



Boilerplate

A “boilerplate” is a brief, concise description of your company or organization. It is often used as the last item in a press release, the first item on a fact sheet/background, or on the main page of your website.

Sample Boilerplates

Healthy Communities • Healthy Youth® (HC • HY) is a national initiative launched by Search Institute® to equip and support communities around the world in building Developmental Assets® in young people. The Developmental Assets are 40 common sense, positive experiences and qualities that help influence choices young people make and help them become caring, responsible adults. Because of its basis in youth development, resiliency, and prevention research and its proven effectiveness, the Developmental Assets framework has become the single most widely used approach to positive youth development in the United States. www.search-institute.org.

Search Institute® is an independent, nonprofit, nonsectarian organization whose mission is to provide leadership, knowledge, and resources to promote healthy children, youth, and communities. To accomplish this mission, the institute conducts research, communicates new knowledge, and brings together community, state, and national leaders. For more information, visit www.search-institute.org.

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies®, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. To join an event near you, visit marchforbabies.org. For the latest resources and information, visit marchofdimes.com or nacersano.org.

With more than 100 partners, Project Cornerstone mobilizes our entire community to shift from simply reacting to children and youth as problems to connecting with them so they thrive. Our mission is to mobilize a critical mass of asset builders for all so that asset building is a way of life in Santa Clara County. Our vision is to see that all individuals and organizations are motivated and empowered to come together to nurture and develop competent, caring, responsible children and youth. www.projectcornerstone.org.