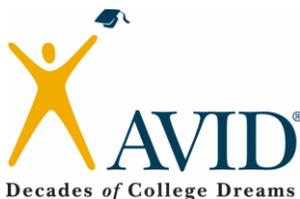




“Our darkest moments are the birthplace of our greatest victories. Never give up!”

- Roy Juarez Jr.

A Few of Our Past Clients



Target Audience: Educational & Non-profit Institutions, Corporations, and Government Entities.

Keynote Topics: Motivation, Youth Empowerment, Leadership, Personal Growth, Diversity, Change, Homelessness, Goal Setting and Mentorship, Educational Leadership and Professional Development

Roy Juarez, Jr. founded IMPACTtruth, Inc. – a human development company in 2005 when he was just a freshman at Hardin-Simmons University. With a dream to inspire youth and reunite families, Juarez began sharing his turbulent history to touch the lives of youths, educators, and parents.

Juarez’s story and work have garnered national media attention on outlets such as **CNN** and **Chicken Soup for the Soul**. Most recently, Juarez was able to partner with **Ford Motor Company Fund** in their Ford Driving Dreams Tour to inspire students to graduate on time and pursue a higher education. In addition, Juarez’ has been reported by many local and online publications.

Born and raised on the south side of San Antonio, Texas, Juarez faced situations and obstacles that could have turned him into a negative statistic. But he found a way to overcome those challenges. At the age of fourteen, Juarez was a high school drop-out and one of the hundreds of homeless youth on the streets of San Antonio. He carried with him only a duffle bag of personal items that he called a home. He moved from house to house to survive. Despite all that was working against him, he knew there was more to life which is why he never lost sight of his dreams.

As a young entrepreneur, Juarez has made a successful career lecturing to thousands, both nationally and internationally. Once a homeless teenager, Juarez fought the battle to leave the streets only to return to them after becoming a graduate of Hardin-Simmons University. In May 2012 Juarez completed his first national tour; The Homeless by Choice Tour. What began as a 6-month journey, driving from Los Angeles, CA to Jacksonville, FL became a two-and-a-half-year journey. Juarez circled the entire country with a goal to inspire America’s youths to never give up on life, their dreams, and understand the value of a higher education. Juarez spoke “pro-bono” to over 500 educational facilities, shelters, organizations, and companies. With no grants or sponsors to help fund his tour, Juarez decided to live homeless once again but time he was “**Homeless by Choice**”! As he couch surfed” the country he was able to share his message with over 100,000 individuals.

Today, Juarez has shared his message with over 350,000 and serves as a role model for individuals through his work as an advocate for youths and higher education. His life experience inspires them to forgive, chase their dreams, and be the change they wish to see!

P.O. Box 27311 San Antonio, TX 78227

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“Never allow anyone to decide who you are, why you are and when you will be that person... that choice is for you alone!”

- Roy Juarez Jr.

PURPOSE STATEMENT

Inspire and empower tomorrow's leaders, today!

VISION STATEMENT

We work to inspire hope in individuals who have lost it, such as, students, family units and educators. Our goal is to create a better environment in communities, homes, and the workforce across the nation - one presentation at a time!

MISSION STATEMENT

We strive to reach every corner of the United States, providing the highest quality of service in developing the best possible legacy-builders and living legends of our time.

We will use four tools to accomplish our goals; keynote addresses, workshops, leadership programs and documentaries.

VALUES STATEMENT

Honest – *Honesty will fill every aspect of our business, from our keynotes to our business ethics.*

Hard Work – *Exceptional service will be provided through continual education and selfless service.*

Integrity – *We believe it is imperative that we be the living examples for our future leaders.*

Competence – *We promise to keep up with the latest cultural changes and research through continual education in order to provide the best service!*

Heart-Driven – *We believe, in our field, the heart is what truly drives us. Being passionate about raising tomorrow's leaders is the key!*

Kindness – *We promise to treat everyone with dignity and respect. We believe there is already enough anger and hatred in this world and we will not add to it!*

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“Your presentation was very touching I learned so much. You taught me things that can’t be learned from textbooks. I would have to say it’s the best I’ve ever attended.”

- Melanie Ayala, RN
Cotulla ISD District Nurse

Workshops:

A Teenager’s Life: This one-hour workshop guides each participant through a series of barriers that are being faced by today’s generation. Filled with statistical data on issues such as drugs, sex, and its effects, this informational-packed workshop allows each participant to view life through the eyes of a teenager. Learn the hidden rules in working with today’s generation.

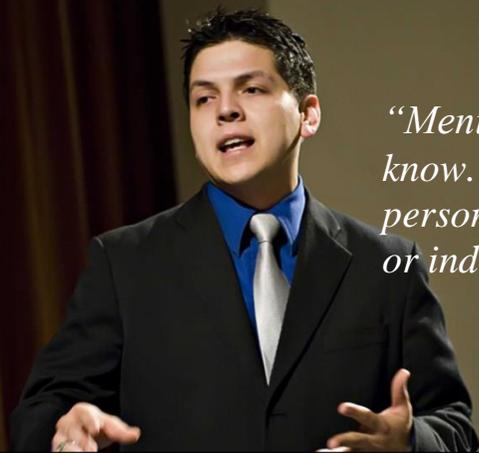
MyBag, MyHome: is an interactive presentation that tells the story of a young man’s journey from being a homelessness teenager to a college graduate and business owner. This assembly will inspire and empower each participant through a series of powerful and compelling stories of the struggle to survive and not give up on your dreams. MyBag, MyHome is a model for personal change, a framework of life skills and a journey that will never be forgotten! Hear and learn what the power of dreaming, mentoring and the desire for a better life can bring.

The Power of a Mentor: This workshop is designed to assist the participant in understanding the value of both being a mentor and mentee through definition and Roy’s personal insights that took him from the streets of San Antonio as a homeless teenager to being featured on CNN and in the New York Times Best Seller series, *Chicken Soup for the Soul*.

G.O. F.I.S.H.I.N.G.: This interactive workshop is designed to equip parents, teachers, and service providers with *9 practical principles* on how to reach and work with today’s generation. A series of interactive stories provide a glimpse into the life of what it is to be part of today’s youth generation. Participants learn how to build effective relationships that bring about change.

Keynote Topics

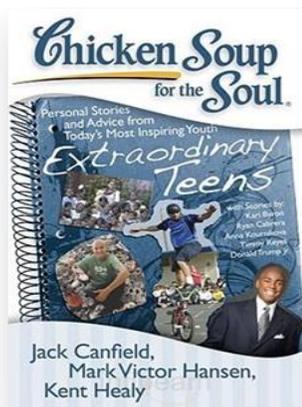
- Motivational
- Youth Challenges
- Leadership
- Personal Growth
- Entrepreneurship
- Change
- Goal Setting
- Diversity
- Mentorship
- Understanding Poverty



“Mentorship is extremely important! We don’t know what we don’t know. Mentors help us see life through a larger lens. I believe every person should find a mentor, regardless if it’s through a book, CD, or individual!”

- Roy Juarez Jr.

Products offered by IMPACTtruth, Inc.



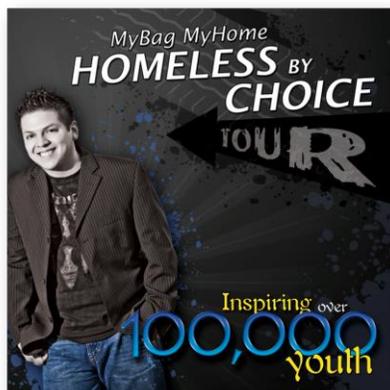
Book: Chicken Soup for the Soul: Extraordinary Teens

Roy Juarez Jr.’s personal story has been featured in this series.

Extraordinary Teens will inspire young adults with its tales of teenagers achieving great success. This book includes personal stories from many well-known young professional athletes, business entrepreneurs, motivational speakers, actors, writers, and filmmakers. Every person shares his or her story along with priceless advice that will show you how you too, can achieve something extraordinary.

Price: \$15.00 each!

(Autograph books upon request)



The Official...

“MyBag, MyHome: Homeless by Choice Tour” CD!

The HBC Tour started as a dream (literally) to inspire youth! This dream developed into a two year journey circling the country with a goal to bring families together, reigniting dreams, and share the importance of a higher education!

Listen to national motivational speaker Roy Juarez Jr. as he shares personal stories from the HBC Tour and his life! You will be inspired to keep dreaming and become the change you want to see!

Price: \$10.00 each!

Be the Change Band!

The “*Be the Change*” bands were created to encourage all who see them to become the change they wish to see in this world!

Be a part of the change today and order a band for a friend and yourself!



Price: \$3.00 each!

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“We should promote cloning if not for the sole purpose of creating another Roy Juarez Jr. Not only does the world need more people with his depth of character, but his healing and inspirational message also needs to be heard by millions of people around the world.”

Kent Healy

Author of *Cool Stuff They Should Teach in School*
and *The Success Principles for Teens*



“Your speech really touched my heart! You made me realize that I can actually get somewhere in life even if I have gone through a lot. I just have to put my mind to it. You are an amazing speaker!”

Jessica Montano

Christopher Columbus High School Student
Bronx, NY



“Your presentation was phenomenal. I learned how to value myself for who I am! Even when people try to put me down and say I will never make it! I know nothing will stop me! Your workshop taught me to be a better leader and truly believe in myself! Thank you!”

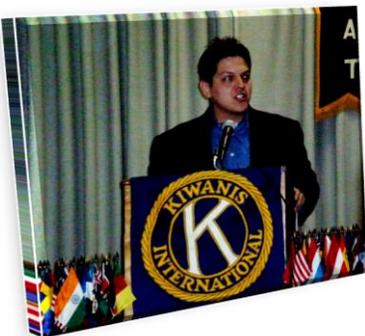
Gennesis Lisette Guzman

Bellevue University Student
Bellevue, NE

“Six years as a leader in the United States Army and I have never seen a speaker have such an impact on an audience. You are like a life planner, motivator, and role model all in one. I know the participants who heard your speech will never forget the lessons you taught them, including myself. Thank You!”

CPT Richard Gomez

United States Army
New York City, NY



“Your past is really hard to hear, but your method and delivery causes a person to take notice because you are direct and authoritative. You give the tools that are needed to make a difference. You touched the “Roy” in all of us!”

- **Forrest McMillan**

Hardin Simmons University
Dean of Students
Abilene, TX

“After teaching in the projects for 15 years and presenting around the country representing Walt Disney and Chicken Soup for the Soul, I can firmly say I have never met a more genuine and powerful educational speaker. I guaranty that his message will not be forgotten!”

Billy Staples

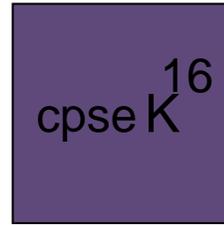
2-time Disney’s teacher of the year nominee
Author of the bestselling book *Before the Glory*



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CORPORATION FOR
PUBLIC SCHOOL EDUCATION
K16

To Whom It May Concern:

You only have to talk with Roy Juarez Jr. for a minute or two to know that his greatest love is to help others succeed.

It is not often that one crosses paths with such an enthusiastic and passionate individual like Roy. We met Roy Juarez Jr. in December 2006 at the Educational Achievement Services (EAS) summit in Las Vegas. We immediately found his sense of humor refreshing, and later as we got to know him better, we discovered many other insights into his character and abilities.

Roy is a role model for many young people through his work as a motivational speaker. His life experiences mesmerize them. It is through his interactions with young people, that Roy Juarez Jr. demonstrates his willingness, desire, and ability to help young people become successful in life.

Roy knows that when you expect nothing but excellence from all, you'll earn the respect and confidence from each person you mentor. He knows how to find that perfect balance between high expectations, caring and discipline. He takes a consistent, dedicated and concerted effort to show young people that they're autonomous individuals who have a role to play in life. Their different needs cause Roy to adapt his mentor style to inspire each person regardless of their charted capability. The result is that not one person he encounters feels like a non-entity.

Sometimes a young person creates a hard shield, a barrier that hides his/her desire to succeed. Roy is an attuned mentor whose uncanny ability to listen carefully to the things young people won't tell you and then wipe away the shadows cast by others' errant words defines unparalleled empathy.

Roy's life experiences have taught him to appreciate the differences among people in terms of their background, values, and beliefs. It is with great pride that we can define Roy as a person that looks at individual differences as assets.

Roy's modeling as a servant leader to others shows a path for life's ultimate fulfillment. We are confident that Roy will continue to impact, enhance and transform countless young lives with his inspirational message and desire to make a difference in the lives of others.

Omar S. López, Ph. D., CEO Marta H. López, CFO

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