



the Schoollys

Affirming, Honoring and
Protecting the Protectors

THE IMPACT

The Schoollys is a social impact initiative that encourages local businesses, organizations, and individuals to invest resources in neighboring public schools that will help solve challenges within their communities. Last year, The Schoollys focused efforts on the Teachers Community College School (TCCS) in Harlem, New York, surprising 50 teachers and staff members with \$3,000 each for self-care and career development as part of a \$150,000 'self-care' grant. To show further appreciation, billboards were posted in the neighborhood to salute and honor the school staff, recognizing their dedication and service. Phase II of The Schoollys will focus on the beautification and curriculum enhancement of the school.

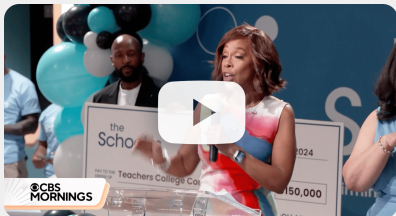
This is amazing what you're doing!

— Gayle King on CBS Mornings



HONORING HARLEM'S EDUCATORS

In a heartwarming initiative to recognize the dedication of teachers, the Black-owned advertising agency Elite Media has unveiled the "Schoolys" program. The program is designed to support a public school in Harlem, with the goal of celebrating the hard work and commitment of its educators.



Watch the Segment

BY THE NUMBERS

The impact of the Schoolys program is best illustrated through data. These statistics highlight the transformative effect it has had on the lives and careers of teachers at Teachers College Community School.

RETENTION



100%

Increase in TCCS' retention rate

ENERGY & FOCUS



78%

Reported more energy and focus at work.

TOP GRANT USES

- Therapy and Counseling
- Mindfulness and Meditation Apps
- Gym Memberships & Fitness Classes
- Wellness Retreats
- Creative Arts Programs

These diverse applications reflect the individual needs and preferences of the educators, demonstrating the program's flexibility and personalized approach to well-being. The common thread is a commitment to prioritizing mental and physical health, which directly translates to a more positive and effective learning environment.

SIGNIFICANT IMPACT



86%

Reported a significant or transformative impact on their well-being.

STUDENT ENGAGEMENT



74%

Observed improved student engagement in the classroom.

MENTAL HEALTH & SELF-CARE



91%

Of educators used the grant for mental health or self-care activities.

AFFIRMATION



82%

Said they felt more professionally valued and seen—an important factor in long-term commitment and retention.

VOICES FROM EDUCATORS

This grant finally allowed me to prioritize my mental health. I feel more present and engaged with my students, and I'm genuinely enjoying teaching again.

— **Ms. Stewart**, Paraprofessional



Using the grant for self-care helped my mental health and made my work better. It gave me a chance to take care of myself, which made me feel less stressed and happier. Because of that, I was more energized and focused when teaching.

— **Ms. Casilla**, Middle School Teacher



Knowing that the school and Schoolys cared about my well-being made all the difference. It reaffirmed my commitment to TCCS and my students.

— **Ms. Monday**, Middle School Teacher



WHY IT MATTERS

Investing in teacher well-being is more than a gesture of goodwill—it's a strategic investment in the future of education and community prosperity. When educators are supported, they show up as their best selves, creating learning environments where students thrive. The Schoollys program proves that prioritizing teacher health and wellness can yield profound benefits: stronger student outcomes, greater staff retention, and a more vibrant, connected school culture.

This is a blueprint for how the business community can lead with purpose. By partnering with schools and investing in the people who shape future generations, companies can help build resilient neighborhoods and inspired classrooms. It's time for businesses to “out-good” one another—not just through philanthropy, but by embedding community care into their mission. When businesses compete to uplift, everyone wins.

LOOKING AHEAD

Building on the success of this initial program, The Schoollys and Teachers College Community School are committed to expanding their partnership and exploring new avenues to support educators' well-being. Future initiatives will include:

- Making physical improvements to the school building and playground
- Developing a new marketing campaign to help boost enrollment
- Providing agency staff to act as grant writers to help the school receive continued support

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tccs teachers college
community school