

Start ready. stay ready.

ANNUAL REPORT



2016

READY
FOR SCHOOL



WHO WE ARE.

MISSION

To **PREPARE CHILDREN** 0-5y for success in kindergarten by **EQUIPPING** parents and families through the integrated **SUPPORT** of the Holland, Zeeland, and Hamilton communities.

THE VISION

To create communities of readiness where all **CHILDREN** thrive and reach their full unique **POTENTIAL**.

GUIDING PRINCIPLES

- A thriving community relies on children being ready for school
- Our entrepreneurial model must engage all sectors of the community
- Our tactics must be data driven and employ evidence-based practices
- We apply sound business principles and achieve measureable results
- Diversity and inclusion are at the heart of our work

THE STORY

Results of a community adopted early literacy screen in 2008 showed that **FEWER THAN HALF** of our community's children were ready for school when they entered kindergarten at age five. In response to this critical need, Ready for School was launched. The good news is that in **2016 63% OF OUR COMMUNITY'S CHILDREN WERE READY**. Parents and community stakeholders recognize Ready for School as a **TRUSTED** partner in school readiness. Our relational, whole systems thinking approach has created a road map for our Strategic Direction 2017-2020: this framework will sustain our commitment to equity in creating communities of readiness and will strengthen an exemplary early childhood system that supports the thriving of all children, parents/families and the community.



“ I was first introduced to Ready for School five months after we had our first daughter. Before Izzy was born, my wife and I took all the childbirth classes, we read all the best selling child books and then we set out to do this parenting thing, committed to do the best job we could do. A chance conversation with Ready for School lead to me volunteering on the Board of Directors and exposed us to some readiness indicators. That cemented what it means for me and my family to be part of Ready for School. Now in second grade, Izzy and I are creating a relationship where we are able to learn from one another. I credit so much of that to being exposed to Ready for School early, and using their data to help the learning and development of our children. ”

PATRICK JOHNSON, CFO/COO, READY FOR SCHOOL



“ Who We Are. We are real children and real parents/families who live in a community where ideas build momentum through collective effort. This is Ready for School. I joined the movement eight years ago as a physician and mother (biologic and foster) whose child who wasn't ready for school. The vision was compelling: multi-sector, data driven, community support for children and families. Fast forward to today, I see that the highest return on my investment is in our community's children. Our children are our future and our greatest natural resource. ”

DONNA LOWRY, MD PRESIDENT/CEO, READY FOR SHOOOL

WHAT

WE DO.



“ My seven children and I love the Summer Lunch Program at Leisure Estates and even though we moved to another part of town where a different lunch program is offered, the kids asked to come back to Leisure Estates this year (2016). I agreed because with Ready for School there are great learning activities along with the lunches. It’s a good opportunity for them to interact with other kids, and we love the mix of food and activity. ”

KRISTA, PARENT

“ My siblings and I have so much fun being outside and playing games in the summer with Ready for School. My mom is also doing something called Parents As Teachers so she can help us all grow and learn the best she can. Ready for School even kept in contact with us after the summer was over! We can’t wait for the lunch program to start again. ”

YAZMINI GOMEZ’S CHILDREN

ENGAGE & INFORM for PARENTS

CONFIANZA- in Spanish, refers to a **MUTUAL TRUST** and reciprocity. Readiness data has created “hotspots” indicating where need is greatest in our community. It is in these neighborhoods that Ready for School is engaged to establish confianza with parents, providing support to them, their friends and neighbors.

IN 2016

340
children

120
parents/caregivers

7,500 lunches and sack suppers

60 DAYS of educational
90 HOURS FUN

ENHANCE for the COMMUNITY

RESEARCH BASED teaching and learning tools ENHANCE EXISTING PROGRAMMING

10,300
children’s books

10,000
Reach Out and Read healthcare provider conversations

1,600
children learn from Building Bridges, best practice sharing between preschool and kindergarten educators

EXPAND for CHILDREN

Since 2010

PRESCHOOL ACCESS HAS PREPARED

2,100
CHILDREN

WHOLE SYSTEMS analysis of early childhood education opportunities drives **IMPROVEMENT**. Together with partners, we break down barriers and build bridges, eliminating obstacles and filling gaps that make it difficult for children to be school ready.

\$1,163,887
through preschool scholarships

\$1,174,800

additional dollars have been leveraged through Ready for School referrals to federal and state early childhood programs

TOTAL:
\$2,338,688

WHY

“Thanks to Start School Ready last summer, my oldest son Dylan recently finished kindergarten. I’ve always wanted to put my children’s education first, but since I’m from a different country, I don’t have family around, it’s been very difficult. I’m so grateful that Ready for School could help support Dylan during this stage of his education. He and my other two sons get free lunches during the summer as well, and my middle son Josue goes to three school because of Ready for School’s preschool scholarships. My children’s education experience would not be the same without Ready for School, and we’re so thankful for everything they’ve provided. Dylan was ready for kindergarten and is doing very well in first grade!”

BIANCA CARRILLO, PARENT

“I can go to Zeeland Christian 3-year-old Preschool because Ready for School helps my family pay for it! Otherwise I wouldn’t be able to go. Every week my dad also gets texts from Ready for School with ideas about how to help me learn and grow at home. I’ve been practicing using scissors with dad, and we play with blocks so I can have fun while I am getting ready for kindergarten.”

FABIANA

WE DO IT.

Supporting early education is not only the right thing, but the smart thing to do.

“We support the work of Ready for School because the only way to solve the problem is to start at the root cause.”

-Brian Walker, Herman Miller

“We are after a systems solution, not a single solution for the talent crisis and this requires corporations supporting early educations. It’s a smart investment.”

-Matthew R. Haworth, Haworth, Inc.

THE ISSUES FACING OUR WORKFORCE

THE TALENT CRISIS



ABSENTEEISM



THE ECONOMICS



GLOBAL COMPETITION



INVESTMENTS IN EARLY CHILDHOOD RESULT IN...

MORE QUALIFIED AMERICAN WORKERS

Research demonstrates that children who start off right are more likely to be happier, succeed in school and join a **highly skilled workforce**. Investment in early childhood education is an investment in our future leaders.

HIGHER ATTENDANCE HEALTHIER WORKFORCE

Benefits of smart early childhood programs include **reduced school and parental work absenteeism**

High-quality preschool demonstrates positive effects on a variety of life outcomes including **improved adult physical health** and healthy behaviors.

RETURN ON INVESTMENT FOR MICHIGAN

For every child in Michigan that enters kindergarten prepared, the **state will save** approximately \$47,000.

Local and state early childhood investments are saving the state millions of dollars. **Leveraging public-private investments in the early childhood system** will have the highest returns on state investments and the best outcomes for their children.

GREATER RESULTS ACROSS THE U.S.

Increased United States investment in quality early childhood education impacts the future of our workforce and our ability to **compete globally**.

HOW WE DO IT.



“The Reach Out and Read program has been incredible for me as a pediatrician. Giving a book to an anxious, tired child during a check-up changes the whole atmosphere! It’s a way to remind everyone that we’re on the same team — a team to help each child get cozy, comfortable, and able to reach their full potential. Looking at the pictures in a new book is a fantastic distraction from a cold stethoscope. It’s also great to know that the books we provide have a positive impact at home, too. Reading helps the bedtime routine, opens the mind to imaginative play, and strengthens the bond between caregiver and child.”

BETH PETER, MD
PHYSICIAN, LAKEWOOD FAMILY MEDICINE AND DONOR

“Ready for School is a connector between families, schools, and communities. Recently they worked with the City of Holland Lead Task Force, and because of their work in developing strong community partnerships, they were instrumental in ensuring the participation of all sectors of the community. With the help of Ready for School, the Lead Task Force led to better case management for children with elevated blood lead levels. This is a great example of how their organization is often the crucial link between different agencies and institutions that benefit the kids in our area.”

LISA STEFANOVSKY
ADMINISTRATIVE HEALTH OFFICER, OTTAWA COUNTY DEPARTMENT OF PUBLIC HEALTH AND DONOR

“The community readiness gains could not be achieved without generous time, talent and financial contributions. Your investments are working hard to prepare our youngest community members for success. Thank you.”

- Bruce Los, Board Chair

LEADERSHIP

DONNA LOWRY, MD, President/CEO | Ready for School
BRUCE LOS, Chair | softArchitecture
BOYD FELTMAN, Vice Chair | Peachwave Global Brand
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BARB FERGUSON Outdoor Discovery Center
PRIYA GURUMURTHY Yanfeng Global Automotive Interior Systems Co., Ltd.
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PATRICK MORAN Greater Ottawa County United Way
JENNIFER OWENS Lakeshore Advantage
JODI OWCZARSKI West Coast Chamber of Commerce
MICHAEL RAMIREZ Herman Miller
ALMA VALENZUELA 58th District Court-Ottawa County

THANK YOU FOR INVESTING IN THE FUTURE OF OUR COMMUNITY

- | | | | |
|---|-----------------------------------|---|--------------------------------|
| Allegan County United Way | Gentex Corporation | Kenowa Industries | Shoreline Container, Inc. |
| Anonymous | Global Concepts Enterprise, Inc. | Keystone Coaching and Consulting, LLC | softArchitecture, LLC |
| Blue Cross Blue Shield of Michigan Foundation | GMB Architecture and Engineering | Lakeshore Advantage | Techno-Coat, Inc. |
| Bradford | Grand Rapids Community Foundation | Landscape Design Services | The 8th Street Grille |
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| Destination Education | Hope College | Philip D. Miller Foundation | Woodward FST |
| Disher Design and Development | Hops at 84 East | Peachwave of Holland | Worksighted |
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| Gazelle Sports | IFR, Inc. | Sekisui/SPI | |

For the privacy of individual donors, this listing is available only upon request.

INVESTMENTS in CHILDREN require time, talent and financial support. Consider volunteering with Ready for School, (616) 834-0515, readyforschool.org/volunteer

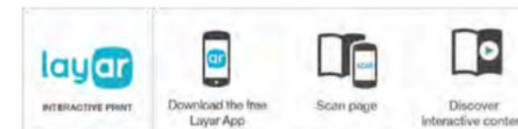
2016 SOURCES OF FUNDING

\$732,172*
59% FOUNDATIONS
21% CORPORATIONS
19% INDIVIDUALS
1% IN-KIND

2016 EXPENDITURES

\$ 819,623
77% Programs & Services
20% Management & General
3% Fundraising

*This total includes a portion of the multi-year WKKF grant that was awarded within the 2015 fiscal year, that has funds restricted for use in subsequent fiscal reporting periods (through March 2018).



elsa leigh designs | CREATIVE AGENCY



WHAT IF....

THE OPPORTUNITIES FOR ALL OUR CHILDREN,
FAMILIES AND OUR COMMUNITY WEREN'T
LIMITED, AND ALL OUR CHILDREN WERE ABLE TO
REACH THEIR FULL UNIQUE POTENTIAL?

Join Ready for School because **GETTING THERE** is

WHAT WE DO.



READY
FOR SCHOOL

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