

C.M. Harris



**Award-Winning Author
& Book Publisher**

**C.M. HARRIS
BOOKS**

est. 2019

Founder & CEO

Purple Diamond Press, Inc



Writing to Motivate & Inspire Every Child



PARTNER IN KIND—SPONSORSHIP OPPORTUNITIES

SOCIAL EMOTIONAL LEARNING KINDNESS PROGRAM

C.M. HARRIS • FOUNDER + CEO, PURPLE DIAMOND PRESS

Classrooms Need Kindness. Teachers Need Support. Students Need Hope.

Across the country, schools are asking for simple, effective SEL tools — yet funding gaps continue to widen.

Educators report:

- Rising behavior incidents
- Increased classroom stress
- Students struggling with empathy, regulation, honesty & belonging
- A need for SEL resources that **don't add teacher workload**

Districts are demanding:

- PBIS (Positive Behavioral Interventions and Supports),
, MTSS (Multi-Tiered System of Supports) & CASEL (the Collaborative for Academic, Social, and Emotional Learning-aligned SEL
- Inclusive books with authentic representation
- Ready-to-implement literacy + SEL programs

But most schools cannot afford these resources.

That's where our sponsors come in



Our Mission Is Simple:

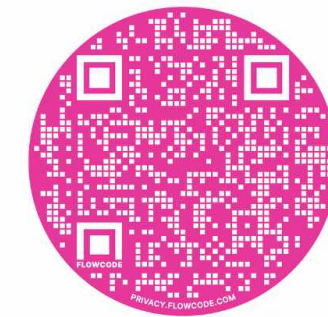
If we teach kindness early, we transform school culture for years.

Purple Diamond Press is a Black-owned, disability-led publishing and SEL company driven by:

- Inclusive storytelling
- Accessible literacy for all
- Disability representation
- Equity-centered curriculum
- Community partnership
- School climate transformation

Your sponsorship directly supports these values.

“I built this program because I know what it feels like to be overlooked—no child should ever feel that way. And with over 64,000 elementary schools in the U.S., the need—and the urgency—to bring kindness into classrooms has never been greater.”



Charity M. Harris

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CMHarrisBooks.com



C.M. Harris is a celebrated voice in children's literature, known for her vibrant and inclusive storytelling. As the founder of **Purple Diamond Press, Inc.**, she has authored over **25 empowering titles** that inspire empathy, understanding, and self-love in children of all backgrounds and abilities. With features on BBC CBeebies, VoyageLA, **Womens Insider**, **ABC7 LA**, and USA News magazine. C.M. Harris is recognized as a leading **advocate for literacy**, diversity, and **disability representation**. Her school visits and literacy events captivate young readers and spark lifelong love for reading and **kindness**, providing SEL resources for teachers.



VoyageLA

WOMENS INSIDER



49ers Bought 2100+ Books!

Invite Me For Storytime

Sponsor A School Visit

Book A Visit!

Books Available On:



THE SEL KINDNESS PROGRAM™

A literacy-first SEL program that works for every classroom.

Stories + daily kindness practice + positive reinforcement.

Built on the nationally recognized, trademarked What If We Were® book universe. Powered by Tally™, the classroom kindness mascot that students instantly connect with.

An engaging, SEL-aligned solution designed to:

- Teach kindness through literacy
- Motivate positive behavior
- Celebrate every kind act
- Strengthen class community
- Improve school climate



It is simple. Inclusive. Research-aligned. Effective.

The What If We Were® Kindness Box™ Featuring Tally™

Each sponsored kit includes:

- Tally™ plush mascot
- Tally Coins™ & Kindness Pouch
- Daily kindness missions
- Print-at-home resources for teachers & families
- Classroom kindness trackers
- 5 WIWW® SEL books (Build your own box coming)
- Book-based SEL lessons
- Teacher Quick-Start Guide

This kit becomes the heart of the classroom's kindness culture.



The What If We Were® SEL Book Series

Accreditation & Accolades:

- ✨ Featured by ABC7 News Los Angeles
- ✨ The San Francisco 49ers purchased over 2,000 copies
- ✨ Featured on the BBC CBeebies Storytime Hour
- ✨ Amazon Teacher's Pick
- ✨ 500+ 5-Star reviews across titles
- ✨ Recognized author of color and disability advocate
- ✨ School visits across California for Read Across America

The characters and stories fuel the entire SEL program.

10+ books teaching kindness, honesty, generosity, friendship, diversity & more.



Built by Listening to Educators — and Backed by Real Data.

From our educator survey (60+ respondents), teachers asked for:

- A kindness mascot (Tally™)
- Daily kindness opportunities
- Positive reinforcement vs. punishment
- Reusable classroom SEL tools
- Easy lessons requiring zero prep
- Inclusivity & representation
- A literacy-first SEL model

The #1 request:

“A physical kit with a mascot + kindness rewards + book-based SEL.”

- ✓ Story-driven SEL (higher retention)
- ✓ Easy implementation (teacher-approved across survey data)
- ✓ Positive reinforcement instead of punitive systems
- ✓ Inclusive representation (equality, disabled, diverse characters)
- ✓ PBIS, MTSS, CASEL-aligned
- ✓ Adaptable: classrooms, libraries, home use

Your Brand + Our Mission = Real Community Impact

Sponsorship creates immediate, measurable community impact:

- 1** Places SEL resources into high-need classrooms
- 2** Supports literacy for underserved children
- 3** Strengthens school climate and emotional well-being
- 4** Aligns your brand with kindness, inclusion & equity
- 5** Demonstrates deep community investment



Perfect for CSR, DEI, community engagement, foundations, real estate groups, health networks & local businesses.

How It Works

Simple for teachers. Transformational for students.

STEP 1 — READ

Teachers read a WIWW® book

→ builds emotional vocabulary.

STEP 2 — ACT

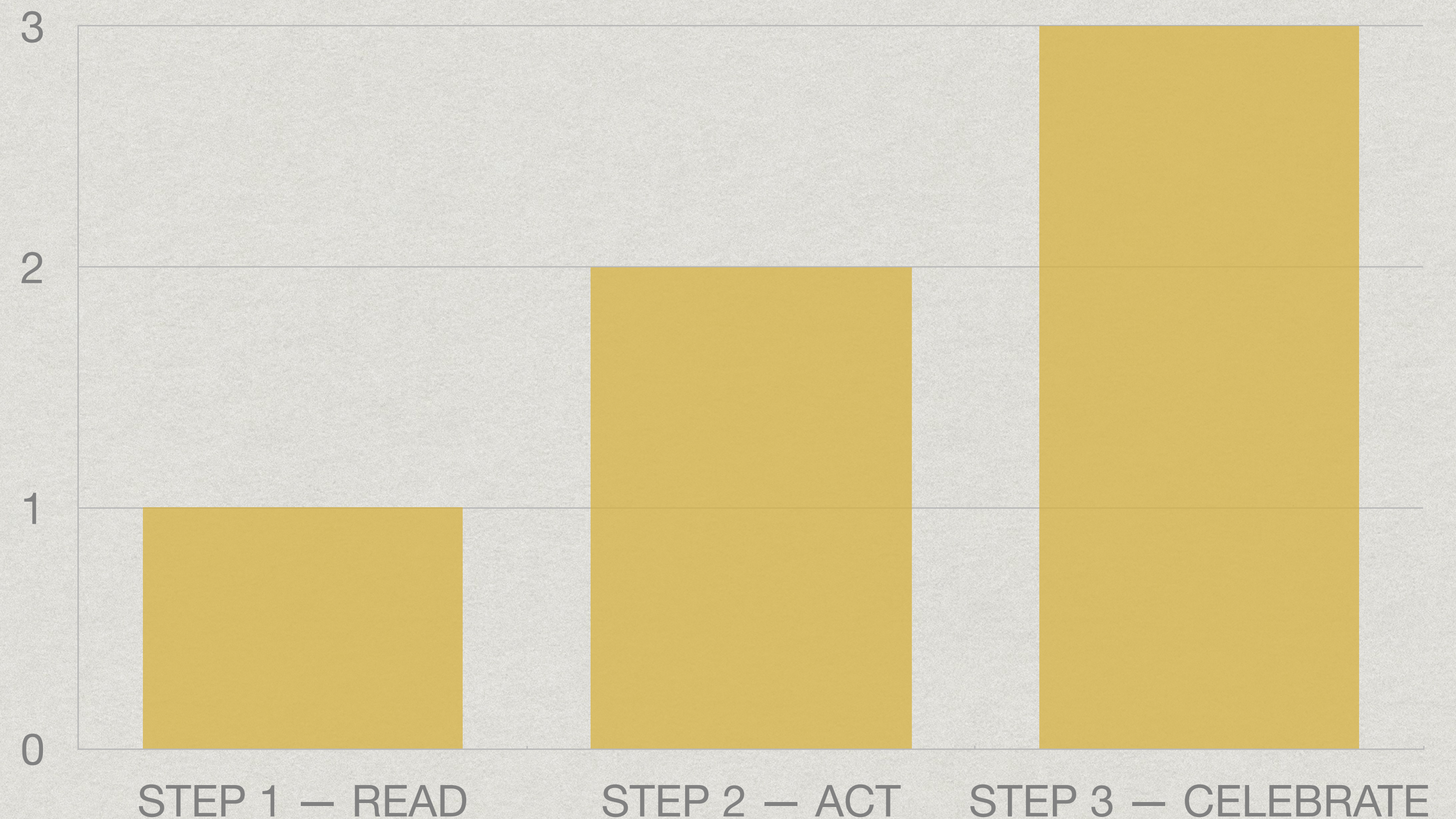
Students complete kindness missions

→ earn Tally Coins.

STEP 3 — CELEBRATE

Coins fill the pouch + Box

→ positive reinforcement cycle.



High-Value Sponsor Recognition

Sponsors receive:

- Logo placement on sponsored materials
- Social media & community recognition
- Impact storytelling through photos & classroom updates
- Invitation to school visits & kindness celebrations
- Partner in Kind™ certificate
- Feature on our website
- Annual Impact Report detailing your reach
- Co-branded opportunities for events and outreach

We highlight our partners with intention, gratitude & visibility.



Work With Us

Let's bring kindness, literacy, and inclusion into classrooms together.

Step 1:

Schedule a Conversation

Schedule a call to learn about your mission and the communities you serve.

Step 2:

Explore Impact Opportunities.

We'll discuss your budget and match you with the classrooms that need support most

Step 3:

Move Forward With Your Partnership

Select your sponsorship path or book order — and help us bring kindness into more classrooms.



Partner With Us to Build Kinder Classrooms

CONTACT:

Your support helps us place the SEL Kindness Program™ in schools that need it most.

Whether you sponsor one classroom or an entire district, the ripple effect lasts for years.

We're seeking aligned partners who believe in literacy, inclusion, and student well-being.

Kindness isn't a lesson—it's a culture. I'm here to help schools build it. Will you help?

outreach@PurpleDiamondPress.com

www.WhatIfWeWereOfficial.com

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SCAN ME

