



WE'RE ON A MISSION TO CHANGE THE WORLD...

ONE KID AT A TIME.

**We know that true transformation in our world
begins with education.**

That is why we created Project Heart, the OtterCares philanthropy program that teaches young people they have the power and ability to create real, lasting change in their communities and the world.



Creating Change that Lasts

Project Heart creates real head-to-heart transformation in students by engaging them in a journey of self-discovery. Students learn that they have the power, ability and responsibility to be life-long philanthropists who create change in their communities and the world. Building on the concept that everyone has time, talent and treasure (3Ts) to impact a cause or need, Project Heart taps into every child's innate desire to give, while providing them with the tools and framework they need to be difference makers at any age.

Adaptable and Flexible

Project Heart resources can be adapted to fit the needs of almost any implementation model. We lean on the wisdom of experts to enhance materials and add new activities to reach even more youth around the world. Whether you are a classroom teacher or an afterschool program leader, Project Heart was designed to help you do what you do best - educate and inspire tomorrow's change-makers.

Making Learning Personal

Through each activity and lesson, Project Heart challenges kids to think and act differently, applying a new filter to the world around them. Project Heart encourages young people to take ownership of their impact projects and their ability to make a difference. Whether you sprinkle in a few resources like the book list or go all out to take advantage of the Illumination Fund student grant, Project Heart is for anyone who sees youth as changemakers.



projectheart

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ELEMENTARY PHILANTHROPY AND ENTREPRENEURSHIP OBJECTIVES

Each Project Heart lesson provides intentional instruction and activities that are grade specific and developed to deepen students understanding and application of both philanthropic and entrepreneurial principles.

LESSON	TITLE	LESSON OBJECTIVE	SAMPLE ACTIVITY
Lesson 1	What is Philanthropy?	<ul style="list-style-type: none"> Dive into the world of giving! Students will explore the 3Ts of philanthropy - time, talent, and treasure - and uncover all the amazing ways people can step up to help their communities. Students will work to better understand the difference between needs and wants to help them identify how they can make a difference for those around them. 	
Lesson 2	Who are Philanthropists?	<ul style="list-style-type: none"> Get ready to hear from a real-life hero! Students will learn what it means to be a philanthropist, either through an exciting guest speaker or by watching inspiring videos. Together, you will discover what sparked their passion for giving back and how they use their 3Ts to make a big impact for the greater good. Tie it all together with a fun discussion on how your students can become philanthropists too! 	
Lesson 3 Part 1	What are Nonprofits?	<ul style="list-style-type: none"> Students will discover how philanthropy works magic in communities! They will uncover the amazing ways nonprofits provide services that help people, and learn about how helping others can make the world a better place. 	
Lesson 3 Part 2	What am I Passionate About?	<ul style="list-style-type: none"> Time to unlock your inner changemaker! Students will discover their own passions while becoming philanthropists. They'll learn how to spot what needs exist in the community around them and figure out how they can use their unique talents to make a difference. 	
Lesson 4	What is a Mission Statement?	<ul style="list-style-type: none"> Students embark on a journey to becoming a changemaker by crafting their own personal philanthropic mission statement! They'll dive into the mission statements of nonprofits and businesses to help fuel their creativity. Then they'll design a mission statement that reflects their passions and tackles a real-world need. 	
Lesson 5	Who Can We Help?	<ul style="list-style-type: none"> Students have the chance to turn their philanthropic superpowers into action! Together, the class will choose an organization to support or come up with a fun service project for their school. This is just the beginning of their journey as philanthropists! 	
Service Project Toolkit	Class Service Project: What Can We Do?	<ul style="list-style-type: none"> Included in our service project planning tool kit: Take-home letter (English and Spanish), in-person donation request script, phone donation request script, letter to the principal, announcement script, sample timeline, sample budget, etc. Use these resources to help your students plan a service project! 	
Service Kits	Class Service Project: What Can We Do?	<ul style="list-style-type: none"> We have three ready to go service kits to help you kickstart philanthropy in your classroom! You can use these as your class service project, or in addition to the service project your students have planned. <ul style="list-style-type: none"> Planting the Seed: An Acorn of Kindness Crafting Gratitude: Being Thankful Every Day Handwritten from the Heart: Creating Kindness Cards 	