

# Helping all children in Mecklenburg County **TURN FIVE READY TO THRIVE.**



## Our Mission

We mobilize resources, forge partnerships, and support families to improve early childhood health, education and development, and ensure children are prepared for kindergarten.

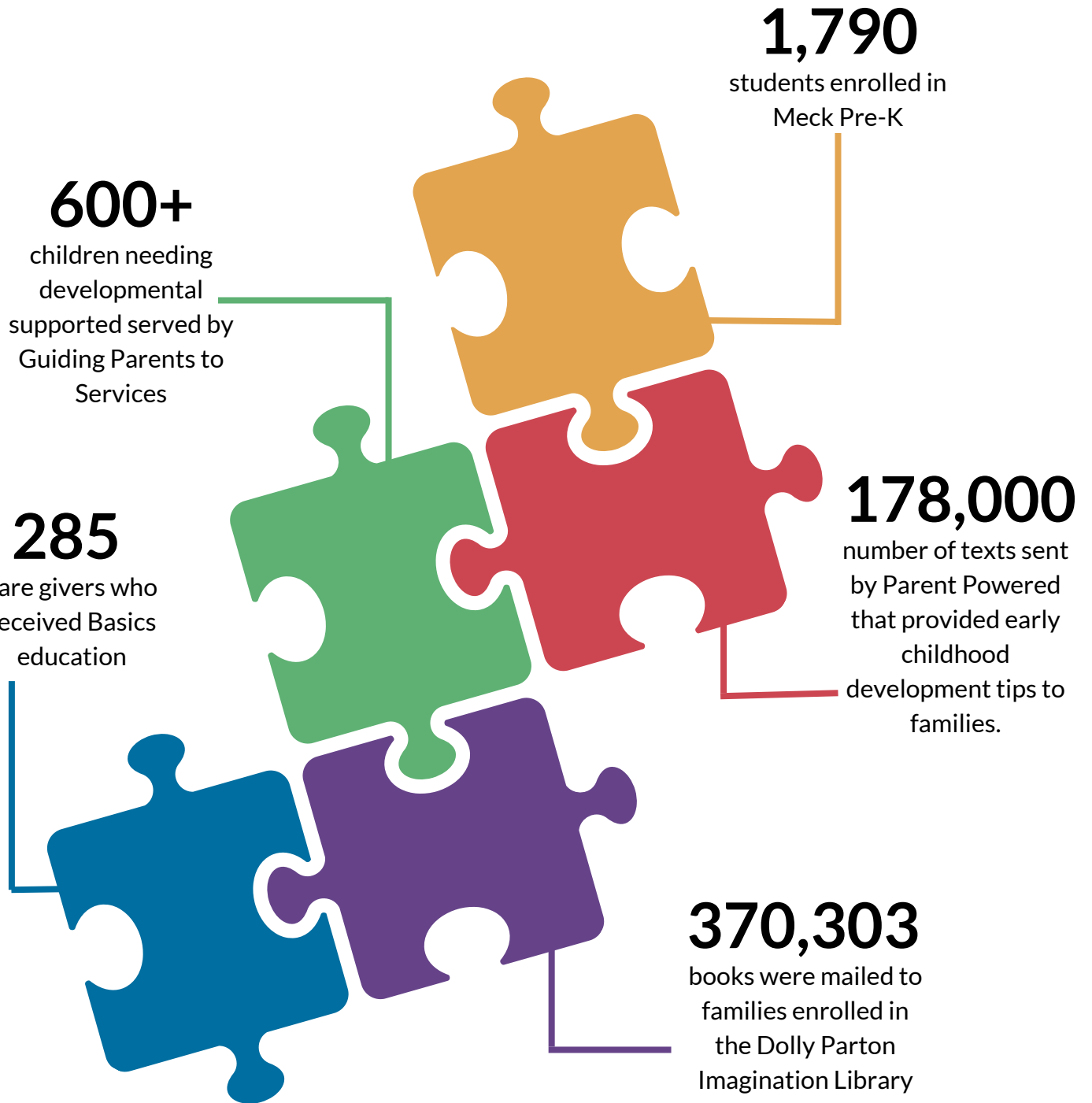
## Vision

All children in Charlotte and Mecklenburg County enter kindergarten healthy and ready to succeed.

## What We Do

- Smart Start of Mecklenburg County is recognized as a leader in the community regarding all issues related to children prenatal to five.
- We administer four internal programs and campaigns in addition to funding more than 20 other programs in the community that focus on early care and education, family support, health, and literacy.
- In order to effectively meet the mission of the organization, Smart Start must build the capacity to lead people and processes through a strong team of professionals. We do this by investing in the community, collaborating and convening with other experts, and driving innovation in the early childhood space.
- Smart Start of Mecklenburg County will invest over \$35 million in early childhood programs throughout the community this year.

# FY23 IMPACT



# The Importance of the Three A's: Advocacy, Asking, Ambassadorship



## Ready to Make a Difference?

Choose your path and join us in creating a community that helps children turn five ready to thrive. Join our newsletter on the website, become a volunteer, or an event sponsor. Contact the Outreach Director for more details. Your involvement matters!

### ADVOCATE



As advocates, we become stronger when we work together. You can become a voice for young children by sharing your experiences and participating in conversations using the hashtag #SmartStartStories.

### ASK



Every question is a step towards change. Ask your community to join your cause. Encourage them to lend their support through volunteering, fundraising, or simply spreading the word. Together we can build a network of allies.

### AMBASSADOR



Step into a pivotal role as an ambassador for children. Engage with community members, from board members to executives, volunteers, and donors and champion our mission.



**Scan to  
Get Involved!**



### ADVOCATE

Did you know a child's brain is over 95% developed by age 5? Attention to brain development in the early years is essential for a child's brain to develop the connections they need to be healthy, capable, successful adults.

Investing in a child's first 2,000 days creates the best educational, health, and economic outcomes for everyone!

Did you know that 1 million neural connections per second are formed in a child's developing brain between birth and age 3?

Research shows that high-quality, intentional, and monitored pre-K programs make a difference in the lives of children and their families. The foundation created in an evidence-based pre-K program prepares children for the long-term demands of life.

## BECOME A PEER FUNDRAISING CHAMPION

Give Lively provides lots of great functionalities to help get Smart Start in front of your contacts.

You can create campaign pages and online donation forms for our cause, with different templates depending on the campaign's focus.

There are lots of other channels to use, such as peer-to-peer fundraising, crowdfunding, donation widgets, text-to-donate functionality, and more.

Create [your personal page](#) and start asking now!



## IMPACT STATEMENTS



Use these to share the impact one could make by supporting Smart Start of Mecklenburg County.

- **\$50** could provide 7 brain-building bags for families of newborn infants
- **\$100** could provide a Basics workshop and infant car seat for 1 family
- **\$250** could provide 1 book per month for 2 children until their 5th birthday
- **\$500** could provide 30 hours of training for staff DEI and trauma-focused efforts
- **\$1,000** could provide a 1-year supply of diapers for 4 families



## HOST A THIRD PARTY EVENT

Did you know you can host creative and meaningful events to benefit Smart Start of Mecklenburg County and the families we serve?

If you want to host a third-party event to benefit Smart Start of Mecklenburg County, please complete and submit your information to our [interest form](#). An internal committee will review event requests to determine if the event aligns with our mission, vision and values.

Once your event request is received, a staff member will follow up



## VOLUNTEER



Volunteers play a critical role in helping us fulfill local families' needs. Therefore, we are excited to have launched our volunteer portal!

If you or your contacts are interested in volunteering, please submit your information to our [Volunteer Interest Form](#), then visit our [Volunteer Portal](#) to create your profile.

The Partnership Coordinator will follow up with you regarding next steps.