

# NEWSLETTER

JANUARY 2025

## A message from our Founder & Director - Rachael Wilding



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With our motto of “empowering futures,” that’s exactly what we’re achieving at Edsidera.

The start of any year is always filled with new plans and agendas, January has been an extremely busy month for the Edsidera team. We have had the pleasure of onboarding so many new schools and welcoming children from a further 4 different countries globally.

The balance of supporting new initiatives and offerings for children but carefully considering the workload of staff is always something school leaders struggle with. It is why we have had an incredibly positive response to the new education team at Edsidera being able to now complete all approvals for our Awards. This means there is no impact on budget, timetables or teacher time when implementing our Awards and schools are able to access all the benefits of evidence portfolios, value added extra curriculum etc.

We are in the final stages of content creation and finalising our community partners for **The Sunshine Squad 2025**. This unique 6 week Award will support children and families to combat the dip of learning over the long summer break. We are passionate about also adding in value added community partners. The first I wish to announce is **Nature Wave**. The team will be crafting bespoke challenges for the Sunshine Squad.



### We connect school communities with the natural world

Unique, exciting and bespoke citizen science events to ignite a deeper connection with nature for whole school communities; promoting sustainability, wellbeing and hope. Nature wave is a not-for-profit community interest company.

Our

## HIGHLIGHTS

DEC - JAN 2025

### BSME CONFERENCE - ABU DHABI

A highlight in the conference calendar, the annual BSME conference in Abu Dhabi was an opportunity to reconnect with many of the leaders from schools within our community but also to showcase our Awards and discuss the benefits that we offer. Delighted to already have emails flying in after the conference with meetings set up for onboarding.



# UNITED ARAB EMIRATES

As we kick off Term 2, we're thrilled to continue launching Edsidera's awards in schools across the UAE, highlighting their adaptability to all curricula. We've already celebrated award ceremonies at DIA and collaborated with schools like Dubai Heights Academy, Kings Dubai, Al Ain British Academy, Wales International School, Creative British School, Citizens School, and more. It's inspiring to see students embracing challenges and growing through our awards!



NADEEN  
SCHOOL  
BAHRAIN

## BAHRAIN - Nadeen School

We're thrilled to see Edsidera's global growth continue as Nadeen School in Bahrain launches our awards. We're excited to welcome their students to the Edsidera community and look forward to seeing them thrive.

## HONG KONG - Nord Anglia International School

We're excited to welcome Nord Anglia International School as they launch Edsidera's awards this month, empowering their students to build essential real-life skills and thrive through our award programme.



NORD ANGLIA  
INTERNATIONAL  
SCHOOL  
HONG KONG

### OUR AWARDS ARE BILINGUAL - Choose between English or English & Arabic!

You can still launch the Edsidera Awards in your school or nursery. It's not too late—we'll provide everything you need, from comprehensive resources to the option of a launch assembly to kick things off.

Our awards are designed to inspire and empower students at every stage:

- The Little Star Award nurtures independence, creativity, and essential life skills.
- The Rising Star Award builds life skills, entrepreneurship, and well-being.
- The Karam Award fosters a deep appreciation of culture and faith through Islamic studies.



### Ready to bring Edsidera to your school?

Visit our website to schedule a demo today. Let's get started!

BOOK A DEMO

# RAMADAN

Special Offer



for ages 5-11

OPPORTUNITIES TO ACT & THINK

CELEBRATING FAITH

- ★ Available in English & Arabic
- ★ Created for children aged 5-11
- ★ Fun and engaging challenges
- ★ Supports Islamic curriculum
- ★ Celebrates tradition & faith
- ★ Develops understanding of Islam
- ★ Real life application in meaningful ways
- ★ Certificate & award bag tag

JOIN THE KARAM AWARD

from

3RD - 28TH FEBRUARY

ONLY 60AED/16USD PER CHILD!



CHOOSE BETWEEN APP OR PRINTED BOOKLET - LIMITED STOCK AVAILABLE

The Karam Awards programme supports the Islamic curriculum, helping children build confidence and a strong understanding of their culture and faith. The 10 challenges are completed offline but tracked and reviewed through our app, promoting skill development and celebrating tradition. Approved by the Media Regulatory Office - Ministry of Culture and Youth.

## WHAT SOME OF OUR SCHOOLS HAVE TO SAY...



**Simon Gill**

MAMOURA BRITISH ACADEMY

This is our second year running the Edsidera Star Award at Mamoura British Academy and we've had really positive interest in the award and increased engagement this year with the challenges. Staff get really creative when presenting each challenge to students through a weekly ECA, even coordinating specialist teachers and operation staff to help make the award feel different and memorable. They have developed their cooking skills, learned first aid basics, and even put out their own fire as part of the fire safety challenge. Recently they met with Make a Wish foundation as part of our school-specific volunteering challenge- many students first ever meeting! We've had lots of support from the Edsidera team and would recommend any other school looking to enrich their provision further through the award.



**Andrea Allmark**

DUBAI INTERNATIONAL ACADEMY

At Dubai International Academy Al Barsha, the Rising and Little Star Award program has become an inspiring journey for both students and staff. The app is intuitive and easy to use, and it's exciting to see how tasks are thoughtfully tailored to build essential life skills, promote cultural awareness, and strengthen community connections. We're thrilled to integrate the Year of Community Challenge, aligning with His Highness Sheikh Mohammed's vision to strengthen social bonds and foster shared responsibility. The challenge encourages collaboration and community impact, perfectly complementing our school's values.

The support from Edsidera is exceptional—quick responses and dedicated help make it even easier to engage our students. With its focus on sustainability, wellbeing, and entrepreneurship, our children are not only learning but thriving. Thank you, Edsidera, for empowering our students and teachers. We look forward to growing with you!

