

Higher Performance with a Higher Purpose
Corporate Partnership with Classrooms for Africa
A way to give back that gives back

Be stirred by a world that is more than an oyster, or an opportunity, but rather something you are a part of, something you are connected to, and something you have a responsibility for.

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Think Different

Many businesses get so focused on the bottom line they lose their purpose. Your business is different. It's more than a profit generating machine. It's a life giving force that can help make the world a better place. Thinking different about your business can actually improve performance for your employees and your bottom line. Organizations who choose to emphasize co-alignment with its employees at a higher purpose and identity level with social and environmental responsibility will gain emotional engagement that drives higher performance.

- Your customers and clients are influenced by your organization's reputation in social and environmental areas.
- The employment market is competitive and good recruits want to work for and stay with companies that care
- Employee engagement is its highest when companies show they care about social issues around the globe
- Employee engagement levels are highly correlated with better business performance as measured by revenue, earnings and other key business metrics.
- As the ethical investment market grows, social performance increasingly influences investors' decisions,

Towers Watson Global workforce study

Classrooms for Africa provides a fantastic outlet for your business to increase its social awareness, its overall performance in the marketplace plus gain exposure to a larger network of socially motivated consumers. Classrooms for Africa (C4A) is the Project Education Arm of the Dunamis Education Society. The Dunamis Education Society is a registered Canadian Charity.



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Be Strategic

Every good business has a strategic plan. Businesses launched on a whim without a plan often end up closing quickly in the same way they started. Having a corporate giving strategy is just as important as a business plan. Giving to organizations that have a lasting impact will reflect on your organization for years to come. Strategic relationships that can be lived, retold and relived again are vital to building a strong corporate story of doing good. Responding to short term crisis needs, although important and valuable will not have lifecycle to continue to impact your organization.



Classrooms for Africa [C4A] focuses on Strategies that create long lasting change. Classrooms for Africa through its Projects builds sustainable education models for Children affected by HIV/ AIDS through building classrooms and helping third world schools develop sustainable educational models. This usually includes not just education but healthcare, clean water, orphan care and micro credit programs.

Aligning your business with C4As' strategy allows your corporate social responsibility program to have long term impact in both your business and the globe. **Your Business will be able to have market access to a larger demographic** and will be able to be **hands on with overseas projects** that are making a difference. It will most importantly **impact the lives of Children** and ensure a hope for a future.

"Today's successful companies think beyond what's affecting them today to what's going to happen tomorrow. This isn't just about addressing changes to technology or the needs of customers, but also taking into account alterations in social, environmental and global issues."

AIC Institute for Corporate Citizenship

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Give Sustainably

Give to things that have sustainability in their plan. Classrooms for Africa projects are grass root ventures that help those that are most vulnerable in society but are sustainable. We look for the right ingredient in a community that will allow the project to stand on its own, usually within a 5 yr window. Often times a community is ready but just lacks the resources for the initial start up. C4A provides the resources and guidance that can enable a community to self resource its way to a new future in a very short period of time.

Our projects not only have a track record for sustainability they are able to be replicated and grow to affect children in poverty. It is estimated that 1% of what was spent on war last year is all that it would take to ensure every child globally was in school. Imagine a World that attacks poverty through educating those that can least afford it. You and your business can play an important part in making that happen through a relationship that has compounding giving potential. One school built has a lifespan of 60 years! Imagine the number of children that can be educated!

Your sponsorship to C4A is one of the best investments in to social change because the model does not require ongoing funds to maintain projects.

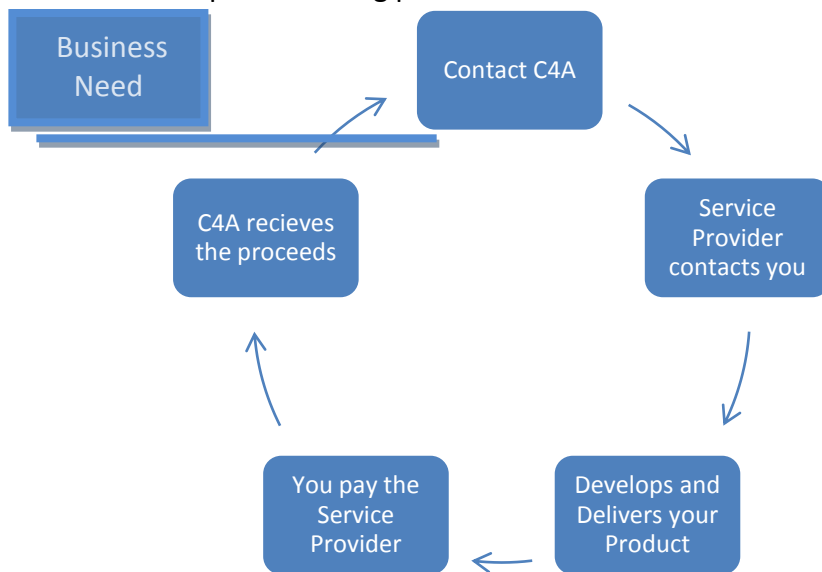


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Work in Synergy

Work with those that can help leverage your business needs into change for good. C4A has developed a model that we believe is the first of its kind. Through a network of business leaders and entrepreneurs, C4A is able to provide standard services to your business that will generate good for both your business and the globe. Why not consider one of these services for your business.

The concept is simple – You need work done for your business, contact C4A for the service you need and C4A will connect you with a professional that will help you and your business with your specific need. When the contract is complete C4A receives 100% of the proceeds to be used for Good. For example, your business wants to develop a marketing piece with a mail out.



Services offered:

- Web hosting
- Virtual Office Phone Systems
- Web development
- Ecommerce Development
- Web & graphics design
- Marketing & Advertising
- Digital Media Production and Delivery
- Office Furniture leasing
- Security and Locksmith

- Consulting Services
- Financial review
- Strategic development Review
- Marketing Review
- Policy Review
- Business Intelligence Consulting
- Policy Reviews

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What does C4A do for you?

- Your business will be exposed to a socially conscious market niche who are loyal and interested in spending their money on businesses that show they care more about the world around them and not just making a profit.
- Your Business will be exposed to potential customers at over 10 trade shows with attendance of over 100,000 people.
- We will give visual awareness of your Business to our Canadian Partner base which gives us access to close to 1 million Canadians.
- We will bring updates from overseas projects and help your staff understand global issues.
- We will associate your brand and information with social responsibility.
- We will consider making your Business the exclusive provider of its products/services to our network.

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Get Started

Your Business to Consider:

- A monthly or yearly Sponsorship amount of funds to the Classrooms for Africa(C4A)
- A visible image of C4A (Classrooms for Africa) in a meaningful measure that allows your customers to see it is “doing good” as part of its corporate responsibility. This may be through web or advertised print.
- If you know a business that would benefit with from this potential style sponsorship, to introduce them to C4A.
- When appropriate, if clients are looking for services that we may be able to provide make them aware. **For every \$1 we receive we give away over \$15.**

Annual Sponsorship Amounts:

1. \$1,500+- Gives your business a web page links on our web pages and links to your webpage
2. \$5,000+- Gives your business front page image as well as sponsor logos on all our print materials.
3. \$10,000+- Gives your business front page web ads, print as well and your advertising materials to all C4A trade shows, a project is co-named with your business and we will provide a printed version of your corporate story with C4A in a hard cover book.

To get started Contact:

Classrooms for Africa

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