



TEACH .ORG

1MTOC
ONE MILLION
TEACHERS OF COLOR

Teachers: Leaders Shaping Lives

A TV Public Service Campaign for K-12 schools, students, and families in your area



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ABOUT TEACH.org

TEACH.org is a 501(c)(3) nonprofit organization, founded by the U.S. Department of Education with a mission to reduce the teacher shortage, improve the quality and diversity of new teacher supply, and raise the image of the teaching profession. TEACH.org is the recruiting arm of the teaching profession, partnering with State Education Agencies, Local Education Agencies, and Educator Preparation Programs to achieve its mission. We have become the largest pipeline of teachers in the country with the lowest cost-per-recruit. Learn more at www.teach.org.

ABOUT U.S. DEPARTMENT OF EDUCATION

ED's mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.

ED was created in 1980 by combining offices from several federal agencies. ED's 4,400 employees and \$68 billion budget are dedicated to:

- Establishing policies on federal financial aid for education, and distributing as well as monitoring those funds.
- Collecting data on America's schools and disseminating research.
- Focusing national attention on key educational issues.
- Prohibiting discrimination and ensuring equal access to education.

ABOUT ONE MILLION TEACHERS OF COLOR:

The One Million Teachers of Color (1MToC) campaign is a national call to action with the bold goal of rallying the nation to add one million teachers of color and thirty-thousand leaders of color to the education workforce over the next decade. The campaign is led by a Steering Committee, which includes leading experts with the Center for Black Educator Development, The Education Trust, The Hunt Institute, Latinos for Education, Men of Color in Educational Leadership, Teach Plus, and TNTP. Learn more at <https://1mtoc.org> and contact us at info@1mtoc.org.

Learn more about
TEACH.org



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YOUTUBE



LINKEDIN

Dear Public Service Director,

Every student deserves a great education. A great teacher is one of the most significant drivers of student achievement. But today, the nation is facing its worst-ever shortage of teachers, which has been compounded by the lasting effects of the pandemic. It's more important than ever that our students have great teachers who can prepare them to lead us to a better future in our fast-changing world. Unfortunately, even though teaching is the profession that impacts all others, it is not as respected as other professions today. This holds talented individuals back from entering the field. The teacher shortage is an issue that affects K-12 schools, students, and families in your DMA.

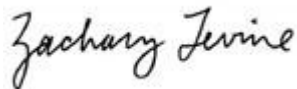
What if we could change the way people think about teaching, and encourage everyone to respect teachers for the skills, creativity, leadership, and innovation that they bring to their work every day? More people would consider entering the field, and our current teachers would feel celebrated for doing the stimulating and fulfilling work of shaping kids' lives. That's what TEACH.org aims to do.

This year, in partnership with the U.S. Department of Education and One Million Teachers of Color, TEACH.org is releasing a new series of PSAs, entitled "**Teachers: Leaders Shaping Lives**" (:60, :30, :15), that highlights the impressive skills, expertise, and leadership ability teachers use to prepare students for success in our fast-changing world. The PSA will elevate the teaching profession, celebrate our teachers, and inspire more talented people - especially Black and Latine individuals - to become teachers. The PSAs, **which can be used until November 30, 2025**, conclude with an invitation to explore teaching at Teach.org, a one-stop-shop online portal, where audiences can explore whether teaching is a good fit for them, access one-on-one advising and personalized support, compare teacher training programs, find financial aid opportunities, and take advantage of other valuable resources to help them become teachers - all for free.

Please consider airing these PSAs and supporting the K-12 public schools in your area by celebrating teachers and inspiring more talented people to enter this critical field.

Thank you in advance for your support and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Zachary Levine". The signature is written in black ink and is positioned above the typed name and title.

Zachary Levine
Executive Director
TEACH.org

"Teachers: Leaders Shaping Lives" (:60)

NARRATOR V/O: Teachers are dynamic leaders, shaping a new generation, innovating how they teach to prepare students for our fast-changing world. Achieving this takes skill and expertise.

They're tireless explorers, creatively discovering a universe of solutions: Telling stories, experimenting, inspiring, mentoring, connecting cultures and connecting with each other, leading by example.

Experience the unique joy of helping students thrive.

Teaching is a journey that shapes lives. Are YOU ready?

Explore teaching at [TEACH dot org](#).

"Teachers: Leaders Shaping Lives" (:30)

NARRATOR V/O: Teachers are dynamic leaders, shaping a new generation, innovating to prepare students for our fast-changing world.

They're skilled experts, discovering a universe of solutions: Telling stories, inspiring, mentoring, connecting cultures, leading by example.

Teaching is a journey that shapes lives. Are YOU ready to begin?

Explore teaching at [TEACH dot org](#).

TV PSA SCRIPTS

"Teachers: Leaders Shaping Lives" (:15)

NARRATOR V/O: Teachers are skilled leaders, innovating to prepare students for our fast-changing world: Expertly discovering solutions, inspiring, connecting cultures, leading by example.

Teaching is a journey that shapes lives. Are YOU ready?

Explore teaching at TEACH dot org.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/teach/>

Available for use through November 30, 2025

Teachers: Leaders Shaping Lives (:60, :30, :15)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 05 2016

TEACH ORG INC
C/O DAVID A LAWSON
1201 THIRD AVE STE 2200
SEATTLE, WA 98101

Employer Identification Number:
47-3878444
DIN:
17053334308015
Contact Person:
MS. LEE ID# 31208
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 13, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.



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