

Unfortunately those promises are not always kept...

Dear Alex,

On the morning of January 23rd, 2018, a 15-yr old student brought a shotgun to school and opened fire towards a crowd of students. Bailey Holt and Preston Cope, both 15, were killed. Twenty-one others were injured, including fourteen who were shot.

That school was Marshall County High School (MCHS) in Benton, KY - the site of our country's most recent school shooting prior to Marjory Stoneman Douglas High School in Parkland, FL.

Students and school employees said that in the wake of such an unspeakable tragedy, many people made promises to the students, the school and the community. However, time passed and many of those promises were never kept.

Alex Sheen, Founder of *because I said I would*, visited MCHS on April 9th to speak at an assembly for all students, teachers, and staff about the importance of promises made *and* kept.

When MCHS students and teachers returned from their spring break to make their final push towards the end of the school year - and, for some, their high school graduation - school administrators wanted that push to begin with Alex's inspirational message.

"You have gone through an unspeakable tragedy that I'm not going to stand up here and pretend I understand," Alex Sheen said. "It's not fair, and it never needed to happen. But maybe it is a moment to reflect on our purpose, to make a promise in honor of someone we have lost."

[Watch NBC affiliate WPSD Local 6 report on Alex's speech and see students' reaction.](#)

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Whether it's the MCHS community or any other group, we all encounter challenges in life. It could be facing the death of a loved one, struggling with a relationship, or fighting through addiction.

Sometimes in those moments, the message we need to hear is one about accountability, integrity, and the importance of promises made *and* kept.

Every time a speaking engagement is booked with *because I said I would*, 100% of the speaking fee goes directly to a 501(c)3 nonprofit organization.

If you belong to or know of an organization that could benefit from our powerful message, [request one of our speakers here.](#)

We are hiring!

Employment Opportunities

We have five full-time [career positions](#) open at *because I said I would* right now. If you're ready to move to Cleveland, Ohio, let us know...

- [Recruitment and HR Manager](#)
- [VP of Chapters](#)
- [Chief Development Officer](#)
- [Director of Social Marketing](#)
- [Senior Motion Graphics Designer](#)



You can see the profiles of our current staff [here](#). Oh, and we also put [our cats and dogs](#) on our website - because try to stop us.

Chapters

Walnut Ridge High School Chapter Completes First Unified Promise

People drop it and the wind carries it. It is transported into our bodies of water and all over our communities. It destroys our wildlife, our drinking water, and makes communities look unwelcoming and the world aesthetically displeasing. "People start pollution, People can stop it."

But how do we get there and where do you start? There are going to be some obstacles along the way, but according to research, picking up trash and motivating others to do the same will eventually lead to those desired long-term goals. Making the first step today will positively impact your community tomorrow.

Over 150 students at Walnut Ridge High School participated in a school-wide beautification project in honor of Earth Day. The students helped build a kindness rock garden in the front of the school, and hosted a trash clean up on school grounds and the surrounding areas.

Over 50 full trash bags of litter were picked up during this event!
[Learn more about this project and see more event photos here.](#)



Cleveland Chapter Unified Promise Summary

Each year, about 650,000 people receive chemotherapy in an outpatient oncology clinic in the U.S. (source: American Cancer Society)

People living with a cancer diagnosis often hear the question, "What can I do to help?" from family and friends who want to provide meaningful support during this time, but don't know where to start. At this phase in treatment, the question can stump patients as well. Greeting cards or flowers can be a great way to brighten a person's day, but a personalized cancer care package can take the understanding, empathy and support to the next level!

32 because I said I would Cleveland Chapter members assembled 50 Chemo Care Kits and wrote inspirational messages on hand-made cards to be given out to those living with cancer.

[Learn more about this project and see more photos here.](#)



Promise Cards

We are proud to announce that...

9.81 million Promise Cards have been distributed to over 153 countries. By request only.

Promise Cards help hold you accountable to your commitments. They have been used in many different ways in over 150 countries, but it all started when [Alex Sheen](#) created the Promise Card to honor his dad. Cancer took his father's life in 2012, but Alex chose to focus on how his dad *lived*, not how he died. Alex's dad kept his promises. Since then, Promise Cards have been offered through our website at no cost.


A lot of people don't keep their promises these days. That might just seem like social commentary, but think about how many people promise to quit smoking, graduate, recycle or volunteer... but then don't. The consequences of broken promises plague the world. Nothing about that is going to change... unless there is something to change it. That is what we are.

Get your own set of cards!

[Learn more here.](#)



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