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BECOME A MEMBER OF THE GROGAN SOCIETY

Named for our founder, Annie Grogan, this sustaining circle of unrestricted private support ensures the health of our community by building strong families. These leadership donors contribute $1,000 or more, per year, to Family Services through the Annual Fund.

MAKE A MULTI-YEAR GIFT OR PLEDGE TO THE RISING EVERY CHILD CAMPAIGN

Your transformational gift, paid over 1 to 5 years, supports the “above and beyond needs” of local children and continues the momentum of Family Services and the community to ensure that every child and family are safe, secure and able to reach their full potential.

PERSONAL OR BUSINESS CHECK OR CREDIT CARD

As a 501(c)(3) non-profit organization, we can accept either personal or business/corporate donations. All donations are tax-deductible to the extent allowed by the law.

ONLINE DIRECT DEBIT

Select the “Give Now” button at www.raisingeverychild.org to donate and to setup automatic contributions through our secure e-giving system.

STOCK OR OTHER APPRECIATED ASSET

You can avoid paying capital gains tax on appreciated stock or other assets by donating them directly to Family Services. We can assist you with gifts of stock, planned giving, or estate planning.

RETIREMENT ACCOUNT TRANSFERS

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GIFT PLANS

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FORSYTH COUNTY IS AMONG THE WORST COUNTIES IN THE U.S. FOR HELPING POOR CHILDREN ESCAPE POVERTY.

In a recent Harvard University study, only three out of 2,885 counties were found to be worse than Forsyth.

This is unacceptable.

Approximately 24,000 children under age 5 live in Forsyth County.

More than 8,000 of them are growing up under the constant stress and pressures of living in poverty.

Evidence shows that these children can benefit from our quality early childhood development programs.

Yet, limited public funding is not meeting the needs of our most vulnerable local preschoolers.

Without broader support, another generation of Forsyth County children will be left on the far side of reaching their potential and realizing the American dream.

That’s why we are launching the Raising Every Child Campaign.

You can help our youngest children develop the skills and abilities that lead to success in school and in life.
WHY NOW? Because our community’s future economic vitality and social well-being depend upon the success of every child.

WHAT’S THE RETURN ON INVESTMENT
On Early Childhood Development Services and Programs?

Leading economists estimate that every dollar invested in early childhood education yields an estimated long-term economic savings of $7. This return is even greater in North Carolina due to the high quality of the NC Pre-K program.

$1 = $7

CLOSE the achievement gap
INCREASE lifetime earnings
REDUCE dropout rates
INCREASE college degree attainment
INCREASE home ownership
BUILD economic stability
WELL-PREPARED workforce, military
REDUCE the cost of corrections
CUT long-term medical costs

“We cannot afford to throw away nearly one third of our smartest kids just because they happen to have parents who make less income – if the bright kids from the low socioeconomic (communities) did get the right support or education, they would be helping the whole community grow.”

Robert D. Putnam
Harvard Professor of Public Policy
Raising Every Child Event 2016
SUCCESS IN LIFE IS A CO-BRAINER.

It’s a scientific fact. Children who have access to high-quality, early childhood development programs and services will be better prepared both intellectually and emotionally — to become healthier, happier and more socially responsible adults.

Our programs nurture every aspect of a child’s growth, including the child’s family.

That’s why our teachers, family advocates, therapists, nutritionists, and staff collaborate with community physicians, agencies and partners to provide evidence-based support and resources to parents so they can continue their child’s positive development at home.

Sustained success also requires a nurturing community.

And for that to happen, we must come together as never before to expand these powerful, proven solutions so that more children and families can thrive.

Moriah’s future is looking bright. But it almost didn’t happen.

She was fortunate. Because of our partnership in the Pediatric Holistic Health Initiative at the Wake Forest Downtown Health Plaza, Moriah’s mom heard about Family Services’ child development programs and services and enrolled her daughter in Head Start.

Now, Moriah is exploring her world within a nurturing environment and learning the social and emotional skills, in her first five years of life, that will carry through to her first day of school and into adulthood.
CHILDREN AREN’T BORN WITH THE SKILLS TO SUCCEED. They’re born with the potential to develop them.

When you invest in Family Services, you are creating a foundation for positive early experiences that help elevate the architecture of a child’s development, and his or her future.
Ellie is smart and loving. But she almost didn’t know it.

In the past, children were considered ready for kindergarten if they could say the ABCs, count, identify colors, and write their first name.

This is still true. Yet, brain research now shows that school readiness must include a child’s ability to follow directions, express feelings using words, and adjust emotionally to unexpected situations.

Thankfully, Ellie had access to our comprehensive developmental opportunities in the first five years of her life. She is excelling in school and has the confidence to keep succeeding.

The evidence is irrefutable — and profound.

Studies show that the first five years of a child’s life are a time of rapid brain development – a once-only window of opportunity when a child’s mind becomes wired for success (or hardship) that will last into adulthood.

Well before kindergarten, children are building the social, emotional, cognitive, and academic road map that will guide their futures.

Many children who do not have access to quality Pre-K programs and services start behind and constantly struggle to catch up.

Too many in Forsyth County never catch up.
**OUR PROGRAMS ARE WORKING.**
Help expand their impact for the success of every child.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td></td>
<td>OF CHILDREN who benefit from the FCSRP come from families with incomes below the federal poverty level.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Teachers</th>
<th>Classrooms</th>
<th>Years</th>
<th>3- and 4-Year-Olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>14</td>
<td>3</td>
<td>336</td>
</tr>
</tbody>
</table>

Launched in 2015, the Forsyth County School Readiness Project (FCSRP) places mental health and trauma-informed therapists in the classroom, working side-by-side with teachers to promote positive social-emotional development among our youngest children.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5</td>
<td>4-5 HOURS a behavioral therapist is in an FCSRP classroom.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Families</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>44 FAMILIES Referred for our services in the first 6 months of our partnership with the Wake Health Downtown Health Plaza.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Development Centers</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>15 DEVELOPMENT CENTERS 4- and 5-Star early child development centers partner with Family Services to provide the highest level of Pre-K in Forsyth County.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Collective Years</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>540</td>
<td>540 COLLECTIVE YEARS of service among our child development teachers and staff.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eligible 4-Year-Olds</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,200</td>
<td>1,200 4-YEAR-OLDS enrolled in publicly funded quality child development programs in Forsyth County.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eligible 4-Year-Olds Waiting</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,300</td>
<td>1,300 ELIGIBLE 4-year-olds are waiting for the opportunity.</td>
</tr>
</tbody>
</table>
BECAUSE THE FIRST FIVE YEARS WILL LAST A LIFETIME.

The Raising Every Child Campaign for Family Services ensures that disadvantaged children from birth through age five are ready to achieve in school and succeed in life. The campaign will improve the physical, social, and emotional health of 1,500 young children annually. It will rehabilitate and add preschool classrooms to serve over 300 three- and four-year-old children. It will provide 100 preschool teachers with training and support to help our children become good learners. And it will support efforts to make high quality Pre-K programs available to all four-year-olds in Forsyth County.

You can ensure that more of our children, from birth through age five, are prepared to achieve in school and in life.

Each fall, four-year-olds from our child development programs enter kindergarten prepared to learn. Annual reports show that by the end of their preschool year, the percentage of children meeting or exceeding performance expectations increases significantly across all skills.

All children deserve access to high quality child development programs that nurture each child to feel safe and secure – and to become eager to learn.
## BUILD A FOUNDATION FOR SUCCESS.
This campaign is the best investment we can make in the future of our community.

### Capital Projects $1,630,000
This amount will re-point the brick and make evidence-based design improvements at the Sarah Y. Austin Child Development Center campus. Reaching this goal will impact 300 children who are served there and in new, leased or upfitted child care facilities that will add 5 additional classrooms.

### Financial Stability $500,000
Approaching the conclusion of the fifth year implementing a comprehensive annual fund campaign, these funds ensure that Family Services continues to strengthen its financial agility. Annual fund gifts construct the philanthropic pipeline to support current programs, create a healthy and equitable community, and help sustain programs after the campaign.

### Pediatric Holistic Health Initiative $450,000
Contributions will expand the coordination of maternal, pediatric and mental health services at the Downtown Health Plaza – Wake Forest Baptist Health, which includes our expertise in child development and family case management, to serve 500 families a year.

### Social-Emotional Development Program $700,000
Funds will support, train, coach and mentor 100 teachers in 50 three- and four-year-old classrooms over a five-year period. At that point teachers who have completed the program will utilize their classroom management skills with approximately 1,000 children annually. This initiative will bring to scale the Forsyth County School Readiness Project (FCSRP).

### Raise Public Awareness of the Benefits of Universal Pre-Kindergarten $250,000
The goal is to develop and execute a public engagement program, called The Pre-K Priority, in order to prepare and educate the community to take action that will expand publicly-funded, high quality Pre-K programs for four-year-olds in Forsyth County.

### Campaign Costs $220,000
Professional consulting, printed materials, and events.

### TOTAL $3,750,000

For more information about how to participate or make a gift, please contact:

Michelle Speas, CFRE, Chief Development and Public Relations Officer, Family Services – 336.722.8173 or mspeas@familyservicesforsyth.org
THE FUTURE STARTS HERE.

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