



**UNITED WAY**  
Clark, Champaign,  
and Madison Counties

# THE FIRST FIVE YEARS LAST A LIFETIME...



**Investing in early childhood education is an investment in our future workforce, public health and local economy.**

United Way of Clark, Champaign, and Madison Counties is embarking on a transformative journey to create lasting community impact. Recognizing the power of early intervention, we are sharpening our focus on the critical issues of early childhood development and kindergarten readiness. By prioritizing this crucial time in every child's life, we are laying the foundation for a stronger workforce, healthier communities and a more prosperous future.

## EARLY INTERVENTION

Ninety percent of a child's brain development happens before age 5. Reaching kids, parents and caregivers in those early years is crucial to effect change related to early brain development and kindergarten readiness. Right now, 65% of Ohio kindergarteners are not considered ready to learn when they enter school – a number that climbs to 79% for children from economically disadvantaged families.

## EARLY ACCESS

United Way of Clark, Champaign, and Madison Counties is committed to providing the knowledge and funding needed to make meaningful, lasting change. By aligning data-driven insights with targeted investments, we help donors and grantees work together to create real solutions for our community's most vulnerable children. In 2022 alone, more than 3,000 infants under age one in Ohio were victims of maltreatment, exposing them to trauma during critical periods of brain development.

## EARLY SUCCESS

The stakes are high when it comes to positioning children for lifelong learning and success, and the impact they'll have on our community in the future. With too many children starting school already behind, united, we can lift up this generation and help them reach their full potential.





# UNITED WAY IS COMMITTED TO

## GOAL 1

### Community Education

- Educate parents about the importance of early brain development and kindergarten readiness
- Develop a community mindset focused on Cradle-to-Career

## GOAL 2

### Building early connections

- Increase school readiness
- Provide access to free or low-cost educational tools and programs

## GOAL 3

### Breaking down barriers

- Invest in effective and responsive wrap-around services for the well-being of children and families

## KEY MEASUREMENTS

- ↑ Increase kindergarten readiness scores
- ↑ Increase third grade reading test results
- ↓ Decrease absenteeism

## LONG TERM COMMUNITY IMPACT

Young children are entering school ready to succeed, increasing their preparedness to transition to adulthood. Long term success looks like a community of independent, thriving young adults.

## GET INVOLVED

Real change requires a united effort. To learn more about this initiative and how your organization can make an impact, contact our team at [unitedway@uwccmc.org](mailto:unitedway@uwccmc.org). Together, we can ensure every child in our community gets the strong start they deserve.

United Way of Clark, Champaign, and Madison Counties remains steadfast in supporting a wide range of community services, including crisis services. However, a larger share of unrestricted funds will be allocated to significantly improving early childhood education outcomes.



## STAY UP-TO-DATE

with Thrive in Five and other United Way of Clark, Champaign and Madison Counties initiatives at [www.uwccmc.org](http://www.uwccmc.org).

