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WHO WE ARE

Operation Respect is a non-profit educational and advocacy organization dedicated to transforming schools, summer camps and other youth-serving organizations into more compassionate, safe and respectful environments. Founded in 1999 by Peter Yarrow of the famed folk trio, Peter Paul and Mary, along with Dr. Charlotte Frank, Operation Respect advocates for educational excellence and the healthy development of children and youth in all areas of their growth. To help accomplish its mission, Operation Respect disseminates its own educational program, “Don’t Laugh At Me,” that provides effective tools for establishing a caring climate in which the emotional and physical abuse children suffer due to peer ridicule, teasing, bullying and other hurtful behaviors, is far less likely to occur.

MISSION

The mission of Operation Respect is to create respectful, safe and compassionate climates of learning, free of bullying, ridicule and violence.

VISION

Our vision is a world in which the education of children and youth will focus equally on the development of their character as well as academic growth so that they evolve into productive, compassionate and civically engaged members of society.

CREDO

We believe that children and youth must be educated so that they honor and respect themselves and others. They must learn to resolve conflict peacefully. We must reach the hearts, as well as the minds, of children, youth, their educators and their parents – and use the creative arts combined with effective pedagogical approaches to do so. The success of Operation Respect is measured in attitudinal and behavioral changes on the part of children, youth and society.
MESSAGE
From President and Co-Founder

Your ongoing support of Operation Respect, with your efforts and continued interest as well as your financial support, is nothing short of remarkable at a time when there are so many worthy, yet competing, requests for assistance. I have been thinking about how many of you began very soon after our inception and how you have never faltered in your commitment to help, which is a constant re-validation of the importance of our work. Many of you have been contributing to our efforts for over 10 years, always there and always eager to hear about new initiatives and progress.

This past year of 2011 has been one of recognizing, more than ever, that our work has become not just groundbreaking (as it was when we first started) but, now, also a response to an escalating need on the part of our children and youth who are in pain, in trouble, and suffering from problems, many of which were barely on the radar in 1999, the year that we began distribution of our “Don’t Laugh At Me” Program in schools and summer camps.

In the early years of Operation Respect, we were devoted to ending bullying, ridicule and teasing (primarily addressing emotional violence as a form of peer harassment). Now, we have seen the problems intensify and become ever more injurious to children and youth. This past year, suicides and physical attacks on LGBT youth, by their peers, have intensified, as has cyber-bullying. (The Centers for Disease Control and Prevention (CDC) revealed that the number of attempted suicides among teenagers had increased from 6.3 percent in 2009 to 7.8 percent in 2011.) We at OR have been compelled to respond to the changed nature of the problems by incorporating new approaches and strategies.

Now, for the first time, we have been working with local organizations and agencies using a community-based approach to achieve our goals in towns and cities, mobilizing...
entire school districts, local businesses and corporations, newspapers, law enforcement agencies and others, still with a deep commitment to working directly with schools, their teachers and administrators, parents and students. This kind of community-based approach can be far more effective than our working solely with the schools and educators. Mark Weiss, our Director of Education, has been leading this effort in Charlotte NC, Rockford IL, Las Vegas, NV, and Pawling, NY.

As you read through this year’s Annual Report you will see the various new outreaches, strategies and programs that we are testing, creating, and implementing that will more effectively accomplish our goals as a non-profit with—and I mention this with great pride—close to 12 years of experience in the field.

More and more, schools and communities, towns and cities and stakeholders, as well as nations abroad, are asking for Operation Respect’s help out of their concern and desire for their children to be safe, happy, healthy, unaffected by bullying and peer violence of all kinds, and simply get along with one another.

We are proud to be a “learning organization” that has not been confined to earlier strategies, but one that is nimble and can respond to the changing nature of our work.

We have never asserted, or pretended that, our “Don’t Laugh At Me” Program (DLAM), effective as it may be, is a “silver bullet”: a panacea that can eliminate disrespect. However, as a program, DLAM is a highly effective tool alone, and even more so, when combined with other programs and tools. In some ways DLAM is unique and more effective than other programs and interventions. By creatively combining our social and emotional education curricula with music, shared as a community by students, we are able to reach the hearts of children and youth, their teachers and caregivers. Through inspiration and caring nurturance, kindness and other modeling tools that allow us to “walk the walk;” we continue to do our work more and more effectively every year.

Our growth and ability to serve youth on what is now an international platform is due in large part to all of you. I cannot fully express to you how rewarding this work continues to be for me. Though I am constantly “over the top” busy and frequently tired, I am never weary in my heart. I am more richly rewarded by Operation Respect than by any other advocacy work I have done in my lifetime.

That is saying a lot because my efforts with Peter, Paul and Mary were, in ways personal and public, hard to top. Operation Respect’s efforts are, however, intensely personal as each day I see the transformation in individual children, their teachers and their parents. I give thanks for the extraordinary opportunity to do this work, with you as my most valued and caring partners.

Go well and thank you for supporting a banner year at OR in 2011. We look forward to more of the same in 2012 and 2013, and thank you for all you do to make our efforts possible.
Once again, I am delighted to have the opportunity to thank you for your essential support that is helping Operation Respect to achieve great progress, year in and year out. With your continued generosity, over the last year, we have strengthened the efficacy of our efforts, not only in the U.S., but overseas, where we are introducing the “Don’t Laugh At Me” Program to foreign nations with funding and coordinated support from our U.S. Embassies and, in Ukraine, with the participation of American Peace Corps volunteers as well.

Increasingly, educational organizations have come to view international adoption of work similar to their own as a means to further validate their own efforts. All of this is exciting as it is an indication of the growing importance of our efforts, as our strategies and program are adopted, internationally, by other organizations with similar goals.

I have seen real miracles of growth among young people of all ages who encounter each other in a hospitable climate that changes their perspectives regarding those who are different from them, eradicating mistrust and discomfort entirely. Seeing this happen has given us enormous faith in our young population to move beyond the problems of the past and create powerful solutions to problems that have plagued the world for generations.

The context in which we have seen such change occur relates to the work of a non-profit organization in which we have been participants for over two decades called
the America-Israel Friendship League (AIFL). The extraordinary work of AIFL has great bearing on the work of Operation Respect and reinforces our belief that Operation Respect is a powerful agent of change to our becoming a better world, in ways that parallel the effects of the work of AIFL.

The premise of one of the programs of AIFL is to bring young people together — in this case, youth of high school age — from Israel and the United States, two cultures that are similar, but also very different, in many ways. AIFL’s program allows 30 American, and 30 Israeli, high school students as well as teacher chaperones to visit each other’s countries together, sharing in each other’s ways of life in an atmosphere in which there is just enough freedom, and just enough direction from gifted adult leaders, to discover one another.

By experiencing this adventure together, these youth find out how much they have in common and grow to appreciate and value their differences. Soon, they are neither disrespectful nor uncomfortable with one another. They start to show signs that they will become the kind of leaders that can inculcate a spirit of welcoming acceptance of others among their peers and eliminate the kind of distrust that emerges from ignorance and a lack of direct, personal, humanizing contact.

The same was true of children who grew up in an era following the passage of the Civil Rights Acts in America when the law compelled the integration of black and white students in schools. This integration dramatically changed the relationship of blacks and whites in our nation in positive and far-reaching ways.

Similarly, the exposure of Israeli youth of Jewish, Christian and Arabic backgrounds, to American youth, traveling with each other in both the United States and in Israel, demonstrates that not only does this kind of interaction lead to the development of friendship, understanding, and mutual acceptance amongst the youth who participate in the program, but those who have gone through this program emerge as confident advocates for a better, more accepting, more respectful, world.

In Operation Respect’s implementation of the DLAM program in Israel over the past two years, seeds of the same kind of acceptance and friendship are planted amongst children and youth who experience a great deal of alienation, ridicule and bullying in their lives, just as our children and youth do in the United States. Now implemented in depth in 25 Jewish and 25 Arabic speaking schools, this year OR’s DLAM program, is helping to create a next generation far better prepared to live with a sense of empathy and understanding for one another.

I am so proud to Chair the Board of Operation Respect and believe that we offer great hope to all of who yearn for a greater sense of hope that the future will be both bright and peaceful for the generations to come.
The Birth of a Groundbreaking Idea:

In 2010, in a discussion between great friends and allies, Peter Yarrow and Dr. Alex Berenstein, an idea evolved that they both believed could vastly improve the way in which bullying and violence among children and youth could be prevented. Dr. Berenstein, perhaps the world’s most renowned Interventional Radiologist - who is also the Director of Beth Israel’s Institute for Neurology and Neurosurgery at Roosevelt Hospital in New York – had a long history of collegial friendship with Professor Zeev Rotstein, Director General of Chaim Sheba Medical Center at Tel Hashomer, the famous “hospital without borders” situated near Tel Aviv, Israel.

Dr. Berenstein knew that Professor Rotstein had developed approaches to containing and preventing youth violence from the perspective of the medical field, which harnessed the efforts of medical practitioners including psychiatrists, psychologists, social workers and nurse practitioners. Dr. Berenstein also knew that Operation Respect sought to prevent peer abuse among children in the educational arena, specifically by creating a welcoming climate of respect in schools, summer camps and beyond. He and Peter came to the conclusion that if Dr. Rotstein’s efforts – that were focused, not in schools, but in the family setting and in the hospitals – could be integrated with educational interventions such as Operation Respect’s “Don’t Laugh At Me” Program, such united efforts could produce far more effective ways to address youth violence than either approach could on its own.

They decided to try to do what has seldom been attempted in a structured way; unite the health care field with the field of
education, two of the largest areas of any nation’s infrastructure, even though they seldom worked together in an integrated fashion to accomplish what were separate, but also almost identical, objectives. In the case of children and youth, where there is great pain and suffering from violence, suicide, and bullying, the incidence of such dysfunctional behavior has escalated to the point of becoming a virtual epidemic in almost every country. Both Peter and Dr. Berenstein felt sure that direct integration of Health and Educational efforts, through sharing of information and using complementary approaches could lead to far more effective ways to combat what has become a huge international problem.

At the suggestion of Dr. Berenstein and Peter, in a meeting at Tel HaShomer Hospital, 6 months later, Dr Rotstein enthusiastically agreed to co-host a Health & Education Symposium on Youth Violence Prevention, at which practitioners from the health care field and the field of education would compare the different strategies they used to prevent various forms of youth violence that frequently produces life-long debilitating scars that can seriously
impair the healthy growth of children in terms of their emotional, social, physical and academic development.

The Symposium and Plans Going Forward:

As agreed upon by Dr. Berenstein, Dr. Rotstein and Peter, on March 10, 2011, Operation Respect and Chaim Sheba Medical Center at Tel Hashomer, Israel, co-hosted a Health and Education (H&E) Youth Violence Prevention Symposium, generously funded by Dr. Alex Berenstein, a long-time supporter of Operation Respect. The purpose of this event was to launch a violence prevention effort with leadership from both the health care and education sectors of Israel to create integrated health and education strategies that, it was hoped, would improve school climate, advance student learning and lead to the improvement of the physical, mental and emotional health of children and youth.

Dr. Zeev Rotstein and Dr. Alex Berenstein, welcomed the symposium of more than 200 participants with statements that revealed their mutual and deep commitment to finding new ways to diminish and
prevent youth violence. The American Ambassador to Israel, James B. Cunningham, a great supporter of violence prevention in Israel, also greeted the symposium participants and spoke of the ongoing commitment of the United States Embassy to aid efforts to create a safe, friendly, school and community environment for Israel’s children and youth.

Interspersed among over twenty passionate presentations by educators and doctors were performances by The Voices of Peace, a choral group of Jewish, Christian and Arabic teens from Jaffa whose singing brought the symposium to its feet. Their songs, one of which included the participation of iconic Israeli performer, David Broza, as well as Peter Yarrow, reflected back the deep commitment of the doctors and educators to finding new ways to resolve what they mutually see as a critical challenge to the children and youth of Israel.
Testimonials were offered by 4th and 5th grade students in Israel who have seen a turn-around in their (both Arabic and Jewish) schools, through the implementation of Operation Respect’s “Don’t Laugh At Me” Program (DLAM) sponsored by the American Embassy, the Center for Educational Technology and the Israeli Ministry of Education and Operation Respect. The students’ presentation also received a standing ovation.

The Steering Committee, comprised of leaders in the education and healthcare fields, met several times throughout 2011 to develop the plan for the pilot project, to be implemented in the 2012-2013 school year.

A powerfully moving presentation by Dr. Amital Ziv, Deputy Director of the Israel Center using video medical simulations with actors taking the parts of doctors, patients and administrators, revealed a dramatic new way of preparing doctors for various emergency situations. These videotaped simulations by doctors and other hospital employees, galvanized the symposium’s attendees and caused the educators to consider incorporating this new (video simulation) strategy to prepare teachers for challenges they might encounter, specifically when facing incidences of youth violence and treating the after-effects of such traumatic incidents.

Operation Respect Board Chair, Dr. Charlotte Frank, moderated a special panel of Wexner Foundation Fellows, as potential links between educators and medical practitioners began to reveal themselves, suggesting new bases for increased effectiveness of educators and doctors as a result of combining their efforts. OR Board member Dr. Suzanne Pasch provided an important synopsis of the linkages and ideas that were expressed throughout the day.

Following the Symposium, participants formed a Health and Education Task Force and Steering Committee to lead an effort to create new, combined health and education strategies that will improve school climate, advance student learning, and lead to the improvement of the physical, mental and emotional health of children and youth. The task force was charged with creating a pilot model that could demonstrate the effectiveness of combining educational and health strategies to diminish child and youth violence as well as improve the climate of schools and communities.
is an Ally?

- A friend to lean on
- An upstander
- Someone who sticks up for you
- A listener
- A helper
- A supporter

is NOT:

- A bystander
- A bully
- An "I don't care" person
- Someone who runs away

IN Ally!
The Steering Committee comprised of leaders in the education and healthcare fields, met monthly, throughout 2011, to develop the plan for this pilot project, to be implemented in the 2012-2013 school year.

To prove, or disprove, the efficacy of this pilot program, a results-based study will be created. If this combined pilot effort proves successful, not only could Israel benefit greatly (Israel’s rate of violence is about twice that of the United States and one of the highest in the world), but such success could allow Israel to offer the entire world a methodology that could be replicated and adapted to the unique perspectives and cultures of other countries outside of Israel. In creating this methodology, Israel would be able to offer a great gift, one that could help other countries around the world find new solutions to what has become a worldwide, heartbreaking problem.
**Operation Respect Bethlehem and Jerusalem:**

Following up on meetings with Peter and our partners in Bethlehem and Jerusalem, Operation Respect’s Education Director, Mark Weiss, met with Zoughbi Zoughbi, Director of the Wi’am Center in Bethlehem, to discuss the launch of DLAM in local schools and summer camps. Mark returned to the Wi’am Center in July 2011 to provide professional development workshops for counselors who work in a camp with Palestinian youth. Additionally, Operation Respect produced a new video that followed Mark and Peter, along with Amal Murkus, the Israeli born singer of Palestinian origin – who sings the 6 songs in the DLAM repertoire in Arabic – in their visit to Bethlehem. This trip set the stage for an implementation of OR: DLAM planned to launch in the fall of 2012.

**Operation Respect Ukraine:**

Operation Respect continued its partnership with the U.S. Embassy in Kiev, Peace Corps Ukraine, YMCA Ukraine, and Alternative-V (a national youth leadership NGO), to introduce and implement DLAM in schools throughout Ukraine. Bob Schlehuber, a 24-year-old Peace Corps volunteer working in Ukraine, initiated the launch of the program in Ukraine, which was funded by the U.S. Embassy in Kiev. The launch events included a a DLAM training of Peace Corps volunteers and Ukrainian educators and a free concert with Peter, Bethany and Christopher Yarrow and Ukrainian singer, Maria Burmaka, who recorded the DLAM program songs in Ukrainian. The U.S. Embassy also covered the cost of the translation and production of the DLAM curriculum guide in Ukrainian and the DLAM CD in English and Ukrainian.

Throughout 2011, Operation Respect’s partners in Ukraine organized hundreds of DLAM trainings in schools throughout Ukraine that provided over 1,000 educators with the skills, knowledge and enthusiasm that is so important to the successful implementation of the “Don’t Laugh At Me” Program. While there is participation by Operation Respect staff in NY, on many levels in the context of introducing DLAM in Ukraine, the outreach in Ukraine was intentionally set up to transfer leadership to Ukrainians and Ukrainian institutions. Creating a real sense of ownership of Operation Respect and the DLAM program is essential if the effort is to sustain itself and be a success. To gain significant traction in schools the support of local teachers, parents, and administrators is critical. This is true of all of our outreaches, particularly those outside the U.S.
Operation Respect’s Ukrainian partners—the Peace Corps Ukraine, YMCA Ukraine and Alternative-V—have expressed a strong commitment to continuing to broaden and deepen the implementation of DLAM in schools throughout the nation. Operation Respect’s partnership with the Peace Corps, the U.S. Embassy in Kiev and the local NGOs in Ukraine serves as a powerful model, which Operation Respect hopes to replicate in other countries throughout the world.

**Operation Respect Turkey:**

In March 2011, Peter Yarrow, Suzanne Pasch and Mark Weiss traveled to Turkey to provide presentations and professional development workshops for educators and community members of the Bilkent Laboratory and International School in Ankara. Jim Swetz, the Director General of Bilkent, a long-time supporter of the work of Operation Respect, committed to launching DLAM in his school, and to assisting in the introduction of DLAM to Turkish schools as well. Peter, Suzanne and Mark met with U.S. Ambassador to Turkey, Francis J. Ricciardone, and his public affairs staff, to discuss the possibility of gaining the support of the U.S. Embassy to fund the translation of DLAM materials and the launch of the program. They met with additional stakeholders who might be involved in the launch and dissemination of OR: DLAM in Turkey in the 2012-2013 school year.
In June, Peter Yarrow, Mark Weiss and Dr. Charlotte Frank traveled to Oberlin to participate in the American Democratic Culture Partnership (ADCP), which brings students together from Al-Quds University in Jerusalem, Tel-Aviv University in Israel, and Oberlin College, in OH. During their visit they met with the participants of the program and explored the values and concepts foundational to American democracy, and presented the work of Operation Respect, with a focus on our outreach in Israel/Palestine. Peter spoke and sang at a kick-off event for the participants at the home of Marvin Krislov, President of Oberlin College, and offered a free concert to the community on Tappan Square the following evening.

The students from Al Quds University, the only Arab University in Jerusalem and students from Tel Aviv University had been transported across frequently impenetrable national boundaries to gather together in this small, historic town to continue their course of study of the American experience with democracy and to reflect on how it might shape their views on the future of Middle East and world politics. Peter Yarrow shared his musical and activist journey through this terrain, while Dr. Charlotte Frank, and Mark Weiss shared Operation Respect’s related work, focusing on its mission of creating compassionate, safe,
environments of peace and acceptance for children in schools and communities all over the world.

Dr. Carol Lasser and Dr. Gary Kornblith from Oberlin, Dr. Michael Zakim from Tel Aviv University and Dr. Mohammed Dajani from Al Quds University, led the group in a historic walking tour of Oberlin, followed by an opening reception at the residence of Oberlin’s President, Marvin Krislov, and then culminating in a spirited soccer game among the students, some of whom had never had any discourse with each other except at guarded check points.

On Monday morning Dr. Dajani, gave a powerful opening lecture, provocatively entitled, “Big Dreams, Small Hopes, which posited that the big dreams for peace between Palestinians and Israelis had to grow out of small acts of progressing friendship and understanding on a local level, implying that this was needed to break the national deadlock. Hence, this “small dream” realized at Oberlin, was clearly an act of peace-building.
Dr. Dajani was followed by the Operation Respect presentation in song and dialogue, in which Peter Yarrow shared the history of advocacy that had reshaped the United States in the period of the Civil Rights Movement and The Anti-War Movement. Linking Operation Respect’s message to that of Dr. Dajani, we stressed that fundamental change had to come from the hearts of individuals, one person at a time, in this case children who, if educated by teachers who created a trusting, caring, environment for them, could one day break the cycle of hatred and fear that plagues their nations and the world and move towards greater fairness, understanding and peace.

On Monday evening, the Oberlin community turned out 1500-strong for a powerfully moving concert by Peter Yarrow in Tappan Square that evoked the era of Peter, Paul and Mary, but in the end brought the students from three countries together on stage to share songs with the same passion that had once inspired
people to change the course of history. Though the year was 2011, the message was every bit as, and perhaps more, relevant than ever. Each of these events and the relationships that developed over the two days seemed to intersect, supporting and creating new partnerships that could foster the growth of Operation Respect’s work in Israel with Arab and Israeli schools and in schools in Jerusalem and Bethlehem as well. Palestinian students and professors from Al Quds pledged to help with our upcoming implementation of the “Don’t Laugh At Me” Program in Bethlehem; similarly, the Israeli cohort of students affirmed their willingness to support our efforts in Israeli schools, upon their return as well.

Palestinian students and professors from Al Quds pledged to help with our upcoming implementation of the “Don’t Laugh At Me” Program in Bethlehem; similarly, the Israeli cohort of students affirmed their willingness to support our efforts in Israeli schools, upon their return as well.
In 2011, Operation Respect focused efforts on finding concentrated areas where the DLAM program could be implemented in depth and had the possibility of effectively shifting the approach of educators to much more fully address the emotional and social developmental needs of students. In addition to what has become a hyper-emphasis on academic success, as measured by high stakes tests, Operation Respect embraces the concept that there needs to be a broader educational mandate for teachers to work towards educating future citizens of strong character, adults who not only have excellent academic skills, but who become responsible, productive and ethical participants in civil societies and democracies, everywhere. This approach, called “whole child education” has evolved from Operation Respect’s historical work in the field and the strong belief among educators in the U.S. and elsewhere, that such an approach is the path to better education and the fulfillment of the desires and objectives of educators everywhere.

Clark County School District, Las Vegas, NV

Superintendent Dwight Jones, former Commissioner of Education for the state of Colorado, met Peter Yarrow at a meeting in Denver.
in 2010, and learned about the Don’t Laugh At Me Program at that time. When he became Superintendent of the Clark County School District in Las Vegas, the 5th largest school district in the country, he invited Peter Yarrow, Steve Seskin and Mark Weiss to give a presentation at the district-wide kick-off event on August 16, 2011. Joining statewide anti-bullying efforts, Superintendent Jones requested an anti-bullying action plan from every school, and offered 11 selected schools resources to receiving professional development to support the implementation of Operation Respect’s “Don’t Laugh at Me” Program.

Teams of educators from each school, 75 educators in total, participated in a three-day workshop in November 2011, led by Mark Weiss and Kim Westheimer, Director of Welcoming Schools of the Human Rights Campaign. The Superintendent proposed this partnership, which reflects Operation Respect’s ongoing commitment to combine efforts with other effective programs to reduce bullying and promote a positive school climate. Operation Respect is working with District Office Central Staff to offer ongoing coaching and follow-up workshops and meetings throughout the 2011-2012 school year and researchers from UNLV will design and conduct an evaluation of this intervention.

**Operation Respect Rock River Valley: Rockford, IL**

Peter Yarrow, the Bethany (Yarrow) & Rufus Roots Quartet, and Operation Respect Youth Ambassador and positive hip-hop artist, Baby Jay, performed in concert at the Coronado Theatre in Rockford, IL on September 26 to celebrate the launch of Operation Respect: Rock River Valley, IL, an effort initiated by returned Peace Corps volunteer, Bob Schlehuber. Fifteen hundred adults and children attended the concert that was extremely well received, helping to garner future support for OR’s efforts in IL. Proceeds from the concert were utilized to support DLAM program implementation and training in Rock River Valley, IL.

On the day following the concert, Peter, the Bethany & Rufus Roots Quartet and Baby Jay provided Operation Respect assembly programs in over a dozen Rockford area schools, thereby generating awareness and enthusiasm for the future roll-out of the DLAM program and Rockford area efforts throughout the community to establish a more caring and ridicule free culture, not only for youth and children, but for Rockford area adults as well. This initiative conforms to the new OR approach of engaging whole communities
and its stakeholders including such organizations as the local press, the local YMCA and other grass roots NGOs, as well as the local college, the mayor, the law enforcement groups, and other stakeholder groups, to work together both inside and outside the schools to achieve a new environment of caring and cooperation for citizens of all ages and backgrounds.

**Foundation for Respectability: Charlotte, NC**

The Foundation for Respectability, founded in 2011 with the support of Operation Respect, seeks to convert “bystanders” into “upstanders”. Their mission, modeled after Operation Respect, focuses on empowering people to address bullying in all of its forms, and developing programs and strategies for helping parents, students, and educators. On August 17-19, 2011, the Foundation hosted DLAM training, and a training of trainers, workshop with Mark Weiss and Operation Respect trainer, Professor Lourecia Watson-Collins. Over 80 educators from a variety of schools in and around Charlotte, NC participated. On October 30, Peter Yarrow and Billy Jonas offered an Operation Respect concert at the Knight Theatre in Charlotte. Proceeds from the concert were utilized to support ongoing program implementation and DLAM training in Charlotte, NC, organized by the Foundation for Respectability. Again, as with Rockford, IL, this way of introducing Operation Respect into a community has many dimensions of potential transformation by virtue of the involvement of the community stakeholder organizations.
NYC SCHOOLS - THE INTERVENTIONS CONTINUE

Operation Respect: NYC

Respect for All Initiative

Operation Respect continues to offer Respect for All workshops, through The New York City Department of Education’s Office of Safety and Youth Development, and in partnership with the Anti-Defamation League (ADL); the Gay, Lesbian and Straight Education Network (GLSEN); and the Morningside Center for Teaching Social Responsibility. Thousands of school staff from NYC elementary, middle and high schools throughout NYC have participated in these anti-bullying workshops. The primary message conveyed through this initiative is that all students deserve a safe, supportive school environment, free of bullying and bias-based behavior, which goes to the heart of Operation Respect’s mission. Operation Respect also participated in a new initiative
launched in September 2011, by the NYC DOE, to provide anti-bias training to teams of K-8 educators throughout NYC to give them another effective tool to help prevent bias-based harassment in their classrooms and schools.

**District 31 Grant Renewed – PS 14 and PS 16, Staten Island, NY**

Operation Respect continued its intervention at PS 14 and PS 16, which is funded by a NY State Grant received by District 31 in Staten Island. PS 14, a K-5 elementary school located in the middle of a low-income housing project in Staten Island, has experienced positive school climate transformation as a result of Operation Respect interventions over the past several years. Our work has included the implementation of DLAM in classrooms throughout the school, assembly programs with Mark Weiss and Baby Jay, and assemblies and songwriting workshops with Steve Seskin. The grant awarded in March 2011, enabled Operation Respect to continue working at PS 14 and to provide program and professional development to PS 16, another elementary school in Staten Island that is struggling to address student behavior problems as well. The interventions at both schools include DLAM Program implementation, the creation
of a Peacemakers Club and songwriting workshops and assembly programs, provided by OR Board member Steve Seskin and positive hip-hop artist Baby Jay. These presentations united students, educators and administrators to create more respectful school climates.

Principals at PS 14 and PS 16 are extremely pleased with the results and indicate that their schools have experienced positive school climate change as a result of the Operation Respect initiative. Both schools report a significant decrease in detention and suspensions and behavioral problems with students, and notably, PS 16 reports an increase in attendance. Following several visits with Baby Jay, and noting the positive impact his presence had on the students, PS 16 created “Baby Jay” points, to provide students with an incentive to attend school and contribute to the positive school spirit. Students with perfect attendance were invited to join Baby Jay for breakfast at the end of the year. The principal reported that attendance increased as a result of this incentive and Operation Respect’s intervention.

**PS 175 Long Island City, NY**

The NYC DOE funded our initial work in this school, focused on building respectful environments and diminishing bullying behaviors by developing and training youth leadership to implement DLAM lessons
in classrooms with their peers. The principal at PS 175 was extremely pleased with the results of our intervention, and continued to fund our work in this school throughout the 2010-2011 school year.

**IS 73 Queens, NY**

The NYC DOE enlisted Operation Respect to provide a comprehensive intervention at IS 73, a middle school in Queens whose vision is to create a school environment where students are encouraged to make positive choices both academically and behaviorally. Throughout the 2010-2011 school year, Operation Respect worked with all of the 7th grade classes on building respect and community throughout the school, providing student and staff development sessions and assembly programs as well.

**IS 50, Bronx, NY**

The NYC DOE provided funding for OR to create a peer mediation program at IS 50 in the Bronx, a school that is struggling with serious behavioral problems. Our work in this school focused on building respectful environments and diminishing bullying behaviors by developing and training youth leadership to become peer mediators.

**PS 150 New York, NY**

The NYC DOE enlisted OR to provide teachers and students at PS 150 with the tools and skills they need to create a respectful school environment. Our work in this school is focused around the implementation and utilization of the DLAM program materials.

**PS 3, Staten Island, NY**

The NYC DOE provided funding for OR to provide teachers and students at PS 3 with the tools and skills they need to create a respectful school environment. Our work in this school is focused around the implementation and utilization of the DLAM program materials.

**Ongoing “Don’t Laugh at Me” Program Dissemination**

Since its inception, Operation Respect has provided over 180,000 copies of DLAM to educators and administrators throughout the United States and the world. In 2011, Operation Respect disseminated
7,000 copies of DLAM. Approximately 6,000 requests were processed through the Operation Respect website and distributed free of charge courtesy of the McGraw-Hill Companies. The remaining 1,000 were disseminated through the Operation Respect office, professional development workshops, education associations and conferences.

**Professional Development in the United States and Abroad**

Operation Respect continues to offer professional development workshops that provide educators with the skills and confidence they need to launch DLAM successfully in their schools and communities. To date, over 45,000 educators have participated in these workshops. In 2011, Operation Respect trained educators in New York, NY, Charlotte, NC, Rockford, IL, and Clark County, NV to implement DLAM. Additionally, a select group of educators in Rockford, IL were chosen to participate in follow-up training sessions to give them the skills they need to provide ongoing training for educators implementing the DLAM program. Operation Respect also provided “Respect for All” workshops for hundreds of educators from middle schools and high schools throughout New York City.
Presentations by Peter Yarrow, Operation Respect Staff and Allies

Since Operation Respect’s inception, Peter Yarrow and our team of speakers and performers have addressed over 500,000 educators, educational leaders, parents, students, policy makers and community members throughout the world. In 2011, Operation Respect continued to provide presentations advocating for the creation of safe, respectful and compassionate environments for children and youth.

“What’s the Benefit” – A Broadway Benefit for Operation Respect

In March, 2011, Molly Blau, Nico Franklin and Paul Cloeter, Executive Directors of “What’s the Benefit,” contacted Operation Respect to inquire about our interest in being a beneficiary of a Broadway benefit in support of anti-bullying programming. This is a remarkable honor that is being bestowed on Operation Respect. It is also fitting that the honor involves the Arts, which are part of what makes our program efforts unique and highly effective. “What’s the Benefit” has written an original musical that focuses on the objectives of Operation Respect, which they will showcase at on Broadway in support of Operation Respect and other interventions and programs that are intended to create caring environments and counter bullying, ridicule and youth violence. Proceeds from the production will be donated to Operation Respect. The play will be produced, initially for one day only, but it is possible that later performances will be presented depending upon the enthusiasm with which the musical is greeted. The benefit will be held on Monday, March 19, 2012, at the Stephen Sondheim Theatre on Broadway in NYC.

Schools report a significant decrease in detention and suspensions and behavioral problems with students, and notably, PS 16 reports an increase in attendance.
PROJECTED PRIORITIES
of Operation Respect in 2012

• Broaden the dissemination and adoption of the DLAM program in the United States and internationally.

• Expand DLAM and other professional development opportunities for educators in the arenas of the social and emotional development of children and youth.

• Seek funding for an experimental model, evaluation and assessment of DLAM’s efficacy to better understand and validate its positive impact, domestically and internationally, and ascertain ways to improve DLAM and integrate it with other interventions and strategies of similar purpose and intent.

• Continue the collaboration with the Office of Safety and Youth Development at the New York City Department of Education.

• Further Partnership with the Peace Corps in the United States with the goal of replicating the Ukraine implementation model in other countries in which the Peace Corps is actively engaged.

• Expand Operation Respect Israel efforts to include the development of a partnership between health care providers and educators, in an effort to more effectively combat bullying and youth violence.

• Disseminate a “Tribute to Teachers” Guide to accompany the dissemination of an expanded PBS “Tribute” DVD, free of charge.

• Expand the work of the United Voices for Education to facilitate and broaden its advocacy initiatives to improve the education of all children through adoption of whole child education as America’s primary educational model, focusing on the formulation of improved educational policy during the reauthorization of ESEA.

• Extend the use and dissemination of Operation Respect’s Newspapers in Education materials.

• Continue to develop an effective Board of Directors with new and expanding skills, resources and diversity.
A TRIBUTE TO THE
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AND DR. CHARLOTTE FRANK

Operation Respect would like to thank The McGraw-Hill Companies and Dr. Charlotte Frank, Senior Vice President of Research and Development for McGraw-Hill Education, the educational division of the Corporation, for their most generous support since Operation Respect’s inception. Operation Respect would also like to thank Sue Pearsall, for donating her time to this annual report and The McGraw-Hill Companies for underwriting the cost of printing the “Don’t Laugh at Me” Program materials and the annual report.

The
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FINANCIAL SUPPORT

Operation Respect depends on the generous support of individuals, corporations, foundations and governments. Many donors have contributed to make it possible for us to survive and thrive and increase our effectiveness. Our thanks go out to each and every one of them. Thousands of classrooms are evolving into safer and more respectful learning environments because of all who help us. We appreciate and value your support, offered in so many ways, more than we can ever express.

Funders 2011

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Polis Schutz Family Foundation
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$5,000-$9,999
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Irving Harris Foundation

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Sidney Helbraun
Perry Hoffman
Diana Hoskins
Jane Hoskins
Karen Lee Hutcheson
Invitations and Celebrations
Linda Ishiguro
Doretta Johnson
Alred and Sandra Kass
Talbot Katz and Jenny Hurwitz

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Lawrence Baker
G. Yanta Bannister and L. Yanta
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Marvin Berkowitz
Michael Blakeslee
Andrew Bloom
Dorothy Blumner
Emilee Bond
Diane Brown
Michelle Brownell
John Byrne
Harold and Rebecca Carlson
Cyndy Chanenson
Joshua and Amy Carlson

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Nancy Kriel
Deborah Krosnick
Dennis Larsen
John Leathers
Jerold and Evelyn Levin
B.A. Lieberman
John Linder
Carol Lipnik
Elizabeth Little
Marjorie Lundy
Michael Lutz
Richard Lynn
Benjamin Malkin
Babs Maltenfort
Linda McKay
Cynthia Mee
Marshall Meyers
Stanley and Anita Mishook
Loren Nielsen
John O’Brien
Maureen Sawain O’Connor
Jeanne Peters
Staci Raymond
Rodef Shalom Congregation
Jane Roberts
Harold Robin
Mr. Rosenbluth
Roberta Roth and Bill Newell
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Cindy Safran
Bruce and Barbara Salk
Ruth Sarfaty-Miller
Kevin and Mimi Savio
Brian and Lisa Schurugin
Susan and Rabbi Saul Schwartz
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Larry Schlehuber
Doron Shapira
David and Suzanne Smith
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Mark Stanish
Robert and Nancy Steed

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Barbara Ziegenweide

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Kevin Salem
Carolyn Specht
Lisa Walsh
Peter Yarrow

Special Thanks to:

Dr. Charlotte K. Frank
The McGraw-Hill Companies
STATEMENT OF
Financial Position 2011

<table>
<thead>
<tr>
<th>December 31,</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$163,172</td>
<td>$141,305</td>
</tr>
<tr>
<td>Certificates of Deposit</td>
<td>$101,696</td>
<td>$175,513</td>
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<tr>
<td>Total Cash and Certificates of Deposit</td>
<td>$264,868</td>
<td>$316,818</td>
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<tr>
<td>Contributions Receivable</td>
<td>$12,500</td>
<td>$10,250</td>
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<tr>
<td>Other Receivables</td>
<td>$100,725</td>
<td>$82,850</td>
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<tr>
<td>Computer Equipment, net of accumulated depreciation of $34,160 and $32,158</td>
<td>$3,288</td>
<td>$1,432</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$381,381</td>
<td>$411,350</td>
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<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities–accounts payable and accrued expenses</td>
<td>$20,153</td>
<td>$18,596</td>
</tr>
<tr>
<td><strong>NET ASSETS:</strong></td>
<td></td>
<td></td>
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<tr>
<td>Unrestricted</td>
<td>$289,867</td>
<td>$308,104</td>
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<tr>
<td>Temporarily restricted</td>
<td>$71,361</td>
<td>$84,650</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>$361,228</td>
<td>$392,754</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$381,381</td>
<td>$411,350</td>
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</tbody>
</table>

THE STATEMENT OF FINANCIAL POSITION AND STATEMENT OF ACTIVITIES ON THE FOLLOWING PAGE WERE DERIVED FROM THE 2011 FINANCIAL STATEMENT AUDITED BY OUR INDEPENDENT ACCOUNTANTS, WEST, RHODE AND ROBERTS. A COPY OF THE AUDITED FINANCIAL STATEMENTS AND FORM 990 FOR 2011 ARE AVAILABLE UPON REQUEST
## STATEMENT OF Activities 2011

<table>
<thead>
<tr>
<th>Year ended December 31,</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unrestricted</td>
<td>Temporarily Restricted</td>
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</tbody>
</table>

### REVENUES AND SUPPORT:

#### CONTRIBUTIONS:

<table>
<thead>
<tr>
<th>Source</th>
<th>2011</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>$57,370</td>
<td>$69,855</td>
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<tr>
<td>Foundations and corporations</td>
<td>$55,045</td>
<td>$55,045</td>
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<tr>
<td>Contributed goods and services</td>
<td>$272,065</td>
<td>$272,065</td>
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<tr>
<td>Total contributions</td>
<td>$384,480</td>
<td>$396,965</td>
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<tr>
<td><strong>Educational workshops and performance fees</strong></td>
<td>$360,074</td>
<td>$398,507</td>
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<tr>
<td>Loss on sale of investment</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Interest</td>
<td>$1,936</td>
<td>$1,936</td>
</tr>
<tr>
<td>Net assets released from restrictions, satisfaction of program restrictions</td>
<td>$25,774</td>
<td>—</td>
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</tbody>
</table>

### EXPENSES AND LOSSES:

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Program services</td>
<td>$557,309</td>
<td>$577,309</td>
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<tr>
<td>Management and general</td>
<td>$155,234</td>
<td>$155,234</td>
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<tr>
<td>Fundraising</td>
<td>$57,958</td>
<td>$57,958</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$790,501</td>
<td>$790,501</td>
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<tr>
<td>Change in net assets</td>
<td>$(18,237)</td>
<td>$(31,526)</td>
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<tr>
<td>Net assets at beginning of year</td>
<td>$308,104</td>
<td>$392,754</td>
</tr>
<tr>
<td><strong>Net Assets at End of Year</strong></td>
<td>$289,867</td>
<td>$361,228</td>
</tr>
</tbody>
</table>
Staff

PETER YARROW, Co-Founder and President
MARK WEISS, Education Director
ELIZABETH KOLODNY, Program Director
MARYAM WILLIAMS, Administrative Assistant

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