

Here's a Pandemic Path To Profits: Help Equip Kids With Emotional Intelligence

**Gain parent gratitude.
Moms alone spent \$2.4 trillion yearly!**

By helping to create the chance for every child to become their best young and adult selves – their happiest, most productive, most creative and responsible selves.

While generating more sales, traffic and brand loyalty - and respect from parenting households (77.8 million in US).

And allowing many children to deal better with pandemic stress.

**A Way To Power Up
Your Business and
School System
Simultaneously!**

**So what can
accomplish all of that?**



The Answer is...

Social and Emotional Learning!

Social and Emotional Learning (SEL) is the term educators use for the life skills training and practices that result in high Emotional Intelligence (**High EQ**).

Without Social and Emotional Learning, kids can lack a strong core to draw on in tough times.



Social and Emotional Learning leads to **High EQ**, the capacity to deal in a healthy manner with self and others.

SEL boosts mental health, now seriously strained by the pandemic. It also dissipates racial, ethnic and gender prejudices.

Schools that prioritize SEL training inside and outside the classroom create cultures of high performance.

They see student grades climb while acting-out behavior, violence, drug usage, and depression plummet.

Students learn to be their happy, engaged best selves and to get along brilliantly with others.

They go on to high-achieving, healthy lives as employees, managers, creative artists or entrepreneurs.

Companies are prioritizing High EQ over IQ in their hiring as the single best predictor of success, performance and company teamwork.

Here's the Opportunity to Make a Major Difference



Together, let's show parents and the public the great benefits of SEL via a dynamic social branding and ad campaign. We'll get schools and parents embracing EQ learning the way they did with STEM as tech companies promoted it.

Right now comprehensive SEL is in only 10%-15% of U.S. schools and fewer homes. The major reason is public ignorance about its proven benefits.

Hence there is no public pressure – and little public financing – to include these cost-effective programs in all school or online curriculum.

You can elevate your sales and brand awareness by allying with us in this great cause of boosting the Emotional Intelligence of all kids.

And earn parent and public appreciation for elevating our children into a greater experience of self and life.

**Elevate your
brand and sales
by helping
equip all kids with
Emotional Intelligence**

*To gain confidence that we are on the right track,
check out all the information and videos at EQuipOurKids.org*



Many Ways to Partner

With an opportunity as big as cause marketing for Emotional Intelligence, there are many ways for your business to benefit.

Contact us today to learn more.

CALL NOW

To discuss reaching 77.8 million parenting families with a message they want to hear.

323-380-6242



How You Can Make an Impact and Drive Sales: Some Choices

Create an ad and marketing campaign promoting EQ. We'll help you.

Supplement your EQ marketing by direct sponsorship of our initiatives.

Endorse EEquip Our Kids! Let's discuss other creative ways to advance the positive child, workplace and society shift possible with SEL - including elevating your staff EQ and home-based EQ learning for employee's kids.

**Questions?
Ideas!
Let's Talk**

EEquip Our Kids!™ is a project of the nonprofit Earthways Foundation. Started by experienced business leaders who have supported youth development for years and have no financial ties to any education products or services, the project mission is getting SEL curriculum adopted as basic education in all schools.