**Facts** [**About The JNP Project™**](http://thejnpproject.com/all-about-jnp-overview/) **(“Jane NOT Plain®”) and   
*Jane & Jake’s Adventures to Awesome***

* [**MISSION STATEMENT**](http://thejnpproject.com/mission/)**:** JNP is a positive self-esteem movement that promotes the growth of character, courage, and confidence in boys and girls (5-12+) by helping them discover and make choices from their inner-awesome superpowers.
* **BRAND VISION:** I AM. I CAN. I WILL. EMPOWERED.TM
* **BRAND SPIRIT:** Discovering your inner awesome is positively empowering!
* **MISSION PHILOSOPHY:** The World Needs You! Own It.TM
* **ACTION:** The JNP Project is an advocate, empowering agent, and helper

- We **advocate** *healthy* self-esteem awareness and development in kids (unlike the inflated “high self-esteem” attributed to bullies).  
  
- We **empower** kids to be “inner awesome”: to know, trust, and choose to act from their character, courage, and confidence (key ingredients of healthy self-esteem).  
  
- We **help** adults who care deeply about kids—especially parents, educators, and helping professionals—to nurture and strengthen kids’ inner-awesome character, courage, and confidence through the superpowers (core values) of truth, kindness, harmony, forgiveness, giving, love, determination, compassion, and strength.

* The JNP Project is anchored by a colorful and engaging [series of chapter books](http://thejnpproject.com/all-about-jnp-overview/jnp-books-series-is-all-positive-features-overview/) entitled *Jane & Jake’s Adventures to Awesome*. The books are supported by a highly interactive website packed with resources for parents, grandparents, nannies and au pairs, school educators, religious education directors and teachers, school counselors, helping professionals, and organizations.
* The [***Jane & Jake’s Adventures to Awesome***](http://thejnpproject.com/jj-adventures/) series begins with an introductory Prequel book followed by 30 themed stories divided into three series:  
   ~ Series One: **Character Traits**  
   ~ Series Two: **I AM / I CAN**   
   ~ Series Three: **I WILL** – **EMPOWERED**.
* After children complete the first series of books, they earn their [**Pearls of Power** – My Circle of Power (Empowerment Badge)](http://thejnpproject.com/all-about-jnp-overview/jnp-books-series-is-all-positive-features-overview/)––a reminder of their accomplishment that continues to live within their hearts.

**I AM. I CAN. I WILL. EMPOWERED™.**

* As a complement to the book series, JNP provides Parents and Educators with separate [**Resource Kits**](http://thejnpproject.com/resource-lesson-kits/) with age-appropriate explanations of each core character theme, outlined lessons, suggested activities and solutions to issues, how to communicate with children, Q&A outlines to discuss with children, and more. Each kit has been carefully written for a specific age group.