



### *From the Desk of Tommy Spaulding*

Welcome to the first edition of ***Bringing the World Together*** This will be a monthly e-newsletter from me in which I will share relevant information for the 20,000 alumni of Up with People, as well as our friends and supporters. As always, I welcome your input.

For those of you who may not be aware of the recent changes at Up with People, I am an alumnus of 87D. I was hired as the new Chief Executive Officer and President of Up with People in July. I shared my vision for the organization about which we are all so passionate when I spoke at the Up with People International Alumni Association Reunion last summer.

I am here because Up with People changed my life. I'm the first to admit that it isn't a perfect organization, but I am clear that Up with People is as relevant in the world today as it was when it was founded 40 years ago. As an organization, sometimes we've had the business sense or "head" and sometimes we've had the passion or "heart." My goal is to move us forward with heart, but also with a sustainable business plan so we won't repeat the scenario that led to the closing of our doors in 2000.

I also want you to know of two significant changes within the organization. First, music is back. One of the things that makes Up with People unique is that we provide young people an opportunity to experience personal growth, leadership training and service learning as they travel through three continents. We also provide the opportunity for them to participate in shows including music, performing arts and multi-media. Music is truly the universal language and it will be back in the Up with People program in a more significant way with Cast A 2006.

Second, we're not only about creating global citizens, but sparking people to action in their own communities. We will now be partnering with non-profit organizations in each community we visit. Our students will participate in service projects that are not only helpful, but impactful as well. And, rather than the proceeds from the show going to Up with People, we will turn them over to a non-profit in every city. That is my vision for true partnership within the non-profit world.

So please read on and learn about what we're doing with Up with People. Also, share this with your cast members, family and other friends of Up with People. The only way we will be successful is with your help and support. Because I know, as the song says, that we can count on you as one of "a lot more people who care."

## ***Fundraising efforts***



### **Lunt Family Challenge Grant**

I am extremely excited to announce that the Lunt Family has committed US\$500,000 to Up with People. I give heartfelt thanks to Tony, Michael and Larry Lunt for their extraordinarily generous contribution. Larry is a member of the Up with People Board of Directors and Michael is an UWP alumnus. The first US\$250,000 is an immediate gift. The remaining US\$250,000 will be gifted once we raise US\$250,000 from our worldwide alumni and recruit 20 students through alumni.

### **Toyota Challenge Grant**

We have also received a challenge grant from Toyota Motor North America, Inc., and our tremendous friend, Hideaki “Harry” Otaka. Mr. Otaka is a member of the Up with People Board of Directors and is President and CEO of Toyota Motor North America, Inc. The first US\$250,000 is an immediate gift. The remaining US\$250,000 will be gifted once we recruit 20 qualified, tuition-paying students through alumni.

Our goal is to raise all of this money and reach our student recruitment goal by July 2006 and announce our success at the next Up with People International Alumni Association (UWPIAA) Reunion. The Lunt gift was announced and the Alumni Contribution Campaign was launched at the UWPIAA Board of Governors (BOG) meeting in Detroit on November 5. The Toyota gift was announced at the Up with People Board of Directors meeting in New York City on December 5. The initial response has been tremendous. I thank Sary Garcia, UWPIAA President, and the entire BOG for their monetary and moral support. I will provide you with regular updates on our progress in this newsletter.

## ***Recruiting***



Our new major recruitment campaign, the “Golden Passport,” was also launched on November 5. Up with People has often been called a “golden passport” for students. It allowed us access to heads of state, titans of industry, and unparalleled exposure to people, events, and places around the world.

We will have 100 highly qualified students from dozens of countries in the cast that convenes in July 2006. While there are scholarship funds available, our business model calls for most of the students to pay their US\$11,800 fee in full. Since we won’t have a cast on the road to recruit in the next few months we are enlisting our 20,000 worldwide alumni to help us in this effort.

A US\$1,000 scholarship is available to any alumna/us who knows a great young person who would benefit from Up with People. The only conditions are that the passport is nontransferable and must be used for application for the July 2006 program. Also, receipt of a Golden Passport does not guarantee admission to the program.

We are already getting inquiries from alumni around the world. This program is a great way to honor the time our alumni spent with Up with People while generating quality students for our next program. Every alumnus/a will receive an actual Golden Passport with the next copy of the UWPIAA newspaper, *UpBeat*. If you don’t receive *UpBeat* or you are not on the IAA distribution list, contact Tim Lane in Admissions or look for the “Golden Passport” button on our web site at [www.upwithpeople.org](http://www.upwithpeople.org).

## **Alumni visits**



One of the best parts of my job is the opportunity to speak with alumni around the world, both one-on-one and in presentations to chapters and clubs. I recently had wonderful experiences speaking with Japanese and German clubs as well as with dozens of alumni at receptions in Detroit and New York City. Additionally, Hiro Nishimura, Up with People's COO, recently received a tremendous welcome from alumni clubs in Sweden, Norway, Denmark and Finland.

I am humbled at the warm welcome and outpouring of support I have received when I share my vision for the new Up with People. As a matter of fact, the German alumni club immediately pledged to find us eight students for July and help raise money for their tuition. The Tucson alumni club has also committed to finding us three students and we have a commitment from an alumnus in New Zealand to send two students with fully funded scholarships. Additionally, the following clubs have committed to help find students for the July program: Denmark – 5; Finland – 4; Norway – 4; Sweden – 4; Boston – 2; Hawaii -1; and the Alumni CAP Cast – 1. I look forward to hearing from you if your chapter or club isn't yet represented.

We must have the active involvement of alumni worldwide to reach our goal, and I am heartened by the great initial response to our request for help.

### **Denver Alumni “Hootenanny” Reception**

We gathered almost 300 alumni, host families and friends of Up with People on November 19 in Denver. We wanted to start to win back our “back yard” and share our vision for Up with People. It was an amazing evening with alumni representing every era from the 60s and Up with People High School through alumni of the World Smart program. The energy is back and I am extremely grateful for the outpouring of support from all who attended.

### **Up with People Board of Directors Meeting - New York City**

I am grateful to our friends at Toyota for hosting this meeting and to Vicky and Larry Lunt for sharing their home for a reception for board members and new friends. Your board of directors discussed funding and budget considerations in detail and got a moving update of the Community Action Project's (CAP) tour of Japan and Thailand. Additionally, several guests were in attendance, including members of the UWPIAA for the first time.

### **Specific Requests**

One of the things I have heard from our alumni is that they want us to be more specific in our requests. I have four items this month with which we need help

1. **Potential sponsors.** We have announced the first six cities for Cast A 2006. They include Greeley, CO; North Platte, NE; Kansas City, MO; Sioux Falls, SD; Minneapolis, MN; and Waukesha/Milwaukie, WI. Please forward the names to me of any key individuals with whom you have relationships and could offer an introduction. We are looking for major corporate and media sponsorships. The European and Asia tours will be announced shortly.

2. **Recruit students.** We need your help in finding 80-100 qualified, tuition-paying students for the July 2006 program. Since we don't have a cast on the road, it is imperative that our alumni help us find students. Please see the "Recruiting" section above and consider helping us find just one student to travel.
3. **Challenge Grants.** As noted in "Fundraising Efforts," we have two tremendous opportunities through Challenge Grants. Please consider making a cash contribution to help us reach those goals.
4. **Web site links.** We are getting ready to launch our new web site. It will be exciting, easier to navigate and feature the Up with People program and brand. As a part of this effort, we are creating an extensive Resources and Links page. Having as many links as possible will help us in a number of ways, including our web marketing and placement efforts. If you would like to have a link from our site, please send an email to David Goldberg at [dgoldberg@upwithpeople.org](mailto:dgoldberg@upwithpeople.org).

### ***For your calendar***

#### **January 3, 2006**

*Alumni Gathering - Los Angeles, California*

6 – 9 PM

Universal City Walk, building TBD.

Please contact Paul Wirtz at [uwprozac@hotmail.com](mailto:uwprozac@hotmail.com), or call 323-420-8150.



#### **January 10, 2006**

*Alumni Gathering – Kansas City, MO*

6-9 PM

*Granfalloon Bar and Grill*

*608 Ward Parkway*

Please contact Kerri-Ann Appleton at 1-877-264-8856 or 303-460-7100, ext. 105, for more information.

#### **January 18, 2006**

*Alumni Gathering – Minneapolis, MN*

Details to follow. Please contact Kerri-Ann Appleton at 1-877-264-8856 or 303-460-7100, ext. 105, for more information.

#### **January 24, 2006**

*Alumni Gathering – Sioux Falls, SD*

Details to follow. Please contact Kerri-Ann Appleton at 1-877-264-8856 or 303-460-7100, ext. 105, for more information.

#### **April 20, 2006**

*World Premiere of the New Up with People Celebration – Denver, Colorado*

Please plan to join us in Denver for this historic event. We anticipate a momentous experience and I will be honored by your attendance.

**July 20-23, 2006**

*UWPIAA Reunion - Tucson, Arizona*

Check out [www.uwpiaa.org](http://www.uwpiaa.org) for details and registration information.



**August 4-5, 2006**

*Up with People Cast A '06 Dress Rehearsal – Denver, Colorado*

Like your dress rehearsal but with a few twists. We'd love to have you join us to send off Cast A '06 on their extraordinary world tour.

Finally, I offer my heartfelt wishes for a safe and joy-filled holiday season in whatever tradition you and yours celebrate.

With Warm Regards

*Tommy*

Thomas J. Spaulding, Jr.  
CEO & President  
Up with People

