

Dear Superstar Foundation subscribers, friends, partners,

A long time has passed since we last broadcast our 2019 Veronica Award Winners and Superstar Foundation Partner winners to this network of people following our work. Like every other sector and organization, the Covid-19 pandemic dramatically changed our business and affected the amount of energy and passion needed to properly hold these awards.

During the summer of 2020, the Board decided to re-purpose the foundation and its assets to address a different priority: an emerging opportunity to directly work with Baltimore City youth on a summer employment program in Ocean City, Maryland. This was done under the direction of Steve Butz, founder of the Superstar Foundation and was informed by a new vision of using the foundation's resources to build this pipeline.

Since 2008, the Superstar Foundation has been providing direct grants to workers in the social sector who have been able to show through data their superior performance working with under-resourced participants. We are proud of our many award winners and the partner organizations that continue to use our software and methodology to highlight high performing staff. And it continues to be our belief that the real "magic" of high performing programs and organizations is the ability to build transformational relationships between staff and participants.

However, running this kind of awards program takes energy, vision, resources and passion- and we needed to acknowledge that we just did not have enough of any of this to have the impact we were looking for in the sector.

So we are folding up shop with the foundation and devoting our efforts to finding a partner organization that will drive forward a new mission that more directly impacts one of our country's most troubled cities: Baltimore, Maryland.

We thank you for all of the support and encouragement you have provided through the years, and we are committed to keeping our selection software available to the partners that continue to use it.

Please feel free to reach out directly to Steve Butz (steve@superstarfoundation.org) with any questions you may have.

Best regards,

The Superstar Foundation Board