

# 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. These kids have as much potential as any child. They and their parents simply face bigger obstacles.

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. National research has long shown that kids who go through the program are better prepared than their peers who don't participate in the program. Kids who participate in ParentChild+ are 30% more likely to graduate.

### OPPORTUNITY

With your support, we can make the ParentChild+ program available to even more low-income families. Our goal is to double the percentage of kids in our community who are ready for kindergarten—from 40% in 2015 to 80% in 2020.

SPONSORSHIP BENEFIT	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Company acknowledgement in United Way blog post highlighting the program	✓				
Company representative to attend and/or speak at a ParentChild+ briefing	✓	✓			
Partner with our Social Media Strategist to highlight your company on UWKC's social media platforms	✓	✓	✓		
Company logo or name featured on outreach materials	✓	✓	✓	✓	
Company logo or name on <a href="http://www.uwkc.org">www.uwkc.org</a> (24,000 unique website visitors monthly)	✓	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at 206.461.5020 or [cbates@uwkc.org](mailto:cbates@uwkc.org).

**PARENTCHILD+** zeros in on the preparation gap by supporting parents during the crucial early years of their children's development. This program offers companies a wide range of partnership opportunities:

### INVESTMENT IMPACT

- Provide early learning services for over 1,300 families in King County.
- Utilize UWKC's platform to inform and build a better early learning system in King County.
- Your support sets the stage for every child's success.

### EMPLOYEE ENGAGEMENT

- Commit to a volunteer experience or a series of volunteer events over the course of a year with your team.
- Plan education for your staff (i.e. Lunch & Learns) or sharing meaningful human services information in internal publications.

### BRAND LIFT

- By sponsoring ParentChild+, you signal to the community that your company is passionate about early learning and closing the opportunity gap for King County's children.
- Partner with our Social Media Strategist to elevate your brand on social media platforms including Facebook, Instagram, Twitter & LinkedIn.



United Way of King County