



## Entrepreneurs Foundation Education Initiative 2011

### *Resource Guide*

#### **Why education makes sense**

As corporate citizenship programs become more aligned with each company's core business, nearly all companies include education as a focus area. Education is essential to a productive, innovative, and diverse workforce, and is a natural issue for employees to engage in since most employees relate to the importance of K-12 education. Corporate citizenship programs support education through a variety of community partners and signature programs, with in-kind donations, volunteer time, and financial support.

#### **Why education is challenging**

Although education is hugely rewarding to invest in as a company, it also has unique challenges for many corporate community programs. The landscape of community partners in education is much more diverse and populated than for other social issues. Deciding which partner is appropriate takes an investment of time up front. Many volunteer opportunities cannot be "done-in-a-day", the preferred format for many corporate activities, and some of the rewarding mentorship opportunities require fingerprinting and TB testing; a small obstacle but one that rules out many quality programs.

#### **How your company can engage**

There are turnkey programs that can be a great way to begin your company's involvement in education, such as a back-to-school drive through [Family Giving Tree](#), [My New Red Shoes](#), or a group volunteer opportunity at [Resource Area For Teachers](#). You can also select a focus for your program by grade level, such as elementary, middle, or high school; by subject, such as literacy or math and science; or by aligning with a core value of your company, such as entrepreneurship, mentorship, or sustainability. By focusing your education program, you will narrow in on the appropriate community partners. A non-profit organization, rather than a school, is usually a more appropriate partner; seek out community organizations that may already be engaging on issues you're interested rather than utilizing resources at a local school to develop your program. Below is a list of education organizations covering a wide variety of issues and approaches to get you started.

[Aim High](#) - The foundation of Aim High is an intensive, engaging and challenging five-week summer school program for [middle school students](#) from low-income families. Students join after 5th or 6th grade, and participate for three or four consecutive summers, many participating in after-school and weekend opportunities during the academic year. Middle school is a crucial juncture in making a difference in young people's lives and the purpose of Aim High is to reach students at this critical crossroads and propel them towards success in high school and college. Research has shown that sustained intervention during the middle school years goes a long way to keeping students engaged in their education, resulting in lower high school drop-out rates and higher rates of college matriculation.

[Big Brothers Big Sisters](#) - For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across the country. The Big Brothers Big Sisters Mission is to help children reach their potential through one-to-one relationships with mentors that have a measurable impact on youth.



[BizWorld](#) - BizWorld's mission is to challenge and engage children across the cultural and economic spectrum through experiential learning programs that teach the basics of business, entrepreneurship, and money management and promote teamwork and leadership in the classroom. In 1993, BizWorld founder, venture capitalist Tim Draper, used his daughter's enthusiasm for making friendship bracelets to create a simulation activity in which students learn to start and run their own business. From initial funding to marketing campaigns and financial statements, the program allows students to not only understand how business works, but also enables them to experience it first-hand.

[Boys and Girls Club](#) - In every community, boys and girls are left to find their own recreation and companionship in the streets. An increasing number of children are at home with no adult care or supervision. Young people need to know that someone cares about them. Boys & Girls Club programs and services promote and enhance the development of boys and girls by instilling a sense of competence, usefulness, belonging and influence. Boys & Girls Clubs are a safe place to learn and grow – all while having fun.

[Bring Me A Book](#) - Bring Me A Book's mission is to provide easy access to the best children's books and inspire reading aloud to children. By providing libraries of high quality children's books and read aloud workshops to underserved communities, Bring Me A Book inspires reading aloud to children, the most important factor in determining a child's future success in reading.

[BUILD](#) - BUILD's mission is to provide real-world entrepreneurial experience that empowers youth from under-resourced communities to excel in education, lead in their communities, and succeed professionally. At BUILD, they provide underserved young people with the resources they need to succeed by helping students to start their own small businesses. As they reap the rewards – from keeping the profits to gaining self-confidence – they know there is a connection between hard work and creating a stronger community and they are excited to go to college.

[Citizen Schools](#) - As a high quality after school program, Citizen Schools partners with middle schools to increase opportunity and set a permanent path for high needs students to graduate high school, become college and career ready, and connect to real world learning experiences. Each week at Citizen Schools, young people extend their learning day in fun, engaging ways that connect them to real-world skills and caring adults from around the community. Twice a week, they participate in [apprenticeships](#)—hands-on learning projects led by volunteer Citizen Teachers. Apprenticeships are supported by a unique set of [curricula](#) encompassing school success, oral communication, team-building and community [explorations](#).

[Family Giving Tree](#) - The Family Giving Tree fulfills the exact holiday wish and provides backpacks filled with school supplies to those children in the most need in our communities, inspiring the values of kindness, philanthropy and volunteerism. In the four Bay Area counties FGT serves, 239,955 children are enrolled in the Federal Free or Reduced Price Lunch Program. In 2009, together with the community, Family Giving Tree helped 13,843 of these children by providing them with a new backpack containing the tools they need to succeed.

[Junior Achievement](#) - JA Worldwide is the world's largest organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs. Junior Achievement programs help prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to



apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities. JA's unique approach allows volunteers from the community to deliver curriculum while sharing their experiences with students.

[My New Red Shoes](#) - The mission of My New Red Shoes is to help homeless children look and feel confident as they start the school year while educating the community about the challenges facing homeless families. To achieve this goal, My New Red Shoes provides homeless children with brand new clothing and shoes, and it rallies youth and adults around this effort by raising awareness about homelessness.

[Raising a Reader](#) - For over ten years, Raising A Reader has been a leader in evidence-based literacy programming for young children. [Outcome data](#) demonstrate that Raising A Reader effectively develops family reading habits and, by doing so, helps young children enter school ready to learn. Raising A Reader Affiliates across the nation reflect the unique needs of their communities, enhance use of existing community services (particularly local libraries), and have a lasting impact on the lives of the children and families they touch. By age three, children living in poverty have heard 30 million fewer words than their peers who do not live in poverty. Raising A Reader has demonstrated it can build family language and literacy habits that can significantly increase vocabulary development and improve overall reading readiness.

[Silicon Valley Education Foundation](#) - Silicon Valley Education Foundation (SVEF) focuses on raising student performance in the critical areas of math and science across all 33 Santa Clara County school districts. Their goal is to be the leading advocate for public education in our region and they are known for their clear focus on achieving results, partnering, and emphasizing creativity and innovation. Beyond serving students, teachers, and administrators, they provide value to the larger community by making investing in education easy. Programs such as [Stepping Up To Algebra](#), [Lessonopoly](#), and [Teacher Innovation Grants](#) all help to support students and teachers in Silicon Valley.

[Reading Partners](#) - Reading Partners is dedicated to transforming struggling young readers into confident readers who are excited about learning. They help children become lifelong readers by empowering communities to provide individualized instruction with measurable results. Their methods include a focus on children from low-income communities, providing one-on-one instruction at the student's reading level, and recruiting and training community volunteers to work with children. Reading Partners identifies high-need elementary schools to offer free services on the school campus and creates a way for volunteers to give a small amount of their time to make a huge difference in a child's life.

[Resource Area For Teachers](#) (RAFT) - RAFT's vision is that all teachers inspire their students with the joy and discovery of learning. RAFT wants educators to transform the classroom environment into 21st century learning environments through the use of RAFT's content, materials and ideas. RAFT's innovative process for converting commonly discarded business materials into "hands-on" classroom activities supports teachers and preserves the environment. These hundreds of packaged classroom kits are created around important concepts in science, math, reading, technology and art make it more exciting for kids pre-K-12 to learn.