

Bob Hetherington & Associates

Investor and Public Relations



"We rely on the dynamics of the one-room schoolhouse where older kids teach younger kids. We collapse the student-to-teacher ratio from 28-to-1 to 2-to-1 and our tutors provide the individual attention struggling students need to succeed."

"We also use financial and other incentives for our tutor-scholar learning teams. Incentives link work and reward, effort and success. These are good ideas that work. We have found they work very well."

That's **Charles McVean**, Memphis businessman and philanthropist, talking about **Peer Power**, his foundation which is helping 7th-12th graders create brighter futures through education. McVean and Peer Power were featured in a December 19 profile in The Commercial Appeal. The article noted Peer Power's success at improving the academic performances and changing the lives of students at challenged public schools in Memphis and in the Mississippi Delta.

The Peer Power Foundation hires and trains good students at challenged schools to mentor struggling students after hours and on Saturdays. More than 1,000 students are active in Peer Power this year. More information about Peer Power is available at www.easthighfoundation.org. Bob Hetherington & Associates helps Peer Power share its stories, broaden its support, enhance its programs and extend its reach.