

REbeL, Inc.



General Information

Contact Information

Nonprofit

REbeL, Inc.

Address

8695 College Blvd.; Suite 260

Overland Park, KS 66210

Phone

(913) 660-4650

Website

<http://www.re-bel.org>

Facebook

facebook.com/rebelpeereducationprogram

Twitter

twitter.com/REbeLBeYOUtiful

Email

info@re-bel.org

At A Glance

REbeL, Inc.

How to donate, support, and volunteer

Your support is greatly needed and appreciated so that we can continue to expand our program!

- Donations can be made by check mailed to: REbeL, 8695 College Blvd. Suite 260; Overland Park, KS 66210.
- For in-kind donations and event sponsorship please visit our website or email Laura at laura@re-bel.org for more information.
- There are a variety of volunteer opportunities available including office help, special events, chapter sponsors and outreach. Please visit our website or email volunteer@re-bel.org for more information.

Mission & Areas Served

Statements

Mission Statement

REbeL is changing the definition of health and beauty for every body. We encourage students to rebel against our culture's unrealistic standards of beauty, which value appearance over character and promote low self-esteem, body dissatisfaction, disordered eating, and bullying. We strive to foster a healthy culture of kindness. We emphasize the importance of seeing each person's beauty and value, regardless of size. We empower students to identify and dialogue about these issues, raise awareness among their peers, and create solutions to the problems.

Background Statement

In 2008, a group of high school students and psychologist Laura Eickman gathered to talk about their appearance, about their relationship with food, about themselves. Through these discussions, they realized they were tired of the way women often referred to their bodies in negative ways. They were tired of seeing friends stand in front of bathroom mirrors criticizing their bodies while overlooking their beauty. So they began to take a stand in their school, and decided that instead of conforming to the norms of self-criticism, dieting, and body dissatisfaction, they would promote an environment to build women's self-esteem and confidence. They would no longer let our culture define "beautiful" for them. Instead, the women would REbeL.

As REbeL grew, it became increasingly clear that body dissatisfaction was not a problem restricted to females. Thus, REbeL works to address the struggles of men and women alike, and to impart the message that all individuals have value and are beauty-full.

Impact Statement

Accomplishments:

1. In partnership with UMKC, we completed our first randomized control research trial looking at the efficacy of REbeL. The findings are currently in the process of publication for viewing in a science journal.
2. Completed and disbursed the Programming Portal, which makes the REbeL curriculum accessible online to all chapters.
3. Grew staff to a full-time Development Director, full-time Programming Director, part-time Executive Director, and a part-time Administrative Assistant.
4. Received the runner-up True Inspiration Award from the Chick-fil-A Foundation.

Goals:

1. Diversify fundraising efforts to include more foundation and corporate requests as well as more recurring donors.
2. Grow to 50 total active chapters throughout the nation.
3. Refine the "Train the Trainer" model with more intensive training sessions for chapter sponsors and students.
4. Further increase the diversity of Chapter Sponsors, members, and Board of Directors.
5. Strengthen existing programs through continued curriculum development, research-oriented activities, and trained Chapter Sponsors. Continue to work toward changing the definition of beauty and health for every body.

Needs Statement

1. Identify volunteers or part-time staff to assist with graphic design, web development, and marketing. We need additional assistance especially related to our programming portal). Cost: ~20,000 yr.
2. Raise funds to support further program expansion. Many of our chapter sponsors (adults who work with the student members) are volunteers, and we need to compensate them at least a small amount for the time and energy they dedicate to the program. Additionally, we need travel funds to allow for attendance/marketing at relevant conferences and continuing education events. Cost ~30,000
3. Develop a scaling model to successfully grow and support chapters across the nations. Our staff will need to periodically travel to chapters out of the area to provide support. Cost ~15,000

CEO/Executive Director/Board Chair Statement

REbeL's successes and challenges are interrelated: there is widespread demand for exponential expansion of REbeL chapters into additional schools, yet we need more time and financial support to satisfy that demand. REbeL is rapidly growing from its grass roots origins, moving from 1 to 37 chapters in just the 5th year of incorporation, and receiving requests from more than 20 additional schools. We are working to strengthen REbeL's infrastructure to keep up with increased demand. We have confidence that REbeL fulfills a need in our society and consider it a success that so many schools acknowledge the value of REbeL. We are equally confident that with additional resources we could do much more.

However, limited resources prohibit further growth. We have simply reached the limit on our volunteers' time. Many tasks are performed, and special projects completed, by individuals volunteering on an ad hoc basis. In order to continue to grow, we need a consistent, paid staff to support the program.

We have made deliberate changes in the organization's structure to address these current challenges. We have structured the board to create a balance of individuals who can continue to grow our profile through their involvement in the schools and healthcare sector, and individuals with experience in raising funds. We have scheduled meetings for community members to learn about additional volunteer opportunities, which an internal advisory council will manage. This allocation of responsibilities will help each of our contributors do what he or she does best to support this vital and innovative program.

As someone who struggled with an eating disorder for nearly 10 years, this is a cause in which I believe absolutely. After working in the schools and with teens as a clinical psychologist, I can also attest to how widespread and significant the problems are – it is because of this experience, both personal and professional, that I decided to start REbeL.

At REbeL, we envision a world in which individuals are valued for who they are rather than how they look. We want individuals to know that the images the media feeds them are not realistic. They need to know that beauty isn't a size and the mirror doesn't reflect their value. They need the tools to REbeL against the stereotypes and unhealthy ideals that our society is pushing on them through advertising and entertainment. We are committed to continuous peer education and activism for the good health of our students and the community. REbeL students are educated about the prevalence of eating and body image issues and the impact of negative self-talk, while also learning to be critical consumers of the media. The program is truly student-driven and transformative, providing students the opportunity for their leadership abilities, untapped talents, and confidence to emerge. Armed with the tools they learn in REbeL, they become agents of positive change within their world.

Working together, we believe we truly can create a REbeLution!
Thank you for your support.

Laura Eickman, Psy.D.
Licensed Psychologist
Founder, REbeL, Inc.

Service Categories

Children's and Youth Services
Youth Development Programs

Areas of Service

Areas Served

Areas

KS - Johnson County

MO - Jackson County

Programs

Programs

REbeLs as Peer Educators in High School

Description	REbeL is a student-driven peer education program. REbeLs are first educated on the prevalence of eating and body image issues, ineffectiveness of diets, mindful eating and exercise, impact of negative self-talk, and the role of media in our lives. REbeLs work to improve their own self-esteem and confidence, and become leaders who encourage their peers to move toward healthier relationships with food and their bodies. REbeLs are “agents of change” within their schools; they identify the ways in which they want to impact their peers and develop methods for doing so. For example, REbeLs conduct activities including creating and distributing educational handouts, posting body-positive messages on bathroom mirrors, encouraging peers to celebrate their strengths and talents over focusing on appearance, conducting media literacy campaigns, recognizing National Eating Disorders Awareness Week and Be You Week, and holding the annual Walk to REbeL.
Category	Human Services, General/Other Children & Youth Services
Population Served	Adolescents Only (13-19 years), ,
Short-Term Success	REbeL began in 2009 with 24 students at 1 high school (Blue Valley Northwest), and became a nonprofit in 2011. Since then, REbeL has expanded to involve over 500 students at 24 schools with ongoing requests for the program from additional schools across the KC metro. Each chapter hosts at least 1 event per month, focusing on positive body image, use of healthy affirmations, and elimination of "fat-talk." Last school year alone, REbeLs at Blue Valley Northwest High School held two school-wide awareness weeks, created inspirational and educational videos shown in all district high schools, posted countless handouts, and helped to host a walk with nearly 1000 participants. Many of our alumni have carried the REbeL message onto college and are now continuing this work in their own ways--for example, one former REbeL is a doctoral candidate at George Washington University and published her first research article in a professional journal detailing her work on the randomized controlled trial study conducted to measure the efficacy of REbeL. The organization also expanded the scholarship program in 2016, offering \$17,000 in awards to REbeL high school seniors and graduate students pursuing a degree in a profession that will further carryout REbeL's mission.
Long- Term Success	Our goal is to create a healthy culture of kindness and respect (for self and others) within the schools. We want students to ‘know’ that trying to be the person on the cover of a magazine prevents them from offering their gifts to the world – that the way to be beautiful is to “be you,” not someone else. We seek to help students appreciate the unique qualities of others, and thus ameliorate the epidemics of bullying, low self-esteem, eating disorders, and suicide in as many schools as possible.

Program Success Monitored By

The interest in and growth of the program is one measure of success. Schools from multiple states have sought out REbeL. We have not engaged in wide-scale promotion of REbeL but simply through word-of-mouth and the need for this type of programming, the requests continue to come in—REbeL is a program that others want which, in and of itself, is indicative of success. The many self-reports of members indicating the importance and effectiveness of REbeL are another measurement (see section below for examples). Additionally, we are now conducting a longitudinal study to examine the impact of the program, and are gathering quantitative data (through validated research questionnaires) at high schools with the REbeL program. The goal of the present study is to assess for change within the members over time thus they will complete the set of questionnaires at both the beginning and end of the school year. The data will then be analyzed to determine if and in what ways change occurs.

Examples of Program Success

The reports of members are perhaps one of the best ways to illustrate the success of REbeL. Most of the REbeLs will eagerly talk about the program and its impact on them and their peers. As one current member at BVNW stated, "The images of the media, pressure to be like our peers, urge to conform . . . it changes us. REbeL has helped me, and so many others, reverse this process. It has helped me see the beauty in the world, look at my peers with different eyes. It has helped me eliminate those 'snap judgments' everyone is so prone to make. Even more importantly, it has helped me with my own self confidence. Now, when I look into the mirror, I don't automatically look for my faults and how to fix them." And as one recent graduate said, "In looking back on high school, I think of all the activities I was involved in . . . None of them shape how I live my everyday life except for REbeL."

REbeLs as Mentors in Middle and Elementary School

Description	REbeLs conduct outreach activities in the middle and elementary schools that are focused on promoting positive body image messages at an early age. Current research shows that more than 50% of children between ages 3 and 6 are worried about being fat. The media's influence can be seen early, and by middle school, students are well aware of our culture's definition of beauty and the importance of appearance. To provide an alternate perspective, REbeLs visit middle schools and give presentations that illustrate the cost of appearance concerns and how these concerns detract from our talents, activities, and relationships. REbeLs also go to elementary classrooms and read positive stories for children followed by a short discussion and art activity. (Book examples include Shapesville by Andy Mills and Becky Osborn or I'm Gonna Like Me by Jamie Lee Curtis.) In both activities, REbeLs serve as mentors to younger students and model positive and healthy approaches to eating and body image.
Category	Mental Health, Substance Abuse Programs, General/other Peer Counseling
Population Served	Children Only (5 - 14 years), ,
Short-Term Success	In addition to high school activities, the REbeLs' outreach program interacted with close to a dozen elementary schools during "story time" sessions. In addition, REbeLs in middle school presented to feeder elementary schools, previewing the program for incoming future middle school students and serving as positive mentors. These outreach activities impact both the REbeLs and their audience. In line with book themes, elementary school students complete an art activity in which they identify what "makes them a star" and share with others a talent or strength they have. Each student's contribution is then compiled into a "Classroom Book of Stars" for a lasting reminder of REbeL's messages. Through presenting, the REbeLs increase their command of the educational material and boost their own confidence. The audience gets to interact with "cool high school students" in an affirming, respectful way. Many middle school students who have heard these presentations go on to express interest in having their own REbeL group or becoming members of the group in high school.
Long- Term Success	Our ultimate goal is to foster resiliency, and teach effective coping and media literacy skills so that young people might be better able to maintain self-esteem and resist body dissatisfaction. We work to promote healthy messages that counter what our youth see in the media so they understand that an alternative viewpoint does exist. We hope to create mentoring relationships wherein the REbeLs and other students are mutually benefitting by learning from and supporting each other.
Program Success Monitored By	The elementary or middle school staff person who requests a REbeL activity is asked to complete a form evaluating the activity's effectiveness. Based on feedback from these evaluations, we then modify activities, clarify messages, and help the REbeLs to become more skilled in delivering them. These evaluations serve as the primary tool by which we measure success. The interest in and growth of the program is also a measure of success. We struggled to keep up with the number of outreach requests we received. Many of these requests came as a result of "word of mouth" advertising from teachers and students who had participated in one of our outreach activities; so again, the popularity of the outreach efforts provides some indication of success.

Examples of Program Success

The evaluation forms completed for both the presentation and story time activities have been highly positive, as have the reactions of students. One middle school teacher commented on her evaluation, "The enthusiasm of the presenters was very contagious; they had lots of knowledge, were very articulate and had a great balance of humor and seriousness." The middle school students are typically engaged and interactive; a line often forms after presentations, with students wanting to ask questions, share stories, or express their thanks for someone broaching this topic with them. An elementary school teacher's evaluation of story time included, "I thought it was fabulous! The girls were incredible and my class was totally engaged. I would definitely do it again. It was powerful!" These young children are so excited to have the REbeLs in their classroom; they often ask if they "can be REbeLs" and/or if the REbeLs will "come back tomorrow."

REbeLs as Community Change Agents

Description	REbeLs work to create positive change within their communities and in a broader context on social media. They engage in a variety of outreach efforts including Compliment Cookies, #WhiteboardWednesday, #PostPositive, and the Walk to REbeL. We also partner with organizations like Chick Events, Whole Foods, the Rosedale Development Association, Girls on the Run, and the Turner Syndrome Society of Kansas City to participate in activities like neighborhood beautification, mural and bench painting, and collaborative efforts to raise awareness of issues impacting those we serve.
Category	Education, General/Other Education, General/Other
Population Served	General/Unspecified, ,
Short-Term Success	By the end of each year, we will have collaborated with at least three other nonprofits to spread our messages and support each other in mutually beneficial ways. Through these efforts, we have already painted three large murals and four park benches, as well as led educational sessions at conferences, campouts, and shopping events. We will continue to identify creative ways to interact with community members and introduce them to REbeL. We have grown and will continue to grow our social media reach with the goal of creating "pockets of positivity" to counter the negative that so often occurs on social media. By educating REbeL members about the power of social media, we can help them to impact more individuals (their "followers") in helpful and healthy ways. Our Walk to REbeL, which had close to 1000 participants in 2016, will continue to grow in participants in 2017. And finally, our Compliment Cookie outreach grew to disbursing nearly 200 cookies a week in 2016 and was wildly successful in spreading our message of creating a culture of kindness to ourselves and to others. Because of the work we do in the community and schools, REbeL was awarded the 2017 True Inspiration Award by Chick-fil-A's Foundation.
Long- Term Success	The ultimate success of our work within the community would be to create a world in which individuals are valued for who they are and not how they look.
Program Success Monitored By	We track success at community events primarily through participation numbers and increasing those from one year to the next as well as through additional requests that come in as a result of those events (requests for chapters, outreach activities, to become involved, etc.). We also track our "likes, follows, and re-posts" on social media in order to measure our levels of engagement in those forums. In addition, we conduct bi-annual surveys to teacher sponsors and students to gather feedback on what is proving to be most effective in school communities.

Examples of Program Success

We have many examples of the success of our community outreach efforts including growing our Walk to REbeL from 200 participants in 2010 to nearly 1000 in 2016. As one participant said, "I came this morning feeling tired and badly about my body and wanting to just stay in bed. After walking the route, hearing the conversations about body image, and self-acceptance, and creating positive change, I am motivated to do a better job of loving and accepting myself as I am. And after seeing the affirming signs all along the walk route, I am leaving today feeling so much better than when I started. I'm so glad I came and so glad a group like REbeL exists."

In 2016, we grew our social media reach by over 400% and have established a strategic goal to stay on trend with this growth. We have engaged new board members and volunteers as a result of these efforts as well. One of our volunteers noted, "I got involved with REbeL to help support my teenage daughter, and through my involvement, I've ended up helping myself more than I could have imagined."

Our Programming Portal is now completely up and running, and has proved to be an influential resource for chapters. This portal houses all REbeL curriculum, online discussion boards, and additional resources such as videos and webinars. This virtual resource provides increased support for schools across the Metro, eliminating geography as an inhibiting factor for success.

CEO Comments

The high school and middle school programming offered by REbeL is unlike any other program in the country. We are unique in that we are addressing body image and eating concerns with the students on a peer to peer basis, continuously throughout the year. We are one of very few programs available that recognizes the importance of this issue for males as well as females. We are giving these students the tools and self-confidence that they need to move on after high school and have productive and powerful conversations with their peers beyond high school. The majority of students who participate in the program attend college and choose a field of study that will continue the core values and psychology they learned during REbeL. The most popular major being chosen by REbeL alumni is psychology.

Leadership & Staff

Executive Director/CEO

Executive Director	Laura LaHue
Term Start	Oct 2015
Email	laura_lahue@re-bel.org

Experience

The current Executive Director first started with REbeL as an Advisory Board member, before the organization evolved to 501(c)3 status and an official Board of Directors originated. She simultaneously served as the first middle school chapter sponsor, piloting the middle school program and collaborating with the Founder, Dr. Laura Eickman, on program and curriculum development. She served as the Interim Co-Executive Director, along with Dr. Eickman, and now solely fills the Executive Director role. She holds a Master's of Education degree in Educational Administration and has extensive experience working with adolescents and character development.

Former CEOs

<u>Name</u>	<u>Term</u>
Ms. Christi Campos	Aug 2014 - Oct 2015

Senior Staff

Dr. Laura Eickman

Title	Founder
Experience/Biography	Dr. Eickman is the organization's founder and licensed psychologist, specializing in the treatment of eating disorders.

Staff

Paid Full-Time Staff	2
Paid Part- Time Staff	2
Volunteers	50
Retention Rate	100%
Paid Contractors	0

Formal Evaluations

CEO Formal Evaluation	Yes
CEO/Executive Formal Evaluation Frequency	Annually
Senior Management Formal Evaluation	Yes
Senior Management Formal Evaluation Frequency	Annually
NonManagement Formal Evaluation	Yes
Non Management Formal Evaluation Frequency	Annually

Plans & Policies

Organization Has a Fundraising Plan	Yes
Organization Has a Strategic Plan	Yes
Management Succession Plan	Under Development
Organization Policy and Procedures	Yes
Nondiscrimination Policy	Under Development
Whistleblower Policy	Yes
Document Destruction Policy	Yes

Collaborations

REbeL collaborates with 14 middle and 10 high schools and 2 community centers that each have REbeL chapters. There are more than 20 requests from additional schools and community organizations wanting to collaborate in this way with REbeL.

REbeL also collaborates with Chick-fil-A, MOEDA, Girls on the Run, Turner Syndrome Society of Kansas City, University of Missouri-Kansas City, and the Rosedale Development Association.

Awards

Awards

Award/Recognition	Organization	Year
Presenter at Annual NEDA Conference	National Eating Disorder Association	2013
Poster Presentation	Eating Disorders Research Society	2015
Rising Star Award	Nonprofit Connect	2013
#LoveYourSelfie PSA	The More You Know Public Service Campaign/TODAY Show	2014
True Inspiration Award	Chick-fil-A	2017
Presenter	Academy for Eating Disorders Annual Conference	2017

Government Licenses

Is your organization licensed by the government?

Board & Governance

Board Chair

Board Chair	Ms. Marcy Langhofer
Company Affiliation	Northwestern Mutual
Term	July 2015 to July 2017
Email	marcy.langhofer@gmail.com

Board Members

Name	Affiliation
Ms. Kerri Baranowski	
Ms. Allie Briley	JP Morgan Chase
Ms. Ashley Dean	
Ms. Ginny Harris	
Dr. Robin Hawley	The Stowers Institute
Ms. Natalia Kidder	
Ms. Marcy Langhofer	Northwestern Mutual
Mr. Thomas Lin	Avande
Dr. Jennifer Lundgren	
Dr. Amy Murphy	Blue Valley Northwest High School
Dr. Amy Murphy	
Ms. Carolyn Potter	Blue Valley Northwest High School
Ms. Chelsea Rohde	Barkley
Dr. Jill Rosbrough	
Mr. Larry Weinstein	Treat America
Ms. Kim Whittlesey	

Board Demographics - Ethnicity

African American/Black	0
Asian American/Pacific Islander	1
Caucasian	15
Hispanic/Latino	0
Native American/American Indian	0
Other	0

Board Demographics - Gender

Male	3
Female	13
Unspecified	0

Governance

Board Term Lengths	2
Board Term Limits	3
Board Meeting Attendance %	90%
Written Board Selection Criteria?	Yes
Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100%
Percentage Making In-Kind Contributions	100%
Constituency Includes Client Representation	Yes
Number of Full Board Meetings Annually	12

Standing Committees

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts
Program / Program Planning
Board Governance
Finance
Executive

CEO Comments

All committees of REbeL, including the Governance Committee, are currently active, meeting regularly and making great progress as the organization grows rapidly.

In 2015, six new board members joined the organization. Each bring valuable knowledge, experience and expertise to the board. A challenge for our current board is increasing our diversity, and we are seeking individuals who are interested in becoming involved with REbeL who represent diverse cultural backgrounds and perspectives to inform our work and help us to become a more inclusive organization.

Advisory Board Members

Name	Affiliation
Ms. Kim Byrnes	Fox 4 News
Dr. Laura Eickman	REbeL Founder
Ms. Katy Harvey	Insight Counseling
Ms. Sherry Liu	St. Louis University

Financials

Fiscal Year

Fiscal Year Start	Jan 01, 2017
Fiscal Year End	Dec 31, 2017
Projected Revenue	\$198,964.00
Projected Expenses	\$151,473.00
Endowment Value	\$0.00
Spending Policy	Income Only
Percentage	0%

Detailed Financials

Revenue and Expenses

Fiscal Year	2015	2014	2013
Total Revenue	\$148,302	\$121,632	\$69,850
Total Expenses	\$168,539	\$102,031	\$39,665

Revenue Sources

Fiscal Year	2015	2014	2013
Foundation and Corporation Contributions	\$77,868	\$54,683	\$66,437
Government Contributions	\$0	\$0	\$0
Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
Unspecified	\$0	\$0	\$0
Individual Contributions	\$0	\$0	\$0
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$1,039	\$1,503	\$1,743
Investment Income, Net of Losses	\$0	\$0	\$0
Membership Dues	\$12,065	\$4,110	\$2,850
Special Events	\$57,330	\$61,336	(\$1,180)
Revenue In-Kind	\$0	\$0	\$0
Other	\$0	\$0	\$0

Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$168,539	\$102,031	\$31,732
Administration Expense	\$0	\$0	\$7,933
Fundraising Expense	\$0	\$0	\$0
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	0.88	1.19	1.76
Program Expense/Total Expenses	100%	100%	80%
Fundraising Expense/Contributed Revenue	0%	0%	0%

Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$56,400	\$82,385	\$58,553
Current Assets	\$54,022	\$82,385	\$58,367
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$1,083	\$6,831	\$2,600
Total Net Assets	\$55,317	\$75,554	\$55,953

Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	49.88	12.06	22.45

Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	Individual Donor \$33,850	Individual Donor \$27,950	--
Second Highest Funding Source & Dollar Amount	JB Reynolds Foundation \$5,000	Lockton Companies \$10,000	--
Third Highest Funding Source & Dollar Amount	JP Morgan \$5,000	JP Morgan \$5,000	--

Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00

Organization Comments

A current challenge with our small organization is affording some of the financial processes we would ideally like to have in place (like an external audit). With the growth of our organization, our goal is to be able to engage in these.

Foundation Comments

- FY 2015, 2014, 2013: Financial data reported using the IRS Form 990.
- Foundation/corporate revenue line item may include contributions from individuals.

