

Here's a Pay-Attention Path To Greater Profits: Help Equip Kids With Emotional Intelligence

**Gain family awareness and gratitude.
Parents spend more than \$2.4 trillion annually!**

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 the US).

And allowing many children to deal better with lingering pandemic-related 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.

With these emotional life skills, 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 education (science, technology, engineering, and math).

Right now, comprehensive SEL is in only 25% 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 proven and 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*



Our schools can raise EQ through teaching Social Emotional Learning. SEL is supported by decades of research and practice. The problem is, not nearly enough schools or parents know about and practice SEL.

It's our mission to change that! We're looking for corporate sponsors to help us get out the word about EQ and SEL by joining our co-branded marketing campaign.



Create Impact and Drive Sales

We'd like to meet with you to discuss how joining our campaign can boost your brand with the 54 million parenting households in the US.

LET'S TALK
contact@EQuipOurKids.org
310-730-6108



We're allies with the Social Emotional Learning Alliance for the US.

EQuip 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.

