



Character Playbook Annual Report Template

[LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] cares deeply about the communities we serve. We are proud to report this year that one of our organization’s signature investments in the community is having a real and meaningful impact on the social and emotional wellbeing of young people.

Through a partnership with [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] we are bringing Character Playbook, an online character development program, to classrooms in [# OF SCHOOLS REACHED] schools in [REGION]. During the 20XX-XX school year alone, we have reached [# OF STUDENTS REACHED] with this digital curriculum. Since the program’s inception in [YEAR PROGRAM STARTED], Character Playbook has impacted over [# TOTAL STUDENTS REACHED IN PROGRAM HISTORY].

While access to this cutting-edge digital resource is a huge benefit to local schools, one of the most unique aspects of this program is our ability to capture impact data from our users. Through this data we are able to understand how our communities and students’ futures are truly improving thanks to this program. National data from the 20XX-XX school year shows that Character Playbook delivered significant knowledge gains for students program wide. With a national aggregate knowledge gain of 44%, students who took Character Playbook saw particular gains in foundational topics such as Understanding and Managing Emotions and Resolving Conflicts. Locally, [INSERT DATA POINT FROM LOCAL IMPACT REPORT *i.e.* 74% of students who took the course agreed that they deserve to be treated with respect and 70% of students said that they have higher expectations about how to treat someone in a relationship.]

Every day, Character Playbook reaches more and more students across the communities we serve -- our employee’s children, our customers’ children, and children who otherwise might never have access to social and emotional education. It’s not only an investment in our future generation and future leaders, but also an investment in the wellbeing of our [REGION].

“[INSERT QUOTE FROM STUDENT/TEACHER],” says a Character Playbook [GRADUATE / TEACHER] from [SCHOOL NAME] in [REGION].



As a [\[LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME\]](#) partner, you have the opportunity to join our commitment to character education by volunteering in local classrooms that are utilizing Character Playbook. We are offering these opportunities to help you and your team forge deeper relationships with the communities we serve. We are proud to sponsor this leading-edge character education initiative. To find out how you can be a part of this endeavor, please contact [\[CONTACT INFORMATION\]](#).