



Retail Orphan Initiative
 Helping Vulnerable Children Worldwide
www.RetailROI.org

Case Study



SAP helps RetailROI start mentoring program in Ohio

Newspapers and social media are riddled with stories of problems in schools, childhood bullying, fights, substance abuse, and suicides. Often, the victims in these scenarios are people who are labeled as “different.” Differences in appearance, ethnicity, physical abilities, socioeconomic status... it doesn't really matter what the differences are. If someone is perceived as different, they can become the targets of hatred and intolerance.

Different Like You (DLY) takes aim at these negative attitudes and challenges people to be the catalyst for positive change in themselves and in their communities.

DLY was founded in 2010 by Justin Bachman, who was 13 years old at the time. Living with Tourette syndrome, Justin experienced the taunting and discrimination that often accompany being different. Feeling alone and not knowing how to handle the prejudice around him, Justin attempted suicide three times before he was 11. Justin knew he had a decision to make: stay a victim or make a change. He chose the latter, and Different Like You was born.

DLY uses several types of programming to meet its goals: an online outlet, where users can watch 30-second inspirational video stories, create their own videos, or get connected to resources; in-

school and corporate programming; interactive events, like workshops, speeches, and the Tolerance Fair; and social media campaigns.

With a grant from RetailROI, made possible by SAP's sponsorship of SuperSaturday, DLY instituted a mentoring program for the Akron Buchtel High School football team. This economically disadvantaged team struggles with low parent involvement and student achievement.

In this program, each of the 70 football players was paired with a mentor – either a business person, a college student, or a peer from a private high school. The initial task was to build a prosthetic hand that would be donated to children around the world who had lost a hand; but the primary goal of the program was to establish an ongoing, trusting relationship between the mentor and the player. After building the prosthetic, each player set a specific goal and worked with his mentor to plan action steps to complete it. So far, the program is showing a lot of promise, and at least 70% of the participants have maintained some kind of contact with their mentors.

By joining forces with RetailROI, SAP is helping build stronger, healthier individuals and communities.

To find out how you can help RetailROI, go to: <http://www.retailroi.org/donate>

To find out more about Different Like You, go to: <http://www.differentlikeyou.org>

