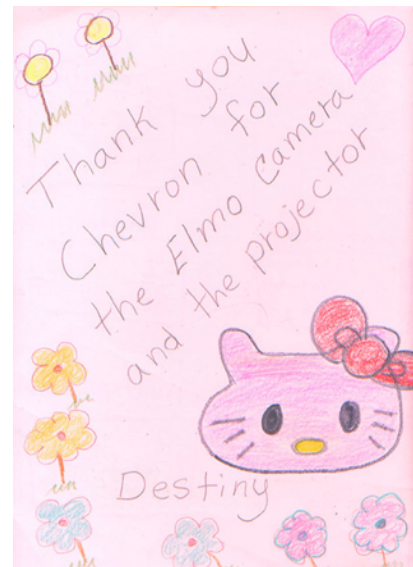


NHTA Representative Council Chevron/DonorsChoose Promotion Advisory

The NHTA Rep. Council has voted to advise our membership to be mindful of all the ramifications of participating in the Chevron/DonorsChoose Promotion.

Thank you letters and student photos you submit as part of the DonorChoose agreement will become the property of the Chevron Corporation to use for its corporate public relations campaigns. We all must be aware that Chevron can exploit the good standing that teachers have with our students and their families to promote the Chevron Brand name.



To put Chevron's \$1 Million Dollar Fuel For School Campaign in perspective:

- a \$1 million dollar limit has been placed on Chevron's donations to all of the schools in Alameda and Contra Costa County
- Chevron has committed \$1.6 million dollars for just this year's Richmond City Elections.

As teachers, we buy, beg, and borrow classroom resources to provide the best learning experiences for our students. We welcome and are grateful for outside assistance. But we also must be aware how public funding promotions can be exploited for corporate branding and public relations agendas.

For more information on Chevron

<http://www.sfgate.com/bayarea/article/Chevron-pouring-money-into-Richmond-election-5704673.php>

<http://truecostofchevron.com/>

<http://350.org/>

For more information on DonorsChoose

<http://www.fastcompany.com/3025597/donorschoose-hot-for-teachers>

For an example of a Chevron produced Fuel for Schools press release

<http://newfullerton.com/2014/01/06/chevrons-fuel-your-school-program-benefits-124262-oc-students/>