

The Choose Creativity initiative empowers children and adults to build resilience, creative confidence, and social-emotional skills by engaging with the 10 Principles of Creativity. We provide professional development and a creative social-emotional curriculum for educators and instructors working in schools, community centers, shelters, after-school, and summer programs in NYC and across the country.

SINCE 2016

INSTRUCTORS TRAINED
792

KIDS IMPACTED
17,521

THE 10 PRINCIPLES OF CREATIVITY

We have identified 10 Principles of Creativity and mantras that are the pillars of Choose Creativity.

AUTHENTIC: My ideas come from who I am

RESOURCEFUL: I can make something from nothing

CURIOS: I like to learn new things and try out new ideas

UNCONVENTIONAL: I can do things in unexpected ways

PATIENT: I know my best ideas take time

EXPRESSIVE: I can share my feelings in different ways

INTUITIVE: I trust myself and what feels right to me

PRESENT: I pay attention to myself and my world

INVENTIVE: I come up with and use good ideas in all parts of my life

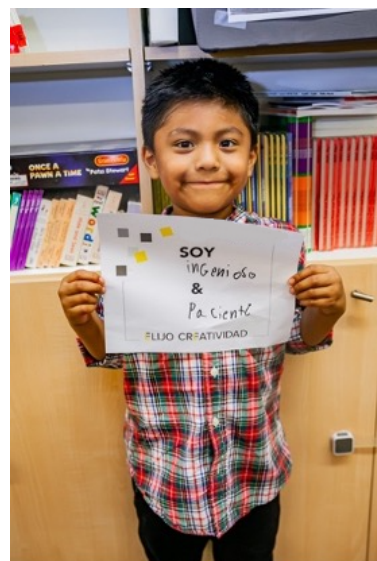
INSPIRED: I get ideas from my everyday life and world

WHAT WE DO

We train and support instructors through the Choose Creativity curriculum to help students develop a practical understanding of the 10 Principles of Creativity by completing creative challenges demonstrating each Principle.

We provide your organization with the following:

- A curriculum (available in Spanish) that is flexible and adaptable with an emphasis on literary connections, questioning strategies, and visual arts
- Hands-on training through virtual or in-person professional development workshops to help integrate the 10 Principles of Creativity across current programming as a social-emotional learning tool
- Preparation for your staff to use the 10 Principles as a common language that promotes a growth mindset
- Ongoing coaching and mentorship for staff and/or the option for our Creative Coaches to lead classes



CHOOSE CREATIVITY

POWERED BY THE LULU & LEO FUND



SUPPORTING SOCIAL-EMOTIONAL LEARNING

Each lesson addresses one of CASEL's* Core Competencies:

Self-Awareness, Self-Management, Social Awareness, Relationship Skills, Responsible Decision-Making

*Collaborative for Academic, Social, and Emotional Learning

PROGRAM PARTNERS (partial list)

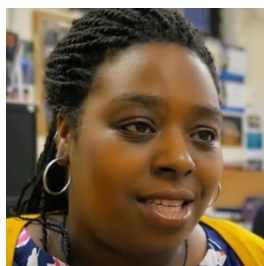
96% of our partners return after their first year!



WHAT PEOPLE ARE SAYING

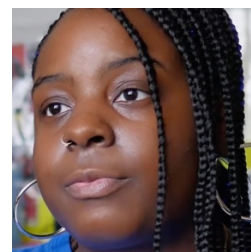
"When you're choosing the Choose Creativity curriculum, you're choosing to build character in children. And you're choosing smiles...for your kids to be happy."

- Kristin Brown-Patrick
Director of Equity & Training,
Mary's Place



"What I want for my kids is for them to build a strong sense of being. With the Choose Creativity curriculum you see the brightness in the students' eyes, because not only was it fun, but they can also put it to good use for whatever situation pops up for them."

- Kimberly Suazo
Facilitator, The Children's Aid Society



LEARN MORE

Contact Stephanie Krieger, Senior Director of Programs at skrieger@lululeofund.org

www.ChooseCreativity.org @LuluLeoFund #ChooseCreativity