



COALITION OF  
— SCHOOLS —  
**EDUCATING**  
*mindfully*

## A CALL FOR PARTNERS

While preparing the following pages, I came across a quote by Margaret J. Wheatley that speaks so perfectly to the power of our mission and its ability to transform the world:

*"In spite of current ads and slogans, the world doesn't change one person at a time. It changes as networks of relationships form among people who discover they share a common cause and vision of what's possible. This is good news for those of us intent on changing the world and creating a positive future. Rather than worry about critical mass, our work is to foster critical connections. We don't need to convince large numbers of people to change; instead, we need to connect with kindred spirits. Through these relationships, we will develop the new knowledge, practices, courage, and commitment that lead to broad-based change."*

As you read on, we hope you sense the excitement surrounding our vision and its potential to change the world by supporting and connecting those around the globe educating mindfully.

Tracy Heilers  
Founder and Executive Director

# OUR MISSION

Coalition of Schools Educating Mindfully (COSEM) is an educator-led 501c3 nonprofit established in 2018 that supports school communities by connecting them with mentors, resources, and learning experiences for mindfulness-based social and emotional learning (MBSEL).

We are a grassroots movement with educators empowering other educators to explore, personally practice, and then integrate mindfulness into their classrooms and schools.

By joining forces and assisting each other as we implement holistic approaches to education, we equip our community with skills to heal and thrive, and create a more compassionate, equitable world.



# OUR SERVICES

Stress and trauma impact how our brain functions, making it harder to regulate emotions, focus, and learn. The emergence of mindfulness in education is giving children and educators the tools to manage stress, overcome trauma, and reach their highest potential. This also creates more equitable schools with cultures of compassion and inclusion.

We have built a collaborative coalition that is here to help! We are transforming school communities in the following ways:

- An annual Educating Mindfully Conference highlighting resources and leading-edge mindfulness initiatives in schools;
- An online professional membership community to connect, prioritize self-care, and learn with other mindful educators while they earn clock hours and graduate credits;
- In-person free chapter meetings around the globe, with educators learning together, mentoring and supporting one another;
- A free Equity-Based Conversation Series with Tovi Scruggs-Hussein and special guests;
- *Educating Mindfully* book collaboration with 20+ organizations and 40+ educators, creating a comprehensive resource and field guide for mindfulness in schools;
- An MBSEL Micro-Credential Program to learn the fundamentals of MBSEL and signal your competency in this subject area with a digital badge;
- A resource webpage containing educator-recommended mindfulness-centered curriculums, programs, books, trainings, apps, and more;
- An ISBE.net-approved Administrator Academy to help school leaders and SEL teams create a mindfulness implementation plan for their unique learning environment.

Learn more at [EducatingMindfully.org](https://www.EducatingMindfully.org)

# THE HEART OF OUR MISSION



## State and Local Chapters

- Chapters are free communities of practice and learning for educators in different areas of each US state as well as other countries. Passionate educators volunteer, facilitating regular drop-in support meetings for their area, in-person and virtually.
- Goals include:
  - Prioritize self-care and develop our personal mindfulness practices together.
  - Mentor each other as we bring mindfulness to staff and students in our schools.
  - “Move slow to move fast” together. Full school integration is often a long process. No one needs to go it alone.
  - Learn with guest presenters and about different programs and resources for schools.
  - Network, collaborate and share information. Do book studies together, do trainings together to get discounts and apply for grants together with multi-district initiatives.
  - Host workshops, retreats, and larger events and conferences for educators in their area.

## Professional Membership

- Annual dues are \$79.99 for individuals, \$499.99 for groups up to 50, and \$999.99 for educational organizations.
- Benefits include:
  - Professional learning events led by experts on mindfulness-based SEL topics;
  - Recordings of past Educating Mindfully Conference sessions;
  - Personal development events such as mindfulness fundamentals and wellness series;
  - Mentorship events where members share their experiences integrating mindful practices;
  - Equity-Based Conversation Series on culturally-responsive teaching, anti-racism, etc;
  - Self-care sessions where members lead yoga and other mindfulness practices;
  - School family supports such as mindfulness for parents, teens, and family wellness series;
  - Our Members Site, an online community to connect, learn about mindfulness-based resources, and join support groups and interest groups;
  - Access recordings of all offerings through our trackable Members Site; those who watch 24 hours of content have the ability to earn 24 PDHs or CEUs.

# FOCUS & GROWTH OF COSEM

## 2018-2019

- Formed our 501c3 nonprofit with an all-educator 'working' Board with 16 directors;
- Built our website which includes a resource webpage listing trainings, curriculums, programs, books, and more; 11K total unique visitors at the end of the year;
- Organized our inaugural Educating Mindfully Conference (EMCON) in St Charles, IL with over 200 attendees; one \$1000 grant recipient
- Developed our chapter model and started several chapters;
- Sent a monthly e-newsletter to 2K subscribers;
- Grew social media presence: LinkedIn-13K, Twitter-2K, Facebook group-500
- Scholarships-\$14K; total income- \$74K; total expenses- \$67K; director salary-none

## 2019-2020

- Coordinated, edited, and then independently published *Educating Mindfully: Stories of School Transformation Through Mindfulness* in February; a collaboration with 20+ organizations and 40+ educators, creating a comprehensive resource/field guide;
- Our board president Tovi Scruggs-Hussein created an Equity-Based Conversation Series
- Organized EMCON2020 in Itasca, IL, with 50+ sessions and workshop choices over 4 days with 220 attendees from 21 US states and multiple countries; one \$1000 grant recipient
- Hosted the free online Educating Mindfully Summit, April 23-26, as a book launch; it included giveaways and 10 PD sessions per day led by educators and organizations;
- Created an ISBE-approved Administrator Academy that assists school leaders and SEL teams with schoolwide and districtwide mindfulness implementation plans;
- Continued growing our chapters;
- Sent a monthly e-newsletter to 3K subscribers; total website unique visitors-27K
- Grew our social media presence: LinkedIn-15K, Twitter-4K, Facebook-1K
- Scholarships-\$15K; total income- \$72K; total expenses- \$66K; director salary-none

## 2020-2021

- Launched our professional membership to more fully support and connect educators, with both individual and group memberships available;
- Hosted a virtual EMCON2021 due to pandemic with over 350 registrants; one \$1000 grant
- Added a volunteer Director of Chapters, Lindsey Frank, to support and mentor state chapter coordinators and local meeting facilitators in 19 US states and 2 countries;
- Continued our Equity-Based Conversation Series and Administrator Academy
- Sent a monthly e-newsletter to 4K subscribers; total website unique visitors-41K
- Grew our social media presence: LinkedIn-16K, Twitter-5K, Facebook-1.5K, Insta-100
- Scholarships-\$9K; total income- \$70K; total expenses- \$63K; director salary-\$40K (from donors)

## 2021-2022

- Launched our MBSEL Micro-Credential Program for educators to learn MBSEL fundamentals, signal their competency with a digital badge, and earn 30 CEUs, PDHS or 2 graduate credits
- Launched COSEM Voices blog to further share the expertise and experiences of our members;
- Hosting EMCON2022 in Itasca, IL with virtual, in-person, and hybrid ticket options;
- Continuing our Professional Membership, Equity-Based Convo Series, & Administrator Academy;
- Continuing our monthly e-newsletter and social media presence
- Seeking fiscal partners to fund our director's salary, increase presenter stipends, lower program costs, give more financial aid scholarships, and have more \$1000 resource grant recipients

# CREATING OUR FUTURE, TOGETHER



## Partnership Opportunities

- Support our operational expenses so that we can move beyond volunteer leadership and expand our team, in turn increasing our outreach efforts, chapters, and charitable programs.
- Sponsor our professional membership so we can lower our annual membership dues and provide more benefits to our members such as specialized trainings and workshops.
- Sponsor our conference so we can continue to host it at a hotel annually, lower registration fees, and provide presenter stipends.
- Sponsor our Commit to 1% Campaign where educators share videos of prioritizing mental wellbeing in their school; we randomly select \$1000 resource grant recipient(s)
- Promote COSEM, our professional membership, and our conference within your network.
- Provide discounts to our members for mindfulness-based products and services.
- Provide full scholarships to your trainings for our members in need.
- Volunteer to lead a mentorship, learning, or self-care event for our members.
- Donate products and services for a COSEM giveaway or event.
- Provide free use of your facilities for chapter meetings, workshops, or other events.
- Place ads in our monthly e-newsletter to get the word out about your resources.
- Join COSEM as a group member or as a sponsor member.

## COSEM's Charitable Programs

- Financial Aid Scholarships: COSEM strives to give partial and full scholarships to those in need, in a total amount equivalent to 10% of the event or program revenue.
- In-Kind Donations: COSEM strives to gift a minimum of 10% of its created resources (books, programs, etc.) to educators and schools in need.
- Grants: COSEM strives to give a minimum of 3% of its annual revenue back to school educators in need as resource grants that support for their mindfulness-based professional development or their school community's mindfulness-based well-being programs.
- Time and Service: Our state chapter coordinators, local meeting facilitators, and chapter director all donate their time. We also coordinate having expert presenters for our membership and events, encouraging them to also donate their time and services.



# WE APPRECIATE YOUR TIME AND CONSIDERATION!

We hope you are inspired into action and can help us in one or more of the key areas listed on the previous page. We need critical connections like you to increase the reach and momentum of our educator-led grassroots movement.

Unique recognition packages can be created for our partners with items such as:

- Name/logo/link included in key locations such as on our website homepage, newsletters, registration materials, conference program, Member Site, etc;
- Flyer on our Partner webpage and listing near the top of our Resource webpage;
- Promotional graphics added to our e-newsletters;
- Social media posts on our Facebook group page, LinkedIn, and Twitter; and
- Complimentary professional memberships or tickets to our conference.

Learn more about us at [EducatingMindfully.org](https://EducatingMindfully.org) and contact Tracy Heilers at [hello@educatingmindfully.org](mailto:hello@educatingmindfully.org) to discuss partnership opportunities in detail.