

UPDATED OCT. 2023

# WOMEN UNITED WILL CREATE A NEW REALITY FOR QUAD CITIES KIDS

Our vision is that every child enters kindergarten ready to thrive and on the path to read by 3rd grade.




**TODAY 1 IN 5 KIDS**  
IN THE QUAD CITIES START KINDERGARTEN  
**BEHIND**



## Why it Matters

- 80% of a child's brain is developed by the age of 3.
- Kids ready for kindergarten are twice as likely to read by 3rd grade.
- Students reading by 3rd grade are four times more likely to graduate high school.
- \$1 invested in early childhood can yield a \$16 return through increased high school graduation, college matriculation, economic development and personal income.
- The ROI from investing in quality early childhood programs correlates strongly to less crime and less dependence on social services later in life.
- Today's preschoolers are tomorrow's consumers who will purchase goods and services and drive our economy.

 *Top: Quad Cities mom Jereika reads with her daughter*  
*Left: Two Quad Cities elementary school students*

# WOMEN UNITED **3** YEAR PLAN

Women United will raise \$675,000 over the next three years to ensure every child enters kindergarten ready to thrive and on the path to read by 3rd grade.

## WE WILL INVEST IN FOUR BOLD STRATEGIES:

- 1** \$120,000 to Empower Parents
- 2** \$450,000 to Provide Child Care Scholarships
- 3** \$75,000 to Champion the Impact of Child Care Professionals
- 4** \$30,000 to Raise Public Awareness

### **1** EMPOWER PARENTS THROUGH WORKSHOPS

Our first priority revolves around nurturing parents' vital role in their child's education journey. By expanding our workshop program, we empower parents with effective at-home learning strategies, transforming them into their child's first and most impactful teacher. Through expert guidance, resource access, and improved communication, parents gain the tools to create an enriching learning environment, ensuring children start kindergarten with the skills, confidence, and enthusiasm needed to excel.

#### **Your investment will:**

- **Broaden Access:** Expand the workshop program to 12 additional underserved locations within the next 3 years, engaging 500 parents annually.
- **Update Curriculum:** Develop and update workshop materials based on participant feedback and expert input, ensuring their relevance and effectiveness.
- **Train Facilitators:** Recruit and train a skilled team of 10 facilitators with educational and communication backgrounds to lead engaging workshops.
- **Serve Inclusively:** Implement targeted strategies such as translated materials and community partnerships, engaging parents from diverse backgrounds.
- **Ensure Sustainability:** Establish a plan to sustain workshops post-campaign, ensuring ongoing parental engagement and community support.

**TARGET INVESTMENT: \$120,000**

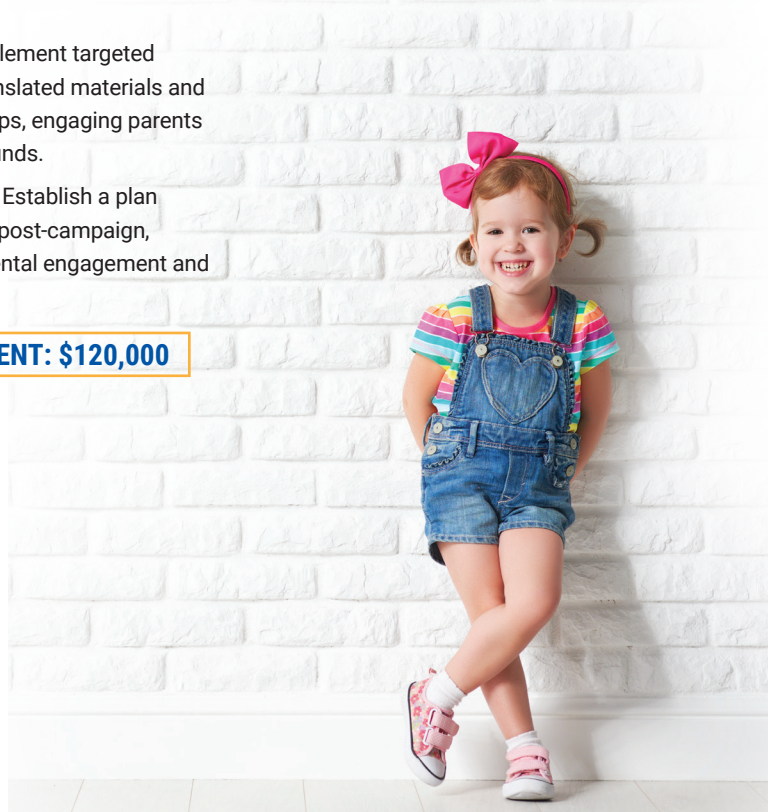
### **2** PROVIDE CHILD CARE SCHOLARSHIPS

Our commitment to fostering kindergarten readiness begins with ensuring children from underserved neighborhoods access quality early care and education. These scholarships break financial barriers and provide cognitive, social, and emotional development foundations, equipping children with skills and confidence for success. This investment directly closes opportunity gaps and lays the groundwork for a successful educational journey.

#### **Your investment will:**

- Provide child care scholarships to 250 children from underserved neighborhoods, eliminating enrollment barriers and ensuring access to high-quality early learning programs.

**TARGET INVESTMENT: \$450,000**



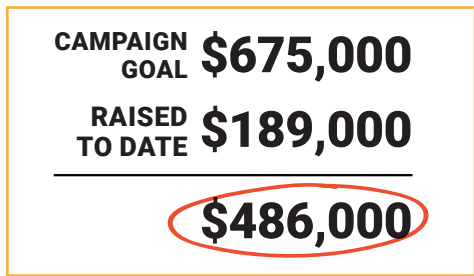
### 3 CHAMPION THE IMPACT OF CHILD CARE PROFESSIONALS

At the heart of our children's growth are dedicated child care professionals who shape young minds. Our strategic priority recognizes, supports, and champions these heroes. Through advocacy and skill enhancement, we're ensuring the highest quality care and incentives for our kids, setting the stage for lifelong success.

#### Your investment will:

- Fuel an advocacy campaign positioning child care staff as indispensable professionals, increasing public awareness for equitable compensation and improved conditions.
- Provide training scholarships, empowering child care centers and providers for enhanced skills and better care provision.

**TARGET INVESTMENT: \$75,000**



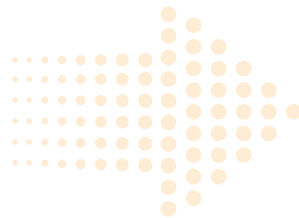
### 4 LAUNCH PUBLIC AWARENESS AND ENGAGEMENT CAMPAIGN

Our commitment to sparking change in our youngest generation is evident in this priority. By launching a Public Awareness Campaign, we underscore the profound impact of early childhood education. Harnessing communication, collaboration, and engagement, we aim to foster a shared understanding of the pivotal role early education plays in shaping children's lifelong journey.

#### Your investment supports:


- **Comprehensive Awareness:** Develop and launch an awareness campaign, increasing public knowledge about the importance of early childhood education.
- **Community Engagement:** Actively involve 1,000 community members over three years, fostering collective commitment to nurturing children's potential.
- **Advocacy and Support:** Rally constituents for increased investments in early childhood programs and policies, championing children's holistic development.

**TARGET INVESTMENT: \$30,000**



**YOUR IMPACT** By investing in these priorities, you are contributing to a community where parents are empowered, children are ready for kindergarten, caregivers are respected, and early education's importance is universally recognized. Your support creates lasting change for our youngest, propelling them towards brighter, more promising futures.



 Grade school students at a Quad Cities elementary school



# FUND THE VISION

Every child enters kindergarten ready to thrive and on the path to read by 3rd grade.

With your support, you'll be the hero our kids need. We will raise \$675,000 over the next three years to see more children not just prepared for kindergarten, but thriving when they walk into their classrooms.

Our drive comes from wanting a reality where every little one, no matter their family's background, gets a strong start in life. This solid foundation paves their way to a future filled with achievement. This is the essence of Women United's mission.

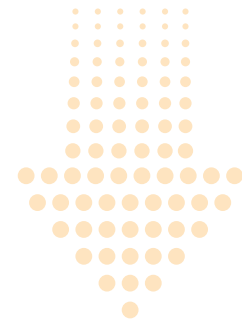
To make our vision a reality, we leverage the full power of our United Way Quad Cities; uniting with practitioners, providers, businesses, government bodies, and elected officials, magnifying our power to do good even more.

## WOMEN UNITED INVESTMENT OPPORTUNITIES

Level	Monthly	Annual
Champion	\$210	\$2,500
<b>Women United Change Agent</b>	<b>\$85</b>	<b>\$1,000</b>
Practitioner	\$40	\$480
Early Career	\$30	\$360

## INVESTOR BENEFITS

- Be recognized as an impactful Women United leader and investor of change.
- Connect with like-minded women.
- Grow personally and professionally through events and resources.
- Invitation to participate in special events and committees.
- Make a difference in the lives of kids.



## LET'S CHAT!

Ready to make an impact?  
Contact Michele Darland at:

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