



DURHAM'S PARTNERSHIP FOR CHILDREN "ELEVATOR SPEECH"

Durham's Partnership for Children (DPfC) is a community leader charged with implementing North Carolina's Smart Start and More at Four Pre-K programs for children ages birth through five to ensure their success in school and life.

DPfC mobilizes the Durham community around issues that affect young children and their families by *investing* in vital services and collaborations that create systemic improvements in the quality and affordability of child care, parenting resources, access to healthcare, and other support systems for Durham County's nearly 22,000 young children.

DPfC provides oversight, accountability and support to make its funded services *even stronger* while seeking opportunities for collaboration to maximize its resources.

DPfC strengthens Durham's position as an economic and social innovator by advocating for the importance of early childhood education and its impact on Durham's workforce, educational system, economy and future viability.

- **Investing in early childhood is good for children.** Everything we know about human development demonstrates that early childhood provides a unique "window of opportunity" to influence the way a child's brain is "wired" at the deepest level. In fact, 90% of a child's brain is developed *before* reaching kindergarten, which means that early childhood programs are critical to school achievement and life success.
- **Investing in early childhood is good for our community.** Studies show that children with early learning success are more likely to finish school, go to college, maintain employment and less likely to commit crimes. Every \$1 invested in early childhood education returns \$17 to our community. Furthermore, it costs our community nearly \$20,000 for every year a criminal stays in a prison. If we were to invest a fraction of that amount on quality early care programs, we would significantly decrease incarceration rates.
- **Investing in early childhood is good for our workforce.** Child care financial assistance allows thousands of low-income working parents to maintain their employment and contribute to the tax base. High quality programs also contribute immensely to our future workforce, since early education is directly correlated with school success.