

# RAYMOND JAMES

Across the nation, school districts and school leaders are experiencing overwhelm challenges to educate students and increase high school graduation rates. These challenges are staggering as they relate to students in poverty, particularly African American and Hispanic students.

Frequently the challenges are the result of what too many children face in their daily lives – poverty, homelessness, single parent households, parents in jail. As a result, many children arrive at school each day with these burdens, resulting in low self-esteem and worries, making it difficult for them to be ready to learn and succeed. These students will especially benefit from an additional caring adult in their lives – a Lunch Pal - whose encouragement can help them better manage the trials facing them.

Pinellas County Schools is reaching out to our community stakeholders to become Lunch Pals Partners – offering their staffs the opportunity to become Lunch Pals, making a difference in only 30 minutes at lunch time once a week. There is no cost and Pinellas County Schools will provide a message to distribute.

You will be joining with Raymond James and more than 130 other Lunch Pals partners, including American Strategic Insurance, Power Design, St. Petersburg College, City of Clearwater, Tech Data, Juvenile Welfare Board, St. Petersburg Police Department, and others – all of whom are providing Lunch Pals. At Raymond James alone, there are more than 100 employees (including myself) making a difference as Lunch Pals.

The results will be a more vibrant community for everyone, and increased opportunities for profits for all of our businesses. According to the Alliance for Education, if Florida increased its overall graduation rate to 90 percent, the economic benefits from these 42,000 graduates would likely include as much as \$436 million in increased annual earnings and \$23 million in annual state and local tax revenues; 4,200 new jobs and a \$606 million increase in the gross state product.

In addition, to a more vibrant community, if a greater percentage of our students graduated from high school and went on to post-secondary education or career training, there would be:

- Lower taxes as a result of less community funds spent on law enforcement, courts and incarceration.
- More opportunities to sell our products locally.
- Increased local sources of qualified employees.
- More of an attraction for prospective employees to locate here from outside the area.

The impact on students is very positive. The impact to business and community organizations is very positive as well.

Studies show that:

- Organizations that practice social responsibility significantly outperform their counterparts.
- Americans are more likely to support products that support a cause they care about.

- Employees that rate their organization's citizenship higher are more committed to and trusting of their employer, resulting in a willingness to recommend their employer as a good place to work.

On behalf of Raymond James and Tom James, and with the full endorsement of Superintendent Dr. Michael Grego, we hope you will join with us so that together we can make a difference. You can become an important partner.

Please feel free to contact me.

***Thank you***

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A partnership between Raymond James and Pinellas County Schools