

When we LIVE UNITED...



MORE books are in the hands of **MORE** children to ensure they are prepared for Kindergarten

DID YOU KNOW?

- 90% of a child's brain is developed before age 5.
- Children who receive quality early childhood education are 50% less likely to require special education later in their lives which saves our community in annual education costs.
- Children's vocabulary use at age 3 is a strong predictor of language skill and reading comprehension at ages 9-10. The more words a child sees, the more vocabulary is developed.

THAT'S WHY

- Investing early in a child's life provides a greater return on our investment for our community.
- United Way of Cass-Clay invests in many early childhood education programs that take a proactive approach to community needs by preparing children to succeed in school and in life.
- United Way of Cass-Clay brought the Imagination Library program to our community in 2003.

WHICH MEANS

- More than 9,000 local children in Cass & Clay Counties receive a book in the mail every month.
- Since 2003 more than 31,000 children have received books from United Way.
- Thousands of children have had access to books and developed their literacy skills.
- If parents enroll their child in Imagination Library when they are born, they can build a home library of 60 books before they enter Kindergarten.

WHEN YOU INVEST...

- You can help children build confidence in their reading abilities and be prepared for Kindergarten.
- An investment of just \$25 can sponsor ONE local child to receive a book in the mail every month for an entire year. The books are addressed to the child and encourage early literacy.
- Give \$5 a week this year and you can sponsor 10 local children to receive books in the mail for a year.

It takes just ONE person to change our community. BE THE ONE. Learn more at UnitedWayCassClay.org

