



# Annual Report

2022

The Jesse Lewis  
Choose Love  
Movement

[www.Choose Love Movement.org](http://www.ChooseLoveMovement.org)

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From Scarlett Lewis  
Chief Movement Officer

This year is a solemn anniversary marking ten years ago that I lost my son Jesse in the Sandy Hook massacre.

Sadly, we continue to have school shootings because we have not solved the issues that lead to these horrific tragedies. The Choose Love Movement addresses the root cause of violence that leads to these tragic events: suffering.

We teach people how to put love between response and action. More than 3.5 million children have gone through the program, and learned how to respond to the challenges they face in safe and healthy ways. We solve the problem.

Imagine if we could double the number of children Choosing Love next year. The unprecedented disruption of the past two years has left our children to deal with academic loss, increased violence, deaths to substance abuse, and an epidemic of mental illness.

If we can bring Choose Love to more schools, more communities, and more children, we can get to the root causes of these challenges and improve the lives of millions of children. We can keep them safe.

Choose Love is proactive, flexible, and transformative. It works for every grade, every community, and for groups outside of school. As you know, our program is offered free of charge because we are committed to ensuring all children and adults can access Choose Love.



# About Choose Love

Scarlett Lewis founded the Jesse Lewis Choose Love Movement after her son, Jesse, was murdered during the Sandy Hook Elementary School tragedy in December 2012. It is one of the worst mass shootings in U.S. history. At six years old, Jesse, alongside 19 of his first-grade classmates and six educators, died. Law enforcement says Jesse used his final moments to heroically save nine of his friends. Shortly after his death, Scarlett discovered a message Jesse had written on their kitchen chalkboard. It was written phonetically, as it would have been by a six year old, but it read, "Norturting Helinn Love" (Nurturing, Healing Love). Scarlett knew instantly that if the shooter had been able to give, and receive love, the tragedy would never have happened. The three words of Jesse's message are included in the definition of "compassion" across all cultures. Scarlett realized that love, connection and belonging are universal wants and needs that connect all of humanity. She set out on a mission to teach as many people around the world about this message, beginning with children. These three words (Nurturing Healing Love) led to the creation of a formula that can be used by anyone, at any time, anywhere in the world to manage their response to any situation. The Choose Love Formula™ is based on the profound result of practicing the character values inherent in "Nurturing Healing Love," which are: Courage + Gratitude + Forgiveness + Compassion-in-Action.

The Jesse Lewis Choose Love Movement is aware of everyone's need for enriching connection, resilience, and well-being. Our Choose Love Formula: Courage + Gratitude + Forgiveness + Compassion-in-Action reinforces a Choose Love lifestyle to nourish and strengthen the body, mind, and emotions. At its core is Jesse Lewis' message of sharing "Nurturing Healing Love" from within ourselves to thoughtfully respond to all we meet to improve the world around us.



**Jesse Lewis**

## Our Vision

Provide the opportunity for everyone to learn about and practice the Choose Love Formula

## Mission

The Jesse Lewis Choose Love Movement is aware of everyone's need for enriching connection, resilience, and well-being. Our Choose Love Formula: Courage + Gratitude + Forgiveness + Compassion-in-Action reinforces a Choose Love lifestyle to nourish and strengthen the body, mind, and emotions. At its core is Jesse Lewis' message of sharing "Nurturing Healing Love" from within ourselves to thoughtfully respond to all we meet to improve the world around us.

Our Vision Provide the opportunity for everyone to learn about and practice the Choose Love Formula

# Why We Choose Love

## OUR PURPOSE

Every child will know how to choose love and communities will embrace choose love as a practice and way of life, creating a better society with less anger, violence, and alienation.

Our most powerful element is that is the program is based on love. This makes Choose Love universal, adaptable, resonant, simple, and sustainable. This is why it transcends the classroom, age groups, or settings. Choose Love has been developed with rigor and based on science.

When practiced daily, the Choose Love principles will transform you, your relationships with others, and create a ripple effect of happiness, health and productivity throughout your school, home, and community.

## ESCALATING MENTAL ILLNESS

- Anxiety and depression among children and adolescents increased 27 percent and 24 percent respectively from 2016 to 2019. (Georgetown University)
- Before the pandemic, the rate of children's depression and anxiety were estimated to be 8.5% and 11.6%. Now, one in four children are reporting depression and one in five are reporting anxiety. (JAMA Pediatrics)
- Fivefold increase in 10- to 12-year-olds attempting suicide over the last 10 years. (JAMA Pediatrics)
- "School shootings in 2020-21 soared to the highest number in two decades, according to a new federal report that examines crime and safety in schools across the United States." (Washington Post)

"In an educational landscape where many educators have the 'not one more thing' mentality, Choose Love is a breath of fresh air. In fact, it is the time I most look forward to all week."

-- E Birdin, Long Meadow Elementary, CT

# Choose Love Programs

## Choose Love For School™

Choose Love For School™ is a no cost, next-generation, Pre-K through 12th grade, Character Social Emotional Development program that teaches educators and their students how to Choose Love in any circumstance, and helps them become connected, resilient, and empowered individuals. These skills, tools and attitudes have been proven through decades of scientific research to be the best way to ensure a healthy, meaningful and purpose-filled life.

## Choose Love Programs

Choose Love for Homes™, Choose Love for Communities™, and Choose Love for Athletics™ brings the Choose Love Formula™ beyond the classroom to create a ripple effect of Choosing Love to create a more peaceful and loving world. When every child and adult in our communities embrace Choose Love as a practice and way of life, we can begin creating a better society with less anger, violence, and alienation.

## Choose Love CARES Workshops and Bus Tours

Choose Love CARES workshops and Bus Tours are creating sustainability which will provide long-term growth, and ensure our mission to continue providing programs free for all to use. Choose Love CARES helps school administrators cultivate a positive environment and healthy mindsets through fundamental workshops, and supports educators with Spotlight Webinars. Choose Love Bus Tours are community-wide events.

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

## The Choose Love Formula In Action

### Educators Say Students are Excelling

(2021 Choose Love Educator Survey)



78%

**COURAGE**

Students are trying new or difficult tasks, expressing themselves more, etc.

81%

**GRATITUDE**

Students are showing more appreciation, empathy and kindness.



73%

**FORGIVENESS**

Students are showing less aggression, and more self emotional control.

80%

**COMPASSION**

in-action  
Students have better social skills and stronger connections.



This was definitely one of the most useful workshops that I have attended in a long time. I enjoyed the tapping therapy and breathing techniques and it was very inspirational hearing the power of love and positivity. No matter what life brings our way, we need to realize we can overcome any challenge. Thank you for your message!

-Amy Weber High School Biology Teacher..Hempfield Area School District, PA

# 10 Years of Choosing Love

choose  love™  
10 YEARS

Ten years after the Sandy Hook tragedy, young people face even more challenges. Evidence shows the positive impact of programs like Choose Love that guide students to live a life with courage, gratitude, forgiveness and compassion-in-action.



"December marked ten years since Jesse was so needlessly and violently killed. I knew immediately that if the shooter had access to social emotional learning, this tragedy would never have happened. I feel Jesse's spirit around me and he inspires me every day to be strong and share his message of love with the world." -- Scarlett Lewis

"In an educational landscape where many educators have the 'not one more thing' mentality, Choose Love is a breath of fresh air. In fact, it is the time I most look forward to all week." -- E Birdin, Long Meadow Elementary, CT

## History

2012

Jesse Lewis saved nine classmates before being killed in the worst school shooting in U.S. history.



2013

Scarlett Lewis created the Jesse Lewis Choose Love Movement to be part of the solution by developing a social and emotional learning program for schools at no cost.



2015

The Jesse Lewis Empowering Educators Act was introduced in Congress and included in Every Child Achieves Act to provide funding for teachers to be trained in social and emotional learning.



2016

First pilot schools to implement the Choose Love Enrichment Program at Ka'elepulu Elementary School in Kailua, Hawaii, and at Rippowam Middle School in Stamford, CT.



2018

Federal Commission on School Safety, headed by Education Secretary Betsy DeVos, included information from the Jesse Lewis Choose Love Movement.

Choose Love For Homes program launched providing parents with an online video course in social and emotional intelligence.

First state-wide rollout of the Choose Love Enrichment Program, and included in the School Safety Preparedness Taskforce.



2020

Choose Love For Schools is launched and is the first Character Social Emotional program offered. Choosing Love in our Brave New World is launched in response to COVID-19.



2022

Choose Love for Corrections and Choose Love for Caregivers is launched in New Hampshire.

10 Year Remembrance of Jesse Lewis.



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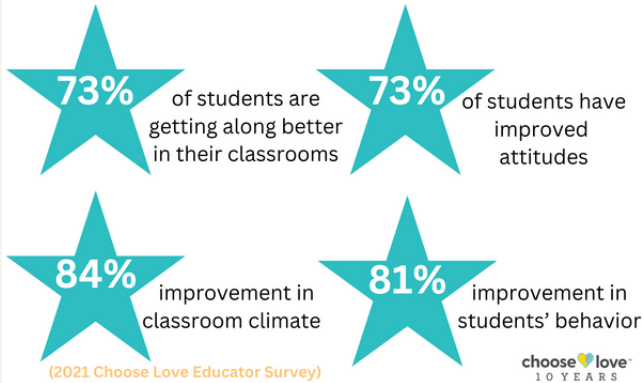
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# Our Impact

## Choose Love is Working!

### Choose Love Is Working



### Working in Hawaii

Ka'elepulu Elementary School in Kailua, HI assessed Choose Love's impact in 19 different observable behavior changes, such as "Better emotional self-regulation." In 17 of those, at least 95% of students had improved. In several categories, the assessment was at 99% or 100%.



### Expanding Choose Love in New Hampshire

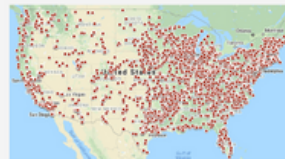
The New Hampshire Department of Corrections has successfully piloted the Corrections and serves as a model for other correctional institutions across the U.S. The program teaches ways to handle adversity, have courageous conversations, and respond with love. It also promotes self-empowerment, resilience, connection, and optimism.

### IT'S ALL ABOUT THE Reach

On Our Way to 25 Million by 2025

### OVER 3.5 MILLION

Choose Love has grown organically, one person at a time, and growing.



### ALL 50 STATES

People from all 50 states and DC have accessed Choose Love programs.



### 120 COUNTRIES



### MORE THAN 11,500 SCHOOLS

### STATES WITH HIGHEST CHOOSE LOVE SCHOOLS



#### Hawaii

253 of 398 schools use Choose Love



#### New Hampshire

425 of 675 schools use Choose Love



#### Connecticut

593 of 1,254 schools use Choose Love



#### Arkansas

465 of 1,186 schools use Choose Love



#### Rhode Island

136 of 398 schools use Choose Love

# Choose Love in Action



Scarlett published her first children's book



choose love  
10 YEARS



Dr. Miguel Cardona, U.S. Secretary of Education, and Scarlett Lewis, Choose Love Movement founder, Met to Discuss the Safety, Health and Well-being of Children and Educators

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

#ChooseLove #Education #SEL

2022  
Achievements

- Named Bloomberg 50
- Speaker at New York Times Dealbook Summit
- Published a children's book
- Discussion with Dr. Migeul Cardona, U.S. Secretary of Education
- CT Entrepreneur Awards
- Holistic Wealth Trailblazer
- Anthem Awards - Leader of the Year
- Stevie Awards for Women In Business

Discussion with Secretary of Education, Dr. Miguel Cardona

How can teaching emotional skills make our schools safer?

**Scarlett Lewis**  
Founder, Jesse Lewis  
Choose Love Movement

DealBook/Summit



Featured Speaker at New York Times Dealbook/ Summit

"I'm in Awe of You."  
-Gale King,  
CBS Mornings



## Interviews and Media Coverage

- CBS News
- CNN New Day
- CNN with Anderson Cooper
- WTNH
- CT Insider
- Today.com
- New York Times
- USA Today



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# Funding Our Mission

## Donations 2022

Individual Contributions/Grants — 69%  
Fundraisers — 6%  
Speaking Fees — 10%  
Book & Program Supplies — 9%  
Investment Returns — 6%

## Expense Sources 2022

Programs — 90%  
Mgmt & General — 7%  
Fundraising — 3%

We thank you for  
your continued  
support and for  
Choosing Love.

choose love™  
10 YEARS

**We're Having A Lot of Fun,  
AND Creating Safer and  
More Loving Schools!**

COURAGE + GRATITUDE + FORGIVENESS + COMPASSION IN-ACTION = THE CHOOSE LOVE FORMULA

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