

Funding Sources for Character Education

Service Organizations

- Rotary Club
- Optimist Club
- Kiwanis Club
- Mosaic Lodge
- Eagles Club
- Sertoma Club
- Lions Club
- Knights of Columbus

Other Opportunities

- **Local Grants:** Search for grantors in your area who focus their charitable giving on education, character education, youth and/or animals.
- **Community Foundations:** If you have a Community Foundation in your area, check with them about local granting opportunities. They may even have a specific donor that would like to support your request!
- **Business Partnerships:** You are educating their future employees; therefore, many businesses are interested in funding character education efforts. You just have to make the “ask.”
- **DonorsChoose.org:** DonorsChoose.org is an online charity that makes it easy for anyone to help students in need. Public school teachers from every corner of America can post classroom project requests on the site, and donors can give any amount to the project that most inspires them. Go to DonorsChoose.org to post your request for character education resources!

Grant Writing

Grant Q & A

Below are examples of questions you may be asked when applying for a grant. Answers are provided to help with your grant writing process.

1. State the need for such a project or program.

Since the 1960's, nearly every indicator of social stability and moral health shifted dramatically in a negative direction. Violent crimes have increased more than 500 percent, 160,000 children miss school every day due to bullying; fear of attack or intimidation by other students, over 75 percent of college students admit to some cheating, and more than a third of these students said they would steal from an employer. The inescapable fact is this: as adults involved intimately with children, our community, parents, and educators cannot avoid "doing" character education.

2. What population benefits from the project/program?

(Your city's name) school aged children, families, and work force will all benefit from this project. A current Gallup Poll found that despite the public's interest in morals, values and character, statistics show that children are not getting the nurturing experienced by earlier generations and, instead, they are bombarded with negative influences through media and external sources prevalent in today's culture. According to American Youth Policy forum, schools and communities that embrace character education see signs of increased positive behavior in their community and schools. (Your school's name and name of project/program) will begin this positive journey to restoring a community of character.

3. State how your project will benefit the residents of (state or city's name).

Over the last decade, research has shown that focused, community driven character education initiatives create communities where families are strong, homes and streets are safe, education is effective, businesses are productive and neighbors care about one another. Below are the results of a middle school in Jefferson City, MO that took on a school-wide character initiative (over 7 years):

- 73% reduction in In-School Suspensions
- 76% reduction in After School Detentions, and
- 72% reduction in the number of F-s students earned.

Developing productive citizens in (your school or city's name) will benefit residents in our community and in the communities our future generations live and work.

Two by Two™ Product & Service Descriptions

Two by Two™ currently offers three character education instructional resources; the primary program called the *Kindhearted Kids*, the intermediate program titled *Captain Character Kids*, and an educator's resource, *The Toolkit of Character*, designed for pre-kindergarten through fifth grade. All products are designed for the classroom teacher, school counselor, humane society educator, after school and camp programs, and other educational settings where character education is an emphasis.

Kindhearted Kids

Primary Program (7 – 9 year olds)

This energetic, hands-on program utilizes the humane care of animals and their habitats as an avenue for teaching kindness, respect, responsibility, and empathy by incorporating them into traditional core subjects. During the Two by Two™ *Kindhearted Kids Program*, children become “pet parents” who care for a stuffed dog or cat. Over a five-week (or five-day) period, children effectively demonstrate how they are caring, responsible people and pet parents through journaling, charting, reading, writing, and mathematics.



One Time Startup Cost: \$475.00

Annual Cost Per Student: \$15.99 per student

Captain Character Kids

Intermediate Program (9 – 11 year olds)

With the core values of cooperation, responsibility, perseverance, empathy, and citizenship as its focus, the Two by Two™ *Captain Character Kids Program* challenges upper elementary children to work together as family units and make thoughtful decisions for family members and their family pet.



Students begin a camping adventure by becoming part of a simulated “family” that is responsible for preparing their family members and pets for any type of dilemma they may encounter. Participants must cooperate and learn to make responsible decisions based on empathy to persevere and be good citizens. Working together as a family is the key to becoming a Captain Character Kid.

One Time Startup Cost: \$475.00

Annual Cost Per Student: \$15.99 per student

Toolkit of Character



Toolkit of Character (4 – 12 year olds)

The Toolkits of Character are available for pre-kindergarten through fifth grade educators.

This standard aligned instructional resource is developed for daily use in a variety of educational settings.

The Toolkits of Character provide educators with cutting edge curriculum that infuses positive character traits throughout the day, every day! Children model and discuss what a “person of character” looks and acts like daily. This accelerates academic and social achievement as children make the leap from “good” to “extraordinary” children of good character.

Start Up Cost: \$325*

*Professional Development is not included in this cost. The 90-minute professional development training is optional, but highly recommended.

Cost: \$300 (all staff)
(Does not include travel expenses.)

Compared to other popular character curriculum programs on the market, the quality of Two by Two™ products and services are higher but comparable in pricing. Based on collected data from Two by Two™ program participants, both quantitative and qualitative metrics further demonstrate the positive impact that Two by Two™ curriculum has on the climate and culture within an educational setting.

Funding Questions

Please call the Two by Two office at 563-513-0059 for any additional questions when applying for funding.