

THE POWER OF A PENNY



SUMMIT54
Where Success is Learned & Earned

Brian Cole's recent gift to Summit54 of a large bottle of coins provided a significant financial boost to the not-for-profit, an opportunity for students at Sopris Elementary School to learn to count money, and a truly inspirational personal tale for all.

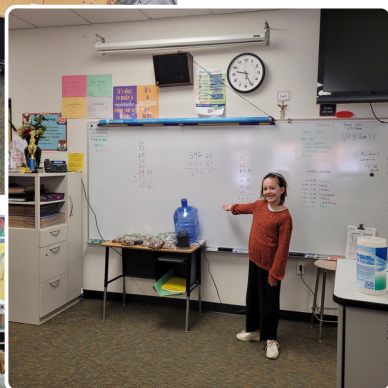
Brian's story begins when he was a young boy walking with his wealthy uncle. He expressed surprise that his uncle stopped to pick up a penny. His uncle's strong response, "The day you belittle the Power Of A Penny is the day you begin to Lose The Value Of A Dollar" stayed with Brian throughout his life, inspiring him to save every coin he received to help others. This practice supported his sobriety as his heartwarming tale describes.



Brian Cole lives in Glenwood Springs and has helped dozens of not-for-profits in numerous ways for more than 30 years.



This is the sixth time Brian has gifted large jars of coins to local not-for-profits over the past 30 years. He says he selected Summit54 for this gift because "I'm impressed with the academic and life enrichment programming provided by Summit54 over the past 12 years to thousands of local children. I've heard many of Summit54's success stories through my friend Liza Stewart, who is a Sopris Elementary School teacher. Liza also told me about Summit54's 2-to-1 match campaign which was very compelling."



THE COINS EQUALLED \$648.24, WHICH WAS MATCHED TWO TIMES DURING SUMMIT54'S END-OF-THE-YEAR CAMPAIGN EQUALLING \$1944.72

Stewart has worked for Summit54's Summer Advantage program in the Roaring Fork Valley every year since inception in 2012 and has participated in Summit54's After-School tutoring program since its inception four years ago. "My 5th grade class benefited from counting the coins but the more important lesson came from learning Brian's story "The Power of a Penny," said Stewart.

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BRIAN'S, "THE POWER OF A PENNY"

"One day long ago as a child, I was on a walk with my now dearly departed Uncle. He was a very tall, strong, powerful, and wealthy man. In the middle of our walk, he stopped to pick up a penny. When I realized what he was doing I laughed and asked him, "what, you need A PENNY?". In a most profound way, he stopped me in my tracks and said, "The day you belittle the Power Of A Penny is the first day you begin to Lose The Value Of A Dollar". Although it took years to sink in, that moment has stuck with me to this day.

Since February 15, 1989, I have committed to one simple rule...

I DO NOT OWN THESE COINS. These coins belong to a greater cause, even when I don't know what that cause may be. For the past 33 years, I can honestly say I have not spent a single coin, beyond a few. In the very few times I had no choice except to "barrow" a coin out of my pocket, it was paid back with interest as I would add a dollar bill to the jar. Once the coins enter the jar, they do not come out until a truly worthy cause crosses my heart. In the 33 years of this jar, this will only be the fourth time this jar has been emptied. That is how much this cause has touched my heart ... So please value and make each PENNY count.

Time to bring it home ... There are more pennies in this world than any other coins and far far more than any of the other dollar bill amount. Equally, there are far more of us "Penny People" in this world than those with wealth. The question is, do you understand your true gifts, value, and potential?

Life and Education are gifts, and unless you embrace them, you will never understand it. I invest what little I have in those who are willing to do the work because they will earn and honor every penny and will make the most (10% +++) of this investment. So today, understand you own your Life, your Investments, your Success, and your Future.

People believe in you so I will too. Have Faith and Go Far ... The world needs the best of YOU."

All My Love and Blessings, Brian Cole



The bottle of coins contributed to Summit54 represents five years of coins.

Thank you again,
BRIAN COLE