



## CREATIVE FUNDING SOURCES

At CharacterStrong, we know that the biggest barriers for implementing Social Emotional Learning or Character Development into a school usually have to do with time, staff buy-in, and funding. We want to help you overcome these obstacles and we understand that funding can sometimes be one of the most frustrating challenges of all. Here are a few strategies we've seen be successful in other schools or districts.

### **Bundling & Group Discounts**

There are various savings when you purchase multiple products and services together. We believe deeply in implementation and want to provide support for every step of your process. You can see all of our bundle options here.

We also love watching districts come together in a unified pursuit of this work and have seen it play out powerfully in lots of places like Lewisville ISD near Dallas, TX. If multiple schools in a district are purchasing at once, we offer discounts for our curriculum and spots at our 1 or 2-Day Educator Trainings that can save hundreds if not thousands of dollars depending on the district size.

### **Funding Sources**

- **Donors Choose:** [Professional Development Projects](#)
- **NEA Foundation:** [Learning and Leadership Grants](#)
- **Local Organizations:** Tap into local community organizations, like [Tucson Values Teachers](#), who want to support projects that make long-term impact on students and adults! One Rotary Club in Kennebunk, ME raised \$40,000 dollars under an initiative they called CS3: ChildrenStrong, CommunityStrong, CharacterStrong in order to send students to summer camp, make sure everyone had backpacks and back-to-school outfits, and to bring curriculum and training to all schools in the district.
- **More Resources from Edutopia:** [Tips and Resources for Funding an SEL Program](#)

### **Business Connections**

One of our favorite stories to date is the work we've done in partnership with Character Lives, a non-profit started in La Crosse, WI in order to bring a bigger vision of character development to life. Leaders in the business community realized that they were having trouble finding recent graduates to hire because, although technically competent, many lacked the social-emotional and character skills necessary to thrive. The business leaders recognized they were spending millions of dollars training people in these "soft skills" and it would be in their best financial interest to invest in schools to help cultivate these qualities earlier. In total, more than 50 local businesses and community leaders contributed to bringing CharacterStrong to the 26 school districts in the CESA 4 Region of Western Wisconsin.

Use some of these positive press to bring your own business community into the mission!

- [170 La Crosse area teachers to be trained in Character Strong curriculum](#)
- [La Crosse Area Schools Infusing Leadership, Character In The Classroom](#)
- [Character Lives Dares our Community to Do Good](#)