EVERFI: Compassion Project Customer Press Release Template

(Updated: Nov. 2023)

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FOR IMMEDIATE RELEASE

**Media Contact**: Customer PR Contact Name

Company

Phone Number

Email

**[Company]** **Announces Launch of New Elementary School Course Focused on Compassion Education for Students in** **[State/County/School District]**

**[City, State -- Date]** -- [Company] today announced the launch of a comprehensive curriculum designed to help elementary school teachers facilitate lessons around fundamental social-emotional learning (SEL) skills. *The Compassion Project* is available to students and educators at no cost through [Company’s] relationship with [EVERFI® from Blackbaud®](http://everfi.com/), the leader in powering social impact through education.

*The Compassion Project*: *Upper Elementary* is a first-of-its-kind national initiative with a mission of ensuring that every primary school student in the U.S. understands what compassion is and how to demonstrate it in their lives. A 2018 EVERFI survey found that social and emotional education in the classroom has many benefits including strengthening relationships between students and teachers, increasing rates of better academic performance across subject areas, and reducing bullying[[1]](#footnote-1). Teaching compassion and its underlying skills helps increase students’ motivation and decrease the distractions - anxiety, fixed mindsets, and negative thoughts - that can stand in the way of learning[[2]](#footnote-2).

*The Compassion Project*: *Upper Elementary* is focused on students in grades 4-5 and covers a range of topics including compassion and empathy, mistakes and self-care, and emotions and mindfulness. The curriculum also includes three offline lessons and is available in both English and Spanish.

While many teachers and schools are incorporating SEL into their classroom instruction, there are indications that the topic is not getting the time and attention it deserves. According to a [Source], [Choose Stat]

* [2021 report](https://www.eif.org.uk/report/adolescent-mental-health-a-systematic-review-on-the-effectiveness-of-school-based-interventions) from the Early Intervention Foundation found, universal SEL interventions enhance young people’s social and emotional skills and reduce symptoms of depression and anxiety in the short term.
* [2021 Educator Confidence Report](https://s3.amazonaws.com/prod-hmhco-vmg-craftcms-public/documents/2021-Educator-Confidence-Report.pdf), 56 percent of educators believe resources to support SEL in the classroom will be most critical post-pandemic, and 82 percent agree that a well-crafted, fully integrated SEL approach makes an impact on outcomes.
* [2021 report from McGraw Hill](https://s3.amazonaws.com/ecommerce-prod.mheducation.com/unitas/school/explore/sel-report-2021.pdf), 62 percent of parents feel teaching SEL is very important and that SEL is not emphasized as much as it should be (81 percent).

[Insert quote from company executive]

*The Compassion Project* offers a curriculum that combines engaging animated videos, classroom-based lessons, and digital activities into a toolkit that any educator can use to embed compassion education into the school day.

“With so much emphasis placed on improvements in math and science, skills like compassion often receive less classroom time,” said Tom Davidson, CEO and founder, EVERFI from Blackbaud. “As parents, educators, and citizens, it is vital that we ensure our children have access to the resources that will have a positive effect on their well-being, academic performance, and emotional literacy.”

The digital curriculum is informed by the latest research on social and emotional learning and input from prominent subject-matter experts.

For more information about the program, visit [www.thecompassionproject.com](http://www.thecompassionproject.com)

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**About [Company]**

[Insert boilerplate]

**About EVERFI from Blackbaud**

EVERFI® from Blackbaud® (NASDAQ: BLKB) is an international technology company driving social impact through education to address the most challenging issues affecting society ranging from financial wellness to mental health to workplace conduct and other critical topics. Founded in 2008, EVERFI’s Impact-as-a-ServiceTM solution and digital educational content have reached more than 45 million learners globally. In 2020, the company was recognized as one of the World’s Most Innovative Companies by *Fast Company* and was featured on *Fortune Magazine’s* Impact 20 List. The company was also named to the 2021 GSV EdTech 150, a list of the most transformative growth companies in digital learning. [Blackbaud](https://www.blackbaud.com/), the leading provider of software for powering social impact, acquired EVERFI in December 2021. To learn more about EVERFI, please visit [everfi.com](http://everfi.com/) or follow us on [Facebook](https://www.facebook.com/everfi), [Instagram](https://www.instagram.com/everfi/),[LinkedIn](https://www.linkedin.com/company/everfi/), or [X/Twitter](https://twitter.com/EVERFI) @EVERFI.

**About The Compassion Project**

The Compassion Project was founded by LinkedIn CEO Jeff Weiner in collaboration with EVERFI Inc., a social impact education technology innovator. The Compassion Project is a national nonprofit dedicated to providing compassion education to elementary school students across the U.S. via curriculum focused on fundamental social and emotional learning (SEL) skills building. Lessons are uniquely designed around defining empathy and compassion, identifying emotions, performing acts of kindness, and practicing mindfulness and growth mindset. More than 9,700 teachers across 6,400 elementary schools have signed on to use the curriculum since its launch in September 2018.

1. Source: EVERFI [Teaching SEL Digitally: The Opportunities and Challenges Presented by a Digital Approach to SEL](https://everfi.com/wp-content/uploads/2019/04/NW_Teaching-SEL-Digitally-White-Paper-4.pdf) survey, October 2018 [↑](#footnote-ref-1)
2. Source: [The Compassion Project](https://thecompassionproject.com/about/) [↑](#footnote-ref-2)