

**CORPORATE
PARTNERSHIP
OPPORTUNITIES**



**CLASSROOM
CHAMPIONS**

**Every student
deserves a champion.**

Leadership, Mental Health, and Social & Emotional Programming

Bringing the athlete mindset of goal-setting, perseverance, critical thinking, decision making, tenacity and teamwork to Canadian schools and communities.

Classroom Champions is a non-profit organization and charity that virtually connects world-class athlete role models with students. Over the past 10 years, Classroom Champions and its more than 300 Olympians, Paralympians, NCAA student-athletes, and NHL and NFL athlete mentors have taught SEL skills to more than 1 million students across 35 countries.



WHY SUPPORT IS NEEDED

Long-term consequences (of the pandemic) are magnifying pre-existing disparities in society and within the education system (Giannini & Grant Lewis, 2020). This includes a loss of jobs, educational disparity, and increased strain on mental health (Saldana, 2020; Giannini & Grant Lewis, 2020; Longfield, 2020), all of which impacts social and behavioural development in youth (United Nations, 2020).

The top two needs for the workforce of 2030 are Digital skills and Social and Emotional skills.*

The social and emotional skill areas identified for people include communication, interpersonal, empathy, leadership, and initiative-taking.*

*<https://www.mckinsey.com/featured-insights/future-of-work/skill-shift-automation-and-the-future-of-the-workforce>



3 WAYS “SOCIAL AND EMOTIONAL LEARNING” APPROACHES CHANGE LIVES

Early investment in youth development of social and emotional learning has been proven to improve outcomes across society.

1

Improves Life Outcomes

Good Social-Emotional skills in Kindergarten, 20 years later led to:*

- Lower dependency on drugs and alcohol
- Higher education attainment
- Higher income level and job attainment
- Decreased dependency on the social safety net

2

Improved Academics

Quality Social & Emotional Learning leads to:

- Improved math & reading scores
- Improved graduation rates
- Improved attendance
- Decreased in-school suspensions*
- in their students' behavior and the culture of their classrooms.

3

11:1 Return on Investment

Every \$1 spent on effective SEL programming results in an \$11 ROI in long-term benefits when accounting for lifetime earnings, mental and physical health, and juvenile crime.**

Helping Kids Reach a Brighter Future

Our Programs

Multi-year support with flexible implementation from one classroom to entire districts that aligns with the impact and spend companies are looking for.

Curriculum

Teaching Foundational Social And Emotional Skills

SEL Foundations is our evidence-based, scalable program incorporating an 8 Unit, 32-week long project- and digital content- based curriculum. Teacher professional development and family tools are standard.

Indigenous Mentorship & Curriculum

Supporting Communities That Need This Most

The Classroom Champions Circle program pairs schools serving predominantly Indigenous students on- and off-reserve with an Indigenous athlete mentor. Circle integrates the community and local Elders, while also seeking to hire local Indigenous people to support programming.

Mentorship & Curriculum

Engaging Students Through Relationships

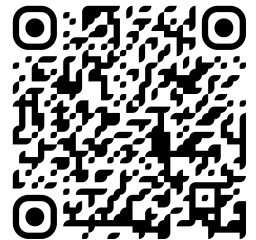
Mentorship+ utilizes the Foundations curriculum components augmented by a mentorship partnership between a currently competing athlete and classroom teachers for 32-weeks. With over 35 personal interactions throughout the year, students and athletes exchange challenges and activities based on CC's 8 Curricular Topics.

Physical Activity & Mental Health

What Teachers Need To Foster Healthy Mindsets

Kid Power has everything teachers need to get students moving and instill habits for a healthy mindset. With a library of 100+ physical activity and mental health videos, school activities are gamified and accumulate points that earn UNICEF food packets for children in the developing world (funded by UNICEF USA).

Scan or
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[classroomchampions.org/
corporate-partnerships-wc](https://classroomchampions.org/corporate-partnerships-wc)

CLASSROOM IMPACT

97% OF TEACHERS REPORT THAT CC **IMPROVED THEIR CLASSROOM CULTURE**

63% **REDUCED BULLYING** COMPARED TO NATIONAL NORMS

TEACHER IMPROVEMENT

93% OF TEACHERS REPORT THAT PARTICIPATING IN THE PROGRAM MADE THEM **MORE ENGAGED IN THEIR WORK**

85% OF TEACHERS REPORTED THAT THE PROGRAM MADE THEM A **"BETTER TEACHER"**

STUDENT ACHIEVEMENT

96% OF TEACHERS REPORTED THAT CC **IMPROVED STUDENT PERSONAL RESPONSIBILITY**

100% OF TEACHERS REPORTED THAT CC **IMPROVED STUDENTS RESILIENCE** IN THE FACE OF OBSTACLES

Source: <https://links.classroomchampions.org/9uAl>

District research shows double-digit percentage improvement in student mental health ratings

District-level research shows improvements in math & reading scores, improved attendance, & decreased suspensions

Corporate Benefits

We have partnered with local, regional and national corporations for the past 10 years to help them utilize their commitment to community to reach goals and objectives.



Geographic Targeting

Align programs and impact directly to the communities you live and work. From urban areas to rural and indigenous, program impact and community engagement is constant.



Brand Awareness

Corporate awareness enhanced through logo placement in schools, parent communications, local media announcements, and community events.



Employee Engagement

Options to provide community events and school-family gatherings for employees to be hands-on in your communities, as well as selected monthly topic engagement such as “Community” or “Leadership”.



Measurable, Quantifiable Impact

From students, teachers, and parents supported to academic, social, and emotional development research - our team provides real, reportable impact that drives community results, informs ESG reporting, and aligns with UN Sustainable Development Goals.

Community Benefits

Classroom Champions seeks a deep, meaningful impact to help schools, kids, teachers, and parents be better now and in the future.

Strengthen and Support Teachers

Professional development and support leads to 85% of Teachers reporting our programs make them a better teacher.

Enrich School Curriculum and Improve Results

Full-year, award-winning character/leadership programs and curriculum implemented weekly with measured improved student and workforce readiness outcomes.

Family Engagement

Monthly family newsletters, engagement questions for their kids, and video content from parent-Olympians.



To learn more about corporate partnership opportunities, please contact **Steve Mesler** at steve@classroomchampions.org