

THE DREAM MENTOR
DANIEL ARMSTRONG

PRESENTS

FIND A TREE[®]
A Pathway to Your Dreams[®]





By helping individuals to
achieve their dreams,
we unleash the full force of the
world's most powerful resource:
human potential.

—Laurene Powell Jobs

Businesswoman, philanthropist, and widow of Steve Jobs



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER

THE MISSION



Daniel Armstrong's mission is to inspire and mentor both youth and adults to pursue and actualize their dreams through his program—Find A Tree.



Daniel Armstrong[®]

BEHIND EVERY SUCCESS STORY IS A DREAMER



Consider Find A Tree as a mirror—
one meant to reflect the greatness lying inside of you.

Consider Find A Tree as a match—
one meant to ignite your passion and spirit.

Consider Find A Tree as a vessel—
one meant to put you on a course toward your dreams.

—Daniel Armstrong

Find A Tree Creator



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER

DANIEL ARMSTRONG

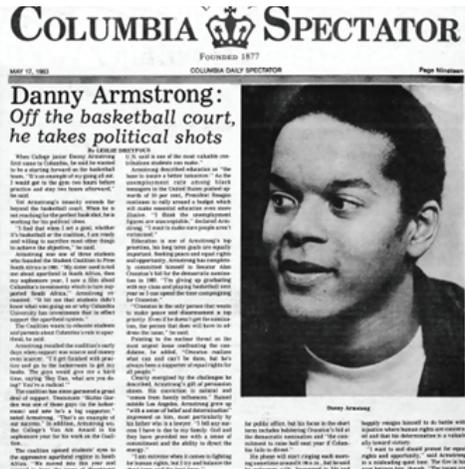


Daniel Armstrong is The Dream Mentor who helps individuals achieve their dreams, corporate teams bond, and students succeed.

Growing up in Compton, California, Daniel's commitment to both athletics and academics led him to play basketball for Columbia University. He earned his Bachelor of Arts degree in Political Science, and as a student he founded The Coalition for a Free South Africa. His work helped lead to Columbia becoming the first university with a significant endowment to resolve to divest from Apartheid South Africa.



Daniel competes against Yale University. New Haven, Connecticut



Columbia Daily Spectator



Daniel met with Desmond Tutu and gained his support for Columbia's divestment from Apartheid South Africa. Johannesburg, South Africa

DANIEL ARMSTRONG AND HIS FLYERS

By Parth Chhabra

Columbia University Spectator • Special 50th Year Commemorative Edition • April 2018

Daniel Armstrong, of the Columbia College class of 1984, came to Columbia to play basketball and left as the founder of the Coalition for a Free South Africa—a group that would, the year after Armstrong's graduation, famously blockade Hamilton Hall and cause Columbia to divest from

companies operating in apartheid South Africa. But before that—before the blockade, before the mass student support, before the international recognition, before all that—there was only Armstrong and his flyers.

DANIEL UNITES ZIMBABWE

Before earning both his Master's in Business Administration and Juris Doctorate in Law degrees from UCLA, Daniel was a Ford Foundation Research Fellow in Zimbabwe, where his experience with international affairs grew while studying youth development. In addition to his research, Daniel taught basketball in the racially divided and recently independent nation following twenty years of civil war.

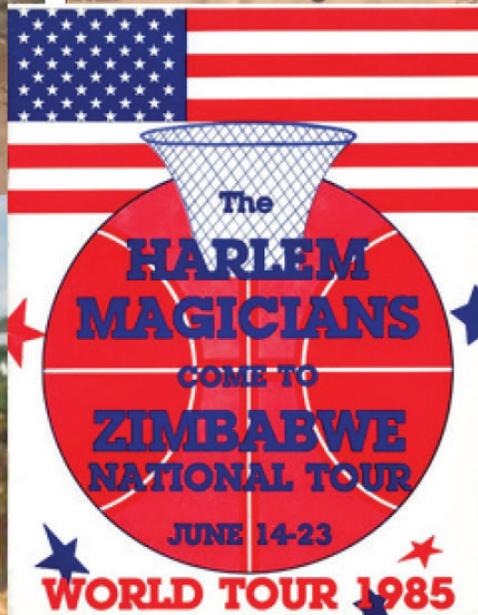
Daniel organized a national tour by the Harlem Magicians basketball team. With that work, Daniel made a significant impact on the region's social climate by spearheading the largest multiracial gathering in the young country's history.



Daniel welcomes the Harlem Magicians to Zimbabwe Harare, Zimbabwe

“ The tour is still remembered as one of the greatest American/African cultural-sporting events. ”

—Mal Whitfield, | U.S. Diplomat





Nothing happens
unless first a dream.

—**Carl Sanburg**

Eminent American Writer



Daniel Armstrong[®]

BEHIND EVERY SUCCESS STORY IS A DREAMER



The President of Ghana Jerry Rawlings
Beverly Hills, California

DANIEL IN GHANA: FIND A TREE IS BORN

Daniel would go on to serve as an international liaison to the president of Ghana, Jerry Rawlings. It was during this time that Daniel's true career calling became apparent.

While coaching youth basketball in Ghana, Daniel encountered two local boys who dreamed of one day opening their own school. He encouraged them to look beyond their challenges and to “find a tree and start their school there.”

This simple motivation inspired them to act. Their actions captured the attention of a local businessman who afforded them a building to house their school—effectively bringing their dream to fruition. With that, the Find A Tree program was born.



Daniel watches basketball practice. | Accra, Ghana



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER

DANIEL LAUNCHES FIND A TREE IN THE US

Returning to the United States, Daniel recognized that American youth were also facing very unique challenges that prevented them from maximizing their potential. He saw the opportunity to make a difference by empowering youth to overcome obstacles and act with a sense of urgency and confidence in pursuit of their dreams.

Daniel's Find A Tree program has been implemented in a number of different environments—from juvenile detention centers, to at risk teens in some of the lowest performing schools in Los Angeles, to students in private K12 schools, to college students, and with corporate executives. While each group posed unique challenges, Find A Tree motivated and empowered all participants to achieve more and realize their dreams.



“ As someone who has known Daniel Armstrong for nearly 40 years, I can think of no one better to inspire people of all ages to follow their dreams and achieve their goals. ”



—Michael Massimino
Former NASA Astronaut



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER



Do what you can,
with what you have,
where you are.

—Theodore Roosevelt

26th president of the United States



Daniel Armstrong[®]

BEHIND EVERY SUCCESS STORY IS A DREAMER

TESTIMONIALS



“ Daniel Armstrong’s presentation and out of the box thinking was just what our team needed. ”

—Celeste M. Alleyne

Director, Citizenship and
Public Affairs West Region & US
YouthSpark and Education Lead
Microsoft Corporation



“ Daniel Armstrong’s Find A Tree workshop inspired me to stop making excuses and to pursue my dreams today, to be a better team player and to become the catalyst to my own success. ”

—Aaron Batts

Product Presentation Specialist
Nike West Coast Headquarters



“ The Find A Tree program was a win-win. It increased employee engagement and it got employees excited about VSP as an employer. ”

—Jim McGrann

President
VSP Vision Care



“ Daniel Armstrong is one of those truly gifted motivational speakers who is a role model for our students. He has walked his talk and is especially valuable in inspiring our students... to make a positive difference in the world. ”

—Elizabeth J. McGregor

Associate Head of School The
Buckley School



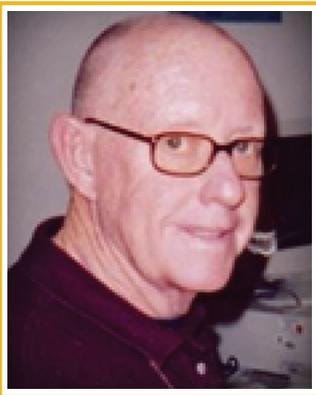
TESTIMONIALS



“Daniel Armstrong’s presentation is unbelievable and very inspirational.”

—Byron Scott

Three-time NBA World Champion
with the Los Angeles Lakers and
NBA Head Coach



“Mr. Daniel Armstrong is a passionate and persuasive communicator, an instinctive and energetic leader, a charismatic and commanding intellectual and physical presence, and an inspiring role model to all who aspire to the extraordinary. ”

—Ronald L. Davis

Teacher of Secondary Mathematics
Los Angeles Unified School District



“Daniel coaches from a point of strength. He believes that everyone has a strength, something they are good at and after finding that strength he builds on it. His Find A Tree program is truly a step-by-step guide to recognizing a dream and making it a reality. ”

—Dr. Sharona Cohen

Psychologist
Marriage and Family Therapist



“Using the tools and lessons Daniel taught me, I have started companies, non-profits, and manage significant amounts of money at J.P. Morgan.

—Mathew Fournier

President
The Fournier Group



CASE STUDY

UNIVERSITIES, GOVERNMENT AGENCIES & CORPORATIONS

ORGANIZATIONS:

University of Southern California, University of California at Riverside, California Employment Development Department, VSP, Nike, Microsoft (Partial List).

IMPLEMENTATION:

Daniel made “How to Live Your Dreams” presentations and conducted workshops for staff and students.

RESULTS:

Employees were eager to share their talents, interests, and dreams with colleagues and bonded as a team as they supported each other on dream projects. Employers provided support to assist staff to reach their career and life goals.

Inspired by her interaction with Daniel at a Find A Tree workshop for California Employment Development Department managers, Marie Sandoval (right) launched her dream project to help students in the Philippines with school supplies. Subsequently, her tree has grown to include students in Peru and Mexico.



CONCLUSION:

Find A Tree not only empowered individual employees to pursue career and life goals, but provided an effective team-building program for employees. Even corporate employees need help to achieve their goals and dreams. A significant percentage of college students lack a purpose for why they are attending college other than “I’m supposed to.” Despite their academic success, most college students need Find A Tree in order to discover who they are and to determine a purpose for their educational pursuits. Without a dream, many employees and students are going through the motions. Find A Tree provides purpose.



“ You don’t know how far your dream will take you. ”

—Marie Sandoval | Manager
California Employment Development Department



Daniel Armstrong®

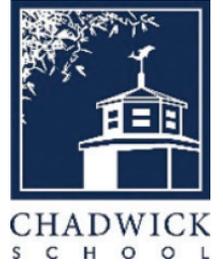
BEHIND EVERY SUCCESS STORY IS A DREAMER



CASE STUDY

PRIVATE HIGH SCHOOLS

CHADWICK SCHOOL & THE BUCKLEY SCHOOL



THE SCHOOLS:

Chadwick School and The Buckley School are two of the premier K12 private schools in Southern California. Other private high schools where Daniel has presented Find A Tree include: Pasadena Poly, The Waverly School, Milken Community High School, Viewpoint School (Partial List).



IMPLEMENTATION:

Daniel presented in a variety of formats: speeches, workshops, and student retreats.

RESULTS:

Students who took initiative—the Pioneers—accomplished amazing, life-changing projects for themselves and the beneficiaries of their projects.

CONCLUSION:

Despite the opportunities presented to students at these schools, many students are not reaching their potential. This was exemplified by the responses one senior gave when Daniel asked her what she was going to study as a freshman at Harvard in the fall: “I don’t know.” Daniel followed up by asking, “Why are you going to Harvard?” She responded, “I don’t know.” Students are expected to follow a path, but they need to reflect on who they are—their talents, interests, and dreams—in order to make their educational experience more meaningful and purposeful. Despite students’ privilege and access to resources and opportunities, the lack of purpose is a disadvantage that many of these students have to overcome.



Daniel Armstrong[®]

BEHIND EVERY SUCCESS STORY IS A DREAMER

“ After hearing Daniel Armstrong speak, we raised over \$40,000 and helped over 30 kids with cancer. ”

—Gaby Wilkerson
12th grade | The Buckley School

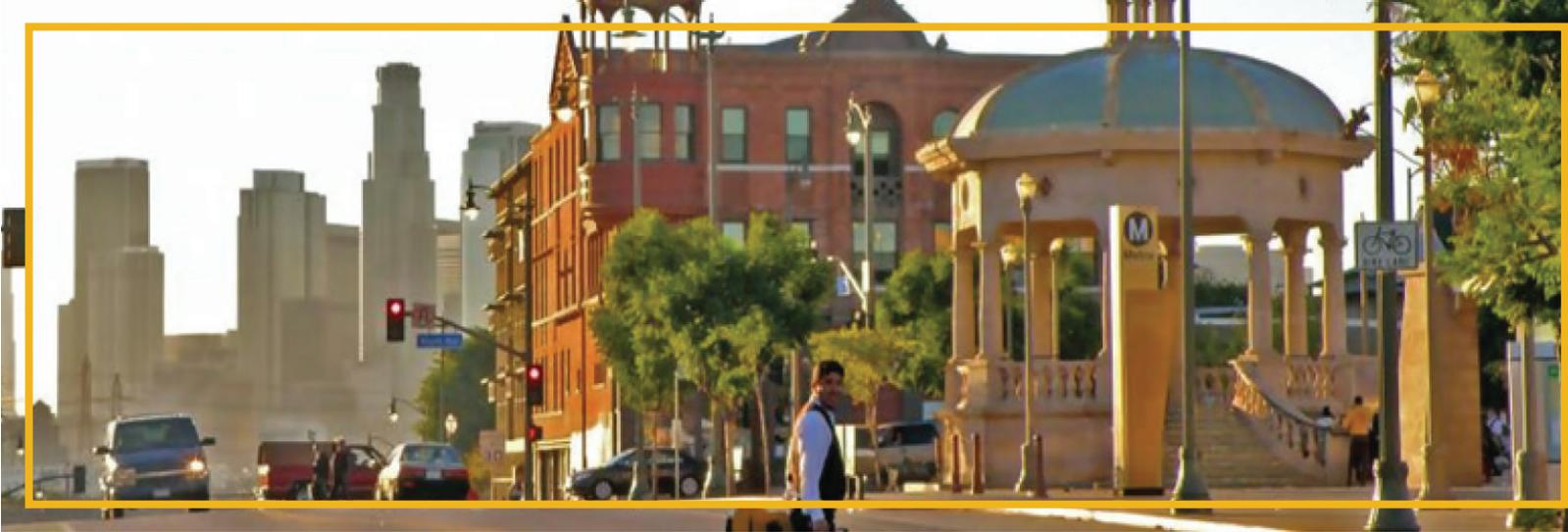


Chadwick’s **Lauren Dorsey** collected hundreds of used shoes from classmates and sent them to an orphanage in South Africa. Jacqui Ahrends, the community service coordinator at St. Cyprian School in Cape Town, South Africa, assisted Lauren. Jacqui wrote of Lauren’s accomplishment: “Congratulations, Lauren...We are humbled by your compassion, enchanted by your courage, and awestruck by your tenacity as you work toward putting shoes on children from materially underprivileged communities!”



Daniel Armstrong[®]

BEHIND EVERY SUCCESS STORY IS A DREAMER



CASE STUDY

ROOSEVELT HIGH SCHOOL

Los Angeles Unified School District

THE SCHOOL:

Theodore Roosevelt High School is located in the Boyle Heights section of Los Angeles, east of downtown. At the time the Find A Tree program was at Roosevelt, it was the second largest high school in the US. Eighty-five percent of the nearly 5,000 students were failing math and English. One-hundred and twenty-five of the lowest performing students were required to enroll in the Find A Tree program.

Other high schools and organizations serving high school students where Find A Tree was utilized include the following (partial list): Crenshaw High School, Duke Ellington Continuation High School, View Park Continuation High School, Compton High School, Manuel Arts High School, Young Black Scholars, the Magic Johnson Foundation.

“ The Find A Tree program is turning failures into people who now have purpose. ”

—Tyanna | Student



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER

IMPLEMENTATION:

Daniel collaborated with credentialed teachers to teach four Find A Tree classes. Students participated in the Find A Tree process:

1. Identified talents and interests.
2. Determined a dream.
3. Researched their dream and made in-class presentations.
4. Linked academic classes to their dreams.
5. Implemented a service project that embodied their dream. Students learned the Find A Tree Principles through the implementation of their projects. Principles are psychological tools and dream-building life skills.
6. Met mentors who worked in the same field as their dream.
7. Participated in healing circles in which students discussed and shared traumatic life experiences.

After 16 weeks, students showed a 44 percent increase in their overall grade point average and a 35 percent decrease in failing grades.



CONCLUSION:

Once students have hope, motivation, and a dream, and they are provided an opportunity to heal from traumatic life experiences, their overall academic performance, attendance, and graduation rates will improve.



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER



“ Find A Tree helps students find themselves, their dream, and connect with school. Find A Tree is the starting line to the greatest goal in life: the achievement of living your dream. ”

—Angel Jimenez | Find A Tree program graduate



“ From the perspective of one who has taught in the Los Angeles Unified School District for more than 25 years...Find A Tree is the most effective day-to-day program I’ve seen in terms of encouraging students to develop meaningful goals and then relating the importance of education to achievement of those goals. ”

—Randy Fong | Teacher



“ Daniel brought a new perspective on how to engage students in their educational endeavors and how those could be connected to their dreams and aspirations. For the first time in years, many students were able to make direct connections between the content they were learning in class and their post-secondary dreams and hopes.... He went beyond simply encouraging students... he taught [them] how to bring [their dreams] to fruition. ”

—Dr. Yolanda Rangel | Assistant Principal



“ I have worked with my students’ academics, but had never known what their hopes and dreams are! ...The Find A Tree Program seems particularly valuable for these students, some of whom are hard to reach. Daniel seems to have a gift for being able to connect with them and rekindle their interest in moving ahead with their lives. It is an inspiring process to witness. ”

—Phoebe MacAdams Ozuma | English Teacher

“ Find A Tree training [is] a powerful and potentially life-changing experience for the young people of our beleaguered inner cities and a source of career reinvigoration for teachers. ”

—Ronald L. Davis | Math Teacher

“ Through the Find A Tree program I was able to intern with The Los Angeles Chamber Orchestra, that experience was unforgettable. I met the world’s leading musicians and soloists...Who knew that the day I decided to attend the Find A Tree program was the day my life would change! ”

—Abraham Aragundi | 11th Grade

“ Never in my 32 years of teaching and counseling have I experienced self-esteem-raising results in adolescents in such a short period of time. ”

—Patricia A. Baylis | Counselor

“ The Find A Tree program encourages the student to examine his or her aspirations. By learning the guiding principles presented in the program, the student begins to dream of possibilities, create real life projects, develop responsibility, and take ownership of his or her future endeavors. ”

—Beverly Silverstein | Teacher and Training Magnet Coordinator

“ La Cresha [was]... a borderline student with unacceptable classroom behavior... La Cresha has become a more motivated and on-task student. Her behavior has improved as has her grade in my class. She has begun to put in the effort and time required to be a good student, knowing that she needs to do well in school to do well in life... The difference is visible and, hopefully, long lasting. ”

—Gloria Pepin | Science Teacher



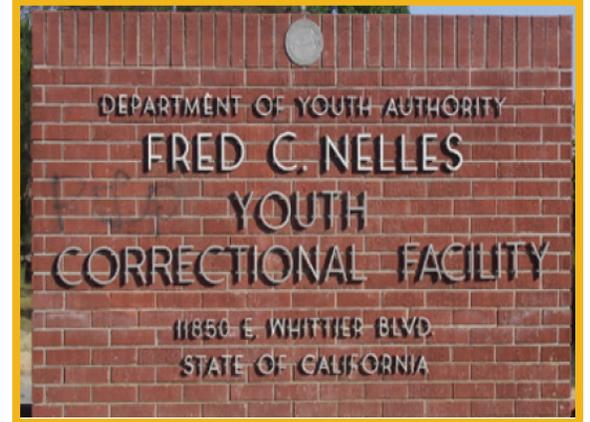
CASE STUDY

FRED C. NELLES YOUTH CORRECTIONAL FACILITY

California Youth Authority

THE INSTITUTION:

Fred C. Nelles Youth Correctional Facility, a 113-year-old juvenile prison that closed in 2004, housed youths ages 12-20 who were convicted of crimes ranging from vandalism to murder. Other juvenile detention centers where the Find A Tree program was taught include Eastlake Juvenile Detention Center and Camp Kilpatrick.



IMPLEMENTATION:

The institution had living units called “cottages.” Inmates lived and spent a majority of their time there when not in school or the cafeteria. Each cottage had approximately 80 inmates. Staff in Adams Cottage interviewed and selected 20 program participants. Daniel did a classroom session twice a week and basketball training on Saturday mornings. Inmates learned life skills through basketball. The program lasted seven months. Inmates living at Adams who were not selected for the class requested Find A Tree training, so Daniel spoke to these inmates each Saturday following basketball practice.



Daniel speaks with gang members under a tree at a Los Angeles park.

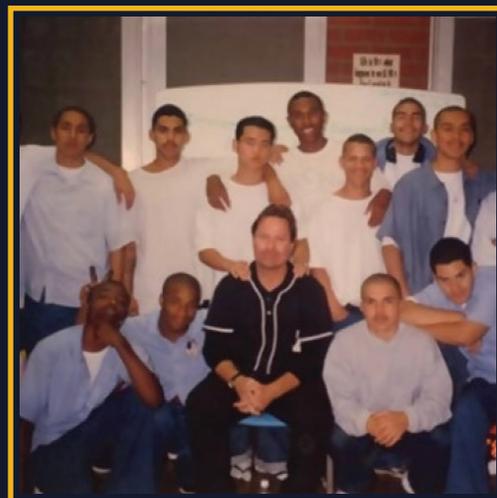


Daniel speaking to juvenile inmates about goals, healing, and transformation.

“The Find A Tree program is set up similar to a road map that helps us visualize the steps needed to take in order to accomplish our goals in life...Before the Find A Tree program enlightened us, instead of communicating with one another in order to resolve our conflict, we would use our fists and not our brains. Now that we are officially Find A Tree graduates, we’ve learned how to talk and communicate in almost every situation we may encounter.”

*—inmates in a letter to the Director
of the California Youth Authority*

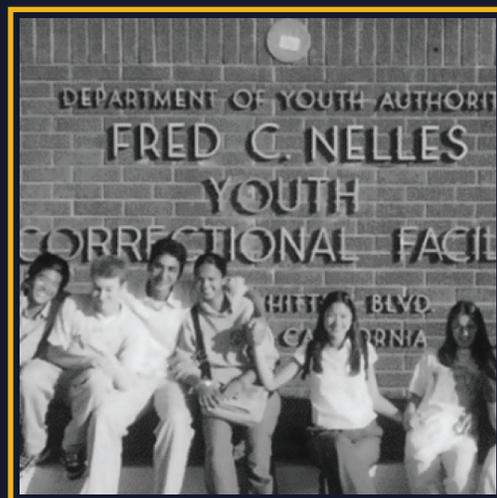
Class participants were required to explore who they were outside of being gang members—their talents, interests, and dreams. Books were provided on the topic of each student’s dream. Life skills such as conflict resolution, human relations, and character were a primary focus of the class. Students engaged in emotionally charged healing sessions as they shared experiences that “tattooed their hearts.” Students developed projects related to their dreams. Rappers and songwriters organized a talent show. A future teacher taught other inmates. A future architect collected inmates’ Popsicle sticks at lunch and dinner and built model buildings. Mentors who worked in the field of each student’s dream visited the prison, met with his or her mentee privately, and spoke to all inmates in Adams Cottage. Representatives from East Los Angeles College and Habitat for Humanity as well as other professionals visited as guest speakers. Students from Chadwick School, an exclusive private K12 school in Palos Verdes, California, visited as well. The inmate who aspired to be a teacher set up a library in an unused cell with books donated by Chadwick School.



Nelles Find A Tree program participants



Daniel and inmates celebrate



Chadwick School students visited Nelles and met with the Find A Tree students

“ I have never seen or been involved with a program as powerful and productive as [Find A Tree]. [The] program has successfully developed the talents and gifts of each participant by helping [them] to live their dreams. ”

—Patrick Czarny | Counselor

RESULTS:

Participants developed plans of action for while incarcerated and for when they were to be released. Several attended community college upon their release, while others started careers. Staff reported a decrease in incident reports, participants left their gangs, and students graduated from high school while at Nelles. At the conclusion of the program, nearly two-thirds of the juvenile inmates in other living units at Nelles signed a petition requesting the Find A Tree program. Find A Tree program graduates wrote a twenty-page plan of action outlining how they would teach other inmates Find A Tree. After presenting their plan to Daniel, program graduates informed him, "We are going to teach Find A Tree. We only need you to teach basketball." At the conclusion of the program, the institution decided not to continue Find A Tree and replaced it with a quilting class. Inmates wrote a five-page letter to the California State Director of the Youth Authority explaining the benefits of the Find A Tree program.



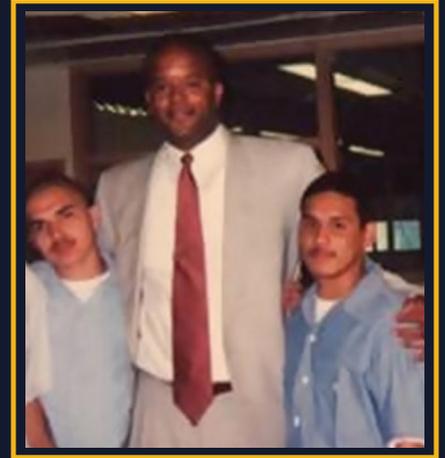
CONCLUSION:

Even the most violent, hardened gang member wants to live his dream. Each of the young men in the program was emotionally crippled by life trauma. Each benefited by the opportunity to heal by sharing his story and listening to others. Gangs provide young people a pathway to success in the gang; however, no one ever showed them how to be successful outside of the gang. Although resistant initially, once they saw a peer make progress, others realized that they too could change. There were Pioneers—those eager to take action on their dream, Watchers—those who waited on others before they would commit themselves, and Rebels—those who initially refused to participate. In time, each group came around and pursued their dream. A former Rebel even became the leader of the program, following the release of Darwin Ramirez, a Pioneer, who was voted by his peers to be the first president.

DARWIN RAMIREZ:

FROM LOCK-UP TO BEVERLY HILLS

Darwin Ramirez (right) was incarcerated at age 16 for attempted murder. Due to continued gang activity, he spent a year in an isolation cell before enrolling in the Find A Tree program. Following his completion of the program and his release from prison, he went on to work at one of the world's largest entertainment companies—BMG Entertainment in Beverly Hills.



April 2000



October 2015

“ My homeboys taught me how to be a gang member, but Find A Tree taught me how to be a man—a responsible man—and to go after the things that I want. ”

—Darwin Ramirez
Find A Tree Graduate

“ [Darwin Ramirez] always did his absolute best, nothing short of excellence was good enough for him and he was on time, focused and responsible well beyond his years... [BMG Entertainment's] assessment of his work was much like mine...he was the best student they had ever had. I credit the Find A Tree program with the amazing accomplishments of the young men I met at the Fred C. Nelles Youth Correctional Facility. ”

—Jaleesa Hazzard
Former Executive Director Y.E.S. to Jobs
Beverly Hills, California



Jaleesa Hazzard



CASE STUDY

ELEMENTARY & MIDDLE SCHOOLS

SCHOOLS:

Hollenbeck Middle School, 1st Street Elementary School, Pio Pico Span School, Viewpoint Point School, Bunche Elementary, US Dream Academy, ICEF Charter Schools, the Country School, KIPP Los Angeles (Partial List).

IMPLEMENTATION:

For elementary and middle schools, Daniel made presentations and conducted workshops, as well as workshops for parents and teacher professional development training sessions.

RESULTS:

Elementary students were engaged and excited by the Find A Tree concept of taking immediate action on their dreams.



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER

CONCLUSION:

Children have dreams, but we discourage them by telling them they must wait—to first finish elementary, middle, and high school, then college and graduate school—and then, after nearly 20 years, they can live their dreams. Find A Tree shows children how to take age-appropriate action today. This focus on action now engages, motivates, and produces immediate academic results.

After hearing that high school students often do not take action on their dreams, one 5th-grade student asked Daniel, “Mister, have they given up on their dreams?” Students lose interest in school when adults tell them to wait. Find A Tree provides a new approach by directing them to take immediate action—even for students as young as first grade.



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER

“ Find A Tree opens the doors to a whole new world that children can not only dream about, but make it a reality. This step-by-step approach gives every child the opportunity to succeed and follow their dream! ”

—**Stella Contreras | Parent Facilitator**
Los Angeles Unified School District

“ Find A Tree has changed the way I teach... It emphasizes the importance of doing something now to make your dream a reality. My students are realizing you can start now. It is never too soon. ”

—**Irene Germaine | Teacher**
Nuevo Vista Elementary School | Bell, California

“ The Find A Tree concept is itself incredibly powerful. It is something that will forever be with our students. ”

—**Amber Young | Teacher**
Bunche Elementary School | Compton, California

“ Daniel Armstrong gave the teachers a plan to get started on creative ways to communicate, educate, and inspire our students...When we show [students] they have value and treat them with dignity they will begin to change on their own. We might even be surprised at how much they have to offer. Then we can begin to help them become who and what they want to be. This is the Find A Tree Principle of how to connect students' learning to their dreams. ”

—**Rita Barrett | Teacher**
Roy Romer Middle School | North Hollywood, California

“ I received priceless information at Daniel Armstrong's 'Find A Tree' workshop. I learned that once you find out where your child's interests are, you must provide the resources that will allow your child to focus on his or her passions. This will give your child a healthy self-esteem. As a result, your child will have a natural high on life. ”

—**Lisa Thurman | Parent**
Roscomare Road Elementary School | Bel Air, California



Quality collaboration does not
begin with relationships
and trust, it starts with a focus
on individual motivation.

—**Carlos Valdes-Dapena**

CEO, Corporate Collaboration Resources

Harvard Business Review
September 11, 2018



SUCCESS STORIES

ANDREA VAUGHN

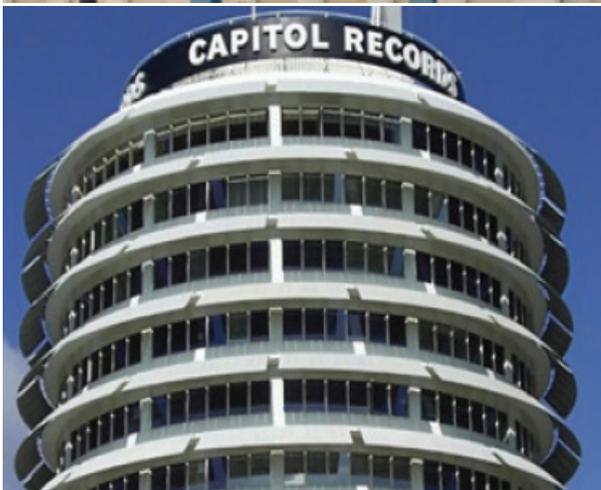
A DREAM OF GOING TO AFRICA

“Andrea’s going to Africa changed her life completely. It was wonderful seeing Andrea before Find A Tree and seeing the Andrea who is in college now, focused on what she wants to become. The seeds started with Find A Tree.”

—Anita White
Andrea’s mother



Andrea and her mother, Anita



Otha’s journey began on six steps
at Compton High School

OTHA JOHNSON

FROM COMPTON TO CAPITOL RECORDS

Compton High School | Compton, California

Otha realized his dream of working in the music business when he spent a summer working at Capitol Records in Hollywood. Otha recalls his experience:

“The Find A Tree program gave me the insight needed to take action. At Compton High School we moved around a lot and never had a standard classroom, but we still had class. We were kicked out of the cafeteria and banned from the P.E. area until we found ourselves on the steps outside of the cafeteria. But we were still a class and made things happen for ourselves despite our obstacles. Some of Mr. Armstrong’s students were gang members and criminals, but the message was still the same: do not let your current obstacles or conditions stop you from pursuing your dream. Never give up. Follow your dreams. I am a living witness.”



You see things; and you say, 'Why?'
But I dream things that never were; and
I say, 'Why not?'

—George Bernard Shaw



FIND A TREE VIDEO DOCUMENTARIES

“WHY WAIT? GET STARTED ON YOUR DREAM”

<https://www.youtube.com/watch?v=E3B4a-G0yHY&t=23s>

Watch Daniel in a corporate environment.



“HOPE FOR AMERICAN EDUCATION”

<https://www.youtube.com/watch?v=UBnpgghom3Ns&t=448s>

Watch Daniel unlock students' potential.



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER



Daniel Armstrong®

BEHIND EVERY SUCCESS STORY IS A DREAMER

CONTACT INFORMATION

1-844-Dream-12 (1-844-373-2612) | Info@Danielarmstrong.com | www.DanielArmstrong.com