



A MESSAGE FROM SCARLETT

The Choose Love Movement, created to honor my son Jesse by spreading his message of “Nurturing Healing Love, is making a difference across the world by addressing the deep, increasing pain we see in our children and society by approaching the issues proactively - before they become issues. Social Emotional Learning (SEL) has been linked with higher academic scores, stronger relationships and essential life skills that help kids thrive both in school and beyond. The presence of social emotional learning also has an inverse effect to drug abuse, bullying, suicide and criminal behavior. At this point in history, we don’t think SEL is the solution...we know it is.

We celebrate that our program has been downloaded in 50 states and 100 countries serving more than 2 million students since 2016, but the need is still great. There are over 53 million children in the U.S. and every student deserves the lifelong advantages that comprehensive SEL education could give them and ensure a safer, more connected world for us all. After four years, we know that the single best way to get our SEL program into school districts is to have a Choose Love ambassador entrenched in that community. Given this, we are focusing our 2021 work on meeting our audacious goal of growing our grass-roots ambassador program to every state.

Our new ambitious ambassador plan is going to take passion and organization, and we’re ready for it. Moving forward, ambassadors will be responsible for local level fundraising and outreach as well as getting the Choose Love SEL curriculum in all local school districts, focusing on equity and underserved populations, specifically in the 15 poorest states in the country.

It’s not an understatement to say that your support will shape the future. Will you join us in Choosing Love?

Scarlett Lewis

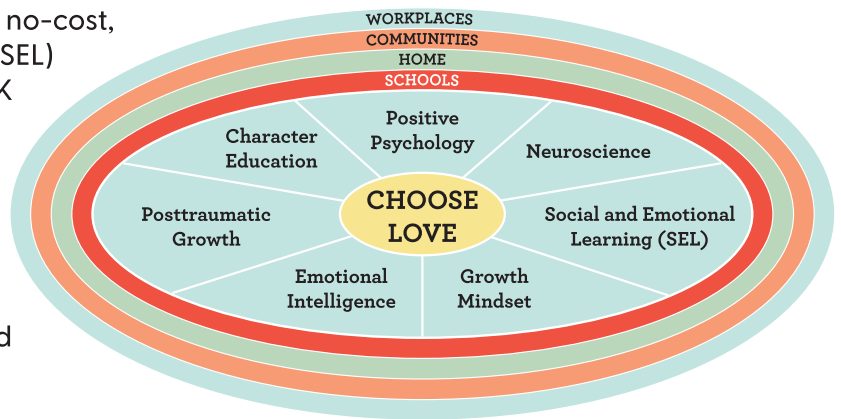
OUR MISSION

The Choose Love Movement™ is a 501(c)(3) nonprofit organization with a mission to create safer and more loving communities through groundbreaking next generation Social and Emotional Learning (SEL) programs that are free of cost and suited for all stages of life.

WHAT WE DO

**COURAGE + GRATITUDE + FORGIVENESS +
COMPASSION-IN-ACTION = CHOOSING LOVE**

Our updated signature school program is a no-cost, next-generation, social and emotional learning (SEL) and character education program for Pre-K through 12th grade. Our easily teachable curriculum, which is backed by neuroscience, provides teachers, educators and staff to empower students to make positive, inclusive choices that result in a safer, more connected school culture. Starting with schools has a ripple effect impacting our homes, our communities and our future.



RESPONDING TO THE NEEDS OF TODAY

Since 2016 we have improved and strengthened our curriculum offerings to meet changing needs. In addition to adding new programs for parents, teachers and the workplace, we've developed material geared towards students and educators to navigate the pandemic - also applicable to any other trauma. Our Brave New World unit addresses reintegrating and healing kids back into school after months of isolation and change that came with the pandemic.

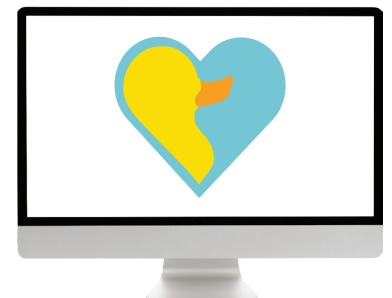
CHOOSING LOVE IN OUR BRAVE NEW WORLD

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CHOOSE LOVE IS NOW DIGITAL

- Adaptable for In-Class or Distance Learning
- Designed for portability and flexibility
- Optional integrations with Google Classroom, Google Slides to visually support each lesson, embeddable forms and worksheets, and more.



OUR MOVEMENT IS GROWING

DOWNLOADED

IN ALL



AND WASHINGTON D.C.

AND OVER

100  COUNTRIES



ACCESSED BY MORE THAN

10,000 SCHOOLS

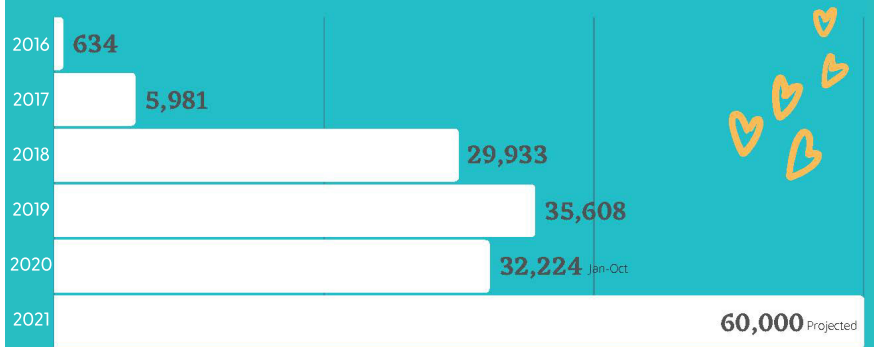
Collectively Reach More Than

 2 MILLION STUDENTS

(As of October 2020)

CHOOSE LOVE YEAR TO YEAR

TOTAL CHOOSE LOVE PROGRAMS ACCESSED = 104,380



AMBASSADORS

While the Choose Love Movement is national in scope, much of our success over the past four years has been directly related to volunteer ambassadors working on a local level. Ambassadors not only champion the movement in their own communities but are also the driving force in getting our Choose Love SEL curriculum implemented in their school districts. When the Choose Love Enrichment Program first debuted in 2016, we had only two, but mighty, volunteer ambassadors in two states. Today, Choose Love includes 42 ambassadors, spanning nearly half of the US States and six other countries. Our hardworking ambassadors have been instrumental in achieving our high adoption rates with our Choose Love SEL programs being accessed worldwide.

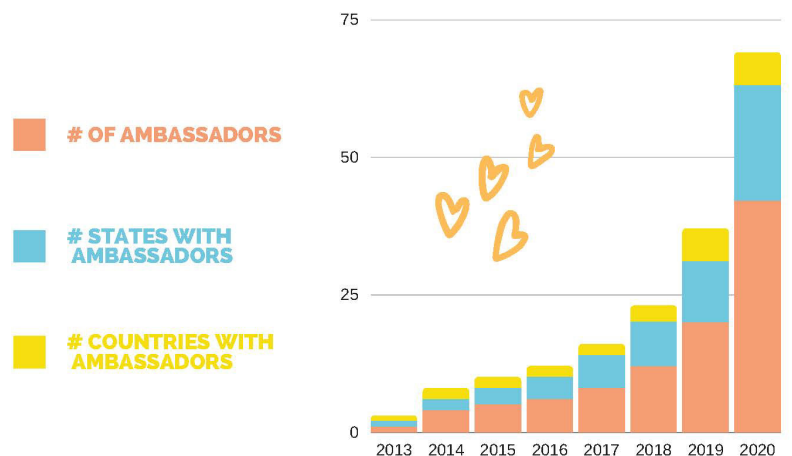
NATIONAL CHOOSE LOVE EDUCATOR SURVEY RESULTS MAY 2020:

99% said that they have seen an improvement in classroom climate and in the students' overall behavior

66% said that their students get along better

75% said their students have a more positive attitude

AMBASSADOR PROGRAM GROWTH



PARTNERS & SUPPORTERS

Choose Love has established ongoing partnerships and collaborations with some of the most effective and experienced proponents of SEL and compassion-based learning, and education advocacy including:

- | | |
|--|---|
| Collaborative for Academic, Social, and Emotional Learning (CASEL) | International Forgiveness Institute |
| Character.org | Mission Be, a 9/11 Initiative |
| Charter for Compassion | NoVo Foundation |
| Committee for Children | Peace First |
| Elisabeth Kubler Ross Foundation | Quinnipiac University – The Center for Social and Emotional Learning Implementation |
| Empowered Fathers In Action | Rachel's Challenge |
| Grow & Guide Kids | Safe and Sound Schools |
| HeartMath Institute | The Tapping Solution |
| #hersmile | Zensational Kids |

BOARD OF DIRECTORS

- Chairman: Doug Harrison - Founder and CEO, Believe Health
- Treasurer: Ty Bongiovanni - BSP Insurance and Financial
- Colleen Haines - Connector
- Robert Haines - Mastercard
- Michael Lawrence - Morgan Stanley
- Dr. Christopher Kukk - Dean of the Cormier Honors College for Citizen Scholars at Longwood University
- Nick Ortner - CEO of "The Tapping Solution"
- Christine Tappan - Associate Commissioner, NH Department of Health and Human Services
- Chin Rodger - SEL Advocate
- Scarlett Lewis - Founder & President of Jesse Lewis Choose Love Movement and Member Ex-Officio

REVENUE SOURCES

- 66% Individual Contributions & Grants
- 15% Fundraisers
- 12% Speaking Fees
- 6% Book & Program Supplies
- 1% Investment Returns

EXPENSE ALLOCATION

- 84% Programs
- 9% Management & General
- 7% Fundraising

HOW YOU CAN BE PART OF THE SOLUTION

- | | |
|--|------------------|
| COMMUNITY BUILDER | \$1,000 |
| \$1,000 supports teaching of Choose Love in a school, helping students from Pre-K through 12th grade | |
| SUSTAINER | \$10,000 |
| \$10,000 implements Choose Love in 2 entire school districts, changing the entire culture in a positive and meaningful way | |
| EMPOWERER | \$25,000 |
| \$25,000 onboards a new ambassador in a state where Choose Love is needed most | |
| CHAMPION | \$50,000 |
| \$50,000 translates our programs into a new language, spreading Choose Love into a new territory | |
| TRANSFORMER | \$100,000 |
| 100,000 builds out a Choose Love ambassador program & conference series in an entire region that is underserved, changing the entire landscape through the Choose Love Formula | |

