



ROOTS Achieves Results

"ROOTS programming has made a clear difference in the lives of the children and families of Wilson Commencement Park. Their focus on

social and emotional development speaks to the core elements of WCP's programs and services."

Tonya Taylor
Director of Development and Communications
Wilson Commencement Park

"universally positive"

William C. Cala, Ed.D
Superintendent
Fairport Central School District

"a passion for making a difference in the lives of young people"

Gary Mervis, Chairman and Founder
Camp Good Days and Special Times

"The ROOTS organization is a committed, passionate group of individuals who have impacted the learning climate of our building. Their work with groups and individual students have provided support and confidence to achieve academic and emotional goals."

Cindy Neth, Principal Apollo Middle School, Greece Central School District

"The implementation of the ROOTS program has exemplified the peaceful nature and nurturing of all students involved. The climate of the building has penetrated to a positive attitude among staff, students and parents. The beauty of the program is that it prepares student to be self-motivated peaceful problem solvers and face real life issues while providing strategies to help overcome barriers they may face."

Rick Smith, Principal RCSD School #25
Rochester City School District

Local clients include:

- BOCES No. 2
- Demonstrate
Boys & Girls Club of Rochester
- Catholic Family Center
- Fairport Central School District
- Greece Central School District
- Monroe County Youth Bureau
- Rochester City School District
- Rochester Housing Authority
- St. Joseph's Villa
- Wilson Commencement Park

Empower ROOTS



Realizing Others
Outstanding
Talents

ROOTS Develop
P.O. Box 30167
Rochester, NY 14603
(585) 458-6367

For more information, visit
www.roots-cj.org

Demonstrate ROOTS



Realizing Others
Outstanding
Talents

Train

ROOTS helps people

— youth and adults —

enhance their lives
and how they feel.

Develop

Our Mission:

Instilling core values, life skills, as well as social and personal development, without limits for educational, recreational and professional environments.

Who We Are

ROOTS talented and passionate trainers creatively design and present interactive sessions, called ROOTS-shops. The trainers pass on knowledge gained from their own educational and practical life experiences in leadership, national corporations, non-profit organizations, as well as the National Football League. They bring a wealth of combined experience in counseling, training, education, youth development, management and human resources. ROOTS-shops enhance skills, while bridging gaps and barriers, resulting in positive outcomes.

Who We Serve

ROOTS professionals customize training to meet the needs of:

- students
- parents
- educators
- non-profit organizations
- professionals
- corporations

ROOTS-shops

Life Skills

- ◆ Overcome obstacles.
- ◆ Pursue your life visions.

Cultural Understanding

- ◆ Foster respect for differing opinions, backgrounds, work styles and beliefs.

Communication Skills

- ◆ Discuss verbal and non-verbal communication.
- ◆ Understand the importance of effective communication.

Interpersonal Skills

- ◆ Learn how to relate to yourself and others.

Leadership Training

- ◆ Understand leadership and become an effective leader.

Professional Development

- ◆ Build positive workplace behaviors.

Prevention Programs

- ◆ Develop positive assets.

Relationships

- ◆ Foster healthy relationships.

Character Education and Etiquette

- ◆ Develop emotional and social skills.



*Success is when I
add value to
myself,*

*Significance is
when I add
value to others.*

John C. Maxwell

The ROOTS Way

- ◆ ROOTS tracks participants' increased knowledge throughout the training.
- ◆ ROOTS documents gained knowledge and offers regular follow-up support.