

URBAN LEADERSHIP DEVELOPMENT

The Issue

In 1995, Richard DeVos, co-founder of the Amway Corporation, one of the world's largest direct selling companies, and his wife Helen challenged their four children and their spouses to work together to develop a philanthropic program based on their common passions and interests.

An intensive discovery process revealed their common passion and interest to be at-risk youth in urban settings.

“We needed a leadership multiplication model in order to reach whole communities of youth. Through the development of the DeVos Urban Leadership Initiative, Dare Mighty Things has helped us to do just that.”

- Ginny Vander Hart,
DeVos Foundation Director

Our Client's Challenge

The members of the DeVos family had agreed on a common philanthropic goal: to develop a national initiative that would benefit disadvantaged youth.

But while their goal was noble and their resources vast, the DeVos family was unsure where to begin. They had no direct experience in designing or launching a social venture of the magnitude that they envisioned. Should they replicate existing youth programs or start a new one? What program model should they implement? How should the venture be organized and staffed? What resources would it require?

For these answers, they turned to Dare Mighty Things.

Enter Dare Mighty Things

The DeVos family hired Dare Mighty Things to help them realize their vision. After careful evaluation, DMT encouraged the DeVos family to develop an intensive fifteen-month leadership development program for urban youth leaders that would help them achieve a breakthrough in their ministry.

Building on the organizational values and core competencies of the DeVos family, DMT created a highly leveraged leadership training program concept named the DeVos Urban Leadership Initiative. Over the course of two years, DMT worked closely with Foundation staff to design the program model, build a fifteen-month curriculum, develop an organizational model, and build a working prototype that was successfully pilot tested in four cities.

Results

As a result of DMT's pioneering efforts, the DeVos Urban Leadership Initiative has grown from a common passion into a dynamic organization providing intensive training to hundreds of youth leaders in 24 cities and impacting the lives of tens of thousands of urban youth.

DeVos Urban Leadership Initiative Locations

