



# HOBY Maryland *Donor Information* Packet



## The HOBY Story

In the summer of 1958, Hugh O'Brian received the invitation that would change his life forever. At the time, O'Brian had already made a name for himself as an actor portray the legendary lawman Wyatt Earp on television and appearing in numerous films. When he received a cable from Dr. Albert Schweitzer welcoming him to French Equatorial Africa for a visit, he did not hesitate to accept. O'Brian had long admired the German doctor-missionary-theologian-musician, and within two weeks he arrived at Dr. Schweitzer's remote hospital complex in Africa. During his visit, O'Brian spent his days assisting the volunteers in the hospital and his nights with Dr. Schweitzer discussing global peace and world politics. During their discussions, Dr. Schweitzer told O'Brian that he felt **"The most important thing in education is to teach young people to think for themselves,"** which O'Brian would never forget.

After an inspiring nine days, O'Brian prepared to return to America. Before saying goodbye, Dr. Schweitzer took O'Brian's hand and asked, **"Hugh, what are you going to do with this?"** It was these words combined with his unforgettable visit that compelled Hugh O'Brian to form Hugh O'Brian Youth Leadership (HOBY). Two weeks after returning from his 1958 visit to Africa, O'Brian put together a prototype seminar for young leaders.

From 1958 to 1967, leadership seminars took place in Los Angeles for sophomores from California. In 1968 the scope of the HOBY program grew to include national and international participants which led to the expanded eight-day global leadership seminar called the World Leadership Congress (WLC) held annually. In an effort to include more students nationwide, three-day and four-day HOBY Leadership Seminars were instituted in 1977 in which high schools throughout the country may nominate a sophomore to attend a HOBY seminar in their state.

Five decades later, HOBY is still inspiring young people all over the world to develop their leadership and critical-thinking skills to achieve their highest potential. Currently, more than 8,500 tenth graders, representing almost as many high schools nationwide, attend HOBY Leadership Seminars each year. These seminars are run by over 4,000 volunteers with community leaders, business executives, educators, and parents involved in every seminar. Each seminar strives to follow the HOBY motto of teaching students, **"how to think, not what to think,"** thus ensuring that Dr. Schweitzer's hope for young people lives on.

*"The most important thing in education is to teach young people to think for themselves."*



**12,000**  
Students  
(annually)



**450,000**  
Alumni  
(and growing)



**4,000**  
Volunteers  
(annually)



**4,000,000**  
Service Hours  
(and counting)

## Mission, Vision, and Core Values

### **Mission Statement**

To inspire and develop our global community of youth and volunteers to a life dedicated to leadership, service and innovation.

### **Vision**

To motivate and empower individuals to make a positive difference within our global society through understanding and action based on effective and compassionate leadership.

### **Core Values**

#### *Volunteerism*

Volunteerism is the heart and soul of our organization. We appreciate the myriad contributions of our volunteers, and recognize the power of thank you and of giving back. We seek to promote and encourage service among our stakeholders. We recognize and value the positive accomplishments that volunteers can achieve by working together. We believe that volunteers are positively impacted by our programs as much as the youth and communities we serve.

#### *Integrity*

Integrity forms the foundation of our organization. We demand the highest level of ethics. We grow our organization based on interactions that promote mutual trust and respect with our stakeholders and partners. We strive to ensure the highest level of organizational effectiveness by continually reviewing our programs and processes to improve quality and efficiency.

#### *Excellence*

We strive to continually raise our programs and business to new levels of excellence. We encourage entrepreneurship and innovation in business, education, and social responsibility. We develop creative solutions to address challenges and to utilize opportunities. We believe that leadership skills can and should be continually improved and refined.

#### *Diversity*

We value and embrace diversity. We seek out views that reflect all walks of life, and reflect those views in our programs. We are sensitive to the special needs and diverse backgrounds of individuals. We give all individuals an equal opportunity to be heard and to benefit from our programs.

#### *Community Partnership*

We value community partnerships. We recognize the importance of working with community organizations to strengthen our supportive network. We value the input we receive from our community partners, and strive to work together cooperatively and constructively for the betterment of all.

## Contributor Opportunities

Hugh O'Brian Youth Maryland Leadership Seminar

**Event Sponsor . . . . . \$10,000**

- Special Recognition in program—logo on cover & a full page ad
- Visit from HOBY attendee sharing experience, if requested
- Company name/logo signage throughout event
- Recognition presented at banquet
- 4 tables at career luncheon

**Day Sponsor . . . . . \$5,000**

- Special recognition in program—full page ad
- Visit from HOBY attendee sharing experience, if requested
- Company name/logo signage on day of sponsorship
- Recognition presented at banquet
- 2 tables at career luncheon

**Half Day Sponsor . . . . . \$2,50**

- Special Recognition in Program—¾ page ad
- Visit from HOBY attendee sharing experience, if requested
- Recognition presented at banquet
- 1 table at career luncheon

**Panel Sponsor . . . . . \$1,25**

- Special Recognition in Program—¼ page ad
- Company name/logo signage at sponsored panel
- Recognition Presented At Banquet

**Meal Sponsor (per meal)**

**Breakfast . . . . . \$2,000**

**Lunch . . . . . \$2,500**

**Dinner . . . . . \$3,000**

- Special Recognition in Program—½ Page Ad
- Company name/logo signage on day of sponsorship
- Recognition presented at banquet
- 1 Table at Career Luncheon for any meal sponsor

**Underwrite T-Shirt Costs . . . . . \$1,800**

- Special recognition in program—full page ad
- 1 Table at Career Luncheon

**Saturday Night Ambassador Social . . . . . \$1,000**

- Special Recognition in Program—¼ page ad
- Company Name/Logo signage at Event

**Ambassador Sponsorship . . . . . \$450**

- Recognition determined based on number of sponsorships

**Gift-in-Kind**

As an educational program we provide materials such as notebooks/folders, pens, lanyards, water bottles, etc. to our ambassadors and would happily accept these materials with HOBY and/or sponsor logo on them.

**Tax-Exempt Status**

Programs of the Hugh O'Brian Youth Leadership are organized by the Foundation and funded through contributions from corporations, foundations, and individuals. Gifts to the foundation are tax deductible under section 501(c)3 of the Internal Revenue Service Code.

*501(c)3 Tax ID #52-1269293*

*MD Tax ID #31093819*

The Leadership Seminar is a program coordinated by Maryland Leadership Seminar, Inc., a nonprofit organization. This organization is also registered with the State of Maryland, Secretary of State, as a charitable organization.

**Administration**

All HOBY leadership seminars are staffed entirely by volunteers. The HOBY Maryland Leadership Seminar Committee consists of civic-minded individuals who support the goals of Hugh O'Brian Youth Leadership and give their time and talent to make this learning experience possible. The professional backgrounds of the committee members are diverse, and several members are past HOBY Ambassadors.

## Sample Seminar Budget

### *In-Person Seminar*

|  |                    |                                    |                    |
|--|--------------------|------------------------------------|--------------------|
| <b>Expenses</b> .....                                    | <b>\$95,709.50</b> | <b>Income</b> .....                | <b>\$95,935.00</b> |
| Administrative .....                                     | \$2,910.00         | Career Lunch Sponsors.....         | \$7,000.00         |
| Meals.....   | \$29,569.50        | Cooperating Organizations.....     | \$25,400.00        |
| <b>Other Seminar Items.....</b>                          | <b>\$26,640.00</b> | Gifts-In-Kind .....                | \$7,150.00         |
| Specific items we would love a gift-in-kind for include: |                    | Grants and Corporate Donations ... | \$20,000.00        |
| • ASL Interpreter .....                                  | \$9,000.00         | HOBY National.....                 | \$6,000.00         |
| • Bus Transportation.....                                | \$3,000.00         | Individual Contributions.....      | \$19,500.00        |
| • Disc Jockey .....                                      | \$500.00           | Seminar .....                      | \$10,800.00        |
| • Medical-Gift Cards-Misc.....                           | \$100.00           |                                    |                    |
| • Office and Seminar Supplies .....                      | \$1,000.00         |                                    |                    |
| • Snacks .....   | \$250.00           |                                    |                    |
| • T-Shirts and TA Jackets .....                          | \$3,400.00         |                                    |                    |
| <b>Postage .....</b>                                     | <b>\$400.00</b>    |                                    |                    |
| <b>Printing .....</b>                                    | <b>\$2,000.00</b>  |                                    |                    |
| <b>Site Fees.....</b>                                    | <b>\$34,190.00</b> |                                    |                    |

### *Virtual Seminar*

|  |                    |                                    |                    |
|--|--------------------|------------------------------------|--------------------|
| <b>Expenses</b> .....                                    | <b>\$95,709.50</b> | <b>Income</b> .....                | <b>\$95,935.00</b> |
| Administrative .....                                     | \$2,910.00         | Career Lunch Sponsors.....         | \$7,000.00         |
| Meals.....   | \$29,569.50        | Cooperating Organizations.....     | \$25,400.00        |
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| • Medical-Gift Cards-Misc.....                           | \$100.00           |                                    |                    |
| • Office and Seminar Supplies .....                      | \$1,000.00         |                                    |                    |
| • Snacks .....   | \$250.00           |                                    |                    |
| • T-Shirts and TA Jackets .....                          | \$3,400.00         |                                    |                    |
| <b>Postage .....</b>                                     | <b>\$400.00</b>    |                                    |                    |
| <b>Printing .....</b>                                    | <b>\$2,000.00</b>  |                                    |                    |
| <b>Site Fees.....</b>                                    | <b>\$34,190.00</b> |                                    |                    |