



SPONSORSHIP PROPOSAL



WESTLINE EDUCATION GROUP

"We believe that if we want to see more positive changes in the world and in the future, we must provide quality education to children today."

"We are doing great business and living a great life only when we run a business that brings value and positive change to the world."

*Oknha Pech Bolen,
Co-Founder, Chairman, and CEO of WEG*

WESTLINE EDUCATION GROUP CO., LTD. (WEG) is committed to being the leading education provider in Southeast Asia. Today, WEG runs The Westline Schools and The Northline School, which provide K-12 education using the Royal Government of Cambodia's curriculum and English education. The group also manages the Educational Development Institute (EDI), offering education and business training, consultancy, and research aiming to improve the capacity of educators, managers, and young entrepreneurs in Cambodia. In 2016, WEG ran Forest Hill International School and Leaderland Language Academy. In 2022, WEG will also run Community 21 School, which provides a general English program and a Khmer Academic Program as well as a master franchise on the 7 Habits of Highly Effective People.

VISION

WESTLINE EDUCATION GROUP CO., LTD envisions giving all children and youth access to an education streamlined with the best quality, virtue, humanitarian attitude, politeness, and leadership.

MISSION

WESTLINE EDUCATION GROUP CO., LTD is dedicated to providing world-class education and training through professionally managed institutions that focus on innovation, curriculum excellence, dynamic extracurricular programs, community service, and student leadership.

OUR SERVICES



THE WESTLINE SCHOOL

www.westlineschool.edu.kh

1. Khmer & English Kindergarten Programs
2. Young Learner's Program
3. Khmer Academic Program (K-12)
4. Adult English Program



THE NORTHLINE SCHOOL

www.northlineschool.edu.kh

1. Khmer & English Kindergarten Programs
2. Young Learner's Program
3. Khmer Academic Program (K-12)
4. Adult English Program



EDUCATIONAL DEVELOPMENT INSTITUTE-EDI

www.edi-cambodia.org

1. Training Program
2. Consulting
3. Research
4. Overseas Study Consultancy Services
5. Tourist visa services
6. Authorized Testing Center (TOEFL, CFA Institute, Prometric, ACT, Pearson Vue, & Pearson PTE Academic)



CHANG CHENG CHINESE CENTER

1. Chinese Language Program
2. Chinese Language Program for Communication



FOREST HILL INTERNATIONAL SCHOOL

www.foresthill.education

1. Montessori Daycare (3 months - 3 years old)
2. Montessori Preschool & Kindergarten (3-6 years old)
3. International Elementary Program (6-12 years old)
4. International Bilingual Elementary Program



LEADERLAND LANGUAGE ACADEMY

www.leaderland.academy

1. General English Program
2. English for Academic Purposes
3. Business English
4. TOEFL / IELTS Preparation



COMMUNITY 21 SCHOOL

www.c21school.edu.kh

1. Khmer & English Kindergarten Programs
2. Young Learner's Program
3. Khmer Academic Program (K-12)
4. Adult English Program
5. High school TVET Program



Master Franchise

Our NGO Partners

Since 2008



Children Kitchen

សុវណ្ណកុមារ~អិលអិលស៊ី
GOLDEN CHILDREN/SOVANNKOMAR



PSE POUR UN
SOURIRE
D'ENFANT

OUR CSR ACTIVITIES



1. MOBILE LIBRARY & SCHOLARSHIP

2. PRIMARY HEALTH CHECKUP



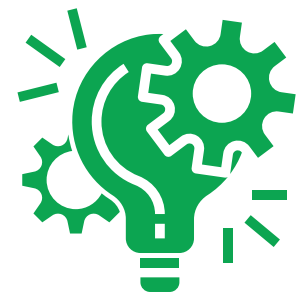
3. ENVIRONMENTAL CAMPAIGN

4. YOUTH EMPOWERMENT & CHARITY



OUR CSR IMPACT

Each year, WEG dedicates significant resources to support educational programs, environmental and social works. Through targeted projects, we provide scholarships and resources and actively engage our stakeholders, staff and students in community-building activities that foster inclusivity, health, and well-being. By aligning our business practices with these values, we strive to create a positive and sustainable impact on society every year.



100+

CSR Projects/year



100K\$+

Our
Contribution/year

About Leader in Me

Founded in 2007, Educational Development Institute (EDI) is one of the leading professional training, research and consultancy service providers in Cambodia.

We are the licensed partner of **FRANKLIN COVEY EDUCATION CAMBODIA** for implementing **The Leader in Me** in schools or organizations in Cambodia. FranklinCovey's "**The Leader in Me**" is

- an evidence-based PK-12 solution for schools and districts developed in partnership with educators.
- based on **The 7 Habits of Highly Effective People®**.
- built on a framework of highly effective practices equipping students, educators, and families with the **leadership** and **life skills** needed to thrive, adapt, and contribute in a dynamic world.

MISSION:

"Our mission is to build exceptional leaders at every level, from the classroom to the boardroom by providing schools with everything they need to build leadership and life skills in students and staff, create high-trust cultures, and accelerate academic achievement."

*Content credit: FranklinCovey



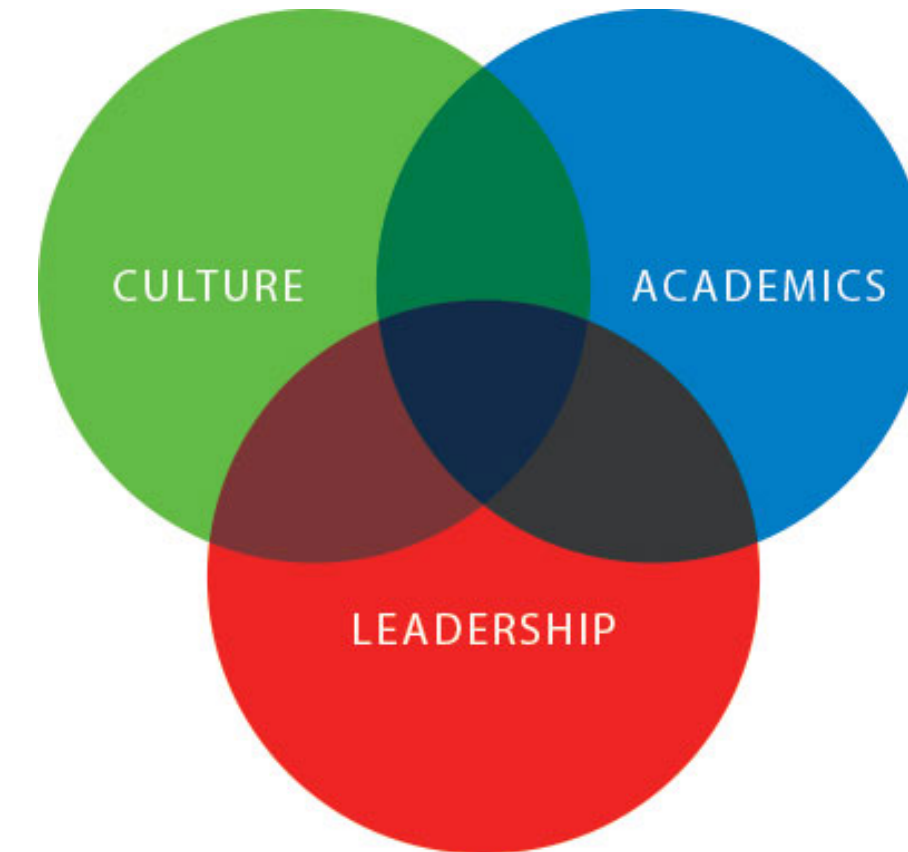
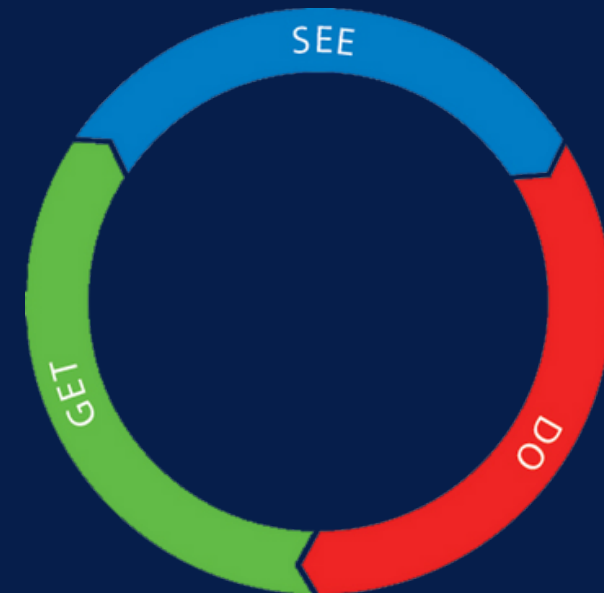
About Leader in Me

Leader in Me is an evidence-based, comprehensive model that builds leadership and life skills in students, creates a high-trust school culture, and lays the foundation for sustained academic achievement. There are over 5,000 Leader in Me schools in over 50 countries. Our mission is to unleash the greatness in students, educators, and school communities everywhere.

See-Do-Get Cycle

A model that creates new paradigms, effective practices, and real results.

Leader in Me is based on a theory of change known as the **See-Do-Get** Cycle. When you change the way you **See** things, it influences what you **Do** and the results you **Get**.



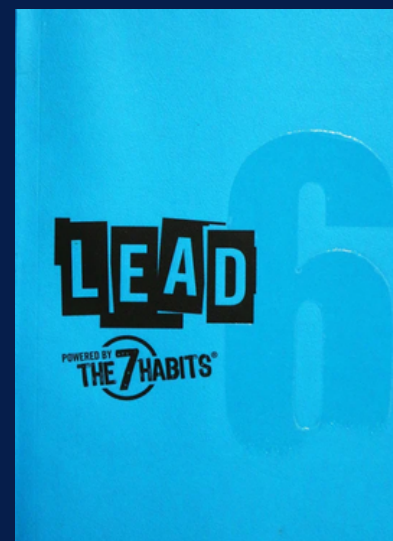
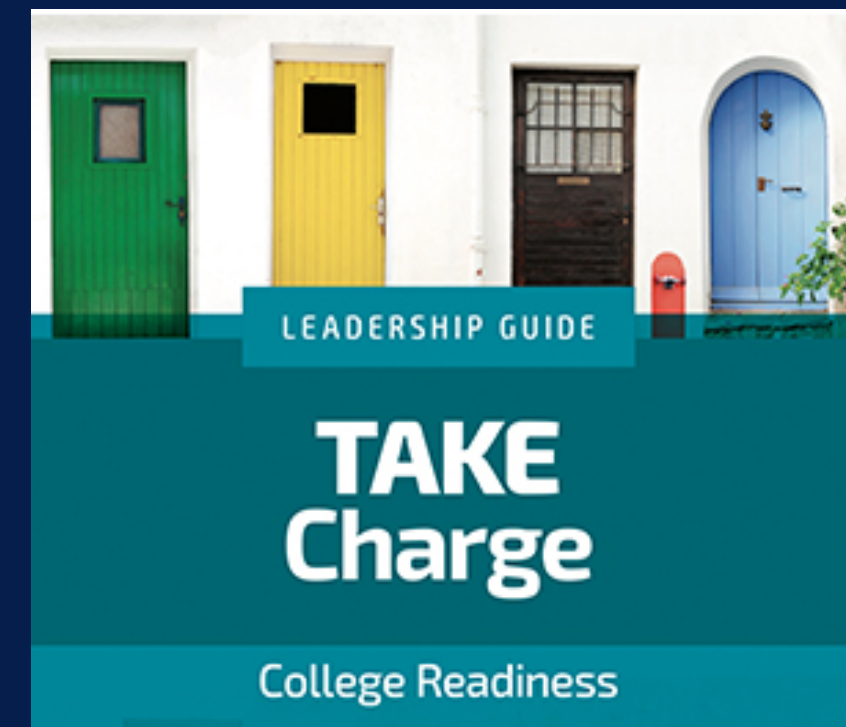
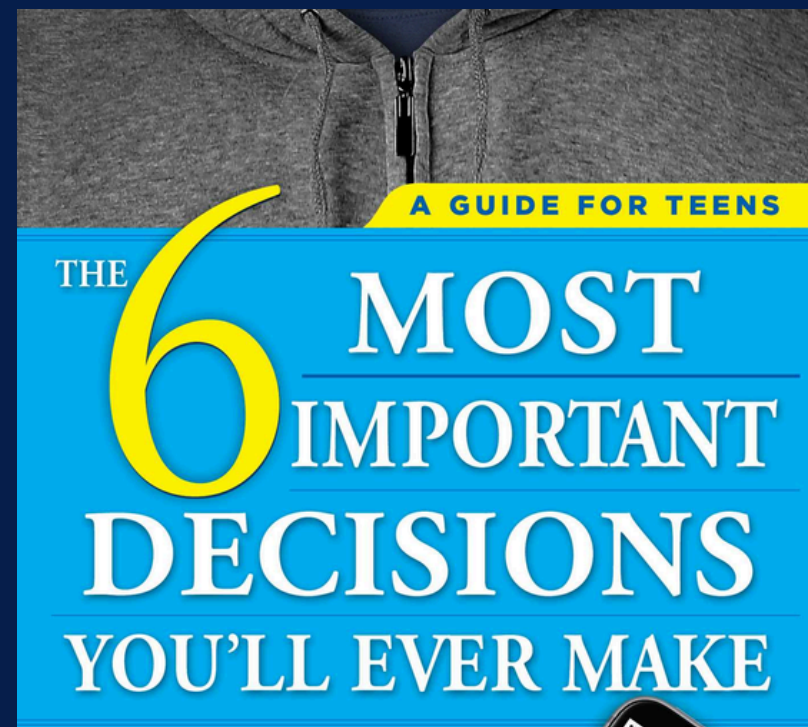
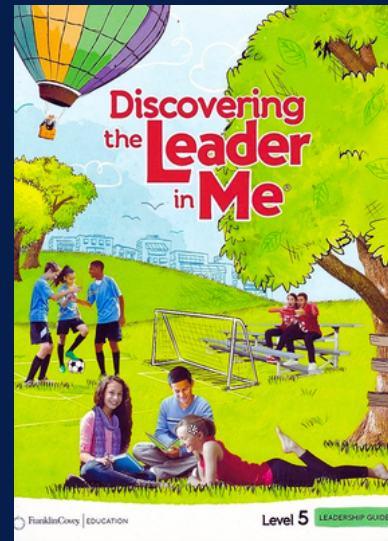
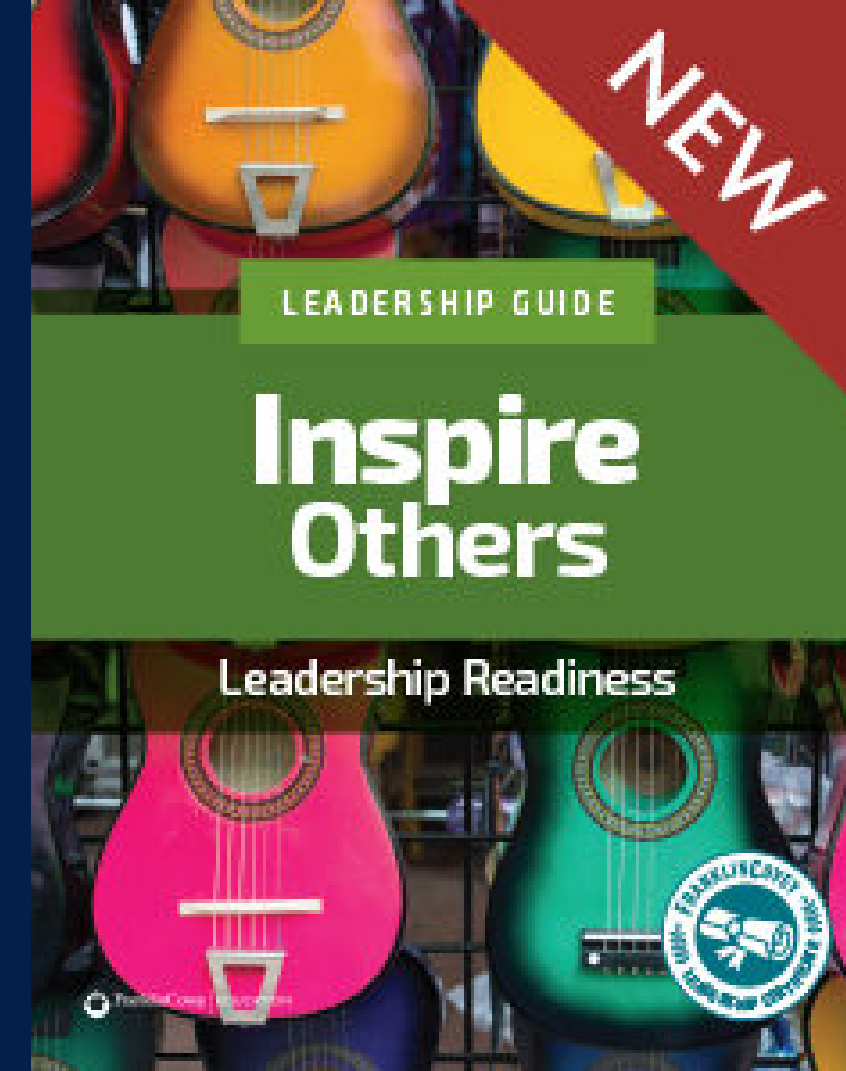
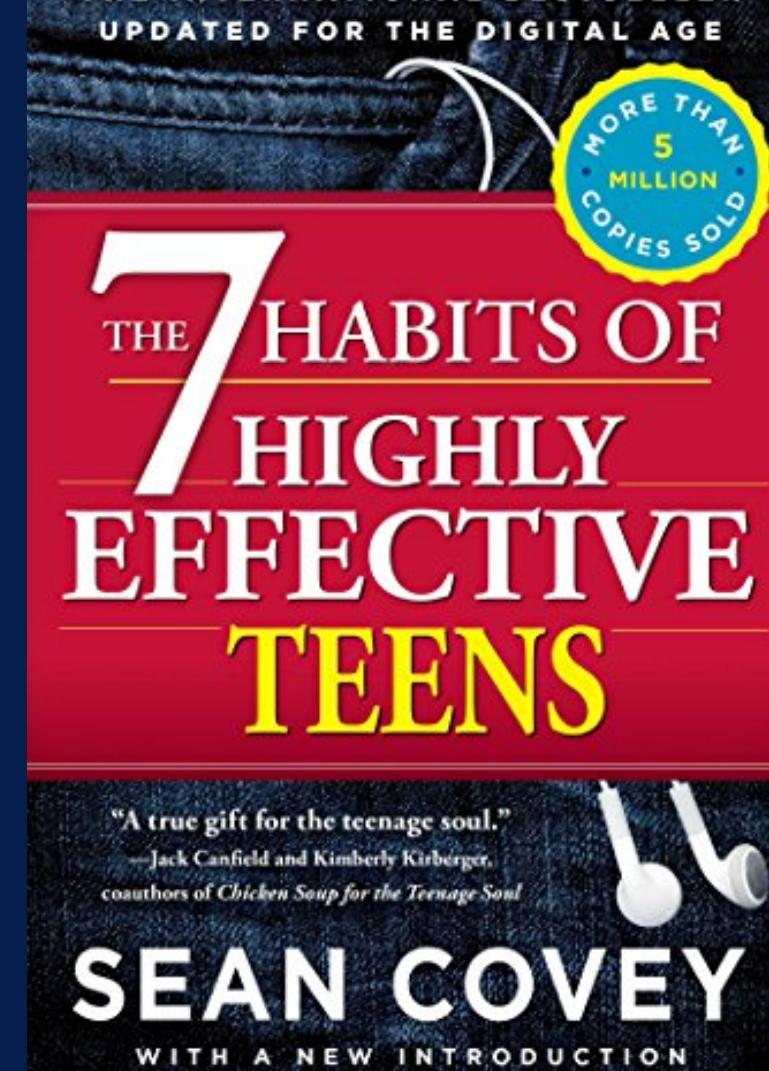
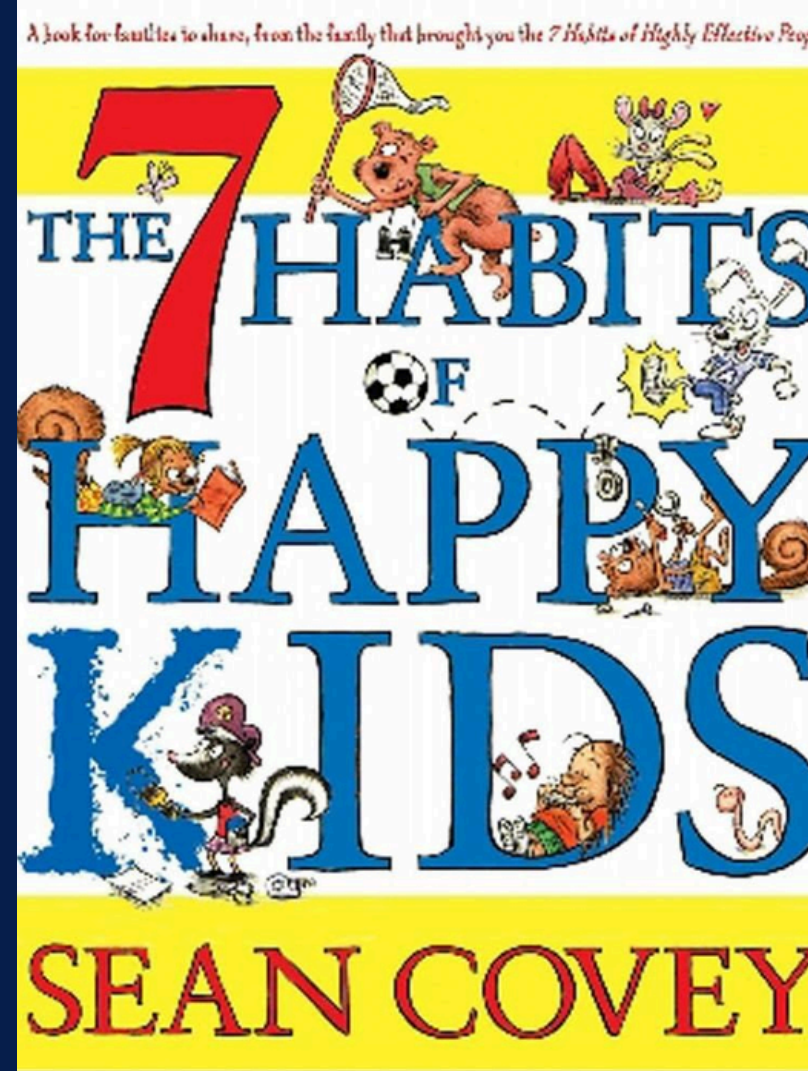
What Leader in Me Schools Do?

The Framework provides a unique approach to integrating highly effective practices throughout a school's culture.

Instead of focusing on academic measures alone, Leader in Me embodies a holistic approach to education, redefining how schools measure success. This approach empowers educators with effective practices and tools to:

1. **teach LEADERSHIP to every student,**
2. **create a CULTURE of student empowerment, and**
3. **align systems to drive results in ACADEMICS.**

Leader in Me Resources



PROPOSAL OBJECTIVES

The proposal aims to support disadvantaged children by providing non-monetary resources and cultivate exceptional leaders at every level by equipping schools with the tools of Leader in Me framework to develop student's leadership skills, foster high-trust cultures, and boost academic achievement.



**I. Scholarship
Sponsorship for
Disadvantaged and
Outstanding Students
in 2024-2025**

**II.
Sponsorship
for a Leader
in Me School**





I. Scholarship Sponsorship for Disadvantaged and Outstanding Students



PROJECT OBJECTIVES

The project aims to provide disadvantage children with valuable resources and support through non-monetary contributions. These scholarships will:

- Provide financial assistance to talented students from low-income families, ensuring they have equal access to quality education.
- Promote academic excellence and talent development among underprivileged students.
- Empower students from disadvantaged backgrounds to achieve their educational and career goals, thereby breaking the cycle of poverty.

Scholarship Coverage:

- Tuition Fee: cost of full-time core learning programs and co-programs.
- Study materials and Textbook: provide students with required textbooks and study materials for their courses.

TARGET BENEFICIARIES

Eligibility Criteria

- NGO Partners' nomination: Preference is given to outstanding students and sheltered or supported by WEG's NGO partners.
- Enrollment Status: the recipients must have been enrolled already at least one full-time program for 2 terms/1 semester in WEG's school .
- Academic Performance: Recipients must maintain a minimum grade B- or equivalent.
- For individual nomination must demonstrate financial need through the submission of relevant documentation.

PROJECT IMPACT

As an education dimension of WEG's CSR Program, this scholarship sponsorship project will provide tremendous financial support to our disadvantage and outstanding students, enabling them to access standard quality education without the burden of financial constraints. In 2023-2024, the program has awarded scholarships to 59 students, impacting their academic, and personal lives.

Key Impacts:

- Increase the access to well-equipped learning environment and standard core and co-learning programs to students who might otherwise have been unable to afford, are accessible to .
- Improve their personal growth through Leader In Me program which is added on to Khmer Program
- Lessen the financial burden to the students as well as the NGO partners who challenging fund shortage.
- Inspire the underprivilege children to maintain outstanding academic performance and ensuring their better future.



II. Sponsorship For a **Leader in Me** School



Impact of Leader in Me

The **Leader in Me** is an educational framework designed to instill leadership and life skills in students from a young age. It's based on the belief that every child has the potential to be a leader. The program is designed to empower students to take ownership of their learning and leadership. When implemented effectively, it can have a profound impact on schools and communities. **5 Main Impacts of Implementing Leader in Me :**



- 1. Increased student engagement:** LIM equips students with the tools and mindset to become proactive and take responsibility for their learning.
- 2. Enhanced self-confidence:** By focusing on personal leadership, students develop a strong belief in their abilities to succeed.
- 3. Improved academic performance:** Student ownership of learning leads to increased focus and motivation, resulting in better academic outcomes.



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1. **Decreased disciplinary issues:** LIM emphasizes personal responsibility and character development, leading to better student behavior.
2. **Increased civic engagement:** Students learn to be active and responsible citizens who contribute positively to their community.
3. **Stronger leadership skills:** By developing leadership qualities, students become better equipped to handle challenges and make positive contributions.



Impact of Leader in Me

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1. **Positive and supportive environment:** LIM fosters a culture of respect, trust, and collaboration among students, teachers, and staff.
2. **Increased sense of community:** A shared focus on leadership principles creates a stronger sense of belonging and unity within the school.
3. **Improved teacher morale:** Empowering students can lead to increased job satisfaction and motivation among teachers.



Impact of Leader in Me

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- 1. Stronger parent-school partnerships:** LIM involves parents in their child's education and empowers them to support their child's leadership development.
- 2. Increased community support:** Schools implementing LIM often build stronger relationships with local businesses and organizations.
- 3. Positive impact on the community:** Graduates of LIM programs are more likely to become engaged and contributing members of their community.



Impact of Leader in Me

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1. **Lifelong leadership skills:** The skills and habits developed through LIM can benefit students throughout their lives.
2. **Increased college and career readiness:** LIM helps students develop the skills and mindset needed for success in higher education and the workforce.
3. **Positive impact on society:** By developing responsible and engaged citizens, LIM contributes to a better future for everyone.



03

Budget Breakdown for One School (250 Students)

No.	Service Description	1 Year	2 Years	3 Years	4 Years	5 Years
1	The 7 Habits of Highly Effective People	\$500	\$500	\$500	\$500	\$500
2	Building School Physical Environment	\$500	\$500	\$500	\$500	\$500
3	Lighthouse Team Creation	\$250	\$250	\$250	\$250	\$250
4	Direct Teach and Coursebook Orientation	\$500	\$500	\$500	\$500	\$500
5	School/Site Visit	\$250	\$250	\$250	\$250	\$250
6	Leader in Me Books (4\$ * 250 students)	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
7	Ongoing coaching and weekly support	Free	Free	Free	Free	Free
	Total	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000

SUMMARY OF PROPOSAL BUDGET IN 2024-2025

No.	Project Name	Annual Budget USD	Summary of Annual Outcome
1	Scholarship Sponsorship for Disadvantage and Outstanding 2024-2025	7,000	10 outstanding students access to well-equipped learning environment and standard core and co-learning programs with less financial burden in 2024-2025 and get inspired to maintain outstanding academic performance in next academic year.
2	Sponsorship for Leader in Me Schools	3,000	250 students within a Leader in Me school developed leadership skills, foster high-trust cultures, and boost academic achievement through school transformation .
		Total (USD)	10,000



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