

# OPTIMUM LIFESTYLE CDC



1/3/2011

## 2010 Extreme Annual Report

2010 proved to be a great follow up to a grand 2009. In 2010 we were privileged to have the opportunity to impact 12.64 million households and 122 at-risk youth from underserved communities and abroad. With increased exposure from a Disney ABC's Extreme Makeover: Home Edition, we were able to increase our reach through technology to serve couples out of state and harness that momentum to launch and Extreme Green Youth Works.



## A LETTER FROM OPTIMUM LIFESTYLE CDC PRESIDENT

Dear Supporters:

It is with great pride that we celebrate the most EXTREME year of all at Optimum Lifestyle. Our work this year was one of the most challenging ever, with the economy being at its worst in decades, recession looming all around, unemployment numbers growing every day, and a generalized anxiety and fear casting a dark cloud over our churches, businesses and communities. Yet, our spirit and the unfailing dedication of our partners outshined this, and in spite of our challenges, we experienced one of the greatest years ever at Optimum Lifestyle!

This willingness to support our organization is a testament to the strong relationships that Optimum Lifestyle has been able to establish in only three short years, to the people's willingness to support and encourage community efforts in our community in spite of a challenging economic climate, and to the tenacity of a people that is resilient and steadfast in rough times.

Strong people will always overcome challenges and outlast tough times, and they grow stronger every step of the way. Optimum Lifestyle is committed to developing the strengths in people. We desire to develop the strengths of marriages, to build stronger communities, and to develop a safe environment for our youth to thrive.

Something I have held on to and will go to my grave believing, "We can do more together than we can apart!" Working together, we are much stronger than any of us could ever be working alone. We encourage you to constantly renew your strength and to provide a means of helping others do the same by partnering or continuing to partner with Optimum Lifestyle to make a difference in the lives of others. Remember to live right, love all and always give back!

Sincerely,

Eric R. Johnson, President  
Optimum Lifestyle CDC

# Optimum Lifestyle CDC

## 2010 EXTREME ANNUAL REPORT

### VISION

See marriages, families and communities thrive through healthy relationships.

### MISSION

To equip singles and families with the essential tools for forming and maintaining healthy relationships through innovative, interactive, educational opportunities that challenge individuals to discover, develop, and explore core values that produce healthy productive relationships.

### OPTIMUM LIFE CENTRE FOR YOUTH & FAMILY | 2010

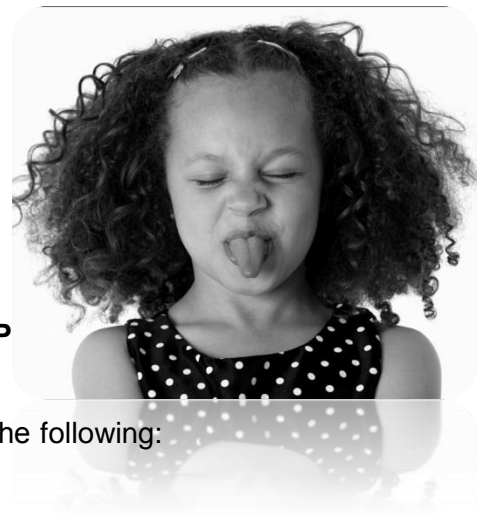
Pastor Thomas Walker, a friend and community partner, opened the doors of his church to provide us with ample space to conduct seminars, workshops and singles, marriage and family counseling.

### I Can't Help it; That's Just Me!

**Attendance - 42**

Friday & Saturday, January 15-16th, 2010 | St. Mary's United Methodist

In order to live the life you want to live there maybe change is inevitable. Sometimes change is not that easy! We say to ourselves **"I CAN'T HELP IT; THAT'S JUST ME!"**



I Can't Help It; That's Just Me workshop participants were educated on the following:

- Basic principles for healthy marriage and family relationships
- Discovering patterns in family history
- Identifying negative habitual thoughts
- Communication Skills
- Accepting the challenge of change

## Black Marriage Day

### Attendance – 15 couples

Sunday, March 28th, 2010 | St. Mary's United Methodist

Started in 2003 in response to low rates of black marriage; Created by journalist Nisa Muhammad, executive director of the Washington-based Wedded Bliss Foundation. Over the years, marriage activists in hundreds of cities have heralded the benefits of marriage, celebrated successful unions and promoted matrimony. The national observance is the fourth Sunday in March.



Optimum Lifestyle honored the seniors of St. Mary's United Methodist Church. Among the recipients were marriages ranging from 25 years – Pastor Walker to more than 45 years. Despite reports and popular opinion we are able to endure perplexing times and thrive!

## YORCE

The Youth Outdoor Recreation Camp Exposure (YORCE) Program is an exciting initiative developed by Optimum Lifestyle CDC, to provide life-enhancing outdoor recreation and education opportunities for at-risk youth, ages 6-17, in the Houston, Harris County area of Texas. Participants will be allowed to go on a trip to a state park of Texas Parks and Wildlife. The program will combine outdoor adventure activities such as camping with geography studies through hiking, camping, fishing, rock climbing, outdoor cooking and environmental education.

The YORCE program is continuing to make strides towards obtaining its goals and objectives.

## Survival Skills and Horsemanship

### Attendance – 33

Saturday, April 17th, 2010 | Urban Ranch

The program educated inner city youth on inter-dependence among human survival and nature through horsemanship at Urban Ranch. The group consisted of 70% of students who never mounted or rode a horse. By the end of the day 100% rode a horse and 75% rode unaided. This program built the confidence and character in participants.



## Battleship Texas

### Attendance – 36

Saturday, August 27th, 2010 | San Jacinto State Park

YORCE conducted an outdoor adventure trip, which took place at Battleship Texas in LaPorte, Texas where the children participated in a historical interpretive tour of the park and The Battleship Texas. The following progress was achieved through this trip:



## EXTREME MAKEOVER: HOME EDITION

After being nominated for the show in late 2009, the Johnson's life was changed as well as 8.2 million <sup>1</sup>households October 10<sup>th</sup> and 6.44 million <sup>2</sup>on the second airing on November 28, 2010. The national exposure has revolutionized our services and our reach. We've had the privilege to serve couples from New York State to Vancouver, British Columbia and abroad. As of December 31<sup>st</sup> 2010; our workload has increased by 30%.



Thanks to technology like the internet, social media and Skype we have expanded our efforts beyond Houston City Limits and Texas borders. Our mission to influence couples to have better relationships through innovative interactive methods is being accomplished more effective as a result of the national exposure from the show.

### Paying It Forward:

#### Turning Our Extreme Home Makeover into an Extreme Community Makeover!

We are overwhelmed by the outpouring of support that we have received from businesses and individuals all over the city. Our lives have been forever impacted by the generosity and selflessness of those who donated time, building materials, home goods, apparel, travel, professional services, and more to bless our family. However, being the Johnsons, we couldn't let it stop there – we want to pay it forward to the neighbors around us!

Now that our home and our lives have been made over, we are on a mission to make over our community! This is not as difficult a task as it would seem, because all it will take is the continued dedication of selfless people like you who attach importance to helping those less fortunate than you – people who will appreciate and value the investments you make in their lives and pay it forward to others around them!

### Passionate about Youth & Our Community!

Our vision for our community contains two key elements: **youth** and **going green**. We desire to acquire and renovate a home in our area and turn it into a community center out of which we can run our youth programs and our green initiatives. We call this our “**Youth Anti-Obesity Trifecta**”.

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<sup>1</sup>[Entertainment Beacon](#)

<sup>2</sup> [Seat42F](#)

Our **Green Education Component**, which incorporates youth, is designed to accomplish three things:

- help our community “go green” by establishing a recycling center
- serve as a community-based headquarters for green resources and how-to information
- use our youth to teach workshops and seminars at our center, local schools, churches, and various community groups about how minority populations can “go green” by recycling, conserving energy, and reusing materials

Our **Green Gardening Component**, which again incorporates youth, is designed to accomplish three things:

- teach our youth to establish a large community garden (produce will be distributed to seniors, families in need, and food pantries in the area)
- teach our youth to help local families establish their own composting piles and gardens
- increase awareness among the minority community about the importance of consuming fresh fruits and veggies for good health

Our **Youth Going Out to Play in Green Areas Component** is designed to accomplish three things:

- get youth out to play and enjoy the green outdoors
- get youth to exercise and decrease our minority obesity rates
- expose youth to outdoor activities outside of the community (summer camp, horseback riding, etc.).



## WHO WAS IMPACTED IN 2009 – 2010

| YORCE  | GOALS      | REACHED* |
|--|------------|----------|
| Total number of participants   | 250        | 122      |
| Number of females  |            | 64       |
| Number of youth  |            | 89       |
| Number of ethnic minority  | 125        | 105      |
| Number of low income   | 125        | 100      |
| Number of physically/mentally challenged   | At least 1 | 6        |
| Number of TPWD Sites, programs, and/or staff: Garner State Park, Battleship Texas, State Park Interpretative program | 5          | 3        |
| Number of TPWD-related activities: camping, environmental education  | 5          | 2        |

\*Program project ends July 15, 2011. Records show we have surpassed our goals by the second quarter of 2011

## OPTIMUM LIFE CENTRE FOR YOUTH & FAMILY

|                                  |                                 |
|----------------------------------|---------------------------------|
| I Can't Help It: That's Just Me! | 42 <i>(Individuals)</i>         |
| Black Marriage Day               | 15 <i>(Couples)</i>             |
| Counseling                       | 16 <i>(Couples)</i>             |
| <b>Total:</b>                    | <b>104 <i>(Individuals)</i></b> |

OUR PARTNERS

