

# NEWSLETTER

APRIL 2025

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



I could not be more excited to introduce The Sunshine Squad to you all. A collaboration of incredible education companies and Edsidera, all striving to support children and families over the summer holidays. The Sunshine Squad is 6 weeks of fantastic learning opportunities. There literally is something for everyone each week, no matter your interests, abilities, curriculum choice, location or weather! **We are capping our school membership for this summer so get in touch fast. No impact on your budgets, highly affordable for parents, no staff time needed just all the benefits.**



For schools, it's a chance to stay connected to families, support student development over the holidays, and reinvest in quality learning tools. For parents, it's a reassuring, ready-made solution that keeps children engaged and curious. And for children, it's six weeks of discovery, growth, and fun—on their terms.

### The Sunshine Squad has officially launched!

We're excited to launch the Sunshine Squad — 6 weeks core curriculum support, fun, skill-building challenges, including activities from our global partners! Supported by our Education team in the background all summer long.

**Let's make this summer shine!** ☀️



THE SUNSHINE SQUAD

for ages 3 to 12



#### Summer-Ready Activities

Fun, age-appropriate tasks perfect for the holidays.



#### New Weekly Challenges

Fresh reading, writing, maths, and creative tasks every Monday.



#### Active & Engaging

Includes games, fitness, and community fun.



#### Teacher Support

Qualified educators review and cheer on each child.



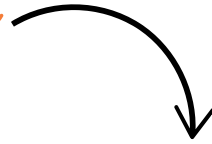
#### Affordable & Trusted

Quality content from global partners at a great value.



# The Sunshine Squad

in collaboration with



THE SUNSHINE SQUAD

for ages 3 to 12



We're thrilled to partner with incredible organisations to bring even more value to our exciting **Sunshine Squad Award!**

Our partners add a wealth of expertise, resources, and fun challenges that make this summer experience unforgettable for students. Together, we're creating a summer of learning, growth, and adventure! They will be dropping a task into your child's account each week.



World-class education for everyone, everywhere



Inspiring young writers every day



Systematic synthetic phonics with enhanced features to power progress



New Age Education



Creativity, Connection, Conservation



The school-wide wellbeing solution



The world's most comprehensive start to the primary school day



Let's Talk Money



Your Trusted Partner in Education



Be curious, have fun, make a difference



Stay Silly



BOOKTOPIA  
A PERFECT WORLD OF BOOKS!

A perfect world of books

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# The Sunshine Squad

*Schools - How do you benefit? Next Steps...*



THE SUNSHINE SQUAD

for ages 3 to 12

**Keep learning and engagement alive over the summer with a mix of core curriculum skills, critical thinking, investigation, health and wellbeing, fitness, creativity, family games, and more!**



No cost to schools  
No impact on your budget  
\$2 per child sign-up goes directly to your school to spend in our Partner Catalogue!



Explore new educational suppliers with free work samples and a school login to access resources from Edsidera and our partners.



No extra work for teachers or admin staff — the Edsidera team handles everything throughout the summer. Login cards include our contact details for easy support.



Receive a portfolio of evidence and wellbeing data at the end of summer — perfect for showcasing your school's community support during the holidays.



Everything's ready—and we handle it all, so you don't have to!

- ✓ Launch materials provided
- ✓ Payment portal managed by us
- ✓ 6 weeks of age-appropriate, engaging activities delivered and supported by our team



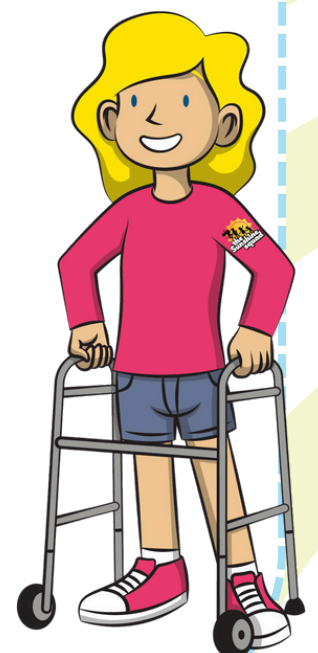
Offer parents a meaningful summer option to support continued learning and help maintain end-of-year progress.

GET INVOLVED AND RESERVE YOUR SCHOOL A PLACE WITH

**THE SUNSHINE SQUAD - SUMMER 2025.**

We're limiting the number of schools this year to prioritise quality over quantity.

Email us at [info@edsidera.com](mailto:info@edsidera.com) and we'll send you a demo link, your school pack, and the next steps to secure your **Sunshine Squad launch place!**



WWW.EDSIDERA.COM



Literacy



Problem Solving



Discovery



Teamwork



Health



Life Skills



Creativity

# The Sunshine Squad

## How To launch



THE SUNSHINE SQUAD

for ages 3 to 12

Get ready to spread positivity with **The Sunshine Squad Award** in your school!

Here's everything you need to know to get started with the Sunshine Squad Awards:

### 1 LAUNCH IT LOUD!

Share our official Launch Flyer and Intro Video with students and parents to get everyone excited. Display our colourful Sunshine Squad posters around your school to spark interest and build buzz!

### 2 PARENTS SIGN UP ONLINE

Parents register and pay via our secure portal. Once complete, they'll receive login details for their children.

Sign-Up Deadlines

📍 UAE & GCC: Deadline is 13th June

🌍 Rest of the World: Deadline is 27th June

### 3 CHALLENGE TIME BEGINS!

Logins are shared with schools, so you can distribute them to your students.

The Sunshine Squad kicks off on 7th July!

New challenges go live every Monday for 6 weeks. ( Start dates can be changed to align with your school summer holidays)

### 4 WEEKLY REMINDERS & NEW CHALLENGES

At the start of each week, a brand new set of challenges is released.

We'll also send weekly reminders to wrap up the previous week and keep everyone on track – so make sure to follow us on social media!

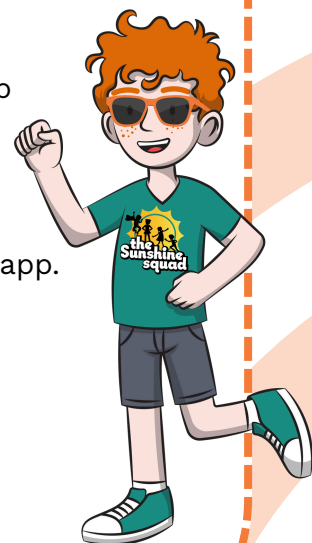
### 5 GUIDED BY EDUCATORS

Children complete their weekly challenges and upload their work to the app.

Our team of educators will review and provide feedback on each child's progress every week.

### 6 CELEBRATE WITH A CERTIFICATE

At the end of the 6-week adventure, every participant receives a digital certificate to celebrate their achievements!



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Health



Life Skills



Creativity