

Keys to the Journey

Curriculum and Mentorship Programs for schools, youth centers, teams, and districts

A turnkey character, social emotional, and college and career readiness program you can run for a full year or a single semester. It is built from two published books that are already in workbook format, a video library teachers are already using in classrooms, and a mentorship framework Coach Kala Gause has carried from elementary schools to the professional level. The hard part of building curriculum is done. This makes it teachable in your building, by your staff, tomorrow.

Built on the Five Pillars of Mentorship

- **Athleticism and Physicality** — discipline, health, effort, and how you treat your body and your work.
- **Visibility and Opportunity** — goal setting, being seen, and turning talent into a real next step.
- **Life Skills** — financial literacy, time management, conflict resolution, public speaking, and overcoming obstacles.
- **Education** — academic habits, eligibility awareness, and mentorship that keeps a student on track.
- **Community Involvement** — service, giving back, and building the village every young person deserves.

Two books, two grade bands, one journey

- **Elementary and middle:** Soar High, Dream Big opens the door for elementary and middle grades. It helps a young person find their why.
- **Middle and high:** Keys to the Journey carries older students from their why into a plan they execute, then graduates them onto the free Keys to the Journey platform, where their journey continues.

What a school receives

- A scope and sequence for a semester or a full year, mapped to your calendar.
- Lesson plans built on the discussion questions and activities already in the books.
- A teacher facilitation guide, so a staff member who has never met Coach K can run it well.
- Student workbooks, the video library as the anchor for each unit, and reflection rubrics.
- A family engagement night, and a standards alignment map for your administration.

It aligns to the frameworks your administration already reports on

The program maps to the CASEL five core competencies (self awareness, self management, social awareness, relationship skills, and responsible decision making), state social emotional learning benchmarks, character education, multi tiered systems of support at Tier 1, and advisory or homeroom periods. That alignment is what lets a principal justify the spend to a district. In New York, it also supports My Brother's Keeper goals.

Program options

Program	What the school receives	Typical investment
Classroom Semester Pilot	One teacher or group for a semester. Curriculum license, teacher facilitation guide, student workbooks, video library, two virtual sessions with Coach K, and a family engagement night.	From \$2,500 workbooks included for one class

Program	What the school receives	Typical investment
Whole School License (annual)	Curriculum for a full grade band, a teacher professional development day, one live student assembly, and a family night. Renews each year.	From \$8,500 per year plus workbooks per student
District or Multi School (annual)	Multi school license, train the trainer professional development, quarterly coaching, and a keynote. Structured under one agreement, often multi year.	From \$25,000 per year scoped to the district
Founder Signature Package	The premium bundle. Curriculum, a live keynote or assembly, a teacher professional development day, and a family night, delivered by Coach K in person.	From \$12,000

Investment figures are starting points and are customized to your building. Consumable student workbooks are billed per student. Additional in person speaking days are available.

How schools fund it

Title I, Title II for the professional development day, Title IV Part A for well rounded education, 21st Century Community Learning Centers for after school programs, My Brother's Keeper funds in New York, athletic and booster budgets for the team version, and family engagement or PTA funds for the parent night.

How to start

Begin with one classroom, one semester. A teacher runs it, the school sees the outcome, and it grows from there. Ask about a pilot for your building.

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 Who is behind this, in his own words: keystothejourney.netlify.app/our-story.html