

# PARENTCHILD+ PROGRAM

Set the stage for every child's success.

## INVESTMENT OPPORTUNITY

### BACKGROUND

Nearly two out of three low-income kids in King County are behind their peers when they start kindergarten. The years before kindergarten are an incredibly crucial period of learning, yet nearly two out of three low-income kids in King County are behind their peers when they start kindergarten. The COVID-19 pandemic has only amplified this inequity, and the preparation gap can have enormous impacts on long-term learning.

The ParentChild+ program zeroes in on the preparation gap by supporting parents during the crucial early years of their children's development. The program engages low-income, isolated families when and where it counts most—in their homes when kids are 2 and 3 years old, a key period of social, emotional, and cognitive development.

In 2019, seven ParentChild+ partner providers came together to form the Emerging Alliance of Communities of Color (EACC)—a group of providers serving primarily Black, immigrant, refugee, and Muslim families. When the EACC received funding, they decided how to allocate and distribute funds for their early education work. We're excited about these initial efforts and are committed to continue to explore new, equitable ways of funding programs and supporting community partners.

Last year, despite the pandemic, we met our goal of supporting over 1,200 families. The deep and meaningful relationships that home visitors had with the families were critical in the successful, quick pivot to doing remote work during the pandemic.

### OPPORTUNITY

With your support, we can make the ParentChild+ program available to even more underserved families in King County. Our goal is to double the percentage of kids in our community who are ready for kindergarten—from 40% to 80%.

### PARTNERSHIP LEVELS

| PARTNERSHIP BENEFITS  | TITLE<br>\$100,000 | PREMIER<br>\$50,000 | ALL-HANDS<br>\$25,000 | CONTRIBUTING<br>\$10,000 |
|---|--------------------|---------------------|-----------------------|--------------------------|
| Company acknowledgement in United Way blog post highlighting the program                            | ✓                  |                     |                       |                          |
| Recognition in two newsletters to our giving communities (10,000+ donors) highlighting this program | ✓                  | ✓                   |                       |                          |
| Company mention on one of UWKC's social media platforms   | ✓                  | ✓                   | ✓                     |                          |
| Company name featured on program webpage throughout the year  | ✓                  | ✓                   | ✓                     | ✓                        |

For more information on this or any investment opportunity, please contact your Corporate Relations Officer or James Modie at 206.461.4515 or [jmodie@uwkc.org](mailto:jmodie@uwkc.org).



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