

Dear Detroit Business Community Leader:

Every day, thousands of kids across Detroit are without a teacher. Hundreds upon hundreds of teacher vacancies exist in our city; and another 30% of teachers will leave Detroit or the profession altogether before next school year. Last year, the Coalition for the Future of Detroit Schoolchildren identified educator talent as one of the most important priorities for the prospect of our children and city, citing the need for a comprehensive educator talent platform to address the recruitment challenges we face as a city across all schools.

The Detroit Children's Fund and The Skillman Foundation recognize the dire state and critical opportunity facing our city today. By launching an unprecedented citywide teacher recruitment initiative, we can finally close this talent gap. While this has been done in other parts of the country, this bold initial launch will ensure Detroit is a competitive destination for teachers--locally and nationally.

Teach 313 will launch a campaign to recruit teachers—locally and nationally. Launch efforts include:

- A unified brand across Detroit for educators
- One central online platform that connects, compels, and is easy-to-navigate
- Discounts and incentives for Detroit educators
- Authentic voices telling the story of teaching in Detroit and championing teaching in Detroit

**Detroit is in the middle of a resurgence, yet we know Detroit can't be great without great education. At the heart of great education is great educators; we must make Detroit the greatest city in America to teach. Join us in making Detroit all it can be for our teachers!**

We asked Detroit teachers what would make teaching a more equitable, affordable, and sustainable profession. Below are the top areas they identified (ordered by top demand):

- |                                 |                              |
|---------------------------------|------------------------------|
| 1. Housing                      | 9. Restaurants               |
| 2. Automotive                   | 10. Clothing Shops           |
| 3. Auto Insurance               | 11. Auto Services            |
| 4. Classroom/Office Supplies    | 12. Technology               |
| 5. Utilities                    | 13. Arts, Culture, and Music |
| 6. Groceries                    | 14. Recreation and Wellness  |
| 7. Professional Development     | 15. Nightlife                |
| 8. Networking and Social Spaces | 16. Travel                   |

By increasing discounts and incentives we offer teachers in Detroit, we can recruit more teachers; increase their quality of life; and retain them. **Join us in offering Detroit teachers an unprecedented discount or incentive with your company.**

By joining Teach 313 as a business supporter, your company will be included in our Discounts and Incentives section at [www.teach313.com](http://www.teach313.com) (launching in August); available to nearly 6,000 teachers and an entire educator workforce.

To confirm your unprecedented discount or incentive, please send the following to [discounts@teach313.com](mailto:discounts@teach313.com):

- A high-resolution file of your company logo in JPG format
- A one-sentence description of your company
- Your company's website link to route teachers to (this link will be linked on our website for your discount)
- Your company's social media handles/pages (as applicable)
- Contact information (name/email/phone/role) for your company's point person for our team to reach out to if we have any additional questions
- A commitment on your company's letterhead including a detailed description of the unprecedented discount you are offering Detroit teachers, including how a teacher can use your discount.
  - *For example, can they simply mention "Teach 313" or do they need to have a school badge? Please keep in mind that many Early Childhood Educators do not have school or district badges. We ask that you please accept an alternate form of identification (e.g. a Teach 313 membership card or app).*

Just as we have Detroit Educator Ambassadors (current Detroit teachers) recruiting future Detroit teachers, we ask you, as a business leader to help us recruit other businesses. Please share this information—any and all discounts are welcomed.

If you have any questions at all, please reach out [discounts@teach313.com](mailto:discounts@teach313.com).

We hope you will join us in this unprecedented effort to improve the quality of life of our teachers—current and future.

For Detroit,

A handwritten signature in black ink, appearing to read "Jack Elsey".

Jack Elsey  
Executive Director  
Detroit Children's Fund

A handwritten signature in black ink, appearing to read "Punita Thurman".

Punita Thurman  
Program Director  
The Skillman Foundation

LET'S MAKE  
**DETROIT**  
 THE BEST CITY IN  
 AMERICA FOR TEACHERS



MS. BRIDGES

Teach313  
 Ambassador

Early Childhood  
 Teacher

SUPPORT DETROIT TEACHERS

DETROIT IS IN  
 THE MIDDLE OF  
 A RESURGENCE,

yet we know Detroit can't be great without great education. At the heart of great education is great educators; we must make Detroit the greatest city in America to teach. Join us in making Detroit all it can be for our teachers!

INITIATIVE FOCUS

- Talent Pipeline**  
 Increase the number of new teachers entering the Detroit education ecosystem

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- Development and Quality of Life**  
 Create and uplift existing opportunities and spaces to increase satisfaction with teaching in Detroit



WHAT WOULD MAKE TEACHING A MORE EQUITABLE, AFFORDABLE, AND SUSTAINABLE PROFESSION?



HOUSING

VEHICLES

AUTO INSURANCE

CLASSROOM/OFFICE SUPPLIES



UTILITIES



PROFESSIONAL DEVELOPMENT



SOCIAL SPACES