Our mission is to inspire and empower positive character development in young people by connecting with schools, families and communities to provide character education resources, processes and support.
Founded by Sanford (Sandy) N. McDonnell, a leading advocate of character education, CharacterPlus has a 30-year history of partnering with schools committed to enriching the whole child. We provide the resources and training to create caring, high-achieving school environments where young people are inspired to become engaged, upstanding citizens who want to make a positive impact in the world.

Why is CharacterPlus unique?

We have the longest-running, most successful community-wide character education initiative in the country.

CharacterPlus has the most recognized evidenced-based character education process in the world.

We have proven that our character process increases academic scores, student attendance, and decreases classroom disciplinary issues.

Our work sticks. Our custom school framework approach creates a sustainable long-lasting culture of character.

Our National School of Character Staff provides on-going evaluation to ensure program implementation at the school and classroom level supports continued success.

We are the only character education program that recognizes involvement of staff, parents, community leaders and students, working together, positively effect climate and culture.
CHARACTERPLUS IMPACT

CharacterPlus creates caring, high-achieving school environments throughout the community proven to:

- Increase Academic Achievement
- Increase Student Attendance
- Decrease Disciplinary Incidents
- Increase Positive Decision Making with Youth

We serve approximately 50 school districts, 500 schools, 16,000 teachers and 300,000 students throughout Missouri, Illinois and Kansas. International education leaders from the following countries have traveled to St. Louis to study CharacterPlus:

- Brazil
- Germany
- Colombia
- Israel
- Jordan
- Kenya
- Russia
- Singapore
- South Korea
- Spain
- Switzerland
- Taiwan China

Our member schools are nationally recognized!

- 95 State Schools of Character
- 91 National Schools of Character

Including 10 Districts of State & National Character

The Collaborative for Academic, Social, and Emotional Learning
The National Registry Of Evidence-Based Programs and Practices

Our CharacterPlus Process is also nationally recognized!
CharacterPlus brings communities together to provide the resources and training to create caring, high-achieving school environments the outcome of which are young people who are inspired, engaged, and compassionate citizens.

Through a variety of evidenced-based methods, CharacterPlus helps educators develop a character-based framework to create a positive school environment where all students feel safe and free to learn.

CharacterPlus Programs & Services include:
- The CharacterPlus Way®
- Gateway 2 Change
- Schools of Character
- Character In Action Days
- Customized Professional Development
- Professional Development Workshops
- WeBeSchools Digital Character Programing

CharacterPlus’ comprehensive, intentional and proactive efforts focus on:
- Social Emotional Development
- Service Learning
- Bullying Prevention
- 21st Century Skill Building
- Student Leadership
- Positive Decision-Making
- Student Belonging and Competence

CharacterPlus’ evidenced-based programing fees are only $3.00 per student where a full two-thirds of that cost comes from your generous investment. Member school fees account for the other one-third. Given the on-going budget restraints educators face, your contributions ensure the continuity of proven character education programs and services, plus your support provides the opportunity to expand and enhance offerings – helping even more schools create healthy and positive environments where students can learn and thrive!
CharacterPlus serves 300,000 young people each year through partnerships with schools across Missouri, Illinois, Kansas and beyond!

- St. Louis City: 74
- St. Louis County
  - North: 72
  - West: 63
  - South: 35
  - Central: 46
- St. Charles County: 53
- Jefferson County: 30
- Franklin County: 21
- Illinois: 48

500+ schools across 50 districts are proud CharacterPlus Members

45 additional Missouri schools including Kansas City, Jefferson City, and Cape Girardeau.

38% of CharacterPlus students are ethnically diverse.

30% CharacterPlus students participate in Free and Reduced Lunch.

CharacterPlus

a world where character is universal
CHARACTERPLUS FAMILY

St. Louis Area CharacterPlus Member School Districts


Missouri CharacterPlus Member Schools

Aim High  Alma Schrader  Bolivar High School  Eagle CP  Epstein Hebrew Academy  Jackson School District  Jefferson City Consortium  MO Charter Public Schools  New Bloomfield MS/HS

North Wood R-IV  Potosi  The Lead School  UMSL Charter

Illinois CharacterPlus Member Schools

Belleville 118  Belleville 201  Bond County  Collinsville  Freeburg  Granite City CUSD 9  Grant CCSD

Harmony Emge  High Mount  Pontiac-WM Holliday  Smithton

Post K-12 CharacterPlus Member Schools

Missouri Baptist University  Greenville University

We Would Love to Share More of Our Story or Answer Your Questions!

Mike Park  |  Executive Director  |  CharacterPlus  
Affiliate Scholar  |  The Center for Character and Citizenship 
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a world where character is universal
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FOUNDER & CHARACTER VISIONARY

Sanford N. McDonnell | 1922 – 2012