

# THE

MAPLE BEAR SCHOOL MAGAZINE #3 - GLOBAL EDITION

# BEAR



FROM CANADA  
TO THE WORLD P. 12

A CANADIAN INSPIRATION  
THAT TRANSFORMS THE  
LIVES OF MANY

WHAT IS MAPLE BEAR  
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THE PROCESS THAT DRIVES  
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TERRY FOX 2022 -  
A GLOBAL FUNDRAISING  
INITIATIVE



The best of Canadian education for a global future.



Maple Bear Peru

# A Fully Equipped Classroom Reinforces Student Learning

*Classrooms at Maple Bear are learning environments fully equipped to support our students' development through all stages of their school life.*

**C**lassrooms at Maple Bear are the perfect environment for learning and bilingual language acquisition. Their structure favours collaboration, investigation and enjoyment which are key elements of Canadian teaching methods.

In addition to being welcoming, safe and attractive, the classroom environment at Maple Bear Schools has resources to help teachers and students of all ages to establish bonds, improve interpersonal interaction, and promote choice-making opportunities - all with the goal of assisting the students in their life journey.



### **STIMULATING SPACES CAPTURE ATTENTION**

The rooms are large, stimulating and intended to capture attention and promote language acquisition. The components of our classrooms have been designed to reinforce the pursuit of knowledge, taking into consideration the student's interests and providing opportunities for experimentation and exploration. Equipment, games, books and furniture are strategically arranged so that the students have the best learning tools at their fingertips.

### **LEARNING CENTRES PROMOTE LEARNING BY DOING**

Our schools are also equipped with Learning Centres, spaces designed for experiential activities where students consolidate what they have learned and where they can make new discoveries. The teacher plays the role of collaborator, observer and guide, while the student is at the heart of the learning process. Everything is "hands-on" because learning

by doing is how information is absorbed through the senses. There are themed areas for science, math, role-play and games activities. Students can work in groups or individually. By encouraging experimentation, our school promotes the emotional, physical, intellectual, cognitive and social development of our students.

### **WHAT IS A WORD WALL?**

Maple Bear classrooms also have unique support items. For example, a Word Wall is a mural that includes the most recent and frequently used words in the daily routine of each grade. The mural, assembled together by the teacher and students, is a strategic and fun way for the kids to spell-check their words. This tool is used from Early Childhood to Middle Years and is a wonderful resource to help students to expand their vocabulary while helping them to become autonomous writers.

### **A PLACE FOR DISCOVERY**

Our classrooms are places of exploration, investigation, inspiration and discovery for our students while also providing a safe space where learning can happen. Every step of the way, we support our students to fully grow and evolve so they become young responsible citizens and successful adults. 🐻



Maple Bear Singapore

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# THE BEAR

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[WWW.OWNAMAPLEBEARSCHOOL.COM](http://WWW.OWNAMAPLEBEARSCHOOL.COM)

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**Thamila Zaher,**  
Board Chair - Maple Bear  
Global Schools

# Message from Thamila Zaher, Board Chair

Today, with more than 550 schools in 40 countries, we are the largest international education brand in the world.

**B**ut this growth did not happen overnight. Since its foundation, Maple Bear has committed to ensuring high-quality teaching is at the heart of every decision we make. We genuinely connect to the needs of family and students, align with the expectations of society and the market, and base our practices on the Canadian model, which is ranked as one of the best among English-speaking countries.

In our schools, we provide the knowledge and skills that our students will need to be successful academically, professionally, and as members of society. Further, we prepare each student to take charge of their own journey, to make choices aligned with their passions, and to achieve their life-long goals - whatever they may be - in their home countries or wherever they choose to live.

I begin my new role as Chair of the Maple Bear Global Schools Board as part of a long-term plan designed to ensure that we will continue to lead the market and be in line with the expectations of families and students.



While we reinforce our commitment to the purpose, values, and vision that have brought us here, we move forward with the continuous evolution of our programs, processes, tools, and platforms. We aim to build an increasingly strong and connected global community. And above all, a community that is always aligned with the methodology and principles that guide our academic work.

Having you and your family walk with us down the path of transforming the world through education fills us with pride.

Thank you for choosing Maple Bear! 🌟

Maple Bear Thailand

# Message from Arno Krug, CEO

Parents, students, educators and entrepreneurs are choosing Maple Bear for a better global future.



**Arno Krug**  
CEO - Maple Bear Global Schools

## Welcome to the third global edition of the BEAR Magazine!

For those of you who have been following Maple Bear for the past few years, you will already be familiar with our great story of growth over the last four years and our remarkable success during the pandemic.

Since 2019, we have grown 75% in the number of countries committed to offering Maple Bear's world-renowned Canadian education model to their students. Maple Bear is now present in 40 different countries, covering all corners of the globe.

This growth makes Maple Bear the largest bilingual international education brand in the world, offering early childhood and K – 12 education to more children around the world than any other brand.

Parents are inspired to entrust Maple Bear with their most valuable possession: their children. Globally, parents are enrolling their children in Maple Bear schools because Maple Bear provides a safe space where their children will learn the skills to meet the needs of the 21st century.

Equally, educators and entrepreneurs around the world are choosing to meet a growing demand for quality education by investing in a Maple Bear school for its world-class Canadian methodology and because of the international reputation of Canadian bilingual education.

We have added many new schools in our existing countries, and in recent months, new students entered shiny brand-new hallways of our Maple Bear schools in the following countries:

- 🇲🇦 Tirana, Albania
- 🇲🇦 Luanda, Angola
- 🇰🇿 Astana, Kazakhstan

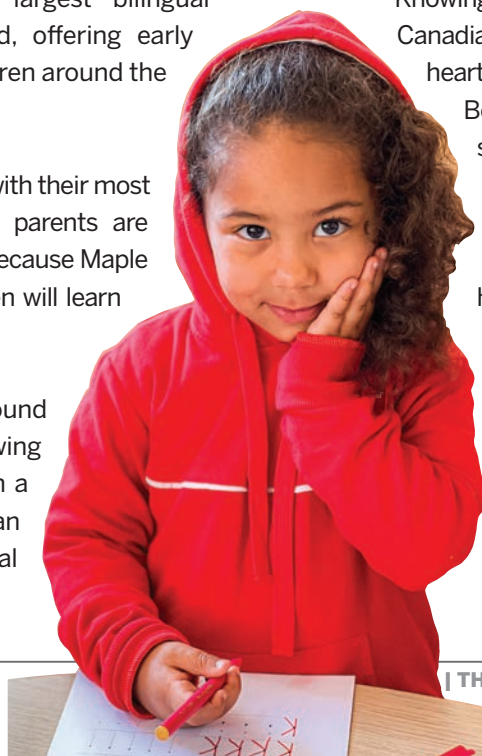
And we have recently signed the following new countries:

- 🇨🇦 Canada
- 🇨🇪 Czech Republic
- 🇬🇦 Ghana
- 🇬🇷 Greece
- 🇮🇶 Iraq
- 🇵🇱 Poland
- 🇺🇿 Uzbekistan

Knowing that providing an excellent Canadian education is at the heart of what we do, a Maple Bear education allows our students to become the confident and socially conscious leaders needed for a prosperous and hopeful global future.

It is an exciting time to be part of the Maple Bear global family. 🌍

Maple Bear Morocco





# Kudos From Our Students, Parents, Teachers And Owners



## KENYA

“ I chose Maple Bear because of the loving, safe and warm teachers. ”

**Parent** - *Maple Bear Kenya*

## MEXICO

“ Working at Maple Bear has been one of the most wonderful experiences because I can teach my students different concepts and topics by experiencing and interacting with the real world. ”

**Beatriz** - *Teacher, Maple Bear Pachuca*

## ANGOLA

“ As a teacher working with Maple Bear has been a very innovative experience in every possible area. ”

**Gilberto** - *Teacher, Maple Bear Benfica*

## PERU

“ Maple Bear is a great place to work. I am glad I get to work at a school that fills the students' needs in a fun way with a complete curriculum that gives them an enjoyable concept of learning, a great perception of the school, and come happy every morning with a big smile and eagerness to learn. ”

**Fiorella** - *Teacher, Maple Bear Arequipa*

## KAZAKHSTAN

“ I am overjoyed to be a Maple Bear owner and have opened our first school in Astana. ”

**Assel** - *School Owner, Maple Bear Astana*

## INDIA

“ The school was a great choice for our son. All the staff are dedicated and provide a loving environment. ”

**Parent** - *Maple Bear India*





## PHILIPPINES

“ We appreciate and are grateful for the patient and progressive approach to learning provided by the faculty and staff at Maple Bear.”

**Felix and Tess Parents** - Maple Bear Eastwood

## ROMANIA

“ Maple Bear supports and builds character while updating the curriculum according to my child's development.”

**Parent** - Maple Bear Cluj Napoca

## MOROCCO

“ Maple Bear represents the ideal learning and development environment.”

**Yasmina** - Parent, Maple Bear Rabat Souissi

## MALAYSIA

“ We are thrilled with our child's learning experience at Maple Bear. Their approach to education is engaging and effective, and our child is thriving under their care.”

**Parent** - Maple Bear Penang

## OMAN

“ I am thrilled with the positive and nurturing environment that Maple Bear provides, which is so crucial for children's development, especially in the early years.”

**Parent** - Maple Bear Oman

## SINGAPORE

“ The school has a good teacher-to-student ratio and is a brilliant learning environment for my son.”

**Joan and Kevin,** Parents - Maple Bear Upper East Coast

## TÜRKIYE

“ I am delighted that my child has been a part of the Maple Bear family since the first day of school.”

**Parent** - Maple Bear Türkiye



## HONG KONG (SAR)

“ Our daughter started at Maple Bear when she was only 13 months old. The school program nourished her social and emotional growth. We are truly blessed to be part of the Maple Bear family.”

**Klia** - Parent, Maple Bear Academy Hong Kong

## THAILAND





“ I like how the school delivers bilingual programs in both English and Mandarin to ensure my son can continue his studies abroad in the future.”

**Amonsri,** Parent - Maple Bear Thailand















**NORTH & CENTRAL AMERICA**


 Canada\*  Mexico  
 Guatemala  USA

**SOUTH AMERICA**

 Brazil  Paraguay\*  
 Peru

**MENA/AFRICA**

 Angola  Iraq\*  Morocco  UAE  
 Ghana\*  Kenya  Oman

 **50,000+ students**  
 **550+ schools**  
 **40 countries**



### EUROPE


- |  |   |   |   |
|--|---|---|---|
|  Albania         |  Greece*   |  Romania |  Türkiye |
|  Bulgaria        |  Poland*   |  Serbia  |  Ukraine |
|  Czech Republic* |  Portugal* |  Spain*  |   |



### ASIA

- |   |   |
|---|---|
|  Bangladesh      |  Philippines   |
|  China           |  Singapore     |
|  Hong Kong (SAR) |  South Korea   |
|  India           |  Sri Lanka     |
|  Kazakhstan     |  Thailand     |
|  Malaysia      |  Uzbekistan* |
|  Nepal         |  Vietnam     |

### OCEANIA

- |  |
|--|
|  Australia* |
|--|

\*Countries coming soon



# From Canada to the World

It takes a unique combination of coincidences, experiences, and passionate individuals to bring ideas to life. This is the story of how Maple Bear came to be.

In 1981, Rodney Briggs, a young man from Winnipeg, Manitoba with a passion for international relations, entered the diplomacy field that took him and his family around the world.

After living and working overseas with the Canadian Diplomatic Service in countries such as Thailand, Taiwan, China and Korea, the Briggs family moved back to Canada in 1996.

He wasn't aware at the time, but the knowledge he acquired and the relationships he built would help bring Canadian education to thousands of students around the world.

## THE BEGINNING

In 1997, Rodney worked at the Canadian Education Centre Network (CECN), a not-for-profit organization that was partially funded by the Canadian government. It had offices worldwide because its main purpose was to promote and market Canada as a destination for international students to pursue their academic dreams.



Gerald Macleod and Rodney Briggs



In 2004 I signed up with Maple Bear as a preschool franchisee. We opened the doors of our school in 2005 which became the very first Maple Bear school worldwide.



**Shalini Jaiswal** - Director and COO, Maple Bear South Asia

While President of CECN, Rodney focussed on building relationships with international and Canadian education leaders. He connected with Gerald Macleod (1943 - 2021), who was the Director of International Education in the Department of Advanced Education for the Province of Manitoba, and who had extensive experience and credentials in immersion education.

Rodney, Gerald, and other CECN managers in India, Korea and Brazil recognized that there was a huge demand for high-quality, bilingual Canadian education from emerging middle-class parents. And when the government funding for CECN ceased, it became clear that there was an exceptional opportunity to take Canadian bilingual education to the world.

This was the beginning of Maple Bear. Gerald Macleod played an instrumental role in developing the Maple Bear academic curriculum and methodology. He also spearheaded the teacher training and quality assurance programs which proved to be a unique differentiator.

Rodney created the business franchise framework and worked on the global expansion strategy, starting with the first original Maple Bear schools in India (Indirapuram 2005), Korea (Songpa 2006), and Brazil (Jundiai 2006).

Together, in 2007, Rodney and Gerald became the Co-Founders of Maple Bear and remained partners for 15 years.

## THE BRAND NAME

Nothing says Canada like 'MAPLE'. The maple leaf is on the Canadian national flag and it is an internationally recognizable symbol. Bears are another symbol of Canada and they have a strong relatable association with young children.

The name Maple Bear was selected as a genuine expression of Canadian heritage and a natural fit with parent audiences.



## THE SUCCESS

With more than 550 schools in over 35 countries around the world, the Maple Bear global family continues to grow.



The expansion of the Maple Bear program has just amazed me. The education is so good; not just the program but the people who write the program, those who train on the program, our teachers and the people that work at Maple Bear.



**Crystal Han** - *Managing Director, Maple Bear South Korea*

The success of Maple Bear could not have happened without the passion, dedication and ongoing commitment of so many individuals. From our regional partners and school owners to our teachers and trainers, their tireless work and unwavering belief in the mission to deliver the best of Canadian education for a global future is truly what makes Maple Bear one of the top international education brands in the world. 🌍



Maple Bear is the only player in the education sphere that connects to the heart of our students. We really want them to experience joy when they learn. This is the Maple Bear secret sauce.



**Thamila Zaher** - *Board Chair, Maple Bear Global Schools*



# Maple Bear Through The Years



Canadian Education Centre Network is founded in Canada

1995



Rodney Briggs joins CECN

1997



Maple Bear Global Schools was founded under the umbrella of CECN

2004



1st school in the world opens in Indrapuram, Delhi

2005

2006



INDIA



BRAZIL  
SOUTH KOREA



1st Annual Faculty Symposium held in Winnipeg

2015



1st Terry Fox global fundraiser launched

2017



Launch of Bear Care Program

2019



1st high school students graduate in Brazil

Mascot is officially named Chinook

2020



SRI LANKA  
TÜRKIYE



HONG KONG  
MALAYSIA  
NEPAL  
ROMANIA



BULGARIA

From a Canadian inspiration to a global realization, Maple Bear Global Schools has grown to become well-known in the international education space for sharing the best of what Canadian education has to offer. Together with a dedicated community of passionate educators, school owners, and partners, Maple Bear now has over 550 schools with 50,000+ students in 40 countries.



 Rodney Briggs and Gerald Macleod become co-founders

2007

2008

2009

2011

2014


 BANGLADESH


 MOROCCO

 CHINA  
VIETNAM

 MEXICO

 PHILIPPINES  
SINGAPORE  
UAE  
USA

 1st global edition of The Bear Magazine is published

 1st Global Symposium held in Winnipeg  
Head office opens in Toronto  
Global Connections for Sustainability program is launched

2021

2022

2023

COMING SOON

 GUATEMALA  
OMAN  
PERU  
SERBIA  
THAILAND  
UKRAINE

 ALBANIA  
ANGOLA  
KENYA

 KAZAKHSTAN

 AUSTRALIA  
CANADA  
CZECH REPUBLIC  
GHANA  
GREECE  
IRAQ

PARAGUAY  
POLAND  
PORTUGAL  
SPAIN  
UZBEKISTAN



# Language as a Resource

## *The Bilingual Advantage*

By Phyllis Hildebrandt

**A**t Maple Bear, we treat language as a resource. Why? Because it enhances communication with others and helps form social identity. This is especially important in our current globalized and connected world.

A bilingual education places language as a top essential skill that can leverage opportunities throughout life.

### **LANGUAGE EXPANDS WORLDVIEWS**

Maple Bear Schools provide environments where students continue to develop language knowledge to achieve personal, social, and academic goals. As a tool for communication and expression, language enables empathy and supports expanding worldviews. At Maple Bear, we value additional languages, as we believe it raises cultural sensitivity, which is imperative in our interconnected world. In this way, bilingualism is a resource to truly communicate and understand other people who come from different backgrounds.



Maple Bear  
Philippines

““ A bilingual education places language as a top essential skill that can leverage opportunities throughout life. ””

**Phyllis Hildebrandt**

*Academic Director - Maple Bear LATAM*





### THE BILINGUAL ADVANTAGE

Knowing just one language is no longer an advantage for job employment or career advancement. Being bilingual gives our students an edge in the job market. It also helps them to stand out when competing for placement at universities or colleges. Whatever area of profession or study, the ability to speak another language is a strategic advantage.

### LANGUAGE EXTENDS BOUNDARIES

Technology lessens the boundaries between teams and enhances mobility. Language can serve as a translator of worlds, offering the opportunity to connect on a level unheard of in the past. Students can play an active role in various communities of learners inside and beyond the classroom. As students speak, write, and represent, they also listen to, read, and view the ideas and experiences of others. Language as a resource expands horizons.

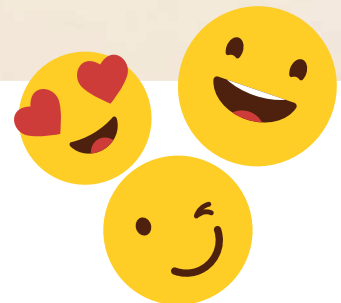
### BILINGUALISM AS GLOBAL CITIZENSHIP

Being bilingual gives a sense of being a citizen of the world. When an individual speaks in a different language, the external perception of that person changes positively. One of the most rewarding aspects of the human experience is our ability to connect with others. And language as a resource helps us to make these connections.

Studying a second language at Maple Bear provides students with a unique social identity and is an everlasting resource. Being a bilingual Maple Bear student is an advantage! 🌟



Maple Bear Guatemala





# The Maple Bear 8

*Key Areas of Development  
For Young Learners*

The Maple Bear preschool program is designed to educate the whole child - physically, intellectually, emotionally, and socially. There are eight developmental areas that are fundamental to our early childhood curriculum and are addressed every day through careful planning by our teachers and delivered through well-designed Canadian education methodology.



1

## **SOCIAL AND EMOTIONAL DEVELOPMENT**

Children benefit from loving relationships and interactions with the adults around them through which they learn that they are valued. In this safe and secure environment, they will thrive and develop cognitively, physically and socially. As they relate to other children, they will develop positive behaviour traits such as sharing, caring, turn-taking, and respecting their peers.



2

## **LANGUAGE DEVELOPMENT**

Within Early Years, all activities are language-based as children are given opportunities to learn about their world and talk about it. They will learn language naturally when they hear it used in context. They will also develop pre-reading skills when teachers read to them from books and when the children explore books on their own.



3

## **FINE MOTOR DEVELOPMENT**

Children are given opportunities to develop the small muscles of the hands in a coordinated way. Maple Bear teachers create many fun activities for the children to do such as picking up various sizes of pom poms with a tweezer, placing toothpicks or straws into a jar, making shapes with play dough, and cutting on a curvy or straight line.



4

## **GROSS MOTOR DEVELOPMENT**

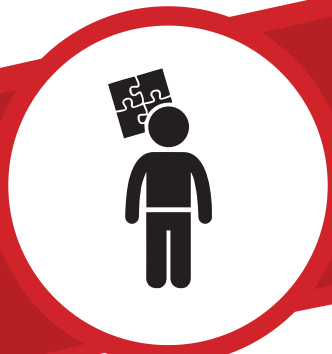
Children are encouraged to crawl, push, pull, climb, jump, run, throw, ride, dance, walk up, and walk down in a safe and supervised environment. These activities provide opportunities to develop the large muscles of the body.



Maple Bear Malaysia

Early Years learners in our schools are given many meaningful experiences that provide the right foundation for good progress through school and life.

The following examples of the Maple Bear 8 are part of every child's day at Maple Bear schools and are designed to educate the whole child.



5

### COGNITIVE DEVELOPMENT

How does the world work? How are things organized? Maple Bear teachers nurture thinking skills in a variety of ways. Sensory exploration, cause and effect, and using tools like toy hammers are some of the areas of focus in the classroom that support a growing, learning brain. Playing with puzzles and games as well as making math concepts interactive and fun are also ways to help young learners to think.



6

### ARTS AND CREATIVITY DEVELOPMENT

Children are given developmentally appropriate opportunities to explore their creativity and feel valued for their creations. They may paint, draw, paste, create designs and patterns with sponges dipped into paint, and experiment with finger paint.



7

### DRAMATIC PLAY DEVELOPMENT

Early Years learners love to pretend or make-believe. Dramatic play is very important in child development because it fosters emotional development, social interaction, and language development. Classrooms are equipped with various items with which to pretend, such as costumes, hats, kitchen items, and toy food.



8

### MUSIC AND MOVEMENT DEVELOPMENT

Children love music and singing. They also learn the sounds, vocabulary, and rhythm of a language through music. In Maple Bear schools, children sing songs that are fun, engaging and active.



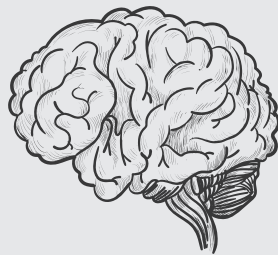
Maple Bear  
Kazakhstan



# Let's Take the Mystery out of How Our Brain Works

Neuroscience  
in Education

By Harry Bell



Harry Bell with Maple Bear Brazil students

## THE MYSTERY OF THE BRAIN

It is always an interesting question to ask children and young people (and in reality, adults) how their brains work. Inevitably, they can describe that their brains are in their heads and that the brain is where we “think”. But apart from that, their brains often remain a mystery to them, because after all, they will never be able to see them. They just know they’re there.

## WHAT IS NEUROSCIENCE AND HOW DOES IT INFORM EDUCATION?

Understanding how the brain works is its own branch of science. It is called neuroscience, named after the cells in our brains called neurons, originally from the Greek meaning “sinew” or “nerve”. Over the past few decades, neuroscience research has exploded with new information. We know more now about how the brain functions than at any other time in history. This is important because if we view neuroscience through the lens of education, the information provided by cutting-edge research has profound implications for school systems worldwide.



Whether we’re talking about Maple Bear schools or any other system whose goal is to educate, neuroscience is sparking a renewed discussion about what is taught – the curriculum – and how it is taught – the methodology.

## MILESTONES AS DETERMINED BY BRAIN DEVELOPMENT

Current brain research also tells us a lot about the developmental stages of physical and cognitive growth as we age. For example, we can reliably articulate the skills and behaviours which are expected for a 6-month-old, in comparison with the expected skills and behaviours, in reading for example, of a child who moves from the Early Years into Elementary levels. These norms are called milestones, and they help immensely in understanding how to support students in their learning as they progress through school.



Whether we're talking about Maple Bear schools or any other system whose goal is to educate, neuroscience is sparking a renewed discussion about what is taught – the curriculum – and how it is taught – the methodology.



**Harry Bell**, *Maple Bear Trainer*

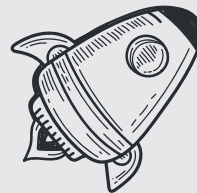
## THE BRAIN THRIVES ON INQUIRY, DISCOVERY AND CREATION

Maple Bear's mission statement highlights a key finding in neuroscience. When it talks about a "student-focused, hands-on" pedagogy that "instills a passion for lifelong learning", it is directly connected to what we know about the brain. Research has proven again and again that when students are given the opportunity to actively discover, create, construct, invent, inquire, and design their own educational experiences, the brain pays attention. For example, using all the senses in Maple Bear classrooms to experience the world— sight, sound, smell, touch, and taste

Maple Bear China



Maple Bear Oman



– right from Bear Care through the Elementary levels, primes our brains for the tasks that will help them to develop the more complex skills required to be productive and contributing members of society.

## NEUROSCIENCE DRIVES LEARNING STRATEGIES

At this complicated time in history, knowing how to broker what we know about the brain while capitalizing on the strategies which promote the best learning experiences, creates no less than a golden ticket to success. The more we know about neuroscience in education, the brighter the gold becomes, and the greater the result will be for the children who will be our future leaders. 🐻





# What is Maple Bear Quality Assurance?

*An interview with Patti Rodger - Maple Bear Director of Training and Quality Assurance*

**P**atti helps us to get clear on the reasons for the Quality Assurance Process and why it is so important to our school leadership teams and ultimately, our students.

## Can you explain what quality assurance is all about at Maple Bear?

In our rapidly changing global economy, Maple Bear Schools are required to keep up with increasingly high standards to prepare students for further education and work in the 21st century. Some of these standards include:

- 🍁 Excellent operation of schools;
- 🍁 The best curriculum and materials for implementation;
- 🍁 Support and management of staff;
- 🍁 Safety plans;
- 🍁 Communication with parents and the community; and
- 🍁 Development of school-wide goals for vision and direction.

### Maple Bear Angola



Patti Rodger at Maple Bear Vietnam

The Quality Assurance program is designed to determine whether a school's practices comply with Maple Bear's expectations in four key domains:

1. Integrity of Maple Bear Global and Local Programming
2. Quality of Management and Leadership
3. Quality of Instruction and Learning
4. Assessment and Reporting Practices

In total, there are 26 characteristics that are examined and assessed on a four-point rubric (essentially a learning acquisition scale). Once the Quality Assurance Process is complete, school owners and academic leaders will build a School Improvement Plan to improve areas that are not in compliance with our programs and methodology.



Maple Bear South Korea

“ Our one-of-a-kind Quality Assurance program is designed to determine whether a school’s practices comply with Maple Bear’s expectations. We want to ensure the integrity of our programs and standards of leadership, instruction and assessment are upheld. ”

**Patti Rodger**, *Director of Training and Quality Assurance*

### What are the 3 most important features of this process?

First, school owners and academic leaders self-assess and identify their strengths and needs. This helps drive our planning and identify gaps. Second, our Quality Assurance team reviews the schools’ self-assessment report and then visits the school to observe their practice first-hand so we can understand the full picture. Third, we work together with the school to create what we call a School Improvement Plan. It identifies areas which need improvement to comply with Maple Bear’s expectations. It specifies what future training and professional development we should focus on with the school. And it includes SMART goals and Action Plans to ensure that the leadership team stays on track to reach their goals.

### Why does an education system need Quality Assurance?

As a franchise model, MBGS has a mission and vision that we guarantee to our stakeholders. So, it is imperative that we can ascertain the level of practice of any school, identify areas of need and build a plan of improvement. The QA process helps us do this.

Maple Bear UAE



Globally, our school leaders and teachers function at varied levels of education and experience, so the QA program automatically drives the necessary next steps for growth and improvement. At Maple Bear Global Schools, our mission is to provide the best of Canadian education for a global future. Our Quality Assurance program guarantees that we meet this goal. 🌍



# Sharing The Value Of Giving Back

*Terry Fox 2022 - A Global Fundraising Initiative*

**A**t Maple Bear, we impart the importance of social impact by launching a fundraising campaign that all our countries can participate in if they choose to. We truly believe in the value of Giving Back and what it means to be a Global Citizen. For these reasons, it's our obligation as educators that we pass on these values to motivate and inspire our schools and students around the world.

In 2022, Maple Bear ran a global fundraiser alongside the Terry Fox Foundation's #IAmNotAQuitter campaign.

For Maple Bear, Terry Fox is a symbol of our Canadian roots. Terry is a hero who demonstrates to our students around the world that one person really can make a difference. He acted with youthful strength, determination and vision in the face of incredible personal adversity.

Maple Bear students, fundraising on behalf of the Terry Fox Foundation, have raised more than \$500,000 in Canadian Dollars since 2017. In 2022 alone, over \$250,000 was raised to support cancer research in Singapore, Brazil, Vietnam, Hong Kong and Bulgaria.

In addition to this grassroots fundraising, Maple Bear Global Schools made a gift of \$25,000 to the Foundation. This gift was announced by Maple Bear Founder Rodney Briggs at an annual Canadian trainer event in Winnipeg, Manitoba in 2022 where over 150+ Maple Bear trainers and partners were present.

Each country executed a fundraising campaign in their own unique way.



Maple Bear Singapore

## SINGAPORE

In Singapore, 15 Maple Bear schools held a 2-day event called The Amazing Race as well as a Little Fox Run event. Students, staff and parents participated in the event, and they surpassed their fundraising expectations with over \$150k CAD raised in the name of the Singapore Children's Cancer Foundation.

## BRAZIL

Maple Bear schools across Brazil supported the Terry Fox fundraiser. Two Terry Fox runs were hosted in São Paulo and in Rio De Janeiro which drew huge numbers - over 4000 participants - and raised over \$50k CAD for the Hospital de Amor, a cancer treatment hospital.



Maple Bear Brazil





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## VIETNAM

Almost 2000 members of the Maple Bear community in Vietnam, including students, parents and teachers, participated in a Terry Fox Run in October 2022. The event was held during a beautiful autumn day and was a tremendous success, with over \$18k CAD raised for cancer research.



Maple Bear Vietnam

## HONG KONG

Maple Bear Hong Kong organized a day of fun activities and a Terry Fox Walk-a-Thon.

Lively and entertaining races were held, like egg and spoon and piggyback races, as well as a gentle yoga challenge. The enthusiasm was high and everyone was committed to gathering donations for a good cause.



Maple Bear Hong Kong

“By giving back to cancer research in their local communities, Maple Bear students have a hands-on ability to see the result of their actions. This kind of tangible learning is an integral part of the Maple Bear philosophy.”



**Michelle Tice** -

*VP of Marketing and Communications,  
Maple Bear Global Schools.*

## BULGARIA

In Bulgaria, the Grade 4 students demonstrated great leadership by organizing the Terry Fox Marathon of Hope for the school. It allowed the students to learn about Terry and how he created a legacy of determination and hope.



Maple Bear Bulgaria

We are so proud of all the participating schools and their tremendous effort. These are incredible examples of how Maple Bear instills the values of empathy, generosity, and collaboration in our students through our Giving Back initiatives. 🍁



# Maple Bear Kyiv is a Role Model For Bravery

**W**hen the doors first opened at Maple Bear Kyiv in 2020, no one could have imagined that teaching resilience would be the most important skill for young students to learn.

Since the war started, the Maple Bear team in Kyiv has had to gather their courage, harness their inner strength, and dedicate their energy to modelling optimism and confidence, all while demonstrating their commitment to academic continuity in a safe, secure, and nurturing environment.

Initially, the school opened its door to its families and neighbours so that they could be safe and stay together. Once families could return home, the teachers and administrators of Maple Bear Kyiv who were in safe locations with stable internet continued providing quality lessons to students and family members.

Bringing some normalcy to an otherwise chaotic situation became the priority.



“Being a part of the Maple Bear network made us feel supported during this challenging time. We hope that our students and teachers will feel safe and happy being back.”

**Co-Owner**, *Maple Bear Kyiv, Osokorky*

Thankfully in times of challenge, the Maple Bear community around the world came together to raise funds for Maple Bear Kyiv. A fundraiser at the start of the war in 2022 was set up to raise money for the affected families and staff, which became a place of shelter for the entire Maple Bear Kyiv community. A second fundraiser was initiated in 2023 to support the rising fuel costs needed to run a power generator, to keep the school functioning and warm during a very cold winter.

Not only does the school continue to offer high-quality bilingual education, but they also offer peace of mind because the safety of the students has become the highest priority during this tumultuous time.

The war did not deter teachers and students from continuing to improve their lives through education. Keep calm and carry on, Maple Bear Kyiv. We are here for you. 🇺🇦



Maple Bear Kyiv

# Our Curriculum Aims to Make the World a Better Place



LEARN MORE

**T**he Global Connections for Sustainability Program (GCP) is exclusive to Maple Bear and is tied to the UN Sustainable Development Goals (SDGs), which were developed to serve as a blueprint for a future of peace and prosperity for people and the planet.

## MAPLE BEAR AREQUIPA LEARNS ABOUT NATURE

As part of a unit about deforestation inside the GCP platform, the Year 2 class in Maple Bear Arequipa, Peru connected with our school in Alto de Pinheiros in Brazil to show their appreciation for nature. To kick off the project, each student created a "talking stick" using natural materials found in their neighbourhood. They then researched and wrote about a natural wonder from their assigned country, and brought in personal pictures to share with their peers. The entire process was a lot of fun and provided ample opportunities to practice reading, writing, research, crafts, and presentation skills.

During the final presentation, students had the chance to ask questions and meet their peers from their partner country. 🌍



Maple Bear Arequipa

While collaborating with other Maple Bear students their age around the world, schools are able to teach the importance of nature, integrate cultural diversity education and get the students fully engaged in worthy actions today that will lead to a better tomorrow.

## MAPLE BEAR SOFIA ARE RECYCLING CHAMPIONS

Inspired by the GCP program, Ms. Rosie and her Grade 1 students learned all about garbage and the recycling life cycle. They invited a guest speaker from a Bulgarian recycling company who explained what kinds of materials can be recycled and how packaged waste material gets sorted.

In true Maple Bear form, the Grade 1's took the lead in planning and delivering a new school initiative: start a recycling program.

These young students planned presentations for the school community that explained why a recycling program is important and how packaged waste, if not recycled, harms our environment by adding more carbon to the atmosphere and causes our climate to change. The kids set up the recycling containers and enthusiastically started sorting their garbage into the appropriate bins!



Maple Bear Sofia



## 2022 FACULTY HIGHLIGHTS

Our Academic Symposium is the Maple Bear Global Schools annual conference dedicated to our Canadian Faculty members for their professional development.

They have been held since 2015 and last year, we opened the invite list to all of our partners around the world to participate in "Connect - Learn - Lead". Chinook was on hand to greet everyone as they arrived in Winnipeg!



LEARN MORE



## 2022 TORONTO OFFICE OPENING

We are proud to call Toronto home to our new head office!



## ANNUAL GLOBAL CONVENTIONS

The Toronto Collision Conference was well-attended and we were happy to be present for the Hong Kong school Inauguration!



With the pandemic behind us, 2022 provided many opportunities for Maple Bear Global Schools staff to reconnect with our valued partners from around the world and join them at their conventions and events to show our support.





Maple Bear Mexico



Maple Bear Guatemala



Maple Bear Angola



Maple Bear China



Maple Bear Kenya



Maple Bear Morocco



Maple Bear Malaysia



Maple Bear Bangladesh



Maple Bear Bulgaria



Maple Bear Brazil



Maple Bear India



Maple Bear Kazakhstan



Maple Bear Albania



Maple Bear Hong Kong



Maple Bear Nepal



Maple Bear Oman



Maple Bear Peru



Maple Bear Serbia



Maple Bear Philippines



Maple Bear South Korea



Maple Bear Romania



Maple Bear Singapore



Maple Bear Türkiye



Maple Bear UAE



Maple Bear Sri Lanka



Maple Bear USA



Maple Bear Ukraine

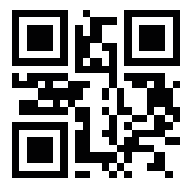


Maple Bear Thailand



Maple Bear Vietnam

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