



apex leadership co.

building • leaders



Over 3800 schools
in 31 states



Serving 2.5 million
students



Raising over \$65
million for schools



"In 24 years of being in education and doing EVERY SINGLE POSSIBLE fundraiser, the APEX program is by far the best on so many levels!!!!

- Easy for teachers/staff/PTA
- Character education piece is invaluable and very well done
- The physical activity aspect of it is great for this generation
- The APEX team members are AMAZING, EMPOWERING, ENERGETIC AND WONDERFUL role models
- The APEX team members go above and beyond for EVERYONE!"

WE LOVE AND APPRECIATE YOU ALL
SO VERY MUCH!!!!!!

School Counselor, WCHE



2019-2020 Leadership and Character Theme



Each year, our leadership and character development theme is shaped around the principles of national Social and Emotional Learning and PBIS standards. All lessons are geared towards showing students how to manage their time and feelings, be aware of and care for others, solve problems, and make great decisions.

GO GETTER

It doesn't matter how old we are, we can be leaders that take action every single day. Don't wait to be great!

APPRECIATE

When we place value on the world around us, the people around us, and on our gifts and talents, we learn to appreciate everything we have.

MOVE FORWARD

We move forward by staying focused on the future, by overcoming our fears, and understanding that mistakes are just opportunities to learn!

EXPLORE

We learn so much more when we're curious and have courage to try new things. There's so much to explore and discover!

OTHERS FIRST

Leaders put others first without any expectation of getting something in return, even when it's inconvenient.

NOW WHAT?

How do we make a positive impact on the world around us? We think about what's important to us, we set goals, form habits and focus on making our vision a reality.



APEX
+
thirst
PROJECT

663 million people on our planet lack access to safe, clean drinking water. Crazy right! So for the third year, Apex has teamed up with the Thirst Project (the world's largest youth water org) and pledged to make a difference. Every time a student reaches \$10/unit pledged during their Apex event, we make a donation (on our dime) to help end the global water crisis.

Over the past 2 years, Apex has donated over \$119,000 and funded the building of 9 wells. These wells have positively impacted 4500 lives, changed whole villages forever, giving women hope, children health, and the entire community a future. Our goal for 2019-2020 is to fund 6 additional wells!

THE GAME-CHANGER IN FUNDRAISING

ALL STUDENTS INCLUDED



We're the most all-inclusive fundraiser. We don't want any student to feel left out, regardless of financial participation. Every student at your school:

- Receives an amazing character and leadership program designed around the principals of SEL, PBIS & LiM Habits.
- Receives a daily character message silicon wristband during the program.
- Participates in class rewards as they're earned by each class.
- Receives an event day wearable item.
- Participates in the big Apex finale event.

MAXIMIZE YOUR PROFITS



- On average we raise 30-70% more funds for schools than product sales can, more than write-a-check campaigns or school organized runs, and more than other fun run companies.
- We consistently raise more because of the type of program we run, the systems and processes in place, the investment we make in your school and the relationships we form.
- We're locally owned and operated - it's powerful to be able to tell parents that you use a local company for your major fundraiser

CLIENT SERVICE IS #1



- We're not a large corporation with an out-of-state office and thousands of schools to manage. We're local franchise owners - our team is dedicated solely to your school for the duration of the program.
- We invest in training and development of our teams to give your school only the best!
- There's no hidden fees and everything is included in our program.

APEX COACHES



- Our local Apex coaches are young men and women with a servant heart that have a background and passion for working with youth.
- The coach's primary focus on campus is the leadership program. Their goal is to inspire and connect with students in a positive and engaging way by teaching real life character development lessons. They also run the fundraiser from start to finish.



APEX QUICK COLLECT

- Sponsors enter their pledge and pay online. Eliminates a post event collections process.
- Collect more, faster (99% on average)

Get your school the biggest return while simultaneously making your major fundraiser fun, healthy and educational for all!



Clayton Elementary
Austin ISD
827 Students

PROFITED
\$78,801

"Thank you for helping our school. The kids and I really loved having the Apex team and their positivity at our school. Please come back next year!"

Teacher, 4th Grade

Bill Burden El.
Liberty Hill ISD
700 Students

PROFITED
\$28,239

"Keep service as the core of this program. Building character and providing support made the APEX team invaluable. We will miss having them."

Principal

Akin Elementary
Leander ISD
735 Students

PROFITED
\$44,470

"Apex has a more positive, direct impact on our students than anything our PTA could pull off independently! So much great messaging combined with kindness and energy!"

PTA President

Great Oaks El.
Round Rock ISD
750 Students

PROFITED
\$49,661

"The Apex team was super! I loved how engaged the team were on a daily basis. Their enthusiasm was obvious and passed onto the kids and the kids just loved them!"

Teacher, 1st Grade

Contact Name – email address – cell number

CHOOSE YOUR EVENT

Elementary and Intermediate Schools



Apex Fun Run is our traditional two-week all-inclusive leadership and fitness-based fundraiser. Our Fun Runs are one of the most anticipated student/school events of the entire year!



Apex Obstacle Course takes kids through all different shapes and sizes of inflatable fun! Our obstacle courses promote fitness for every student and they provide for a fun new way to raise funds for schools!



Apex Remix offers a fun indoor or outdoor option where students get pledges based on the number of fitness moves they complete. This is a high energy, active, fun and exciting event for the whole school.

Middle Schools



Our platform also serves middle schools through our **Color Battle** event fundraiser.

Clubs, Teams, and Organizations



anython

Anython is built for any club, team, or organization wanting to raise money through their passion by getting pledges per act. For example, basketball teams can host a free-throw-a-thon and we staff, organize, and run the event for you.