

# YOU MATTER™ EDUCATION PROGRAMS

Every Monday Matters® (EMM) is a not-for-profit committed to inspiring a new normal, where individuals and organizations understand how much and why they matter to themselves, the community around them, and the world. EMM recognizes that students and their schools and communities are seeking ways to help build a strong and positive world and that the collective action of students, educators, administrators, and families can have an extraordinary impact.

## STUDENTS MATTER

For the past six years, EMM' education curriculum has successfully inspired students and educators in 42 states, in over 2,500 schools, with profound results. So much so, that we have upgraded the program and launched the **NEW** EMM YOU MATTER™ Education Program.



We believe that:

- ▼ STUDENTS ARE IN SEARCH OF SIGNIFICANCE AND PURPOSE
- ▼ STUDENTS HAVE THE DESIRE AND POTENTIAL TO MAKE THEIR SCHOOLS, COMMUNITIES, AND THE WORLD GREAT
- ▼ STUDENTS ARE POWERFUL INFLUENCERS
- ▼ STUDENTS MATTER... THE WHOLE STUDENT

## BUT WE STILL HAVE WORK TO DO

### MY LIFE DOESN'T MATTER

20%

**OF STUDENTS HAVE CONSIDERED COMMITTING SUICIDE  
HAVE CARRIED A WEAPON  
REPORTED BEING BULLIED AT SCHOOL**

2013 CDC YOUTH RISK BEHAVIOR SURVEY OF 9-12TH GRADE STUDENTS

### MY EFFORTS DON'T MATTER

45%

**OF STUDENTS EXPRESSED THEY WERE NOT ENGAGED  
DID NOT FEEL RECOGNIZED  
COULD NOT DO THEIR BEST WORK AT SCHOOL**

2013 GALLOP STUDENT SURVEY OF 5-12TH GRADE STUDENTS

### MY EDUCATION DOESN'T MATTER

\$240

**IS SPENT TO  
HOLD 1 CHILD  
IN JUVENILE  
HALL PER DAY**

vs.

\$.80

**IS SPENT TO  
EDUCATE 1 CHILD  
IN SCHOOL  
PER DAY**

“The impact Every Monday Matters is having on our programs is life changing. Students and leaders walk through making changes that show each other how much they matter. What could be better than having our children understand that, together, they make a world of difference?”

Nora Hana, M.A., Ed.  
After-School Programs Coordinator  
San Joaquin County Office of Education

# THE YOU MATTER™ K-12 CURRICULUM

The YOU MATTER™ K-12 Curriculum provides a flexible, yet powerful program for engaging today's youth in topics and activities that naturally build self and social responsibility. This dynamic curriculum offers:

## RELEVANT MONTHLY AND WEEKLY THEMES

Each month has a theme - Kindness, Healthy, Green, Aware, Global, Futuristic; and, each week has its own focus that directly supports that month's theme. For example: "Give a Compliment" and "Find the Silver Lining" are two weeks in the "Monday Gets Positive" month

## MEANINGFUL AND FUN EXPERIENCES

Educators and students alike will enjoy exploring our monthly themes and weekly activities through three critical perspectives: "I Matter," "You Matter," "We Matter"

## QUALITY LEARNING

The curriculum is aligned with Social and Emotional Learning, High-Quality Service Learning, and Common Core standards

## DOWNLOADABLE MODULAR LESSON PLANS

Every week, we provide up to three hours of new curriculum in simple-to-use, downloadable units, including: monthly and weekly kickoffs, videos, 15- and 30-minute activities, handouts, and weekly reflections

# YOU MATTER™ CLUBS

The YOU MATTER™ Student Club program was created for environments and older students (grades 8-college) who are seeking a student-run, advisor-assisted program. We offer downloadable resources to help students start and run an effective club, including: "Getting Started," "Fundraising 101," "Running Pop-Up Do-Good Projects," and "Evaluating Your Club's Effectiveness." Clubs can leverage the EMM Monthly and Weekly themes; however, we also encourage our clubs to focus on the unique needs of their peers, school, and community.

**EMM SKILL-BUILDING WORKSHOPS, SCHOOL ASSEMBLIES, AND MERCHANDISE ARE ALSO AVAILABLE TO SUPPORT YOUR PROGRAM IMPLEMENTATION.**

**“The resources are comprehensive and topical. Though just a few months into implementation, we've been excited by the results we've seen thus far and are thrilled to continue implementing this on our campus.”**

Peter Boyle, M.Ed.  
Founding School Director  
Western School of Science and Technology

Ability to show students monthly video if you haven't already (or as a refresher). Prep time: 5 mins.

As this is the fourth Monday of the month, please consider sharing or re-sharing the Monthly Kick-Off activity. Additionally, a three-minute recap of the previous three weeks may add extra context to this week and help connect the dots around the monthly theme.

**WEEKLY KICK OFF**

1) **SHARE THIS WEEK'S THEME WITH STUDENTS: "FIND THE SILVER LINING"**

2) **READ THE WEEKLY INTRO:**

There is a lot going wrong in the world today. You can't log onto your computer, turn on the TV, or check your Google news feed without getting some sort of bad news. Or, maybe it's on a more personal level, like you didn't do well on a test or someone in your family is having a health issue. Either way, sometimes it can be easy to get discouraged and difficult to stay positive. But isn't it during those tough moments when being positive or optimistic is most important? We think so. So, this week, we want you to FIND THE SILVER LINING. Every downside has an upside. In every bad, there is a good. Sometimes we just have to find it. And, sometimes it takes some real digging... But it is always there. Silver linings get us through tough times, and they move us forward. Silver linings matter.

3) **ASK:**

- Have you ever heard of the saying, "Find the silver lining"?
- Do you know where the saying came from?
- Do you think there is always a silver lining?
- Have you ever had a bad experience?
- Were you able to find the silver lining in it?
- Have you ever helped someone else see the silver lining?

# IT STARTS WITH YOU... REGISTER TODAY

The YOU MATTER™ K-12 Curriculum and the YOU MATTER™ CLUB Program are completely **cost-free** for you, the educator. Simply visit our website at [www.everymondaymatters.org](http://www.everymondaymatters.org) and click on "Educator." Once registered, you will have full access to all the resources. If we can be of any assistance, please let us know at: [edu@everymondaymatters.org](mailto:edu@everymondaymatters.org).

**OUR GOAL IS TO REACH 1,000 SITES, WITH 100,000 STUDENTS ENROLLED, AND OVER ONE MILLION STUDENTS IMPACTED IN THE 2015-16 SCHOOL YEAR. JOIN US. YOU MATTER.**

