



**TCM**  
Teacher Created Materials

To Create  
a World in which  
Children  
Love to Learn!

## To Educators, Librarians, Families, Our Customers & Colleagues,

Teacher Created Materials is a global education company, serving children in classrooms, libraries, and homes worldwide with **resources across the PreK–12 curriculum. Everything we deliver is created *by* educators *for* educators** and designed to support learners academically and in life. We enhance our products with professional development designed to help educators reach learning goals and objectives.

This has been our approach for more than 45 years, when our founder, Rachelle Cracchiolo, first created learning materials inspired by her own teaching experiences and her passion for children's learning. Today our team includes education professionals and subject matter experts who bring you the quality content young people need wherever learning takes place.

We are proud of the work we do to support our customers in educating children and are committed to supporting the global community of educators to make a lasting difference for all learners today and in the years ahead.

Deanne Mendoza  
Executive VP of  
Strategic Development



Rachelle Cracchiolo  
Founder and CEO

Corinne Burton  
President

## OUR BRANDS

# TCM

Teacher Created Materials

TCM supports learning across the curriculum, encompassing products for the very youngest learners through grade 12, in literacy, math, social studies, science, STEAM, special education, English language development, and more. We also provide resources and professional learning for educators who serve students in intervention environments, to ensure all students have the opportunity to reach their potential.

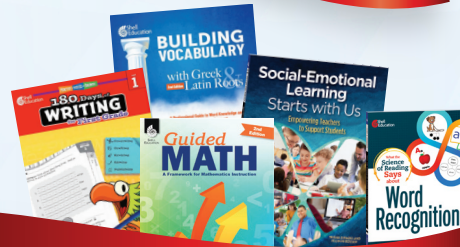
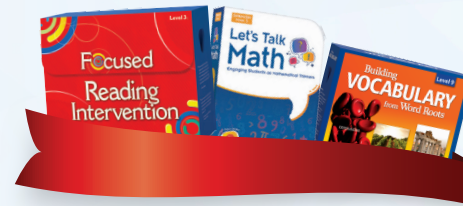
free spirit

PUBLISHING®

An Imprint of TCM



Free Spirit Publishing creates books for children and educators to enrich early childhood learning and child and teen well-being. The focus is to encourage independent thinking, help young people overcome challenges, and make a difference in their lives and the world we share.



# Shell Education

A Division of TCM

Shell Education provides professional resources to help teachers build instructional capacity, content-area knowledge, and confidence. We also develop practical, high-impact instructional resources for teachers and families to use in class and at home, creating a seamless blend of effective teaching strategies and hands-on applications to boost student learning.



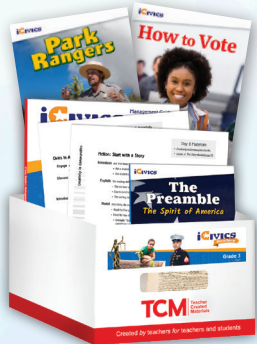
## RESEARCH & EVIDENCE BASED. STANDARDS ALIGNED.

Our resources have research at their foundation, including extensive field testing, efficacy studies, and a continuous feedback loop from curriculum and instructional leaders and frontline classroom teachers and librarians. Further, we align our products with national and state standards to ensure that students and teachers have access to proven learning strategies and the content that makes these strategies effective.

## OUR PARTNERSHIPS

Our content partnerships with prestigious institutions and organizations add immeasurable informational depth and value to our resources, whether used in classrooms, libraries, or at home. Students and educators alike benefit from the knowledge and understanding these materials unlock.

Our **iCivics Readers** leverage the innovative civics education program founded by the late U.S. Supreme Court Justice, Sandra Day O'Connor. Inside our **Smithsonian STEAM Readers**, students engage with resources curated by The Smithsonian and its team of professionals. Students using our **Time for Kids® Nonfiction Readers** are engaged with fascinating topics and high-impact visuals to build skills with informational texts and critical vocabulary.



iCIVICS



Smithsonian



TIME for KIDS

## OUR MISSION

TCM's mission is to make teaching more effective and learning more fun by creating engaging products for children, wherever they are learning.



## THE CUSTOMERS WE'RE HONORED TO SERVE

### Districts & Schools

We work to meet school and district needs by listening, responding, solving challenges, and adapting and customizing resources as requested. We bundle curriculum and professional development resources to ensure educator and student success.

### All Educators

We serve and support educators in schools and beyond by offering proven curriculum products, step-by-step routines and lessons, professional resources, and free, timely activities, videos, and webinars. Our goal is to enrich and enhance teaching and learning throughout young people's academic journeys.

### Businesses that Support Educators & Students

We adapt and customize resources to give organizations that support educators, parents, and students a broad spectrum of products in multiple formats. Our curriculum and content expertise helps these customers ensure the best possible outcomes for the markets they serve.

## THE COMMITMENTS WE KEEP

**To our customers:** We make teaching more effective.

**To our content creators:** We grow our network of respected content creators.

**To our employees:** We are the company where you are proud to work.

**To students & children everywhere:** We make learning more fun.

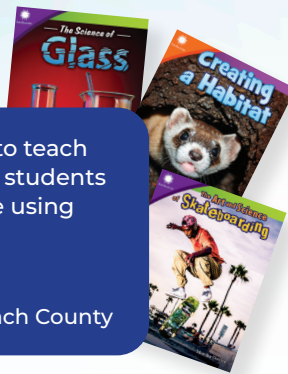
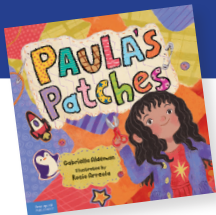
**To our community:** We engage and support communities where TCM has a presence.

"STEAM Readers offered many teachable moments to teach collaboration, sharing, respect, and encouraging all students to participate. It allowed struggling readers to shine using their artistic and creative skills."

Summer School Instructor  
School District of Palm Beach County

"Bright colors and cheery patterns enhance this heartfelt story about overcoming shame and embracing individuality."

Foreword Reviews, Starred Review



Over the years, Teacher Created Materials, Free Spirit Publishing and Shell Education have received awards and reviews from the profession's most prestigious associations and publications for quality, innovative, effective products. We are proud of our community engagement programs, especially in places where our staff members live and work. Our awards include

the appointment to the Civic 50 of Orange County two years in a row from the *Orange County Business Journal* as one of the top 50 most community-minded companies in Orange County.



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