

ENGAGE. INSPIRE. THRIVE.™

Partnership Overview & Investment Proposal

PREPARED FOR:

Hollister School District

May 26, 2023

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Nick & Chris
FOUNDERS

Founder's Story

Nick and Chris can't really remember a time when they weren't friends. At five years old Nick's parents started a pilot school in their hometown of Dublin, Ireland, that created an environment for learning through movement and mindfulness. It was Social Emotional Learning long before it had an official name and structure. At the time, they had no idea how important this foundation was or how it would emerge for them later.

When the founding Elevo partners made their way to the United States, it was to coach soccer, a passion they both shared. But when they realized that not all children grew up with structured activity and play on a daily basis, they saw an important opportunity to share how they learned and the impact it made on their overall well-being by creating the Elevo programs that exist today.

Elevo Learning began as Sports for Learning in 2005 and has evolved into the comprehensive social emotional learning paragon it is today. In the years since its inception, Elevo has partnered with over **65+ school districts** and **600+ individual schools** helping thousands of students find their best way to learn. During this time, it became apparent that Elevo's impact was reaching far beyond the kids. Teachers reported more focused classroom time, districts noted the improvement in academic scores and parents enjoyed less reactive and more engaged children at home.

What began as a fun way to learn has grown into a movement that actively engages students, so they look forward to coming to school. Elevo's programs continue to grow and evolve to meet the needs of the children, involve and excite parents, and support the educators who help to grow compassionate kids with a desire to learn.

We call it the **Elevo Effect.**



Our Programs

For the past **17 years**, we have been **recruiting**, **training and hiring** near peer mentors from the community and training them on our **SEL infused WASC accredited curriculum.**

65+ Districts | **600+** Schools | **1000+** Coaches

Elevo expands opportunities to learn and thrive together beyond the classroom walls. Our breadth of experience, delivering in school and out-of-school programs, complement Districts' LCAP priorities and drive successful outcomes. We offer the following services to our District and school partners.

School Districts across the State use Elevo either as a specialist provider of a movement/SEL-focused curriculum for support during the school day such as recess or PLC release time AND/OR for as a solution to providing full-service support for ELOP - designing, coordinating, and operating an entire afterschool program, as well as delivering our own curriculum within it. Our three services are as follows:

elevo RECESS

ELEVATE EXPANDED LEARNING

elevo 360



Elevate (Expanded Learning)

Our full-service offering is a turn-key solution for ELO-P for after school, before school and intersession. We offer a diverse and flexible curriculum with scalable staffing support to exceed your ELO-P benchmark requirements. The Elevate program offers a wide range of enrichment activities, homework help along with physical activity and sports options to engage all students who attend. The structure for a typical 'Elevate' program has the following format:

- Homework help: Providing dedicated academic support in a encouraging environment
- Enrichment activities: Art; STEM; Humanities; Dance; Music
- Sports & SEL infused physical activities & games: includes a focus on Basketball, Soccer, Flag football & Gaelic football

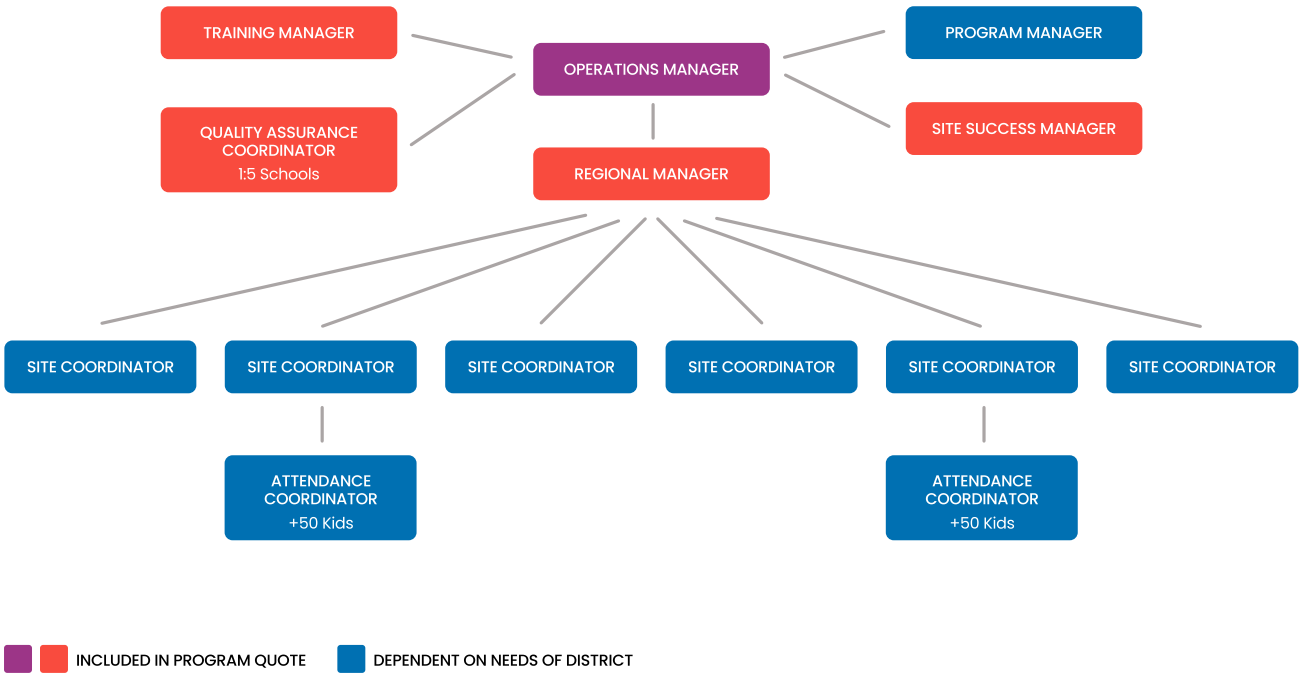
Summer & Spring Intersession: Keeping students actively learning and engaged for 9-hours a day can be challenging. The Elevate program also offers support during, winter, spring and summer intersessional periods. Our new and innovative intercession programs include a variety of packages including fun and engaging move-to-learn programs, supplemental instruction, multiple enrichment programs, and a full summer school curriculum.

* **Supplemental Support options:** If a District already has an existing internal or external partner to oversee their ELO-P initiative, the Elevate program can co-exist with these partners to add an additional layer of support in whatever the District sees as most valuable.

Metrics of success:

- Safe & Supportive Environment
- Student Engagement
- Healthy Choices & Behaviors
- Diversity, Access & Equity
- Program Quality
- Program Management

E-LOP Organizational Structure



Job Descriptions

OPERATIONS MANAGER

Main point of contact for principals (if no SSM). General oversight of the team and programs in the region

REGIONAL MANAGER

General management of all coaches including schedule & shift management.

PROGRAM MANAGER

Management of Site Coordinators, waitlists, waitlist parent communication, & principal communication.

SITE SUCCESS MANAGER

Main point of contact for principals. Responsible for the customer service of program from start to finish.

TRAINING MANAGER

Responsible for hiring, training, and developing quality assurance coordinators.

QUALITY ASSURANCE COORDINATOR

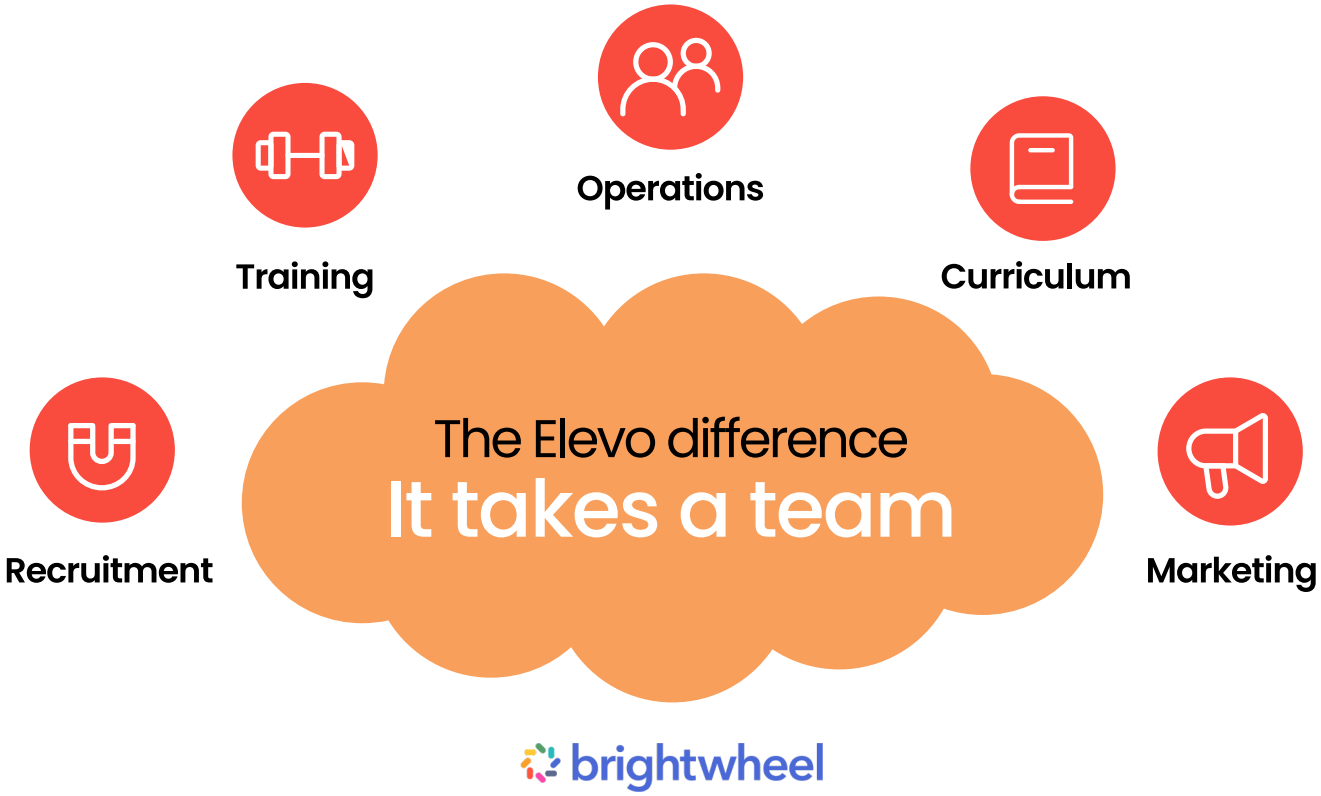
Field interviews & trainings, visits to sites to develop & support coaching teams, & coach evaluations.

SITE COORDINATOR

Parent communication, safety, rotations, incident reports, communication with Regional Manager, & facilitating the day.

ATTENDANCE COORDINATOR

Responsible for all student check-ins/check-outs.



The Elevo Difference

Building well-trained teams of commited coaches

Once you partner with Elevo, you get quality, engaging coaches from the community.. Elevo teaches skills outside the classroom designed to build success inside the classroom. It takes a team to recruit, cast, train, retain, and develop the right talent allowing us to transform students' lives in schools throughout California. These teams ensure wraparound support to our coaches throughout the year, ensuring that this is a turn-key program for your District.

Staffing that scales: Elevo has a 70 person recruitment team who knows how to find, hire & retain a diverse, high-quality workforce that is serious about making a difference. We over-staff all programs with 'floater-coaches' to ensure there's never any absences.

Well-trained coaches with ongoing support: To guarantee the highest level of service for your District we have a dedicated District operations team that will ensure our coaches show up with consistency, professionalism & enthusiasm every day. Our operations team includes:

- Operations Manager: Manages all staff involved in the program
- Regional Manager: Coordinates coaches
- Site Success Manager: Point person for the Principal. Collects & reports on data
- Quality Assurance Coach: Responsible for the continuous improvement of coaches

Rigorous curriculum, flexible delivery: Our team has tried and tested our WASC accredited curriculum at schools throughout the State to fine-tune the most effective ways to engage students in a safe and supportive environment. We have re-imagined an innovative science-based CASEL curriculum using movement, art, humanities, dance and meaningful real world challenges to bring young learners to life. We are consistently developing and iterating on new content for our SEL-infused curriculum.

Continuous improvement: Central to the success of our programs is the training and continuous development of our coaches who are recruited from the communities we serve. Elevo has a dedicated regional team of Quality Assurance Coordinators (QAC's) whose sole focus is to train, develop and evaluate our coaches throughout the State. QAC's provide the following professional development opportunities to our coaches:

- Kick off training for your District
- Weekly 'coach huddles' to map out specific lesson planning
- Monthly virtual professional development series
- Continuous Behavior management training
- Video content to help coaches learn & understand our curriculum

Community connections: We have a full-service marketing team that offers support across all of our programs. Some ways in which Districts leverage this resource are as follows.

- The Elevo 'Street Team' experience at your schools
- Parent Communication (using Brightwheel)
- Co-branded social media & marketing materials
- Events - such as Back to School Nights

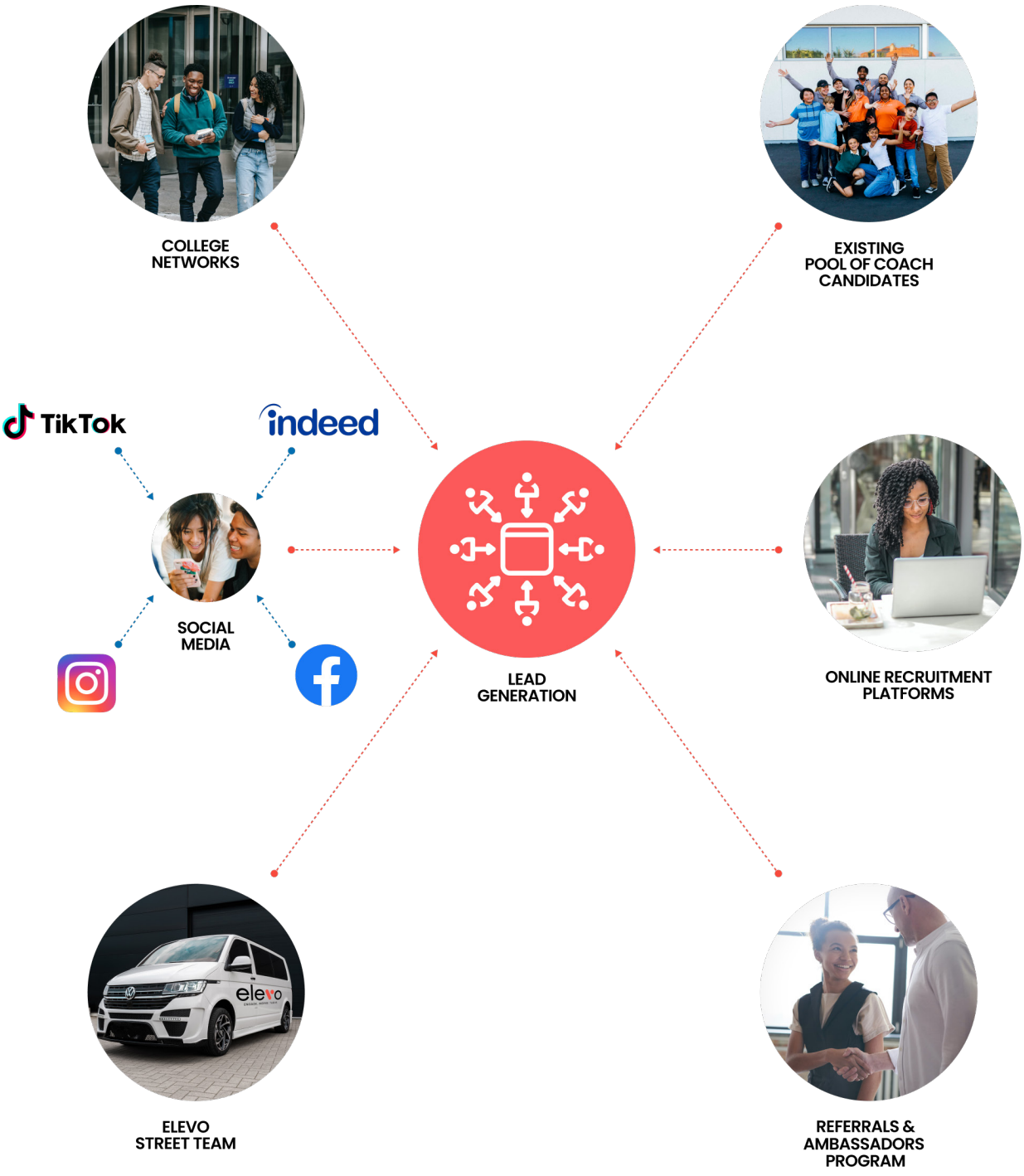
Coaches & Recruitment

Our Elevo coaches teach students to develop their own mental and physical wellbeing together, on the schoolyard and outside the classroom—where it often counts most. As someone who is neither a teacher or family member, our coaches play a vital role in kids' lives as a stable and trustworthy adult who shows up. Our coaches often become the trusted, inspiring role model whom kids—and their families—count on.

We've succeeded as specialist providers because we're known for recruiting energetic university students and recent graduates, then training them to deliver a curriculum that actually engages kids. Each Elevo coach is hired from within the community being served. Many Districts ask us how we get our coaches. We've learned how to hire and retain a diverse, high-quality workforce in a tight labor market. These are the methods that our 70-person recruitment team uses to build year-round partnerships with universities, colleges, and local referral networks:

Lead Generation

Where Do Our Coaches Come From?

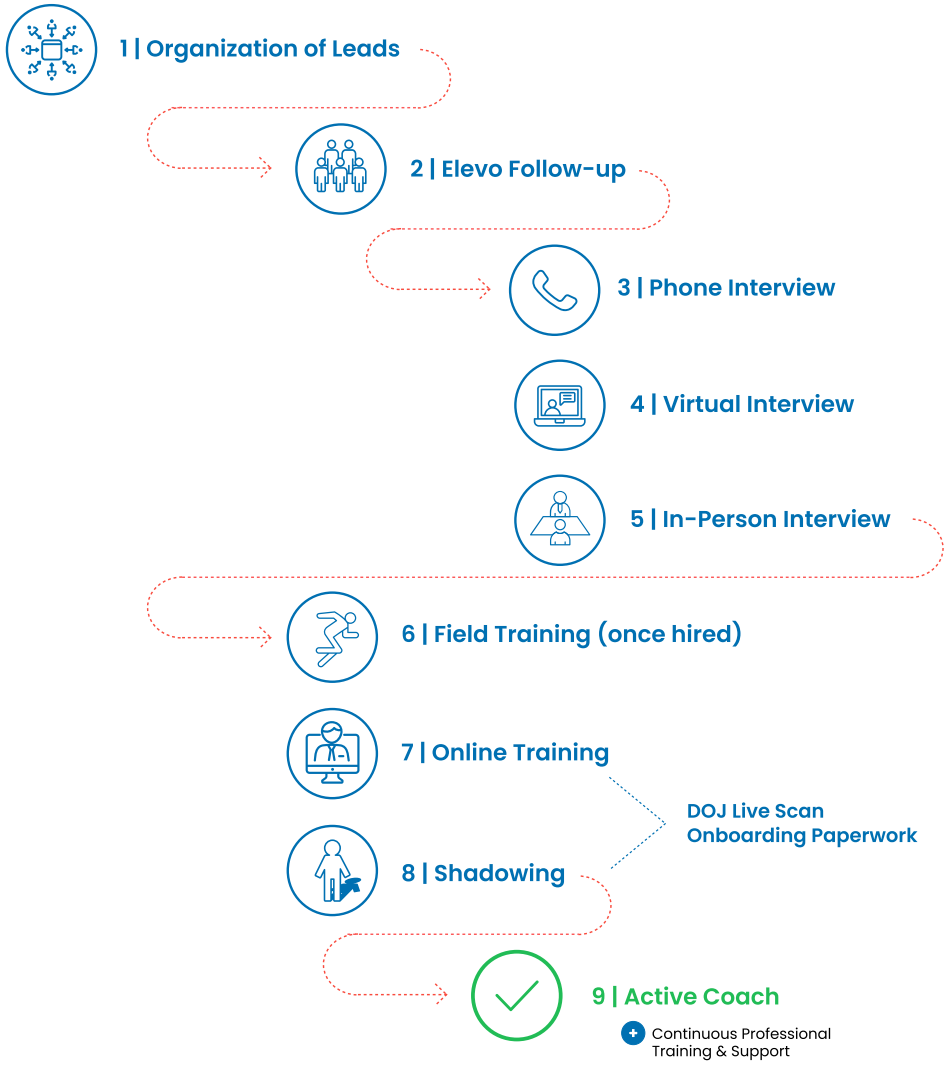


Once we have identified the right coach for the role, they begin their Elevo journey towards being hired by Elevo as a W2 employee. This recruitment process allows us to gauge which candidates are serious about working with us.

The recruitment journey:

- Elevo follow up: We have a specific team of people who are dedicated 24/7 to calling every one of the leads generated
- Phone Screen: Coaches are asked about their motivation for working with Elevo
- Virtual Interview: This is where we continue to search for whether the candidate has the DNA of an Elevo coach
- In person Interview: Our training team meets the coach in person and assess whether they can begin training
- Field Training: Coaches go through a rigorous training & evaluation process so we can test for experience, competency, enthusiasm and how they interact with others
- Onboarding: Coaches continue with their on-line training. Coaches complete their background checks and onboarding paperwork
- Retention & continuous development: Monthly paid workshops & events

Recruitment Process





Curriculum

We believe that some of the most powerful learning moments and challenges take place outside of the classroom. With this in mind, we have re-imagined an innovative science-based CASEL curriculum using movement, sports, art, humanities, dance and meaningful real world challenges to bring young learners to life. The outcomes for students is that their social skills improve and they can now focus better in the classroom.

The Elevo Curriculum inspires a passion for learning in children. Through this curriculum, our coaches help students practice the skills to focus, persist, resolve differences, collaborate, and explore their strengths. The activities are adapted to meet the individual needs of each child and build week to week to support their growth and connection to their thriving, supportive school community. Our programs are tailored specifically to meet the requirements and needs of each school. Through site meetings and assessment we create a rigorous and flexible curriculum focused on the needs of both the school and the children.

Accredited by WASC ACCREDITING COMMISSION FOR SCHOOLS

Data & Reporting

Elevo Site Success Managers provide comprehensive school reports at the end of year to ensure your students want to come to school, are ready to learn and are thriving with their new SEL skills.

Our metrics of success:

- Increase in Attendance
- Reduction in Disciplinary Referrals
- School Climate & Connectedness
- Student Satisfaction
- Adminstrator & Teacher Satisfaction

To evaluate the effectiveness of our approach, Elevo will measure the data reported and collected in relation to attendance, behavioral incidents, and overall satisfaction with the program. We collect our data from schools through:

- School specific data-collection platforms
- Student & teacher surveys
- Net Promoter Score surveys





Outcomes & Results

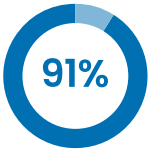
Measuring success for those who need it most

Administrators



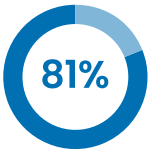
98% say our program has a positive effect on students' social emotional wellness.

Teachers



91% say students are more engaged in learning after our program.

Students



81% say they look forward to coming to school

Hollister School District -After School Support - 23/24

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2690 Cienega Rd.
Hollister, CA 95023
United States

Elevo
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Suite 200
San Diego, CA 92109
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Prepared by: Christina St. Clair
Director of School District Partnerships
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Reference: 20230606-202318726
Quote created: June 6, 2023
Quote expires: July 6, 2023

Total **$932,816.40**

PRODUCTS & SERVICES	QUANTITY	PRICE
After School - ELOP	9,780	$932,816.40
SUBTOTALS		
One-time subtotal		$932,816.40

Total	**$932,816.40**

Comments

Elevo - Hollister SD - 2023/24						
Name of School	Total Staff Needed	Days	Days Per Week	Program Hours Per Day	Total Hours	Total Cost
HDLA		126.00	5	3.00	2268.00	$216,322
HDLA		48.00		6.00	1728.00	$164,817
HDLA		6.00		7.00	252.00	$24,036
HDLA		30.00		9.00	1620.00	$154,516
	6				5868.00	$559,690

* Includes 1 Site Coordinator

20 TK/K students

80 1st-8th grade students

Elevo - Hollister SD - 2023/24						
Name of School	Total Staff Needed	Days	Days Per Week	Program Hours Per Day	Total Hours	Total Cost
Maze		126.00	5	3.00	756.00	$72,107.28
Maze		48.00		6.00	576.00	$54,938.88
Maze		6.00		7.00	84.00	$8,011.92
Maze		30.00		9.00	540.00	$51,505.20
	2				1956.00	$186,563

Elevo - Hollister SD - 2023/24						
Name of School	Total Staff Needed	Days	Days Per Week	Program Hours Per Day	Total Hours	Total Cost
Rancho San Justo		126.00	5	3.00	756.00	$72,107.28
Rancho San Justo		48.00		6.00	576.00	$54,938.88
Rancho San Justo		6.00		7.00	84.00	$8,011.92
Rancho San Justo		30.00		9.00	540.00	$51,505.20
	2				1956.00	$186,563

Total Program Cost	$932,816

Total Discount	12.50%