

# THE PLEDGE

A student-led movement that promotes kindness and belonging and a culture of upstanders in schools!



# THE CHALLENGE



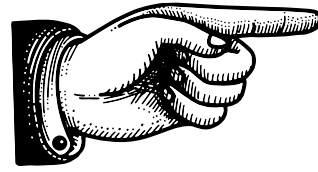
**Just as Rome wasn't built in a day, creating a culture of Upstanders, respect, and belonging takes more than a single presentation or one-day event**

# SOLUTION



**The Pledge - Upstanders Initiative extends the impact of the iBelong program by embedding the values of respect and belonging into the school culture for an entire term, encouraging ongoing positive behaviors among students.**

# HOW IT WORKS



- A total of 4 one-hour sessions
- 3 at the start of the term to launch the initiative
- 1 session at the end of the term

## LAUNCH THE INITIATIVE

### EMBEDDING RESPECT AND BELONGING

#### STUDENT-DRIVEN ACCOUNTABILITY

Every week, students can nominate their peers who have demonstrated upstanding behavior, creating a sense of peer accountability and recognition.

### Term-End Celebration AND FINAL SESSION

#### STUDENTS SHARE PERSONAL STORIES



One lucky student will win a pair of Jordans as a reward for embodying the upstander principles throughout the term.

GIVEAWAY  
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GIVEAWAY



# WHY IT WORKS



*The Pledge has everything it takes to ignite real change and transform student culture*

1

CONSISTENCY



Weekly nominations create an ongoing conversation around respect, keeping it top of mind for students and teachers.



2

STUDENT OWNERSHIP

The student-driven nature of nominating peers puts respect in the hands of the students themselves, making it a value they uphold, not just a rule to follow.

3

VISIBILITY



Public recognition of upstanding behavior promotes a culture where respect is visibly rewarded, encouraging more students to get involved.



4

STORY TELLING

At the final session, students get to share real-life stories of how respect and kindness changed their school experience, embedding these values deeper into the community.