

**Project CLASS**

**Digital “Children’s Books Animated Films Social Skills Initiative”**

**(Rotary branded with Rotary values incorporated in stories and messages)**

**To Benefit both English and Spanish speaking audiences**

***Thank you for your consideration. We are especially excited about the unusual and unique opportunity for communities all over the world to benefit from this project. There is actually no limitation on the number of beneficiaries - ALL children, including those with Special Needs and young adults, parents, teachers, families as well as any organizations and institutions serving the same can participate. The bandwidth of this very special project can extend to any location worldwide where either English or Spanish is spoken, so it even has the unique benefit to impact both Rotary host club communities and those of the international Rotary sponsors. We also love that the materials and digital products can be Rotary branded and Rotary values/four-way test incorporated into messaging of the books and animated films.***

***\*\*\* Regarding use of DDF funds, on the advice of Rotary Foundation grants officers, we have elected to seek these funds for District Grants, rather than a global grant. District 5890 has committed \$10,000 DDF. In addition, we have raised about \$15,000 in cash towards the project. We are seeking additional cash and DDF from other districts. In this regard, we will work with other Rotary clubs and districts to prepare any written application that is required to seek a district grant. We want every participating club and district to take credit and ownership of this amazing project.***

**Rotary Lead Sponsor: Rotary District 5890 – Houston Area  
District Governor 2021-2022 – Michelle Bohreer**

**Rotary Project Contact: Vicki Brentin  
281-433-3200  
vbrentin@gmail.com**

**Project Funding: \$100,000 (itemized budget follows)  
Seeking DDF and cash**

**Rotary Partners: Houston Achievement Place**

**Project Description**

**The Need**

**This behavioral literacy project focuses on core-foundation social and learning readiness skills for improved behavior, focus of attention, academic achievement, relationship development and success. This project is central to functioning and relating and accordingly, ties into the highest priorities for families, schools, churches, community organizations, etc. Based on the needs addressed by this**

project, many community assets and strengths are harnessed. Included are: The need to get along with others. The need for academic education and learning. The need to Focus Attention.

We determined our primary goal based on skills and behaviors that are core-foundation necessities. If these skills and behaviors and experiences are in place, there is a positive cascade of beneficial outcomes. If these skills and behavior and experiences are not in place, then a host of problems arise. We are focused on building a strong foundation of core competencies. The basics must be in place. Just as a house cannot stand without a solid foundation, this project focuses on building a solid foundation of critical skills and competencies

The community has been struggling with critical challenges arising from behavior problems, distractions, unfocused attention, relational and learning deficiencies. There is a vacuum in these arenas which amplifies the need and benefits of this important collaborative project. This need has been significantly amplified and has become even more visible during the covid pandemic.

### Who does it benefit?

The primary mission is serving children who are disadvantaged, underserved and from low-income families. However, ALL children need and benefit from Project CLASS. ALL children include children from special populations (ADHD, emotional and behavioral difficulties).

This project has the capability to benefit a great many communities and institutions impacting children, parents, teachers, foster parents, grandparents, caregivers, daycare services, etc. Almost all the curriculum content and the creative approaches for impact and efficacy, once developed, are available through the internet, largely for free. This approach has a great deal of versatility and wide reach.

Groups in the community include families, schools, churches, daycare providers, camps, after-school programs, YMCAs, etc. This initiative has significant flexibility for impact based on how content is accessed coupled with an approach that is both skills based and fun & engaging.

Based on the reality of website access for content and services, this grant is most unusual in that it is not limited by the usual bottleneck of demographics. This project can beneficially impact a host of geographic areas and wide-ranging demographics across just about all socio-economic and cultural strata.

### Three goals:

We are focused on doing three things: 1 Improve children's behavior, focus of attention and learning readiness; 2 Equip children with core-foundation social skills, specifically How to: Engage Eye Contact, Pay Attention, Follow Instructions, Accept No, Accept Feedback, Use Kind Words, Calm Down When Angry; 3 Strengthen the capabilities of caring adults to equip children with core-foundation skills.

We do this by developing and making available: Children's Books, Animated Films, Parent & Educator Activities Guides, Songs, Song Animations, Workshop Training Sessions (zoom and webinar), and community partnerships.

**Rotary branding**

Our Rotary partner has the capacity to Rotary brand the books, songs and animations as well as parent & teacher guides being developed for this project. Specifically, this means not only using our Rotary logo on products, but actually incorporating the 4-Way Test and Rotary values into the story development and messages.

**Summary**

Too many children are not “learning ready” when they come to school. These children are not equipped to get along with adults and peers. These children are not equipped with the skills to pay attention and learn. Project CLASS focuses on the development of core-foundation skills that are critical for relationship and academic success. These skills include: How to pay attention; Follow instructions; Engage eye contact; Accept NO, Accept feedback; Ask permission; Get adult attention; Calm down when angry; Make good choices; Use kind words. *The need for these skills is further exacerbated by the Covid Pandemic where children have not been able to progress through in person learning and being with peers for social development.*

These core-foundation skills are critical for: Learning readiness; Focus of attention; Academic achievement; Family relationships; Getting along with others; Combatting bullying & hate; Mental & Behavioral health; Success not failure; Functioning & survival.

With the goal of equipping tens of thousands of children 3-10 years old with core-foundation skills for improved behavior, learning readiness and academic achievement, HAP has developed an incredibly innovative, creative & economically viable initiative involving an integrated & astonishing series of Children's Books, Animated Films of these Books, Parent & Educator Guides and Demonstration Videos- ideally suited for churches, schools, families and daycare. This *Children's Books Animated Films Social Skills Digital Initiative* is part of our Project CLASS (Children Learning Appropriate Social Skills) program. This Initiative is extremely unusual in that it has the capability to not only benefit tens of thousands, potentially hundreds of thousands of children, parents, teachers, foster parents, grandparents, daycare & after-school staff, but to do this in a way that is remarkably cost effective and economically viable. This combination of significant scale and economic viability is the rarest of rarities in social service programs.

**Rotary International  
Budget**

Project CLASS Skills Development Teaching & Training Resources	\$40,000	Children's Books Authorship Books Illustration Books Publishing & Printing Songs & Song Animations Animated Films of Books Parent & Educator Guides At Home & In-School Interactive Activities Demo Videos Social Skills Poster Sets
---	----------	--

		See Vendor Note #1 below ***
Project CLASS Virtual Training Experiences (Live & On-Demand) and Utilization Consultation	\$40,000	See Note #2 below ***
Project CLASS Communication & Outreach & Networking & Assistance & Social Media	\$20,000	See Note #3 below ***
	\$100,000	

Notes:

#1: Books are Illustrated on a contract basis by Bill Megenhardt. Bill is an award-winning children’s book illustrator with dozens of illustrated books and recognitions. Translation services are provided by several vendors including 24 Hour Translator Services. Books are Animated by Brandon Ray, Paper Brain. Brandon animates for Sesame Street, Disney, Lego and Bizaardvark. Books and other materials are published & printed by Friesens (Canada) and Thomas Printworks (Houston, Texas). Songs are developed by Gregory Pepper, Musical Artist. The comprehensive Parent & Educator Guides are developed by a talented contract resource with background as a special education teacher, master’s degree reading specialist & principal certification and experience (Cleveland, Texas). The Demo Videos and Training Films involve the contract services of Originator Studios (Austin, Texas) and Shore-line Productions (Houston, Texas). Originator Studios and Shore-line Productions have received a great many recognitions and awards.

#2: The focus is on children 3-10 years old and the goals to: Improve Children’s Behavior & Focus of Attention; Equip Children with core-foundation social & learning readiness skills; Strengthen the capabilities of teachers, parents, other caring adults to teach core skills to children. A series of Virtual Training (Live & On-Demand) and Consultation experiences are provided to assist both Adults and Children to implement the curriculum of core-foundation skills.

Specifically, the Training & Consultation targets how to: Notice Key Behaviors of core social skills; Use of Praise & Positive Attention linked to social skills development; Set Expectations for core social skills; Use Social Skills Books and Animated Films and Demo Videos to teach & practice social skills; Use sample exercises in the Parent & Educators Guides to teach and practice social skills.

#3: Based on the sizable geographic area to be served, efficacy necessitates responsive and effective communication. Social Media services are provided on a contract basis through Marketing 360 (Fort Collins, Colorado) and other Houston Vendors. Web-site services are provided on a contract basis by Kevin Webb (Nashville, Tennessee) and Tribe Design (Houston, Texas).