

Neighborhood Environmental Education Project School Sponsorship

The Neighborhood Environmental Education Project (NEEP) takes environmental education to a new level.

For more than a decade NEEP has been the Urban Ecology Center's cornerstone education program. Through a series of field trips linked to the school curriculum, the program creates excitement about the environment and science, get kids outdoors, and improve academic performance. NEEP has been recognized as one of the most innovative and effective environmental education programs in the state!

NEEP currently serves students attending more than 50 schools at all three branches enabling over 20,000 students to experience urban wilderness, take part in experiential science education, and build ecological literacy.

The Urban Ecology Center school program works with schools with a two mile radius of each branch, where the challenges are many: high crime, low employment, overcrowded schools with a high drop out rate and low scores on standardized testing – especially for science. Students in these schools often lack access to natural green spaces on school grounds or in their neighborhoods. By partnering with the Urban Ecology Center, schools gain access to a permanent outdoor classroom add the following components to their curriculum:

- 24 field trips annually
- A team of professional educators and science professionals
- Transportation to and from the Center
- Professional development for classroom teachers

Program Details:

The cost is \$9,200 per school per year. Each school contributes \$4,200 and sponsors match their investment with \$5,000.

Neighborhood Environmental Education Project School Sponsorship - \$5,000

Recognition:

- All NEEP sponsors recognized on a series of four blog posts (once per quarter) about the Neighborhood Environmental Education Project
- Company name and/or logo included in social media posts about the program
- Company name and/or logo recognized on Center's donor list (bi-monthly online and Annual Report)
- Company name and/or logo recognized in Neighborhood Environmental Education Project program selection booklet distributed to over 50 school partners and prospective schools
- Company name recognized on the Center's web page as a NEEP school sponsor
- Opportunity to observe a NEEP field trip with a participating school

Visibility and reach of the Center's communications:

- 95,745 visits to our three branches and 200,000 visits to our parks.
- Over 6,755 subscribers to the Weekly Guide (e-newsletter)
- Over 4,500 households and 300 organizations receive the bi-monthly paper newsletter
- 8,155 likes to the Center's Facebook page
- 6,054 Twitter followers
- 721 LinkedIn followers

as of 10/22/13



For more information, or to become a sponsor of the Neighborhood Environmental Education Project contact Lianna Bishop, Corporate Relations Manager, (414) 964-8505 ext. 136, lbishop@urbanecologycenter.org.