



Information Packet

Winter 2012

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www.projecttoal.org

About:

Traveling is something many people often take for granted. Every year, millions of Americans travel worldwide, spending over one billion dollars. Even in an industry this large, there are still many people who cannot afford to have the life-changing experiences of travel. That's where Trip of a Lifetime comes in. We aim to provide underprivileged students with the opportunity to travel and gain the skills necessary to develop personal independence and better their community.

Trip of a Lifetime is a student-run nonprofit organization that offers funding for underprivileged teenagers to go on summer travel experiences. The organization was founded in 2008 by Stan Rosenberg after he went on a teen tour the previous summer. Before his trip, Stan was shy and reserved, afraid to grasp leadership opportunities. By the end of his trip, Stan truly came out of his shell. This “trip of a lifetime” allowed Stan to gain confidence in himself and pursue his interests of being Class President and, most importantly, start Trip of a Lifetime.

Since its inception, Trip of a Lifetime has raised over \$125,000 and provided funding for twelve students from Westchester County and New York City to travel on summer teen tours, with the goal of funding ten more students this summer. To finance these trips, the organization has heavily relied on grassroots fundraisers such as silent auctions and bake sales in addition to corporate donations. We have established corporate sponsorships with American Express, Safe Skies, Fisher Brothers, M&T Bank, the New York Jets, and the Donald Trump Foundation. Trip of a Lifetime has recently been featured in many publications, most notably the Wall Street Journal, Westchester Magazine, Crain's New York, and MTV Act.

When we select students for the trips, we look for ninth and tenth grade students that demonstrate financial need, have a passion for travel, and will use their experience to become a catalyst for change in their communities. After their trips, many students in our program have volunteered at local hospitals or soup kitchens, started their own high school clubs, and successfully run for class president, just like Stan did after his trip.

We encourage you to learn more about our organization by reading the rest of our press kit and visiting our website: www.projecttoal.org

Application Process

Since its inception in 2008, Trip of a Lifetime has sent twelve students on trips and the charity is planning to send an additional ten students on trips for the summer of 2012. For more information about the application process, please visit <http://www.projecttoal.org/application-process.html>

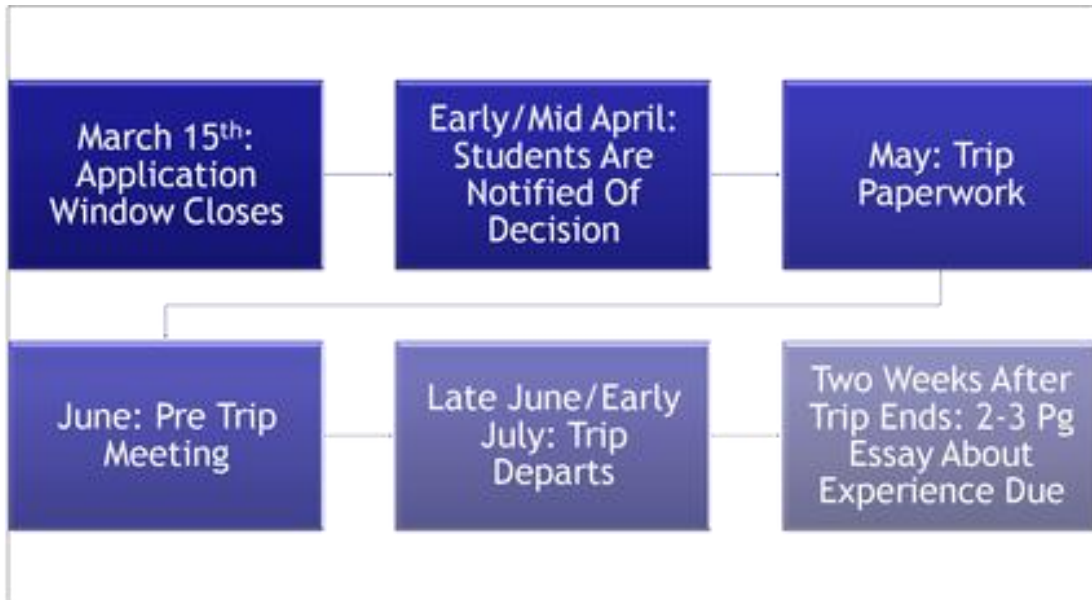
Some schools and organizations that we have worked with include:

- White Plains High School
- Validus Preparatory Academy
- Cristo Rey High School
- Broadway Housing Communities

Our selection criteria:

- The student must currently be in the ninth grade or in tenth grade.
- The student must be able to spend two to four weeks during the months of July or August to go on a summer travel experience with an established teen travel company.
- The student must demonstrate financial need.
- The student must never have been suspended from school or involved in any criminal activity
- The student is committed to using the experience to make a difference in their community.
- The student is from the Tri-State area. Our past grant recipients have attended schools in Westchester County and New York City, but we will accept applications from any student in New York, New Jersey, or Connecticut.

Application Timeline



All submitted applications will be thoroughly reviewed by the staff of Trip of a Lifetime and our oversight committee. Once we review every application, we will interview all finalists and use this information, along with financial need, to determine the selected students. We expect to release our decisions in the middle of April.

Student Story – Alphonso H

The student story below comes from Alphonso H, a current tenth grader at Validus Prep in the South Bronx. Trip of a Lifetime does not edit any of the student essays in order to preserve their integrity, honesty, and thoughtfulness. To read all of the other essays, please visit www.projecttoal.org/studentstories.html

It all started for me when my mom and I arrived at the J.F.K airport. I noticed that there wasn't any other person my skin color or race. It wasn't my first time in this type of situation but I still found it surprising. That was the beginning of the trip for me and in my point of view I thought it was already interesting but this wasn't the beginning of my unforgettable experience. Here's the actual start.

When my teacher presented the trip description to my class I thought to myself "wow what a trip. Sounds nice to be a part of". So I spoke to my teacher about it and I signed up. The real surprise came when I got an email saying that my application has been reviewed and they wanted an interview with me. Suspense and excitement started to build inside me. After the interview I was told that the final decision about me would be made soon. As I waited soon I got an email saying I was accepted and I was able to be a part of the trip. I thought about everything thing and I asked myself "did I really get accepted? Will I actually go or is it meant for me to go on this trip?" As the school year ended time came closer and I couldn't wait.

As everyone boarded the plane I was a little nervous. It was my first time flying and the things I've done heard about planes and the many things I've seen didn't seem all that good. I was told it was all going to be fine and it was. When we all arrived at the camp grounds in Utah everyone was getting to know each other a little and everything seemed to be going good. As the day went on things got better and I already meet some really cool people. The first night we went bowling after dinner and I thought it was ok to start the trip off with. The first night was also the night that I meet someone that is now very close to me and also the people that I would spend most of my time on the trip with. As I laid down to go to sleep later that night I said to myself this trip really going to be some special to me and others. I was really grateful to be there.

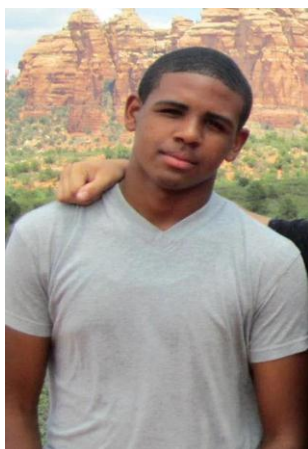
After camping in Salt Lake City, Utah we went camping in Bryce Canyons, Utah. This was one of the most memorable points of the trip to everyone. One of our activities was to go hiking in the canyons. While hiking, clouds begin to darken and we started to here thunder. Soon it started pouring raining and then hailing. Who would guess it would hail in the middle of the summer on a sunny day like it was in the beginning. When we arrived on the bus after the hiking and torcher of the rain and hail everyone one was upset and wet and freezing cold. I can't still remember the looks on everyone's face after the hiking.

The rest of the trip was great. I can talk about it all day and tell almost every detail about it. I

could honestly say that I never pictured myself doing what I did on the trip. While on the trip I learned things about myself, about others and about life in total. The thing I saw and did is all things that people see on TV and here about. Places like Las Vegas. I see many movies and heard stories about it. It was like a fantasy world in my head until I actually was there.

The main thing I learned on the trip was that life is serious. It's not all fun and games. As you get older things become harder in a way. Yeah when you're a kid your kind of worry frees. When I was young summer used to be one of the longest times of the year for me. Now summer goes by so fast the try to make the best out every moment. One thing that I noticed also is that some experience that I have gone through in my life most kids or people won't ever see or go through like I have. This trip allowed me to see the other side of life that I want to be living one day. It showed me that with dedication and motivation I can live the life that you see people on TV living. The city is not a bad place to live but it's not the place where I can't reach my full potential. My goal after I graduate is to get out of the city and to do something big for myself. I don't just want to be another random person. I want to die being honored, and having courage and being happy knowing that I made something of myself. As I look back on my life right now I can say that I'm turning sixteen and I'm on the right road of life. I never done drugs, I'm not in a gang, I've never been arrested, and I'm doing good in school and I'm black and Hispanic and I live in the city. That's something that without this trip I don't think I would have noticed right now. I believe I would have figured this out at some point in time but not how I see it now. All I'm saying is after this trip I have a better view of life. A better view of what I going to do with myself. Now that I have seen places I can be with hard work, there is nothing or no one stopping me. No it's all said and done all you have to do is wait and see down the line 20 years from now. Then you can really see what my life has become.

Once again I would like to thank you all for giving me this chance of being a part of this trip. If this trip never does the things it has done for me to others, you made a difference in one person life and you should feel good about that. I may be multiracial and I may live in the ghetto but what I'm going to do with my life is going to be historical.



Alphonso H. at the Grand Canyon

Press-Wall Street Journal

Teen Tries to Share Travel Adventures With Others

By Melanie Grayce West – September 27th 2011

Stan Rosenberg believes high-school students need a vacation.

So he's sending a few deserving and needy Westchester and New York City high school students on all-expenses paid, two- to four-week adventures.

Along the way, teens camp, hike, surf, whitewater raft and travel through four or five states, visiting landmarks ranging from Mount Rushmore to the Grand Canyon and the Golden Gate Bridge. Students even get a video camera to document the travel.

Mr. Rosenberg, 19 years old, is a sophomore at New York University studying marketing and finance. He was inspired to start his New York-based nonprofit, Trip of a Lifetime, a few years ago after his parents sent him on a similar, solo vacation when he was in high school.

At the time, he'd never been away from his parents for more than a few days and he found that traveling alone helped to build his confidence and expand his interests. He made a lot of friends during the trip, too.

He also realized that he was fortunate to be able to afford such a trip. So he wanted to provide something similar to teenagers who can't spend the \$5,000 or so to take an eye-opening vacation.

"I believe that every student, no matter how rich or poor they are, should have the ability to travel and get a new perspective of the world," says Mr. Rosenberg.

In three years, Mr. Rosenberg has financed trips for 12 freshman and sophomore high schoolers and raised more than \$100,000 for his nonprofit through small fund-raisers, T-shirt sales, online auctions and community concerts.

Mr. Rosenberg, a few friends and his family help to coordinate the nonprofit so that all donations go toward the student grants.

This coming summer, he hopes to send 10 to 12 students on vacations. Trips are organized through a teen tour company and include insurance and spending money for souvenirs and incidentals.

The goal is for students to focus exclusively on the trip and not worry about the cost. Students submit applications for a travel grant through their school counselor and are selected based on an essay, grades and financial need.

"What we are really looking for are students who have a passion for travel and discovery and use their experience to become a catalyst for change in their community," says Mr. Rosenberg. "We're looking for those kids who aren't just going to sit back and say, 'Wow, this is cool,' and then move on."

Mr. Rosenberg says that students who take the most photos and are the most engaged on the trip "make the biggest difference using their trip to have the best platform to launch the rest of their lives."

Press – Westchester Magazine

People to Watch Issue – January 2012

Stan Rosenberg is the founder and head of a successful—and growing—not-for-profit organization. He's also a sophomore in college, studying marketing at NYU Stern.

His not-for-profit, Trip of a Lifetime, sends underprivileged teens from Westchester and New York City on trips to the West Coast—provided they demonstrate financial need, have good grades, and use the experience as a catalyst to make a difference when they return.

The idea was sparked when Rosenberg went on his own teen tour out West in the summer of 2007. “The trip opened my mind and changed my perspective,” he says. But seeing the Grand Canyon and the Golden Gate Bridge cost upwards of \$5,000. He realized he wanted to provide that kind of experience to those who did not have that kind of money for trips.

“Everyone told me it would be impossible to do,” he says. “It wasn't until I was reminiscing with my friends about our trips that we decided we could do something.” Rosenberg and eight friends, all juniors at Scarsdale High School, found a couple of adult supervisors—including a lawyer who helped them become an official 501(c)(3) pro bono—and set out to start fundraising and organizing.

They began by contacting the companies that run teen tours. “Two were happy to work with us,” he said. “One of them said that they'd sent ten thousand teens on trips, and I was the first one to want to do something about the high cost for people who couldn't afford it.”

The initial efforts were all grassroots: donations, bake sales, T-shirt sales, and a concert at the local community center. “Most of the donations we got were small: fifteen dollars, twenty-five dollars,” he says. Still, that first year, they raised enough to send two students on teen tours.

Since then, the organization has continued to grow. “We're just starting to get more corporate donations,” he says. They've also been able to set up online auctions. In its second year, Trip of a Lifetime sent three students on trips; this past year, seven students. “My goal for next year is to send ten to twelve students on trips.”

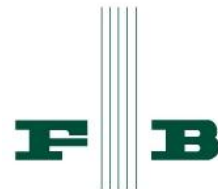
Rosenberg still heads the nonprofit with the initial group of founders, even though they're scattered at colleges across the country. “Trip of a Lifetime is one of my greatest passions,” he says. “I see it has so much potential. I want to help it grow to be as big as possible.”

Supporters:

Board of Directors:

- John Gallagher
- Mary McKenna
- Gail Sorrel-Mosk MD
- Sam Rosenberg
- Dan Shapiro

Some of our Corporate Sponsors:



Student Testimonials:

“I am so glad that Trip of Lifetime gave me the chance to explore and learn a little more about this world” – Jennifer A.

“But other than being an amazing trip my teen tour showed me a lot about life and that was that anyone can be a leader, anyone can make history, and also how to adapt to different environment or culture around you.” – Marlin C.

“Thanks to Trip of a Lifetime I got to meet new people, explore new places and make new memories. It was truly the best summer of my life.” – Madelyn G.

“This trip was packed with wonderful experiences that I will never forget. It showed me that leadership, although not always an easy role to play, is something that I am good at and that I enjoy doing. This trip also revealed more of the part of me that loves to help people.” – Maria S.

Five Little Known Facts

About Trip of a Lifetime

- 1) Trip of a Lifetime is one of only a few non-profit organizations that is completely student run and operated. The organization has no full time employees, no office space, and 100% of all donations go directly to our cause.
- 2) The Trip of a Lifetime team consists of eight college sophomores scattered across the country. Some of the colleges represented include Duke University, New York University, Brandeis University, and Kenyon College.
- 3) Every student that goes on our trips receives a pre-trip package that includes a Vapor water bottle, an American Express gift card, and other items donated by our corporate partners. Students also receive a pre-trip checklist and other last minute information in this package.
- 4) For the first two years of its existence, Trip of a Lifetime was known as Project: Trip of a Lifetime. The founders of the organization ultimately changed the name to make it more clear and succinct.
- 5) In addition to working with high schools to identify eligible candidates, Stan Rosenberg, the founder of Trip of a Lifetime, also gives speeches at local area high schools about community service, building passion and dedication, and helping others. His latest speech was at Irving Place High School in October.

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