

the Ounce campaign *for* early learning

Campaign for Early Learning Goal Within Reach

Dear Friends,

At the end of June, I had the pleasure of joining 42 five-year-olds and a crowd of proud parents, grandparents and family members at our annual Kindergarten Transition Celebration at Educare. The smiling faces, joyous clapping and laughter were magnified by a palpable sense of hope for the future. And thanks to these families' experiences at a high-quality program like Educare, the future will likely include success in elementary school and beyond.

We initiated the Ounce's \$15 million *Campaign for Early Learning* to ensure that *all* children can benefit from high-quality early learning experiences. Education is the engine that drives our country's economy. And for the more than 324,000 children in Illinois living in low-income families, it is the most direct pathway out of poverty.

Thanks to the investment of many friends and supporters, I am thrilled to tell you that we are making headway. Newfound attention from media and the Obama administration reinforces the role early learning plays in educational outcomes. We need your help now more than ever to support the *Campaign for Early Learning*



to ensure that public funding is spent wisely on research-based programs that prepare children for school and life success.

Now is the time to launch longitudinal evaluations of our Educare and doula programs to contribute new evidence to the field. Now is the time to implement and expand the reach of promising strategies like our Early Math Initiative and Parent Engagement Activities. Now is the time to increase our advocacy and communications activities to inform state and national policy and funding decisions.

With just under \$4 million yet to raise toward our \$15 million goal, we hope you will consider joining our efforts to make sure every child has a chance to succeed in school and life. Together, we can make it happen.

Harriet Meyer

President, Ounce of Prevention Fund

McCormick Foundation Pledges \$900,000

“The McCormick Foundation is pleased to be a lead investor in the Ounce *Campaign for Early Learning*, and we continue to see enormous returns on our investment for Illinois’ children and families. By establishing model programs and helping bring needed policy change, the Ounce has helped solidify Illinois’ reputation on this critical issue.”

David Hiller, President and CEO, McCormick Foundation

The McCormick Foundation’s lead gift to the Ounce Campaign signifies the shared commitment of these two organizations to improving the lives of vulnerable children and families.

At a Glance

The Campaign for Early Learning will enable the Ounce to:

Endow Innovative Programs

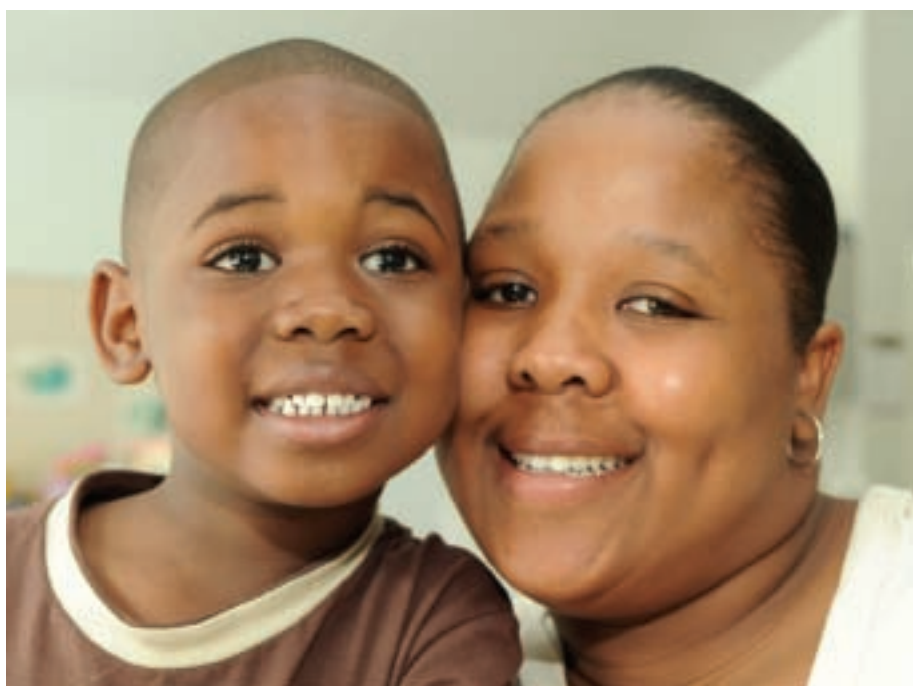
A successful campaign will provide invaluable unrestricted dollars to fund program development and innovation.

Build the Educare Family and Training Center Addition

Our new addition to Educare will help us better support parents in their role as a child’s first teacher, and improve teacher quality in early childhood programs.

Fund Strategic Initiatives

Fully expendable contributions will enable us to develop, evaluate, and champion programs and policies that benefit our most at-risk children.



“He learned and changed so much since he started at Educare. He was having trouble with his speech when he started and his teachers got him extra help.

Now he doesn’t have any speech problems. He loves his teachers and loved coming here every day. I know he’s ready for kindergarten. It’s all he talks about—getting to go to ‘big kid school’ and getting a bookbag and his own uniform. I know he’ll be successful.”

India Furdge, parent of a 5-year old Educare graduate

Campaign for Early Learning Co-Chairs J.B. Pritzker and Diana Rauner Unveil Plans for Educare Family and Training Center

Campaign for Early Learning Co-Chairs J.B. Pritzker and Diana Rauner are proud to unveil construction plans for the new Educare Family and Training Center addition. Since opening in 2000, the Ounce's Educare Center has set the standard for preparing low-income, young children for school success. Grounded in research, Educare is a full-day, full-year school designed to help vulnerable children excel as lifelong learners.

Education and child development research unanimously points to the central role parents play in a child's learning from birth through high school. Our new two-story **Educare Family and Training Center**—a 10,000 square-foot addition at Educare—will allow us to augment our early parent education activities and expand supports to children and families both before and during their transition from Educare into the K-12 system.

- Our *Family Activity and Resource Center* will offer families space to convene discussion and support groups and access to parenting materials and computer workstations.



- The *Doula and Teacher Resource Center* will provide staff with materials to complement their teaching and interactions with families.
- *Meeting Rooms* will allow small groups to gather for discussions and activities.
- *Consultation Rooms* will provide private meeting spaces for teacher, child and family conferences, and family assessments.
- In the *Birth to Five Teacher Training Center*, the Ounce will harness new technologies to provide early childhood professionals with access to cost-effective distance and Web conferencing professional development opportunities. Our new Center will enable us to improve teacher quality in early childhood programs throughout the Chicago region and country, benefiting countless children and families.

For more information on the Educare Family and Training Center and recognition opportunities, please contact Harriet Meyer, President.

Mayer Family Foundation Makes Early Pledge of \$100,000 to Build the Educare Family and Training Center

This new contribution from the Oscar G. and Elsa S. Mayer Family Foundation underscores the family's longstanding commitment to helping at-risk children and families improve their futures. Foundation President Hal Mayer expressed his family's support of the Educare Family and Training

Center, noting: "Our partnership with the Ounce reflects our joint commitment to breaking the cycle of poverty and despair that afflicts too many of our communities. The Center will benefit children and families when they need it most—during the early years."

“As a businessman and as an investor, I always think about risk and reward because that's what it's all about.

I urge you all to think about the risk/reward ratio in an endeavor like the Ounce. The reward is producing and creating an opportunity for disadvantaged children to become part of our society.

The risk is if we don't do it or we fail at it, we will pay for it in the future, whether it be in unemployment benefits or incarceration costs or degradation of society.”

2009 Annual Luncheon Event Co-Chair Sam Zell

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To Learn More:

Please contact Harriet Meyer, President

312.922.3863

www.ounceofprevention.org



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Keynote Speaker David Brooks, *New York Times* Columnist, at the Ounce's Annual Luncheon

“When you look at how much you can tell at age four, how much you can predict about a kid; when you look at how human capital actually develops; when you look at what neuroscience and the intellectual revolution we're in the middle of tells us about the plasticity of the mind and the importance of those early years, you just have to follow the evidence.”

Keynote Speaker *New York Times* Columnist David Brooks

More than 650 business and philanthropic leaders joined event Co-Chairs Helen and Sam Zell to hear *New York Times* Columnist David Brooks at the “It’s Good Business to Invest in Young Children” Annual Luncheon on April 30, 2009.



Michelle Collins



Matthew Stauber, Curt Bailey, and Don Allen



Mawiyah Coates, Harriet Meyer, and Marquia Fields



Jesse Ruiz and J.B. Pritzker



Event Co-Chair Sam Zell



Harry and Nancy Vincent



Kathy Villano and Kristen Ford



Phyllis Glink, Dick Rothkopf, Kitty Rothschild, and Annie Rothkopf



Philip and Sally Blackwell, Michelle Saddler, and LaDawn Burnett



Lindy Bergman and Laurie O'Connor



Elizabeth Penninger, Matthew Cohen, Cheryl Berman, Kyle Marvin, and Joyce and Glant Cohen



Harrison Steans



Raul Raymundo



Dr. Vinni Hall, David Epstein, Billie Wright Adams, M.D., Deborah Epstein, and Dr. Jerilyn Maloy



Saree Kayne and Jacob Kaufman



Gail Elden and Prudence Beidler



The Hon. Sharon and Wheeler Coleman



Elaine Koenigsberg, Martha Boudos, Cynthia Wambold, and Susan Lucas



Event Co-Chair Helen Zell, Dan Pedersen, and Kate Siegel



More than 650 people attended the Ounce Luncheon



Craig Sieben, Jacolyn Bucksbaum, and Jack and Ann Davis



Cerathel Burnett



Jim Drew and Penny Obenshain



Ellen Frell and Richard Levy

**“It’s Good Business to Invest in Young Children” Annual Luncheon
Thank you to our Corporate and Foundation Sponsors.**

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