

Greetings SeaWind Elementary Family and Friends,

Have you heard about our new color teams this year? We have integrated our Character Counts! United Way program into our school-wide PBIS (Positive Behavior Intervention and Support) and every class is assigned to a designated color team aligned to a pillar of character. Our school family comes together each month for Color Team Celebrations. These pep-rally events celebrate student success, promote friendly competition, and foster connections and unity across our school. Of course, we have fun-filled games and activities, cool music, and lots of cheers too! When our color teams come together, we celebrate the wonderful rainbow we make as a beautifully diverse united school family.

We are seeking local businesses to sponsor t-shirts for each color team. Our goal is that each student will be given a Character Counts! t-shirt to wear to our Color Team Celebrations. The shirt will include the pillar of character and the Character Counts! United Way logo as well as our school name. Can you picture it? That's over 650 students wearing these shirts on the same day while proudly recognizing our sponsors. Sponsor names will be announced during each Color Team Celebration as well as displayed on our school marquee and website. What a terrific advertising opportunity!

We are hopeful to raise at least half the cost of the shirts in sponsorships and then match the sponsorship donations with our school's PBIS funds and a Character Counts! mini grant awarded to Mrs. Michels by the United Way.

The approximate cost of t-shirts for each class is \$125.

The approximate cost of t-shirts for each color team is \$625.

The approximate cost of t-shirts for our entire school family is \$3500.

If you know a business owner or school family who would be interested in sponsoring our SeaWind Elementary Character Counts! color team shirts, please contact Jennifer Michels at 772-219-1625 or michelj@martin.k12.fl.us.

Thank you for your consideration. SWE is a great place to be!

Yours in Education,
Jennifer Michels, M. Ed.
Proud Assistant Principal



The Six Pillars of Character

Laurie J. Gaylord, Superintendent