeter Scholarship

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**ON THE COVER:** Derek Jeter enjoys a day at the 2015 Jeter's Leaders Social Change Project

Photo by Bruce Gilbert

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# Turn 2 Honors Casey Close with 2015 MVP Award

*In Recognition of Two Decades of Unwavering Support and for Being a Positive Role Model for Today's Youth*

**W**hen Casey Close met with Derek Jeter and his parents at their Kalamazoo, Michigan home in 1993, it marked the beginning of a decades-long relationship that would prove instrumental not only to the career of the future Yankee Captain, but also to the growth and success of the foundation he would establish.

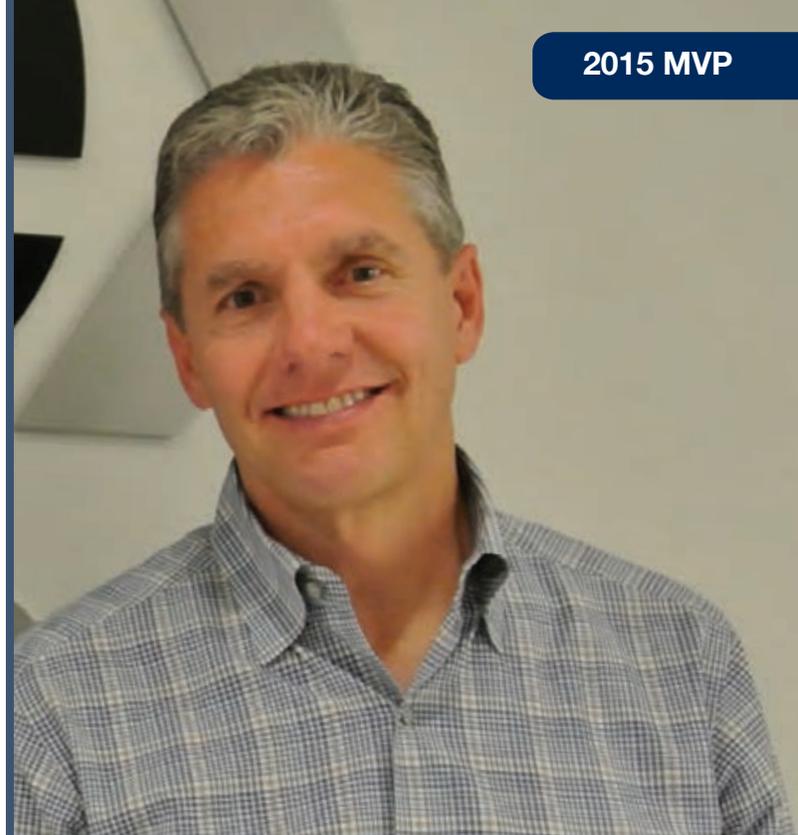
As head of baseball for the New York-based sports management and marketing agency Excel Sports Management – a division he started for the company in 2011 – Close is among the most highly regarded professionals in his industry, representing many of the top athletes in Major League Baseball. In 2014, he negotiated more than \$700 million in contracts for his players: a remarkable feat for one offseason and the largest total in baseball history.

Close's dedication and business savvy have done more than win his athletes record contracts. Throughout his career, he has used his talents to advance the causes that are most important to them, as well.

Having worked closely with the Jeter family for more than 20 years, Close has been intimately involved with the Turn 2 Foundation since its inception in 1996. He has played and continues to play a critical role in communicating Turn 2's message to corporate partners across America, forging new relationships and ensuring Jeter's business ventures align with and support the Foundation.

Close and his team at Excel also take a hands-on approach in directly supporting Turn 2's programs and its mission. Excel has been a strong partner of the Jeter's Leaders Internship Initiative, hosting Jeter's Leaders interns for the past three years. The Internship Initiative is a key component of the Jeter's Leaders program intended to build the leadership skills of its participants and open their eyes to new career possibilities.

***Close's dedication and business savvy have done more than win his athletes record contracts. Throughout his career, he has used his talents to advance the causes that are most important to them, as well.***



"Casey Close walked into Excel every day with a smile on his face, ecstatic to work," said Keila Calix, a member of the New York Jeter's Leaders who interned at Excel in the summer of 2015. "Excel was a place where I felt welcomed by everyone and motivated by the passion and consistency of every individual I met, and I am grateful to Casey for the experience."

Elmer Chavez, a member of the New York Jeter's Leaders who interned at Excel in 2014, added that "Being in the presence of Casey was inspiring in itself; his work ethic and passion for sports are impeccable. After interning at Excel, I can honestly say this company will always be the foundation of my professional career."

Close is a graduate of the University of Michigan, where he played for the Michigan Wolverines baseball team and was selected as the *Baseball America* National Player of the Year. In 2011, he was named as one of the inductees into the University of Michigan Athletic Hall of Honor. Previously, he served as a sports agent at IMG and at Creative Artists Agency.

The Turn 2 Foundation is proud to honor Casey Close with its 2015 MVP Award in recognition of his friendship, loyalty and unwavering commitment to not only furthering the Turn 2 Foundation's mission, but also living it as a leader in his community.

In light of his remarkable professional achievements and through his devotion to community service, Casey Close is a true role model and an inspiration to young people across the country.

# HODA KOTB

CO-HOST, FOURTH HOUR OF "TODAY" AND  
CORRESPONDENT, "DATELINE"

Hoda Kotb is the co-host of the fourth hour of NBC News' "Today" alongside Kathie Lee Gifford. Since the duo teamed up in 2008, the Gifford-Kotb hour has been hailed as "appointment television" by *Entertainment Weekly*, "uproarious and irresistible" by *People*, and "Today's happy hour" by *USA Today*.

Since joining NBC in 1998, Kotb has served as a correspondent for "Dateline." She has covered a wide variety of domestic and international stories across all NBC News platforms as well as numerous human-interest stories and features. She covered the aftermath and one-year anniversary of Hurricane Katrina, a story personal to Kotb who lived in New Orleans for six years. Additionally, she has reported on the war in Iraq, the conflict in the West Bank and Gaza, and the War on Terror in Afghanistan. Kotb was a part of the network's extensive coverage of the 2012 Summer Olympics in London. She also served as host of the weekly syndicated series "Your Total Health," from 2004 to 2008.

A *New York Times* bestselling author, Kotb has written two books, *Hoda: How I Survived War Zones, Bad Hair, Cancer and Kathie Lee* and *Ten Years Later: Six People Who Faced Adversity and Transformed Their Lives*. Her third book, *Where They Belong*, will be released January 2016. Hoda is a seven-year breast cancer survivor and is involved in several initiatives to raise awareness about the disease.

In 2015, Kotb was honored with a Gracie Award for Outstanding Host in News/Non-fiction and a Webby Award for her 'Truly Brave' music video, shining a light on pediatric cancer. Kotb received additional Gracie Awards in 2008 and 2003, the Alfred I. duPont -Columbia University award in 2008, a Peabody Award in 2006 for her "Dateline" report, "The Education of Ms. Groves" and a 2002 Edward R. Murrow Award. In 2010, 2011 and 2012, Kotb was awarded Daytime Emmys as part of "Today's" recognition as the best morning news program.

Prior to joining NBC News, Kotb worked at WWL-TV, the CBS affiliate in New Orleans, from 1992 to 1998 as an anchor and reporter for the 10 p.m. news broadcast. From 1989 to 1991, she was a weekend anchor and reporter for WINK-TV in Fort Myers, Florida.

Kotb graduated from Virginia Tech University with a Bachelor of Arts in broadcast journalism. She resides in New York City. Kotb is on Twitter and Instagram @HodaKotb.





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# TURN 2 FOUNDATION, INC. STAFF UPDATES



## WELCOME



### Alyssa Moon, Kalamazoo Jeter's Leaders Program Coordinator

Alyssa Moon joined the Turn 2 Foundation in March 2015 as program coordinator for the Kalamazoo Jeter's Leaders program. In this capacity, Alyssa works with Jeter's Leaders to assess their needs while promoting academic achievement, healthy behaviors and creating social change. Additionally, she helps her students prepare for the next stage in their lives through career exploration, college readiness and working to develop their leadership skills.

Prior to Turn 2, Alyssa taught high school English for eight years. During that time, she also served as a class advisor and co-wrote a social justice and diversity curriculum rooted in community culture. Her dedication to her students extended beyond the classroom, where she served as a coach and sports announcer, started a talent show, and planned a variety of after-school activities including fundraisers, pep rallies and an academic awards program.

Born and raised in Lowell, Michigan, Alyssa earned her master's degree in online education and athletic leadership from Michigan State University, and her bachelor's degree in English education and physical education from Western Michigan University. Alyssa enjoys traveling, reading, cooking and cycling. She lives in Kalamazoo with her husband and stepdaughter.



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# 2015 JETER'S LEADERS GRADUATES

## NEW YORK

### AARON STRAKER



Born and raised in Brooklyn, New York, Aaron Straker graduated from Christ the King Regional High School and will be attending Alabama State University to study business marketing. His dream careers include playing Major League Baseball, becoming a sports manager, or managing an advertising firm.

Aaron participated in the Brooklyn Chapter of Jack and Jill of America Incorporated, played junior varsity and varsity baseball throughout high school, and plans to play college baseball. Through the Jeter's Leaders Program, he has gained confidence, leadership skills, and long-lasting connections.

Aaron credits the program for helping him become a better public speaker and problem-solver, and says he has become inspired to start his own foundation one day and give others the same opportunities the Jeter's Leaders program has given him. One of his most memorable experiences was participating in the Kalamazoo Service Project, and helping to rebuild a multi-purpose field for children after Hurricane Katrina as part of the Jeter's Leaders Leadership Conference in New Orleans.

For Aaron, leadership is about positivity. "The Jeter's Leaders Program has helped to develop the leader within me," he explains. "It supports young people by building on their strengths and developing their leadership abilities."

### CHYLA PEDROSO



Chyla Pedroso is a graduate of Theatre Arts Production Company High School in the Bronx, where she was born and raised. She aspires to become a teacher or psychologist, and will be attending Kennesaw State University in the fall to study psychology.

Chyla's professional life goal is to one day begin her own leadership program for middle and high school students, with a tutoring component for all ages.

Before joining Jeter's Leaders, public speaking had always been a challenge for Chyla. Through the program, she gained the communications skills necessary to tackle this fear and as she says, "break out of [her] shell." She explains, "I am now able to voice my opinion without feeling scared or nervous. Communication skills are crucially important, and to me the most important skill to achieve in life."

Last year, Chyla emceed the Jeter's Leaders End of Year Banquet and received an award for Most Improved Player. At this year's banquet, she was named MVP. "Hearing younger leaders tell me they want to win those awards like me, and alumni congratulating my growth as a person made me feel that I have reached success in the program," she says.

With increased confidence, self-motivation, and independence, Chyla hopes to travel the world. When asked what leadership means to her, she answered in one word: "vision."

### DIANNE REID



Dianne Reid is a graduate of Frederick Douglass Academy in Manhattan, where she graduated fifth in a class of 237 students. She will be attending City College of New York to pursue her love of mathematics, and hopes to become a mechanical engineer, computer scientist or IT specialist.

Dianne states that her dream is to be happy in her future career while helping to make the world a better place. She also hopes to pass her passion for math along to others.

Jeter's Leaders has been instrumental in helping Dianne prepare for college and the workforce. She has gained valuable interviewing skills, learned how to write a resume, and has had the opportunity to practice oral presentations and effective communication. She also states that the program has given her self-confidence and the courage to make her ideas known.

For Dianne, leadership is about authenticity. One of her life goals is to remain confident in herself and her dreams and to not be afraid to achieve them. "Thank you to the Turn 2 Foundation and Jeter's Leaders for teaching me that leadership is not about always being in the front, but rather being able to positively influence a person's life in any way possible," she says.

### JESUS LOPEZ



Jesus Lopez attended Curtis High School in his hometown of Staten Island, New York, and will be attending Siena College to explore the field of engineering. His career goal is to be a US Navy officer, an engineer or an accountant.

Jesus prides himself on achieving four years of perfect attendance throughout high school, and also receiving the President's Award for earning a 90% average or higher grade level each semester. In college, he plans to participate in the Navy Reserve Officer Training Corps and join a club committed to helping the environment or community.

The Jeter's Leaders holiday events were a favorite for Jesus, and resonated with him because "seeing the joy that the Foundation brought to young people was truly extraordinary."

Through his internship and the workshops he attended as part of the program, Jesus feels he gained a better understanding of how the workforce operates. He found the group talks and one-on-one conversations with program staff to be valuable in teaching him to voice his opinions, and he knows he will be taking that courage along with him in the next phase of his life.

"It takes courage to be able to voice one's opinion and stand up to adversity when no one else can," he explains. "That is what a leader is."

## GLORIA ROSARIO



A graduate of University Heights High School in the Bronx, New York, Gloria Rosario will be attending Siena College to study business management and pursue her dream of becoming an executive in the hospitality industry. She hopes to one day manage or own a chain of hotels, resorts or restaurants.

In high school, Gloria served as president of the student body, and she plans to continue her involvement in student council at Siena College. She is also interested in joining an activity planning committee as well as the Community Service Association.

Through her involvement with the Jeter's Leaders Program, Gloria has gained tremendous courage both personally and professionally, and she credits the program for encouraging her to step outside her comfort zone. Through the program's partnership with Summer Discovery, Gloria had the opportunity to study at UCLA. While she admits that it was not an easy transition, Gloria feels proud to have taken the leap and to have built friendships with people all over the world.

"Leadership is not an easy task, however with an open mind and positive attitude, you will be able to accomplish all of the life goals you have set for yourself," she explains.

Her life goals include being a better person every day, appreciating everyone around her, and loving her career choice. "I want to wake up every morning with a smile on my face because I do what I love."

## KAMILLAH COLLINS



Born and raised in Brooklyn, New York and a graduate of the High School of Art and Design in Manhattan, Kamillah Collins plans to pursue a career in photography. She will be attending Long Island University in the fall.

A recipient of the Friends of Art & Design Academic Leadership Award, Kamillah has been a

member of the National Honors Society and YMCA Leaders Club. She hopes to one day start her own photography business and says her life goal is to give back to the community through the arts.

Her favorite memory from Jeter's Leaders was her first college tour in Atlanta, where she was able to bond with her fellow Leaders. Kamillah explains that she has gained lifelong friendships and memories through the program that she will never forget. The internship opportunities also allowed her to tap into her leadership skills and taught her how to be successful in the workplace.

For Kamillah, leadership is about commitment. "I feel that because I learned the power of networking so early, it will be easier to create relationships in college," she explains. "Thank you for this once in a lifetime chance to reach my full potential."

## SAMUEL UPSON



Samuel Upson grew up in Far Rockaway, New York and attended George Washington Carver High School for the Sciences in Queens. He will be attending Siena College to study biology.

Samuel was awarded with the Derek Jeter Siena College Scholarship, which will provide his full tuition to pursue an undergraduate degree. He asserts that his professional life goal is to obtain a doctorate in marine biology and become a world-renowned marine biologist.

"As a black male and a person who grew up in a tough neighborhood, I would like to be one of the successful role models out there," he explains.

Samuel states that building the multi-sport field and planting trees for the students at St. Augustine School in Kalamazoo was the most memorable experience during his participation in Jeter's Leaders. Personally, he has gained self-discipline and the ability to look at problems from different perspectives. Professionally, Samuel says he has made connections with top business executives and great individuals whose advice he will take with him wherever he goes.

He believes the program has prepared him for the next phase of his life by teaching him responsibility.

"I was able to acquire a job with New York City Parks and Recreation for the summer of 2015," he explains. "The Jeter's Leaders program provided me with an unbelievable four years of my life. I can honestly say that I have no idea what I would be doing right now if it wasn't for the program and its wonderful family of staff."

***Aaron [Straker] credits the program for helping him become a better public speaker and problem-solver, and says he has become inspired to start his own foundation one day and give others the same opportunities the Jeter's Leaders program has given him.***

# 2015 JETER'S LEADERS GRADUATES

## KALAMAZOO

### BREANNA GILLAND



Breanna Gilland, a graduate of Kalamazoo Central High School, will be attending the University of Michigan to study psychology. She is interested in becoming a counseling psychologist with hopes to one day own her own practice.

Breanna was involved in a long list of extra-curricular and volunteer activities throughout high school, including cheerleading, Link Crew, a church volunteer group and the National Honor Society. She also served as class president. After developing a commitment to community service through Jeter's Leaders, she was selected for the Michigan Community Scholars Program, where she will have the opportunity to participate in service projects, leadership opportunities and social programs.

Breanna states that she has grown tremendously with Jeter's Leaders and refers to her experience with the program as "life-changing." In addition to gaining resume-building and interview skills, she has learned to be confident speaking in front of crowds, to actively listen and respond, try new things and always strive for the top.

One of her life goals is to work with young leaders, possibly as a motivational speaker, to help them realize their full potential.

Breanna asserts that the greatest lesson she learned in the program is to never be afraid to fail. "Jeter's Leaders has helped me realize how much overcoming fear can benefit you," she says. "Stepping outside of your comfort zone can sometimes open doors you didn't even know were there."

### HAVIER HILL-ROLLER



Born and raised in Kalamazoo, Michigan, Havier Hill-Roller will study music theory and composition when he starts his freshman year at Berklee College of Music in the fall. He hopes to become an entertainer, actor or composer.

Havier was awarded several scholarships, including a \$20,000 scholarship from the college of his choice as well as the Jack and Jill Scholarship. An avid performing artist, he was actively involved in a variety of organizations, choirs and musicals throughout high school, and plans to continue participating in extra-curricular activities in college. He is particularly interested in doing more musicals and joining a fraternity.

Havier says the Jeter's Leaders Program has helped him develop his time management, leadership, and resume-building skills, which he plans to put to use in college.

The service projects and college tours are among his favorite memories from the program. When asked what leadership means to him, Havier's answer is simple: hope. "With leadership, it is definitely important to be serious, but also to have fun," he explains.

### SIMONE MILLER



Kalamazoo Central High School alumna Simone Miller will be attending Ohio University, where she received a full scholarship to play volleyball for their team. She plans to study industrial-organizational psychology and hopes to become a successful psychologist in this specialty and start her own practice. She is so passionate about volleyball that she also dreams to one day play in the Olympics.

Jeter's Leaders has had a strong impact on Simone's life personally and professionally. Through the program, she has become comfortable expressing her opinions and has gained professional insight into planning group projects and staying organized. "I have gained skills communicating with group members who aren't in the same state as me," she notes.

Her favorite memory over the last four years with the program is traveling to Los Angeles and walking along Hollywood Boulevard. "If I had to say one thing about the Jeter's Leaders Program, I would say that this program really gives young adults the opportunity to travel around the country and create new experiences, as well as life-long memories with impactful people," she adds.

Whether Simone chooses to pursue professional volleyball or become an I-O psychologist, her life goal is to be happy and satisfied with what she is doing.

***"If I had to say one thing about the Jeter's Leaders Program, I would say that this program really gives young adults the opportunity to travel around the country and create new experiences, as well as life-long memories with impactful people." - Simone Miller***

## ZARIA LOCKETT



Zaria Lockett grew up in Kalamazoo, Michigan and attended Loy Norrix High School. She plans to study physical therapy and sports management at Grand Valley State University and is considering a career as a physical therapist or athletic trainer for a sports team. She would also like the opportunity to manage a sports team or run her own business.

In high school, Zaria was an active member of the student board and participated in Link Crew, a high school transition program. She asserts that through Jeter's Leaders, she has become more outspoken and outgoing.

Zaria believes leadership is about responsibility and refers to her fellow Leaders as a second family, saying the program and people have given her incredible support.

She recounts her most memorable experience with Jeter's Leaders as planning for and presenting at a conference in Chicago, a turning point for Zaria in which she challenged herself to step out of her comfort zone. "The conference planning and presentations will help me in the future because I know I will need to speak in front of a large group of people later on in my life at some point, and thanks to the program, I will be more relaxed and prepared," she explains.

## ZHI XIN WEE



Zhi Xin Wee was born in Kuala Lumpur, Malaysia and grew up in Kalamazoo, Michigan. She will be attending Western Michigan University in the fall to explore the fields of medicine and business. Her career goals include being a cardiologist, pediatrician or hospital administrator.

She is involved in several extra-curricular activities, including the National Honor Society, Peace Jam and the Kalamazoo County Substance Abuse Task Force Youth Action Team. With a dream to travel the world and volunteer everywhere she goes, one of Zhi's personal life goals is to build a school in Africa.

Some of her favorite Jeter's Leaders memories are gathering with the New York Leaders at conferences and other events, where she was able to form close bonds with her peers in the program. Zhi also points to visits to sites such as the Center for Civil and Human Rights, Slave Heaven and Motown as experiences that she says opened her mind.

Jeter's Leaders has taught her how to better communicate, network and leave a lasting impression. According to Zhi, she has learned to recognize her strengths and weaknesses, creating more opportunities for her to grow as individual and as a leader. "A leader needs to be humble because one needs to be open to mistakes and aware of shortcomings," she explains.

Zhi adds, "This program made me the person that I am today; it let me explore my interests and has exposed me to people, colleges and career options that I didn't know existed."



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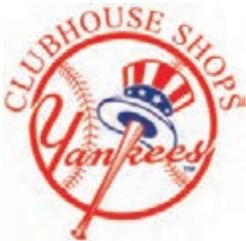
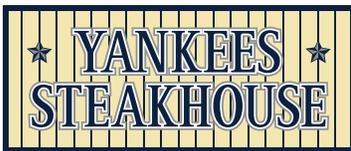
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# JETER'S LEADERS ALUMNI

Since 2008, 100% of Jeter's Leaders have attended college after graduating high school. Our intensive, four-year program prepares students to succeed by fostering leadership development, academic excellence, positive behavior and social change. Jeter's Leaders alumni have attended more than 75 colleges in 18 states across the country, from Ivy Leagues to leading research institutions to acclaimed state universities. Jeter's Leaders are ambassadors for the Turn 2 Foundation long after they graduate, ensuring our mission touches every corner of the US.

## MICHIGAN



## MINNESOTA



## INDIANA



## OHIO



## ILLINOIS



## CALIFORNIA



## OKLAHOMA



## ALABAMA



## GEORGIA



# HAVE ATTENDED...

## NEW YORK



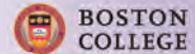
## VERMONT



Middlebury

## MASSACHUSETTS

AMHERST COLLEGE



Berklee college of music



Northeastern



## CONNECTICUT



Fairfield UNIVERSITY



UNIVERSITY OF BRIDGEPORT



UConn

## NEW JERSEY



DICKINSON STATE UNIVERSITY

THE STATE UNIVERSITY OF NEW JERSEY  
RUTGERS



PRINCETON UNIVERSITY

## PENNSYLVANIA



TEMPLE UNIVERSITY

## DELAWARE



Delaware State University

## D.C.



HOWARD UNIVERSITY

## MARYLAND



## SOUTH CAROLINA



## FLORIDA



JOHNSON & WALES UNIVERSITY



SAINT LEO UNIVERSITY



## Jeter's Leaders Front & Center as Nickelodeon Honors Derek Jeter with Its Legend Award

# DEREK GETS

***"You helped me and thousands like me to be better people, to be respectful, and to be a superstar," said Elmer Chavez member of the New York Jeter's Leaders class of 2014.***

**E**lmer Chavez's words filled UCLA's Pauley Pavilion in Los Angeles in July, when he appeared alongside fellow Leaders and young people from across the country in a special video paying tribute to their role model, Derek Jeter.

There was no mistaking that the 2015 Nickelodeon Kids Choice Sports Awards, hosted by Seattle Seahawks quarterback Russell Wilson, was all about the kids. From the orange carpet to the gallons of green slime to young athletes performing incredible feats live on stage – the evening challenged every awards show cliché, while honoring some of the country's

best athletes for their remarkable talents and inspiring performances. The Legend Award, however, awarded to Jeter, was as much a reflection of his work off the field as his accomplishments in pinstripes. So it surprised no one that students from the Jeter's Leaders program – the signature initiative of Jeter's Turn 2 Foundation – were an important presence throughout the festivities.

Nickelodeon's Legend Award is given to athletes "who are the ultimate role models to kids across the globe, inspiring generations year after year." Many of those kids were in the audience or watching at home that evening, and the impact the former Yankees shortstop has had on their lives was evident in the words that rang out throughout the video.

***"You care about your fans."***

***"You take care of us off the field, too."***

***"You help us to stand up to bullying."***

***"The books you wrote about you as a kid make me feel like anything is possible."***

***"Thank you, Derek Jeter...for being an inspiration... a role model...a hero."***

With his nephew Jalen by his side, Derek accepted the award and addressed his young supporters:

“To all the kids out there, dream big, set your goals high, work extremely hard at it and surround yourself with positive people. Most importantly, be a good person. If you do that, everything else will work out.”

Moments later, Jeter held his award high as golden slime rained down from above, covering him from head to toe: the highest possible honor for a person whose priority is the kids the evening was really about.



# SLIMED!



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## New York Jeter's Leaders Alum Helen Cho Applies Turn 2 Values to Career Success

*Jeter's Leaders alumni Jordan Thomas, Helen Cho, Chloe Sanchez and Jehan Atherton with Dr. Charles Jeter and Dorothy Jeter at Yankee Stadium on Derek Jeter Day, September 7, 2014.*



**W**hen Helen Cho was 12 years old, she stumbled upon a newspaper article about the Turn 2 Foundation and its most recent graduating class of Jeter's Leaders. Fascinated by the organization and its programs intended to foster leadership development and healthy lifestyles, Helen immediately knew she was meant to be a Jeter's Leader. The determined Brooklyn middle school student saved the newspaper article and placed it in her desk at home for safe-keeping until she was able to apply for the program. Little did she know at the time that doing so would change her life.

A few years later in 2001, as an eager freshman at The Bronx High School of Science, Helen began her journey as a member of the New York Jeter's Leaders. It was not long after starting the program, participating in its wide-ranging activities and getting to know her fellow Leaders, that she started to get a sense of the endless possibilities her future held.

One day, as Derek Jeter spoke with reporters at a Turn 2 event attended by the Jeter's Leaders, Helen carefully observed the camera crews and was inspired by the behind-the-scenes work that went into their interviews. That was the moment she realized she wanted to pursue a career in media: an occupation Helen previously thought was unattainable to her.

Through the Jeter's Leaders program, Helen was connected to her very first position in the media industry with DCTV, a media arts center that provides students with professional training in documentary production. After learning the ins and outs of production, Helen ventured to Mexico with DCTV in 2003, her

junior year of high school, to produce her very own documentary. It was the largest project of her high school career.

In a defining moment that set the stage for her future, Helen's documentary was presented at a DCTV screening for college representatives. Dorothy Jeter, Derek's mother, rooted for Helen and her fellow Jeter's Leader from the audience. The experience proved invaluable for Helen, who was accepted into New York University's Tisch School of the Arts after graduating from high school and the Jeter's Leaders program in 2004, and went on to fulfill her dream of working in production.

Today, Helen is the director of digital content at Zero Point Zero Production, where she produces television content and podcasts, manages the company's social media teams, and leads its internship program. In 2012, her position led to an opportunity to speak on a panel in front of thousands of people at a South by Southwest conference – something Helen never imagined she would accomplish as a young girl growing up in Brooklyn.

As Helen reflects on the pivotal moments in her life as a young adult, she recalls the Turn 2 Foundation being there every step of the way. Grateful for her mentors, fellow Leaders – with whom she remains friends today – and the life lessons she learned during her time as a Jeter's Leader, Helen continues to pass along the fundamental values she inherited from Turn 2 to others.

Now, when anxious interns walk through her office door, Helen is reminded of her curious and determined 12-year-old self. And without thinking twice, she takes them under her wing and returns to her role as a mentor and a leader.

# Social Change is an

**I**n August, Derek Jeter joined more than 100 high school students from the Jeter's Leaders program – including both its new class and recent graduates from New York City and Kalamazoo, Michigan – as part of its 2015 Social Change Project at Siena College in Albany. The event marked the former shortstop's first visit to the college that in 2012 bestowed upon him its Doctor of Humane Letters degree and established the Derek Jeter Siena College Scholarship.



On the first day of activities, students toured the Siena campus before participating in the Jeter's Leaders Community Service Project at the Patroon Land Farm, which was made possible through a partnership with Goldman Sachs. There, they joined with members of Goldman Sachs Community TeamWorks, and together had a chance to learn about agriculture; harvest fresh produce; wash and pack vegetables; and assemble boxes that were delivered to food pantries, soup kitchens and shelters. Community TeamWorks is Goldman Sachs' global volunteer initiative that enables its people to drive tangible progress in their communities. From the farm, the Leaders traveled to nearby Camp Lovejoy, where they spent time mentoring young campers and teaching important life lessons through group activities and discussions.

"We are honored the Turn 2 Foundation selected the Regional Food Bank's Patroon Land Farm for the Jeter's Leaders Community Service Project," said Mark Quandt, executive director of the

Regional Food Bank. "Their hard work ensured hungry children and families had access to fresh, nutritious food. We are very impressed with the quality of the Jeter's Leaders program and the young people who are part of it, and truly enjoyed being their hosts for a day."

The following day, the Jeter's Leaders turned their attention to a challenge they have long worked to address: bullying. Leaders spent the day attending educational seminars and interactive workshops about bullying and cyberbullying, and learned effective tactics for proactively combating the epidemic currently affecting millions of students each year.

Assembled at Siena, the Leaders received instruction from cyber safety expert Sergeant Tom Rich in the use of STOPit, an anti-cyberbullying platform and mobile app that launched a partnership with the Turn 2 Foundation in June. Special guest speakers Barbara Coloroso – an internationally recognized speaker and

2



# Empire State of Mind



bestselling author – and Carol Todd – an antibullying advocate who established the Amanda Todd Legacy in honor of her daughter – connected with the students, sharing practical advice and moving personal stories intended to empower them to make a difference.

Jeter, who listened to Mrs. Todd's emotional presentation with his family, capped off the afternoon by attending a special barbecue with the Jeter's Leaders, where he had the opportunity to interact with them one-on-one.

"Social change has become a cornerstone of the Turn 2 Foundation, and our Jeter's Leaders have demonstrated that young people not only understand the key issues affecting our society but are willing and able to address those challenges head-on," said Derek Jeter. "I am inspired by our Jeter's Leaders and their peers who are working hard every day to make the world a better place."

The Social Change Project concluded with a visit to the New York State Capitol. The Jeter's Leaders toured the Capitol building and New York State Museum, and had an opportunity to speak with New York State Assemblywoman Shelley Mayer in the Legislative Chamber.

"Our Jeter's Leaders are outstanding examples of the remarkable things young people can accomplish through their own initiative when we step back and give them a chance to step up," said Sharlee Jeter, president of the Turn 2 Foundation. "We are so proud of the way they represent themselves, the Turn 2 Foundation and young people across the country."

The Jeter's Leaders Social Change Project brings members of the Jeter's Leaders program to cities across the country where they work to make a positive impact on the communities they visit.

## CAPTIONS:

1. Jeter's Leaders with Derek Jeter, Sharlee Jeter, Todd Schobel, Barbara Coloroso and Carol Todd
2. Jeter's Leaders at Patroon Land Farm
3. Barbara Coloroso speaks to Jeter's Leaders
4. Jeter's Leaders with Assemblywoman Shelley Mayer and State Senator George Latimer at State Capitol
5. Derek speaks to Jeter's Leaders
6. Jeter's Leaders receive medals after team-building activity

*Photo Credits: Eileen Barroso & Bruce Gilbert*



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# Derek and Jeter's Leaders Call for an End to Bullying



While in Albany for the 2015 Jeter's Leaders Social Change Project, Derek Jeter dedicated time to sending an important message about the need to end bullying.

The former shortstop was joined at Watervliet Junior/Senior High School by high school seniors from the Jeter's Leaders program and STOPit founder and CEO Todd Schobel to film a commercial that will air nationally in schools. The commercial also will feature cyber-safety expert Sgt. Tom Rich; Carol Todd, mother of Amanda Todd and founder of Amanda Todd legacy; and Barbara Coloroso, internationally recognized speaker and author.

Along with other promotional materials, the commercial will serve as a call to action, encouraging parents, school administrators and others to help end bullying and cyberbullying by visiting [stopitcyberbully.com](http://stopitcyberbully.com).



## GOING TO BAT FOR Reading

Derek Jeter, a *New York Times* bestselling author, was excited to join the American Library Association (ALA) this summer for its Celebrity READ Campaign.

At Siena College, which hosted the 2015 Jeter's Leaders Social Change Project, Derek and students from the Jeter's Leaders program showcased some of their favorite books, including *The Pact* by The Three Doctors, *The Story of My Life* by Helen Keller, *The Color of Water* by James McBride, *Salt in His Shoes* by Deloris Jordan and Roslyn Jordan, *I Like Myself* by Karen Beaumont and the former Yankee shortstop's personal favorite, *The Alchemist*, by Paul Coelho.

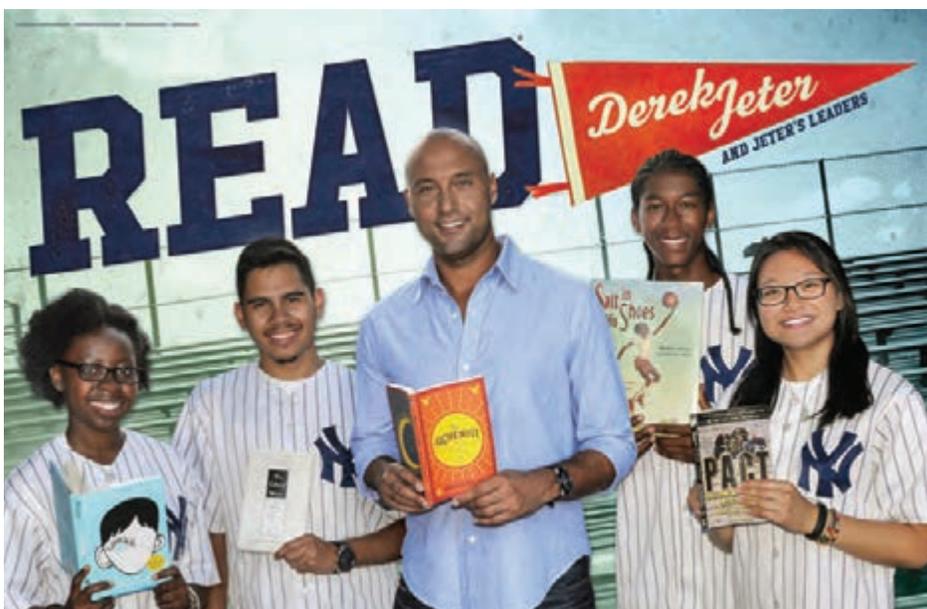


Image provided courtesy of the American Library Association

As part of the Celebrity READ Campaign, Derek and the Jeter's Leaders will appear on posters, which will be displayed in libraries, classrooms, government offices, community centers and other locations encouraging young people to read.

# FINISHING ON TOP

## Lessons from Turn 2 Add Up to Happy Ending For Kalamazoo Jeter's Leaders Alum Danielle Reycey

The Jeter's Leaders program has been the signature initiative of the Turn 2 Foundation since its inception in 1996. Over the past 19 years, nearly 200 young men and women have graduated from the program. Today, it is known for helping shape the next generation of leaders; but in its early years, as Turn 2 developed the program's mission and infrastructure, the remarkable high school students who made up its first graduating classes were just as instrumental in shaping the Jeter's Leaders program that exists today.

Danielle Reycey was part of the first class of high school students accepted into the Jeter's Leaders program. She grew up on a farm on the outskirts of Kalamazoo, Michigan, where she attended a small rural county school and had caught wind of a new program for promising young people who were role models in their communities.

Initially, Reycey said, the program primarily addressed issues pertaining to the community and healthy lifestyles – important elements of leadership development. Incoming Jeter's Leaders signed contracts promising to live healthy, and participants shared a commitment to standing apart from their peers by doing positive things in their communities.

According to Reycey, while the program looked different then, the values and goals that continue to define Jeter's Leaders nearly 20 years later were present even in its infancy. Together with Turn 2 staff, the early classes of Jeter's Leaders helped transform a promising concept into an intensive, ultra-focused initiative that quickly earned a reputation as one of the nation's top vehicles for leadership development.

In 2001, during Reycey's sophomore year, Turn 2 organized its first ever Leadership Conference in Philadelphia. By her senior year, the organization was hosting its second such event at Wagner College in New York – this time organized and hosted by the Jeter's Leaders themselves. The JLLC, which is entirely conceived, developed, planned and operated by the students themselves, has emerged as a showpiece for both the Turn 2 Foundation and the Jeter's Leaders, attracting the attention and participation of other leadership development programs across the country as well as influential figures in the worlds of politics, journalism, science, health, academia and athletics. Moreover, it is a reflection of the role the Jeter's Leaders have played in driving the program's growth and success.

Given the meteoric rise the Jeter's Leaders program has enjoyed since its inception, it is no surprise its alumni have gone on to achieve similar results. Danielle Reycey realized in 10th grade that one day she wanted to teach high school math. After earning an undergraduate degree in mathematics education, political science education and business communication from Western Michigan University, and a graduate degree

in education technology from Michigan State University, she fulfilled her dream of teaching in Kalamazoo public schools. Her love of math and passion for learning quickly earned her the admiration of her students.



*Danielle Reycey married her wife, Amanda, on July 18.*

Not long after that, Reycey began to inspire outside the classroom as well. Unhealthy and overweight in 2007, she suffered a mini-stroke at the age of 22. Reycey overcame a binge-eating disorder and worked to develop healthy habits that would last a lifetime. With the support of friends and fellow teachers, she started eating healthier and living a more active life-

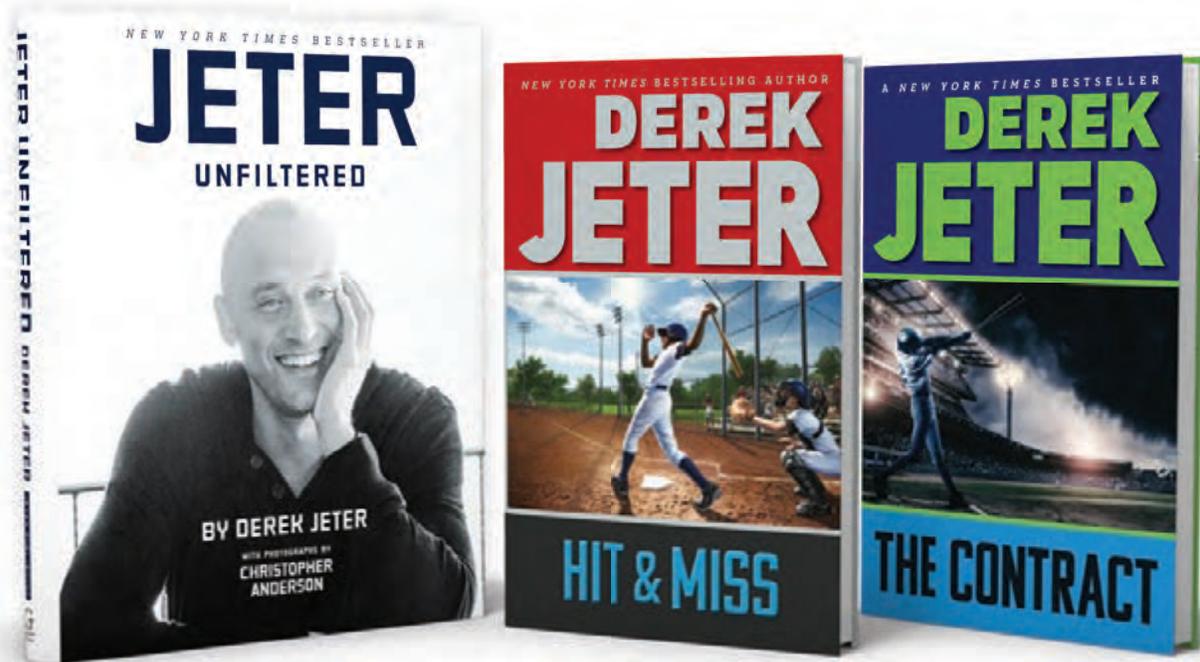
style. In 2008, she ran her first 5k and has since completed seven sprint triathlons, ten half marathons and a multi-day cycling tour. Most recently, Reycey climbed to the top of Quandary Peak in Colorado, a 14,265 foot climb.

In 2013, Danielle Reycey moved to Colorado, where she began teaching at Kent Denver School. She is active in the Gay Straight Alliance (GSA), which has focused this year on changing the dialogue surrounding LGBT rights and has raised critical funds in support of Rainbow Alley, a nonprofit that shelters homeless LGBT teens.

For the GSA, 2015 marked the start of a new tradition. Rather than the Day of Silence, which the organization previously held to draw attention to issues of LGBT equality, the GSA celebrated its first ever Pride Day. Reycey spoke at a school assembly, where she inspired students and faculty with her story about her journey to find and accept her authentic self.

"I want nothing more than for each and every one of you to embrace things about yourselves and be yourself," Reycey told them. "The person you are today is going to be different than the person you are next year. That's how it works. But embrace your truth. And be proud of it. And strive everyday to be your most authentic self."

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# Turn 2 Creates Field of Dreams with Annual Baseball Clinics



Photo Credit: David Galindo

## What says summer better than baseball?

Hundreds of children in Tampa, Florida, New York and Kalamazoo, Michigan took to the field beginning in June for the Turn 2 Foundation's highly anticipated annual Baseball Clinics, where they learned baseball fundamentals alongside valuable life lessons from an all-star lineup of guest speakers.

This year's series kicked off on June 9th with the Tampa Baseball Clinic, which was buzzing with excitement over a surprise visit from Derek Jeter. He spoke to participants about the critical role his commitment to education and living a healthy lifestyle played in becoming a successful athlete, as well as his baseball career. Derek also shared the important morals that helped shape his own life, encouraging the children to work hard and follow dreams of their own.

"The Turn 2 Baseball Clinics represent an incredible opportunity for young people to learn how to be winners both on and off the field," said Jeter. "I've stuck by several valuable life lessons that have helped me achieve my own goals in my personal and professional endeavors, and it's really great to be able to share what I've learned with these kids, and help inspire them to work hard and reach their full potential in life."

Hosted in partnership with the City of Tampa Parks and Recreation Department at the University of South Florida Baseball Stadium, the Tampa event was one for the books and a truly unforgettable experience for participants.

In July, Turn 2 hosted the New York Baseball Clinic at the Al Oerter Recreation Center in Flushing, Queens, with former Yankees pitcher Jeff Nelson as the special guest speaker. Following a demonstration of baseball techniques by Turn 2 coaches, Nelson shared lessons on leadership and encouraged participants to excel both on and off the field, while inspiring them to reach their full potential.

Motivational speaker and *New York Times* best selling author Dr. Sampson Davis returned in August as the speaker for the Kalamazoo Baseball Clinic at Mayors' Riverfront Park. Dr. Davis spoke about the important role education and health played in his life, how they led him to become an ER physician, and some of the riveting experiences he had throughout his career.



**"The Turn 2 Baseball Clinics represent an incredible opportunity for young people to learn how to be winners both on and off the field."  
- Derek Jeter**

"Year in and year out, the Turn 2 Baseball Clinics are a highlight of the Foundation's programming," said Sharlee Jeter, president of the Turn 2 Foundation. "We have an opportunity over the course of the four-day program to teach children not only baseball fundamentals, but also life lessons that are the cornerstones of the Turn 2 Foundation. By coupling these valuable life skills with baseball techniques, we hope that each child will learn that through hard work and dedication their dreams are there for the taking."

The free, four-day events each drew more than 100 children. Over the course of the four days, local coaches taught participants throwing, hitting, running, catching and field techniques, while Turn 2 staff shared essential life lessons taken from Derek Jeter's autobiography, *The Life You Imagine*, which focuses on guiding today's youth toward positive, healthy choices and behavior.

The clinics concluded with awards ceremonies and banquets to reward the participants for their accomplishments. Family and friends joined the children, who received the certificates of completion and gift bags from Turn 2 with items donated by the organization and its sponsors, Haddad Brands, Jordan Brand and Simon & Schuster.

The events once again raised the bar for Turn 2's popular series of memorable and motivational baseball clinics.

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# The Doctor Offers HEALTHY ADVICE

Kalamazoo is becoming familiar territory for Dr. Sampson Davis, an ER doctor, a motivational speaker, co-author of *The New York Times* bestseller *The Pact*, and co-founder of the Three Doctors Foundation.

A friend to the Turn 2 Foundation who has inspired thousands of young people in the organization's programs, Dr. Davis returned to West Michigan in August for the third time in the last year.



Photo Credit: Carl Warfield



Following a visit to the Turn 2 Kalamazoo Baseball Clinic, where he made his second appearance as the event's special guest speaker, Dr. Davis visited the Boys & Girls Club at Lake Street, which is home to Proud 2 Be Me, one of Turn 2's

signature initiatives. Dr. Davis shared the inspiring story of how he overcame challenging circumstances to achieve success in life with approximately 100 children from the Boys & Girls Club and students from Lakeside Academy.

The visit, in partnership with PNC Bank, was meant to motivate the young people with a message of hope from a person who has overcome adversity to find success in life.

In 2014, Dr. Davis was joined by Dr. George Jenkins and Dr. Rameck Hunt – together, the Three Doctors – in speaking to a captivated audience at Chenery Auditorium for **Re2pect Your Community**, part of the Jeter's Leaders Social Change Project.

An advertisement for Muzik headphones. It features two pairs of over-ear headphones, one black and one white, set against a dark background. The text "SMARTWARE COMING SOON" is prominently displayed in white, with the Muzik logo and "@muzikofficial" below it. The Muzik logo is also visible in the bottom right corner of the image.

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## College Tours Help Jeter's Leaders Map Out Their Futures

The decision to attend college is among the most important in a young person's life. The Turn 2 Foundation ensures that the Jeter's Leaders have the tools and education they need to make that decision, through encouraging academic excellence and exposing them to a world of new opportunities they may not have considered otherwise.

This year, the New York Jeter's Leaders ventured outside the five boroughs and embarked on an exciting journey to explore institutions of higher learning in Texas, while their Kalamazoo counterparts journeyed south to Georgia.

The 2015 college tours, which provided students with a glimpse of college life, took the Leaders to a variety of public and private schools, including Historically Black Colleges and Universities. For the New York Leaders, the tour kicked off with a visit to Texas Wesleyan University, followed by University of North Texas, Southern Methodist University, University of Dallas, Texas Christian University, Baylor University, Texas A&M University, Rice University, University of Houston, Texas Southern University and University of Texas at Arlington (UTA), the site of the 2007 Jeter's Leaders Leadership Conference.

The Kalamazoo Jeter's Leaders visited Clark Atlanta University, Morehouse College, Emory University, Savannah College of Art and Design and the University of Georgia.

At each stop, the Leaders had the opportunity to tour the campuses, learn about various course offerings and programs, engage with students and faculty, and participate in information sessions, a scavenger hunt and other activities. Students also were able to visit historical and education sites including the Martin Luther King, Jr. Center for Nonviolent Social Change in Atlanta.

As the students toured each school and met with college admissions counselors, they learned the many ways they can apply their skills and what they've learned so far to their future college experiences, and the steps they can take to fulfill their goals – which was eye-opening for the Leaders.



# A HOLE IN ONE FOR TURN 2



In March, some of the biggest names in sports and entertainment descended on Las Vegas for the Derek Jeter Celebrity Invitational (DJCI) at ARIA Resort & Casino and the exclusive Shadow Creek Golf Course.

With temperatures hovering in the mid-70s to low 80s – perfect golf weather – celebrities including Michael Jordan, Marcus Allen, Jerome Bettis, Aimee Garcia, Wayne Gretzky, Ken Griffey Jr., Brittany Lincicome, Rob Riggle, Jason Taylor and Russell Wilson turned out to lend their star power to the three-day event, which contributed more than \$1 million to the Turn 2 Foundation.

The highly anticipated weekend kicked off Thursday, March 12th with a welcome reception presented by Jordan Brand at LIQUID Pool Lounge at Aria Resort & Casino. DJ Reg West provided the soundtrack for celebrities and supporters who were able to mingle and let loose before things became competitive.

Friday morning marked the first of two rounds of Celebrity-Amateur golf action at Shadow Creek, where celebrities were paired with teams of four amateur participants in a best ball, modified shamble format. Comedian Norm MacDonald led his team to victory on day one.

Following a day on the links, Jeter was joined by celebrities, friends, partners and supporters at the event's signature DJCI gala at ARIA. MacDonald changed gears, serving as emcee for the evening, while guests had a chance to unwind, enjoy world-class dining and bid on one-of-a-kind memorabilia and experiences in a silent auction. R&B artist Miguel got the crowd dancing before GRAMMY Award-winning, multi-platinum recording artist Ludacris headlined the celebration with an unforgettable performance.

As part of the gala, top executives from JP Sports & Entertainment, ICON International and Turner Broadcasting



CAPTIONS

1. Derek Jeter
2. Brittany Lincicome and Wayne Gretzky
3. Michael Jordan and his wife, Yvette Prieto
4. Tanyon Sturtze, Kevin Millar, Derek Jeter, Tino Martinez
5. JPSE, Turner and ICON present Derek and Sharlee Jeter with \$1 million for the Turn 2 Foundation



3



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Ad Sales presented Derek and Sharlee Jeter with a check for \$1 million. The funds will support Turn 2's mission of promoting healthy lifestyles in New York, Tampa and West Michigan by supporting initiatives including its Jeter's Leaders program, which Sharlee referred to in her remarks to the gala audience as "Derek's true legacy."

The weekend concluded with a final round of celebrity-amateur golfing on Saturday, March 14, with a team led by Olympic champion alpine skier Bode Miller taking top honors.

Other celebrities in attendance included Brian Baumgartner, Brandi Chastain, Chris Chelios, Tom Glavine, AJ Hawk, Richard Kind, Greg Maddux, Tino Martinez, Kevin Millar, Jonathan Ogden, Ahmad Rashad, John Starks, Tanyon Sturtze, Heidi Watney and Winky Wright.

"This was an incredible event and the support that went into making it the success it was is just remarkable," said Derek Jeter. "To be able to have as much fun as we did while also helping make a difference in the lives of so many young people is something I'm grateful for, and I look forward to continuing to grow the Derek Jeter Celebrity Invitational for years to come."

This year's DJCI partners included Turner Broadcasting Ad Sales, ICON International, Jordan Brand, The Players' Tribune, Steiner Sports and Apollo Jets.

The DJCI in Las Vegas follows 11 years of the highly successful Derek Jeter Celebrity Golf Classic in Tampa, Florida.



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- 6. Ken Griffey, Jr. and his team
- 7. Russell Wilson
- 8. GRAMMY Award-winning artist Miguel performs
- 9. Musician, entrepreneur and actor Ludacris
- 10. Bode and Morgan Beck Miller
- 11. Rob Riggle

Photo Credits: Paul Lester Photography



10



11

# *Hitting it out of the park*

We are proud to support the Turn 2 Foundation as they continue to inspire our youth to live healthy lifestyles and prepare for tomorrow.

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# Leaders Honored with STAR Award



**S**haring Time And Resources: in Kalamazoo, that is what makes a STAR.

Since 1986, Volunteer Kalamazoo and MLive Media Group – which includes the *Kalamazoo Gazette* – have co-sponsored the STAR Awards to “recognize the contributions of the outstanding volunteers who exemplify the spirit of volunteerism.”

On April 22nd, the 30th Annual STAR Awards honored 14 individuals and organizations for their volunteerism out of more than 3,000 nominees. The Jeter’s Leaders were among those honorees, receiving the 2015 STAR Award for Youth Volunteer Group. In recognizing the high school students who make up the Turn 2 Foundation’s signature initiative, Volunteer Kalamazoo and MLive cited the 2014 Jeter’s Leaders Social Change Project as an example of the commitment to community service that defines the program.

In July 2014, the Jeter’s Leaders brought their message of social change to the city where Derek Jeter grew up, hosting a series of events intended to make a positive difference in the lives of the people of Kalamazoo. The Social Change Project included two days of community service at St. Augustine Cathedral School, where more than 100 students worked together under the guidance of Volunteer Kalamazoo to help create a community green space on the school’s campus. The

Social Change Project continued with **Re2pect Your Health**, an event the Jeter’s Leaders hosted together with Bronson Healthcare to provide Kalamazoo children with tips for healthy living alongside Derek Jeter’s 10 Life Lessons.

*“It is truly incredible what the Jeter’s Leaders are able to accomplish year after year. It is not that what they are doing is impressive for young people; it is simply impressive.”*  
**- Jennifer Heymoss**

While the 2014 Jeter’s Leaders Social Change Project drew special attention from the community, it was par for the course for these young leaders, who regularly dedicate their time to service, whether by mentoring children after school or developing their own projects and initiatives.

“It is truly incredible what the Jeter’s Leaders are able to accomplish year after year,” said Jennifer Heymoss, program director for the Kalamazoo Jeter’s Leaders. “It is not that what they are doing is impressive for young people; it is simply impressive. Each of them is fully committed to the mission of the Turn 2 Foundation and the Jeter’s Leaders program, and I think the entire community recognizes their hard work is making a difference. We are so proud of them and know they will continue to shine as ambassadors for Derek in Kalamazoo.”

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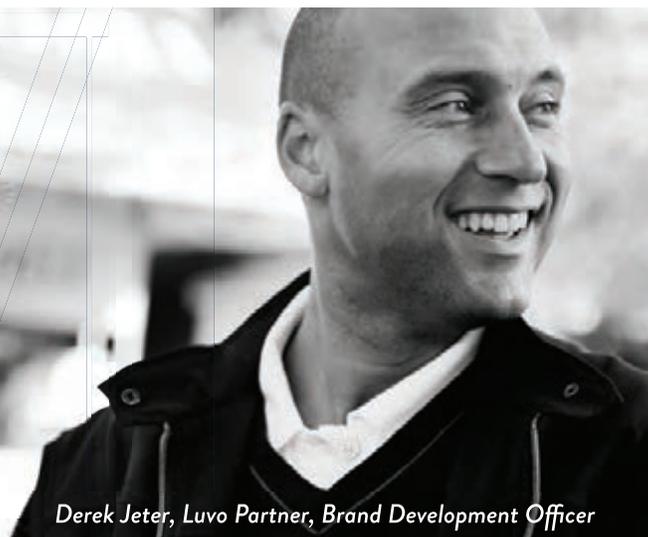


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## TURN 2 US CONTINUES TO SHINE A LIGHT ON MENTAL HEALTH

In 2015, the Turn 2 Us program – in partnership with New York-Presbyterian Hospital – focused its efforts on highlighting the importance of mental health and equipping its participants to play an active role in supporting their own mental well-being.

Throughout the academic year, Turn 2 Us hosted a series of mental health promotion initiatives. “Mental health is not just the absence of mental health problems,” said Dr. Evelyn Montañez, Turn 2 Us program manager. “It is also having protective factors like strong relationships, healthy lifestyles and effective strategies for managing stress.”

With that in mind, Turn 2 Us held three fun-filled Father-Child Night events during the month of May to promote these essential factors throughout the PS4 school community in Washington Heights. More than 200 pre-kindergarten to 5th grade students and their male significant figures had an opportunity

to learn how healthy lifestyles, stress management and family activities can promote well-being and mental health.

In June, Turn 2 Us was able to successfully meet its goal to graduate PS4 to a tier two school. The program has provided the school with full-time, on-site mental health programming for the past seven years. Today, the school is fully equipped to now sustain an array of mental health initiatives independently with consultation services provided by Turn 2 Us.





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# Jeter's Leaders Alum Writes New Chapter

*New York Jeter's Leaders Grad Completes Summer Internship with Simon & Schuster*

Working for a major publishing corporation like Simon & Schuster is a career that millions of people across the country dream of achieving. And before even reaching her sophomore year of college, Daniela Ayuso had the opportunity to serve as a 2015 paid summer intern at the this leading international publisher through the Jeter's Leaders Internship Initiative.

Throughout her internship – made possible through Jeter Publishing, an imprint of Simon & Schuster – Daniela was given an unmatched, behind-the-scenes experience learning the ins-and-outs of all aspects of the publishing industry.

Working closely with all publishing units, on a day-to-day basis, Daniela learned and utilized the workflow tool for scheduling and video review, trafficked video post-production, scheduled video pre-production, assisted on numerous video shoots with equipment, author relations and scripting, and also pitched various partners weekly about newly released video.



***"Daniela was one of the most mature, self confident interns we have had in the video production unit. Not only was she willing to work hard, she was always eager to learn new things."***  
***- Sue Fleming***

"Daniela was one of the most mature, self-confident interns we have had in the video production unit. Not only was she willing to work hard, she was always eager to learn new things," said Sue Fleming, vice president/executive director Content & Programming Digital, and Daniela's supervisor.

Having assumed many of the key responsibilities of a video production manager, Daniela utilized many of the skills she acquired during the Jeter's Leaders program to adapt to a new environment, learn from her mentors and provide valuable contributions to the team.

"She never shied away from offering creative suggestions or ideas on how to improve our production process," Fleming added. "I'm still amazed at her confident meeting presence. All of her contributions, big or small, helped us to provide excellent service to our publishers."

Daniela hopes to apply the tools and skills she learned throughout her internship to her college career at Temple University and to her future experiences.

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*for their dedication and commitment to the*

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*Thank you Derek for an exciting and inspiring career*

*and your continued support to the community.*



# Graduate of Derek Jeter Center at Phoenix House Awarded Turn 2 Scholarship

This past Spring, the Turn 2 Foundation launched a new initiative to benefit young people at the Derek Jeter Center at Phoenix House. Through partnerships with the Hillsborough Education Foundation and Phoenix House, Turn 2 awarded one of two annual Derek Jeter/Hillsborough Education Foundation Scholarships to a graduate of the Derek Jeter Center at Phoenix House in Tampa, Florida.

Administered by the Hillsborough Education Foundation, the scholarship is awarded each year to a high school graduate who demonstrates academic excellence, participates in extra-curricular activities and is active in community service – and provides \$1,000 per year toward the student’s college tuition.

The 2015 Derek Jeter/Hillsborough Education Foundation Scholarship was awarded to Lauren Cuervo, a graduate of Steinbrenner High School. An exemplary student and member of her community, Lauren was honored with the Hillsborough County Council’s High School Senior of the Year Award and was also named Florida PTA Student Advocate of the Year. She was President of the PTSA Student Ambassadors and also was named the Senior Club Member of the Year for performing more than 250 community service hours during her four years at Steinbrenner High School.

Lauren is currently enrolled as a full-time student at Pasco-Hernando State College in Wesley Chapel, where she plans to study until her sister, Hailey, graduates from high school. Together, the two sisters will attend the University of Central Florida,

where Lauren wants to major in Hospitality Management. Her long-term goal is to attend Johnson and Wales University in Miami to pursue a career as a chef and restaurant entrepreneur. Her dream is to one day own her own restaurant and bring her eclectic culinary style to Tampa.

The Derek Jeter Center at Phoenix House is a multiservice treatment center serving youth with comprehensive outpatient programs, including treatment and counseling. Since its founding in 2007, treatment capacity has tripled. Today the Center serves more than 1,000 adolescents annually and has helped more than 2,700 boys and girls overcome substance abuse, transform their lives and pursue their dreams and goals personally, academically and professionally.

Derek Jeter and the Turn 2 Foundation are partners with a number of Universities and community organizations across the country that support the organization’s commitment to helping young people reach their full potential by awarding scholarships to promising students.

In 2015, the following Jeter’s Leaders were awarded Turn 2 scholarships:

- Breanna Gilland, Kalamazoo Jeter’s Leaders Class of 2015 University of Michigan – Derek Jeter/Kalamazoo Community Foundation Scholarship
- Samuel Upson, New York Jeter’s Leaders Class of 2015 Siena College – Derek Jeter/Siena College Scholarship
- Aaron Straker, New York Jeter’s Leaders Class of 2015 Alabama State University – Sharlee Jeter/United Negro College Fund Scholarship



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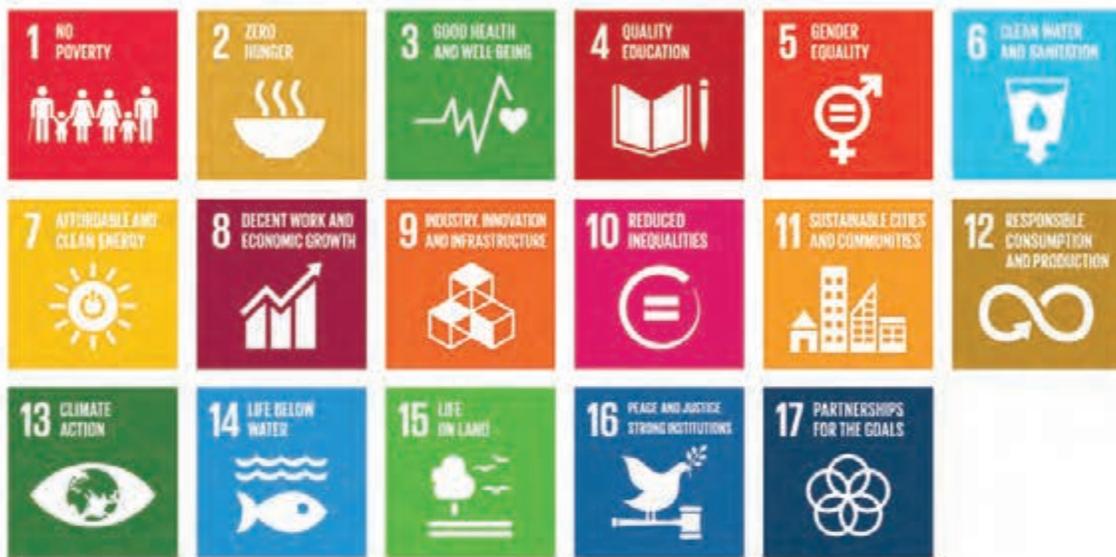
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# THE JETER'S LEADERS PROGRAM

Jeter's Leaders is a leadership development program created to empower, recognize, and enhance the skills of high school students who:



Promote healthy lifestyles, free of alcohol and substance abuse

Commit to improving their community through social change activities

Serve as mentors and role models to younger students and deliver positive messages to their peers

Further their professional and personal development through various opportunities

Achieve academically

Throughout the year, the Jeter's Leaders serve as ambassadors for Derek Jeter and are involved in projects that offer opportunities for them to learn more about themselves and impact their communities.

## ELIGIBILITY CRITERIA

- Currently in the 8th grade
- Drug and alcohol free
- GPA of 3.0(B) or higher
- Involved in community service or extracurricular activities
- Resident of the New York Metro Area or Western Michigan



## APPLICATION & SELECTION PROCESS

Mandatory Information Session

Completed Application

Two letters of recommendation

A copy of school report card or transcript

A 300 word essay

Interview process



## REQUIREMENTS & EXPECTATIONS



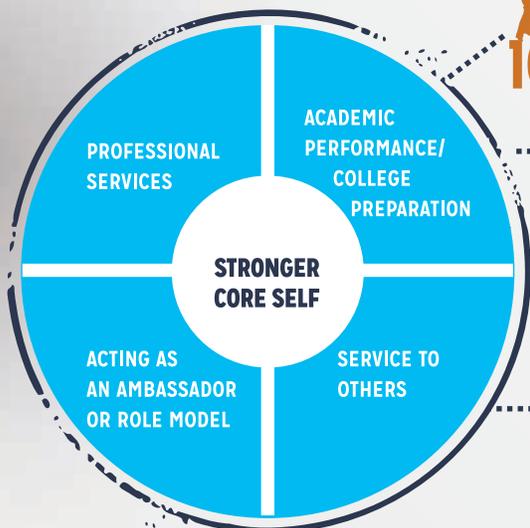
Jeter's Leaders must abide by the academic, participation and code of conduct requirements throughout their time in the Program.

Jeter's Leaders must maintain a positive attitude, as well as a commitment to social change, mentoring and role modeling.

Jeter's Leaders must remain drug and alcohol free. Jeter's Leaders are always expected to conduct themselves in a manner that exhibits leadership and represents Derek Jeter and the Turn 2 Foundation positively.

## PROGRAM IMPACT

Jeter's Leaders experience significant transformational benefits, developing stronger, more resilient core self-concepts that in turn drive them to take action and generate positive outcomes in four primary domains.



**100%** of current Jeter's Leaders and 91% of Jeter's Leaders alumni dedicate time to volunteering compared to a national average of only 25%.



**87%** of Jeter's Leaders Alumni immediately enroll in post-secondary education; significantly greater than the national average of 66%



**79%** of Jeter's Leaders Alumni have completed or are in the process of completing a four year college program or higher

## TURN 2 FOUNDATION, INC.



Derek Jeter, captain and shortstop of the New York Yankees, established the Turn 2 Foundation in 1996. Since its inception, the Foundation has created and supported signature programs and activities that motivate young people to turn away from drugs and alcohol and "TURN 2" healthy lifestyles.

Through these ventures, the Foundation strives to create outlets that promote academic excellence, leadership development and positive behavior. These programs all share the same goal of helping today's youth become the leaders of tomorrow.

[www.turn2foundation.org](http://www.turn2foundation.org)

# TURN FOUNDATION, INC.

Since its launch in 1996, the Turn 2 Foundation has awarded more than \$20 million to create and support signature programs and activities that motivate young people to turn away from drugs and alcohol and “TURN 2” healthy lifestyles.

Through these ventures, the Foundation strives to create outlets that promote academic excellence, leadership development and positive behavior. These programs all share the same goal of helping today’s youth become the leaders of tomorrow.



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**TURN 2**  
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Morgan Stanley

**Derek Jeter's Turn 2 Foundation Dinner**

# Motivating And Guiding Youth

Morgan Stanley is proud to sponsor Derek Jeter's 19th Annual Turn 2 Foundation Dinner. The Foundation's mission is to create and support signature programs and activities that motivate young people to turn away from drugs and alcohol and "Turn 2" healthy lifestyles.

Giving back is a core value at Morgan Stanley, which is why we support Derek Jeter's work to create change in the lives of today's youth.

