



## The Pearson – Jumpstart Partnership



**Jumpstart** and the **Pearson** businesses – *The Financial Times*, Pearson Education, and The Penguin Group – have partnered to create the **Pearson Teacher Fellowship** to inspire college students to enter the teaching profession upon graduation.

The **Pearson Teacher Fellowship** began with a three-year \$2.5 million commitment to provide the opportunity for graduating Jumpstart Corps members to enter the early education field by becoming teachers in Head Start and other early learning centers. The Fellowship provides talented Jumpstart alumni a stipend, intensive training, assistance earning teaching certification, and mentoring from a Pearson professional. To date, 37 Pearson Teacher Fellows are teaching in early childhood centers in 15 metropolitan areas across the United States. An aggressive recruitment plan is currently underway for the Pearson Teacher Fellows class of 2004-2006.

### THE PEARSON BUSINESSES

Through numerous **business initiatives** and collaborations, Pearson companies creatively use their expertise to help Jumpstart further achieve its mission. A few examples are:

- Pearson Custom Publishing publishes *Jumpstarting School Success: A Toolkit for Corps Members*, a textbook used by all 1700 Jumpstart Corps members as a curriculum and lesson guide.
- Pearson Early Learning products such as *Read Together, Talk Together* (Dialogic Reading Method) and *Get Ready to Read* (Language and Literacy Screening Tool) have been adapted and integrated to support Jumpstart Corps members' work.
- Penguin author, Rosemary Wells, wrote the children's book *Only You* – a story inspired by the relationship between a Jumpstart Corps member and partner child.
- Pearson's K-12 and Higher Education businesses collaborate on outreach to colleges and universities to help expand the Jumpstart campus network.
- Pearson is the founding sponsor of Jumpstart's central region, headquartered in Chicago.
- Employees from The Penguin Group, *The Financial Times* and Pearson Education participate in the annual Pearson•Jumpstart Challenge, a golf and tennis event which raised \$100,000 for Jumpstart in 2003.

### THE PEARSON VOLUNTEERS

Jumpstart's **volunteer** engagement initiative gives **Pearson employees** the opportunity to make a difference in the lives of the young children and families already supported by Jumpstart. Through activities such as in-school readers' programs, local playground builds, center enhancement, supply drives, Teacher Fellow recruiting support, and mentoring for Fellows, Pearson employees become directly engaged with the many communities Jumpstart serves.

Through these initiatives, Pearson is encouraging college students to choose a career in teaching and helping Jumpstart achieve its mission – to work toward the day every child in America enters school prepared to succeed.



**“There is still no job in the world that can match the importance and influence of a great teacher.”**

– *Marjorie Scardino*  
*Chief Executive, Pearson*