



Bright Beginnings



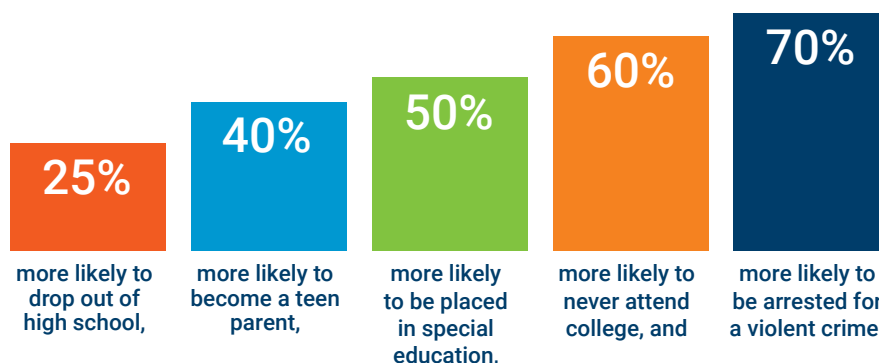
The Campaign that gives
all children and families a
positive start

The impact of poverty on a child's academic achievement is significant and starts early. Young children growing up in poverty face challenges with cognitive and literary ability and [often] begin school both academically and socioeconomically behind their peers from higher-income backgrounds.

— Jonah Edelman, PhD, co-founder and chief executive officer of Stand for Children

Since 2014, Easterseals Child Development Centers (CDCs) have served children and families of the greatest need living in Encinitas, Leucadia and Solana Beach. Within these cities, there are approximately 1,500 families living below the poverty line with annual incomes less than \$25,000.

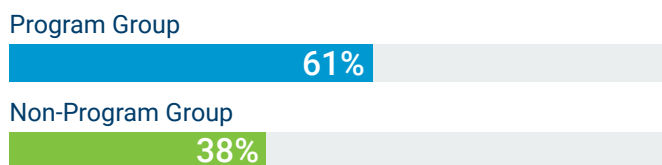
Developing early building blocks of learning lays the foundation for children's success in life and help overcome an achievement gap that appears before children even start kindergarten. According to the Department of Health & Human Services, children experiencing financial instability, housing insecurity, and other social and economic challenges enter kindergarten typically 12 to 14 months below national norms in language and pre-reading skills.



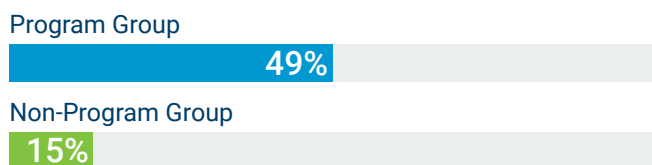
Improving cognitive and social/emotional outcomes provides **the** critical foundation for avoiding these risks, opening opportunities for these young children.

Studies have shown that early childhood education programs increase the likelihood of success.

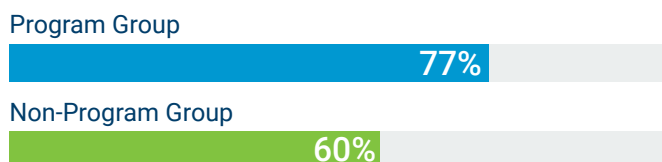
Homework at age 15



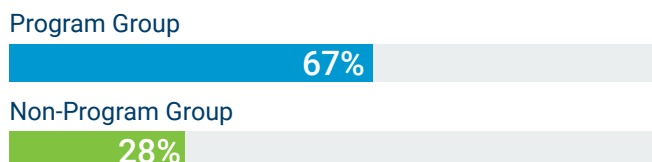
Basic Achievement at age 14



Graduated High School



IQ 90 AT AGE 5



Our Curriculum

Based on the framework of the highly regarded and scientifically researched *Creative Curriculum*, our CDCs provide a stimulating and caring environment where children come to learn and thrive. Teachers create individual learning and development experiences through specialized “interest areas” that encourage hands-on experiential learning. Each new topic comes to life through exploring, investigating, discussing and doing.



Quality education, higher levels of education of teaching staff, and strong community partnerships are the hallmark of our CDCs.

We rely on a multi-generational or whole family approach to achieve success. Family involvement and engagement is critical for the healthy development and success of young children and our CDC's ensure families have ample opportunities to enhance their parenting skills, as well as family literacy, and obtain the services necessary for good health and well-being.





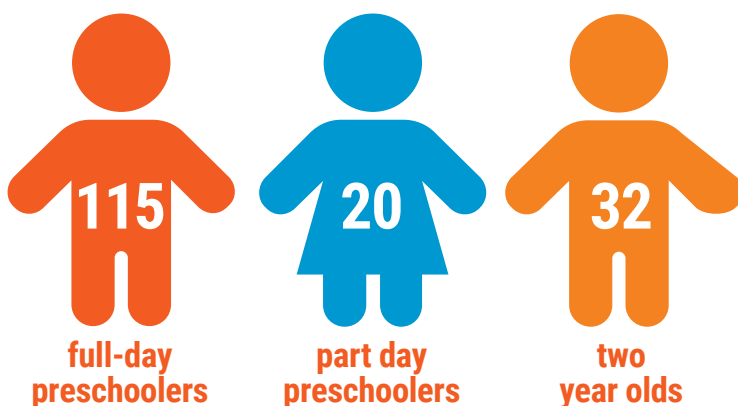
The Challenge

Our CDC's are challenged by lack of appropriate space and are in need of a state-of-the-art upgrade. They are housed in temporary buildings that are near or beyond their life-span.

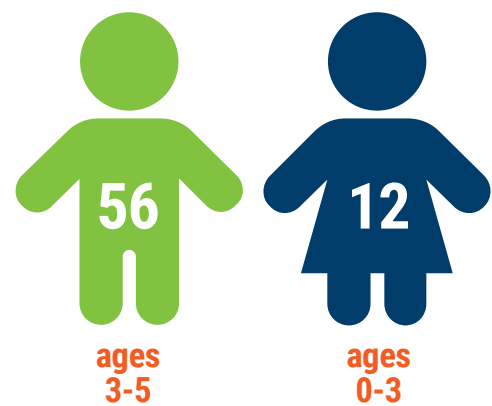
Because of their "temporary" locations our sites also have minimal parking for families, teachers and visitors. Food preparation areas are extremely limited, and bathrooms are not child-sized. The aged multi-level playgrounds are not accessible to children with physical challenges, and lack the latest designs for inclusive play equipment.

Despite these challenges, our CDCs have successfully served the San Diego area in the past five years.

Currently, our CDCs serve:



In our home based preschool option, we also serve:



Bright Beginnings provides the San Diego Community with a new, state-of-the-art Child Development Center that prepares children for the bright futures they deserve. The newly renovated, state-of-the-art location features a larger more modern facility, which will provide new, inviting space that supports our student population.

Easterseals is the only Head Start and Early Head Start provider in the communities of Leucadia, Solana Beach and Encinitas. San Diego desperately needs quality, affordable preschool education to support children from the most critically underserved populations. There are more than 100 children ages 0-5 on the ESSC waiting list, all of whom are eligible for Head Start programming.

Bright Beginnings will provide the local community with solutions to challenges and the hope and promise of a positive future.



In order to serve the urgent and growing need, **Bright Beginnings:** The Campaign to give all children and families a positive start will deepen our commitment. San Diego's children deserve the best skills, tools and knowledge necessary to succeed in school and in life.

Please join us by generously supporting **Bright Beginnings**. In doing so you will transform the lives of the children and families we serve. Make a difference today – and in the future for generations to come!





Blanca

I work every day to foster the growth of each child, to provide a safe and inclusive environment for all children in my care. We offer essential resources that support holistic growth in various areas such as language, literacy, and social and emotional development. We focus on the importance of creating a fun and lively environment through the implementation of the Creative Curriculum, individualized learning plans, and well-trained staff.

— **Blanca Fernandez**, Preschool Teacher, 3 to 5 year olds



Stephania

During a recent study unit on insects, 4 year old Stephania announced that she loves butterflies and talked about “all of the butterflies” she saw on her way to school. She explained it is her favorite insect “because it has ten spots.” In the art corner later that day, she painted a picture of a butterfly and a ladybug. Without even realizing it, Stephania is learning through hands-on experiences that engage all of her senses and encourage her to be an inventive thinker.

— **Stepahnia**, Preschool student



Jorge

Jorge loves school, his teachers, loves his friends, his toys and the games he gets to play. Every day, he picks flowers for his teachers on the way to school to show them how much he loves them.

His Mom, Angela, says “I know I am guilty of wearing my heart on my sleeve but I truly love how the entire CDC team make us feel like part of the family. They taught me how to become a better parent by watching them positively interact with my son and his classmates. I love how the school works on educating parents every month during their monthly meetings where volunteers come and teach us about how to keep healthy and free community resources are offered.”

— **Angela** R-T mother of 4 year old **Jorge**.



Easterseals is changing the way the world defines and views disabilities by making profound, positive differences in people's lives every day. Our Child Development Centers help children and families realize and reach for their potential ensuring that everyone has an equal opportunity to live, learn, work, and play in their communities.

For more information on how you can participate in Bright Beginnings, please contact Julie Reynoso at **(714) 834-1111 ext. 5027**.

THANK YOU!



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