



# Challenge Sponsor Opportunity

Can you help us bring free and purposeful education to the world for a better tomorrow?

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# About Upschool



## Mission:

To provide purposeful education for a better tomorrow.

## Vision:

Everyone will have access to a quality education that inspires them to realise their potential to improve the world.

## Core Values:

### Quality Education for All:

We believe that everyone, everywhere should have access to a quality education. That means that education must be accessible to everyone without barriers (e.g. financial, geographic), and must be of a high standard and engaging, catering to all abilities, interests and demographics.

*This is why all of Upschool's standard courses are delivered online, and for free, to everyone, everywhere. Although primarily written and spoken in English, where possible, we strive to make our content translatable into different languages. In this way, Upschool empowers its students through quality education that serves to create a better tomorrow.*

### Everyone has a Unique Potential

We believe that everyone has within them their own unique potential, and that it is our job as educators to unearth it so they can be their fullest self. By creating meaningful learning experiences that allow children to discover and develop their capability to enact the change they want to see in the world, aligned with their passions and interests, the likelihood of engaging with and nurturing students' unique potential is maximised.

**For more information:**

Contact Jake Davies: [jake@upschool.co](mailto:jake@upschool.co)





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# About Upschool

Core Values (continued)



*This is why all of Upschool's courses allow students to undertake activities that they feel connected to, whilst drawing on their own unique voice, skill or ability to produce work and outcomes that impact their world in a tangible way. In this way, Upschool serves to inspire.*

## **Collective Responsibility:**

We all have a collective responsibility: to each other, our environment, and our planet. Everything we do must align with ensuring we are all meeting this obligation, causing the least amount of harm. When pursuing any goal, whether it be educational or business-related, both the activity and the outcome must contribute towards preserving, restoring, or supporting the natural world for present and future generations.

*This is why all of Upschool's courses seek to deliver purposeful education for a better tomorrow. Every lesson, resource or activity is designed to ensure we are all meeting our collective responsibility to our world and each other and, embedded in everything we teach, is an expectation that students will use the learning to go out and make the world a better place. In this way, Upschool encourages collaboration, communication and collective action.*

## **Perspective is Everything**

When we view our world through our own personal perspective, we experience life as the 'individual' - each with our own preferences, beliefs, needs, desires and biases that govern the way we interpret everything. By stepping out of our own perspective and viewing life from the perspective of others, including animals, plants and the broader planet, we begin to appreciate and understand our world better. This multi-faceted approach to perspective is critical to ensure we, as a collective and as part of a larger environment, make choices that consider impacts on others, and live more empathetic lives. If we want to achieve a better future, we must work together to achieve it.

**For more information:**

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# About Upschool

Core Values (continued)



*This is why all of Upschool's courses explore different perspectives, to encourage a deeper understanding of our world and to develop a greater awareness of how the choices we make in our own lives can affect the lives of others. In this way, Upschool serves to develop students' empathy, respect and tolerance towards the world around them.*

## **We Support the Changemakers**

We believe our world needs to change for the better. Our environment is under increasing pressure, social justice and inequalities continue to persist, and it is apparent that the way humans are interacting with the planet and each other is causing unacceptable harm. Individuals, groups and societies that seek to improve our world through addressing the challenges facing it in a constructive, ethical and tangible way have our full support. Through the collective action of changemakers, our world has a chance of improving in unique ways, and a better tomorrow is ensured.

*This is why all of Upschool's courses celebrate the changemakers; people and organisations, such as our charity partners, that take action to improve the world. It is our intention that, by undertaking Upschool's courses and interacting with Upschool's charity partners, students become changemakers themselves. In this way, Upschool both supports and serves as an example of changemaking in action, to create a better tomorrow.*

## **A Kinder, More Compassionate World**

Imagine a world where kindness, compassion, understanding and tolerance was at the forefront of every choice at every level. Wouldn't that be a great world to live in? We think a kinder, more compassionate world is not only achievable, but a necessity. It is through kindness and compassion that healing takes place, a society stands supported, and the individual emerges to spread its wings to both fly and to shelter others with. It's a place where we all feel we belong, even when we may share a different perspective or live a different way to others. When we make choices from a place of kindness and compassion, people are treated more fairly, animals have a better life, plants flourish, and our world works better.

**For more information:**

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# About Upschool

Core Values (continued)



*This is why all of Upschool's courses and collaborations support the display of kindness and compassion towards oneself, other people and the natural world. To create a better tomorrow, kindness and compassion must underpin everything we do. In this way, Upschool's free courses and charity partnerships are a demonstration of these values in action, to fulfil the quest of a better tomorrow for all.*



”  
"Education is the most powerful weapon  
which you can use to change the world"

- Nelson Mandela



## Will You Support Our Mission?

We are actively looking for partners, sponsors and supporters across the globe to help us provide free and purposeful education to children everywhere, for a better tomorrow.

*It will take a hero that wants to make a significant impact in the lives of children through the power of education to bring our vision to life.*

*Is that you?*

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# Why Support Upschool?

*Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has." ~ Margaret Mead.*

**In just 9 short months, with a small but dedicated team, we have achieved an extraordinary amount!**



## Users in 120 Countries

With just hard work and passion, we have onboarded users across the globe with no marketing team or advertising budget.



## 5 x Ten-Week Courses

We have produced 5 flagship courses on our platform that are already making an impact in the world, and they're ready for mass adoption.



## Video Content Powerhouse

With our team of talented video editors, we have shot and edited over 250 educational videos that sit across our various channels.



## Travelled the World

With the help of our partner Aurora Expeditions, we have created a unit of work from The Arctic and have another planned to be filmed and produced from Antarctica in 2023.



## Custom Built Technology

With our team of 4 software engineers, we are about to launch a custom re-build of upschool.co in the Laravel framework - setting us up to be an EdTech powerhouse.



## Global Print and Shipping

We have built our own print and logistics supply chain, fulfilling book orders received via the Upschool Library. The capability of our network positions us to offer other products in future.

**For more information:**

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# Why Support Upschool?

(Continued)



## Global Construction Teams

We have built a construction team in India for our library-building initiative and have begun sending them to communities in need.



## 12 Charity Partners

We have onboarded 12 charity partners who believe in our mission, and our students are working with them to solve global problems.



## Awards

Our co-founder, Gavin McCormack, was awarded Australia's most influential educator in 2022 (to add to his long list of awards).



## Creating Impacts

From inspiring school communities to grow forests on barren plots, to thousands of children writing books to share their voice with a global audience, Upschool is having a tangible impact in the world.



## Global Keynote Speeches

Headed by one of the world's most influential educators (Gavin McCormack), we have keynoted conferences in many countries around the world including The World Education Summit.



## Teacher Training Courses

We are well underway to releasing our first major teacher training course titled "Education for the 21st Century". We have thousands of teachers across the globe ready to participate.



## A Unique Focus on Purposeful Learning

Our objective is to inspire students, parents and teachers to use the academic success of children to create a meaningful impact on the world around them. From writing books to planting forests, our learning platform inspires children to do good in the world.

For more information:

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# Challenge Sponsor Opportunities Available



## Jane Goodall's Roots & Shoots Book Illustration Challenge

The team at the Jane Goodall Institute has written a book and they would like children across the globe to be the illustrators.

[Read More](#)

Is your brand doing good in the world? Feature it on our platform in our 'Challenges' portal with a call to action for students and communities to participate in.

### Challenge Example Above

To fulfil our mission of providing free and purposeful education to the world for a better tomorrow, we are seeking the support of some extraordinary organisations that recognise the enormous value of our approach. We are actively seeking Major Sponsors who wants to work with us to keep our student content FREE and to scale this mission globally, whilst experiencing the benefits of Upschool's global reach, gaining access to our community of learners, families and teachers, and enabling world-leading, world-changing education at this critical time in human history.



"Education is for improving the lives of others and for leaving your community and world better than you found it"

~ Marian Wright Edelman



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# Inclusions



## Feature on Our Platform

Align your brand (which is doing good in the world) with a call to action for students, teachers and families across the globe to participate in. Talk about the issue your brand works on in an educational context and at the same time, expose your brand to a global audience.



## Social Media Exposure

Social media exposure to a global audience



## Example 1: Design Challenge

Post a design challenge for a new packaging concept you are working on, and have students globally submit design ideas for you. Students will be learning real branding concepts and have an opportunity to feature on your packaging.



## Example 2: Take Action

Post an evergreen Challenge to change behaviour. For example, if your product addresses the single-use-plastic issue, you could encourage families to count the number of plastic bottles they throw out over a week or two weeks and then attempt to reduce that number. You can talk about how your brand works on solving that problem.

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# Our Team

Hope lies behind the door of every classroom in the world. At Upschool, we believe we have assembled a world-class team of dedicated individuals who are committed to redefining what happens in those classrooms.



In January of 2022, Richard Mills and Gavin McCormack commenced their shared dream of providing **free education for the world** and building Upschool.

We have grown quickly since then and have a brilliant team bringing the vision to life.



Richard Mills  
Co-Founder

Gavin McCormack  
Co-Founder



Jake Davies  
General Manager



Ashesh Poudel  
Chief Technology Officer



Mathew Kalyan  
Operations Manager (Sub-Continent)



Sri Srin  
Post Production Manager



Anusha Shrestha  
Customer Success Manager



Binod Giri  
Senior Full Stack Engineer



Isaac James  
Creative Media Director



Ash Mills  
Student & Teacher Support

**For more information:**  
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