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Wayside Schools Partners with Kendra Scott to Offer Unique Reward for Scholars

For some scholars at Wayside Schools, the holiday season will be a little brighter this year, thanks to a generous donation from Kendra Scott.

Wayside Schools is teaming up with the Austin jewelry maker to offer scholars a unique incentive: custom jewelry just in time for the holidays.

The goal of the program is to reward middle and high schoolers who exhibit good or improved behavior. Throughout the fall, scholars earned spots to the event by displaying leadership skills, performing random acts of kindness, and showcasing social responsibility. They could also earn a spot through improved grades and attendance.

“We want to ensure all scholars have the opportunity to be rewarded,” Meghan Jones, Director of Development, said. “That’s why we felt it is very important to not only recognize the scholars with perfect grades and attendance, but also those who are working hard to improve.”

On December 18, the 80 winners from Wayside: Sci-Tech Middle School and Wayside: Sci-Tech High School will gather to create their custom Kendra Scott pieces. Working from a mobile version of Kendra Scott’s Color Bar, they will design and create earrings and bracelets to keep for themselves or gift to a loved one for the holidays.

“Our scholars come from primarily low-income families,” Jones said. “This is an opportunity for them to own a special piece of jewelry they otherwise may not be able to afford. Or, for many of our children, an opportunity to put something extra-special under the tree for their mom or someone special.”

This is not Kendra Scott’s first time working with Wayside Schools. Last year, the entrepreneur read to scholars at Wayside: REAL Learning Academy for World Book Day, and made a donation of \$10,000 worth of Chromebooks and over 700 library books to the school.

“At Kendra Scott, one of our giving pillars is education,” Scott said. “We are invested in giving back to organizations who believe all children deserve access to proper education, resources and care.”

The event will be held on Wednesday, December 18 at 4:30 p.m. in the Wayside: Sci-Tech Middle School gym located at 6405 S. IH-35.

For more information about the project or to volunteer, please contact Halley Cade at hcade@waysideschools.org.

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About Wayside Schools

Wayside Schools is an open-enrollment, tuition-free Pre-K3–12 public charter school network that provides over 2,000 scholars across its five Southeast Austin campuses with a college-preparatory education. The network is made up of three elementary schools, one middle school, and one high school. Its mission is to prepare scholars to be college-ready, community-engaged, global citizens through a rigorous, community-enriched education.

About Kendra Scott, LLC

Kendra Scott is a leading fashion accessories brand inspired by the personal experiences, travel and sense of community of its CEO and designer, Kendra Scott. With over 2,000 employees, Kendra Scott has over 100 standalone stores across the US and is sold in premiere retailers including Neiman Marcus, Nordstrom, Bloomingdale's and 600 specialty boutiques worldwide and boasts a thriving web business. Kendra Scott is best known for its kaleidoscope of fashion jewelry accessories as well as the customizable Color Bar™ experience, and in recent years has expanded into the categories of fine jewelry, sterling silver, home décor, and beauty. As the brand continues to grow, the company remains true to its founding philosophy of "Family, Fashion, Philanthropy" and since 2010, the company has given back over \$30 million to local, national and international causes.