



# Helping Students Graduate

Setting the stage for every child's success through our ParentChild+ program.



## A CORPORATE INVESTMENT OPPORTUNITY

FALL 2022

### WHY INVEST?

**Two out of three low-income children lag behind their King County peers when they start kindergarten.**

But many of them will enter kindergarten this year fully prepared for classroom learning thanks to [ParentChild+](#).

This national early learning program closes the kindergarten preparation gap by supporting parents during the crucial early years of their kids' development. It 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.



#### DID YOU KNOW?

Three years ago, United Way helped assemble seven ParentChild+ partner providers that serve Black, immigrant, refugee and Muslim families to form the **Emerging Alliance of Communities of Color**. It provides low-income families of color with culturally appropriate resources and parenting support from people who know their culture and speak their language.



### ParentChild+ participants are 30 percentage points more likely to graduate.

Over **10,700 families** were matched with trained coaches, or “home visitors,” through 16 partner providers since scaling up this program. These organizations served at least **1,000+ young children and their families** this year.

2022 also marked the particularly emotional graduating ceremony of **the first cohort of kids (436 of them!)** and families that went through the entire two-year program 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%**.

## INVESTMENT LEVELS

PARTNERSHIP BENEFITS	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$2,500
Company acknowledgment in United Way blog post highlighting the program	✓				
Company featured in our “donor spotlight” section on program webpage	✓				
Employee engagement opportunity (i.e., volunteering project or issue-based speaker event)	✓	✓			
Recognition in United Way newsletter(s) highlighting this program	✓	✓	✓		
Company mention on one of United Way’s social media platforms	✓	✓	✓	✓	
Company name featured on program webpage throughout the year	✓	✓	✓	✓	✓

We’d love to hear from you about your interest in setting the stage for every child’s success as they start school. For more information about this program and its impact, please contact your corporate relations manager or **James Modie** at **206.461.4515** or **[jmodie@uwkc.org](mailto:jmodie@uwkc.org)**.



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