

**WELCOME,
FRIENDS**





Steve Goldberg

Executive Director
CUNA Mutual Group Foundation



UMOJA Magazine

Jessica Strong

Constituent Services Caseworker
Office of Congressman
Mark Pocan (D – WI)



Salli Martyniak

President
Forward Community Investments



Kaleem Caire

**Founder, President & CEO
One City Early Learning Centers**

3 Reasons

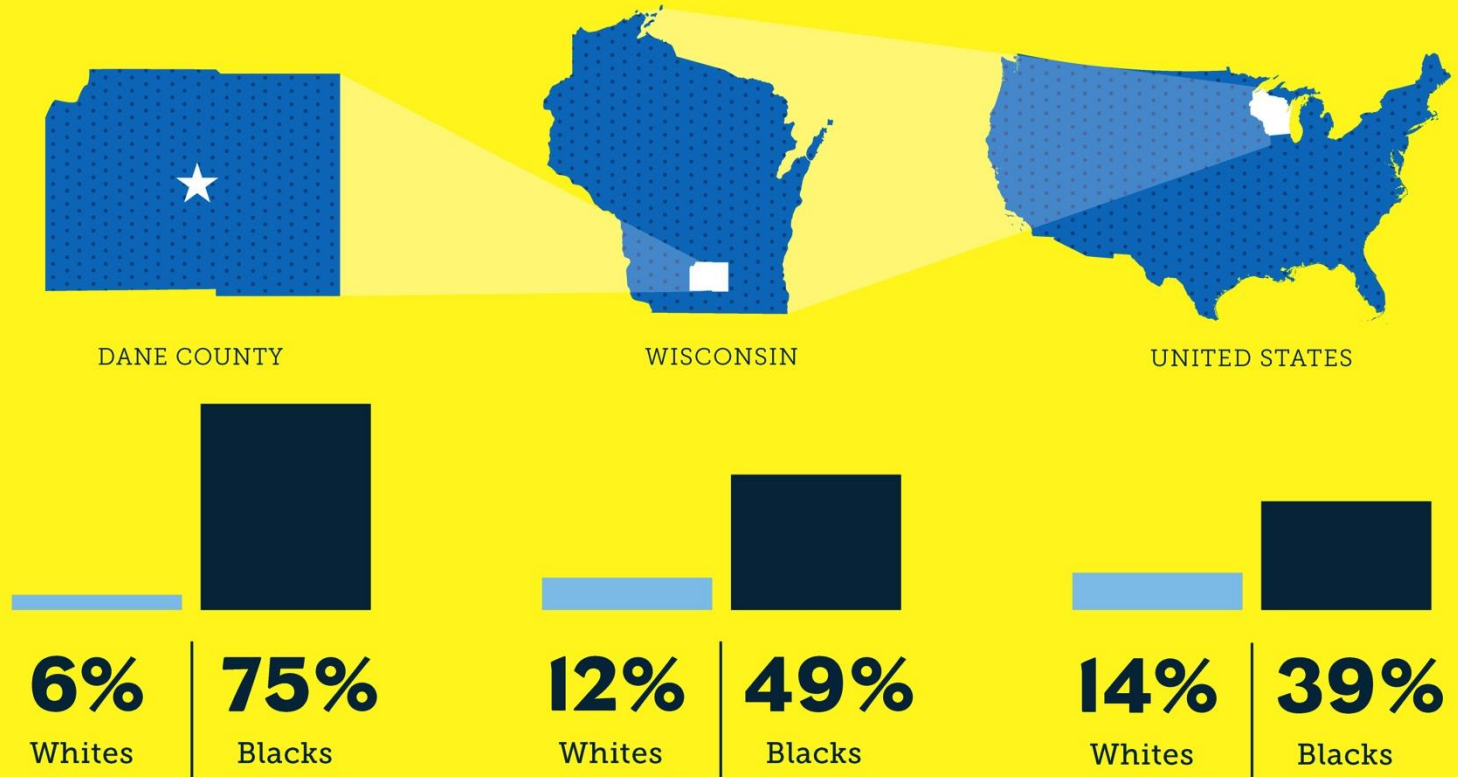


**Our children deserve
a bright future.**

RACIAL DISPARITIES

Wealth Gaps in Dane County, Wisconsin and the United States

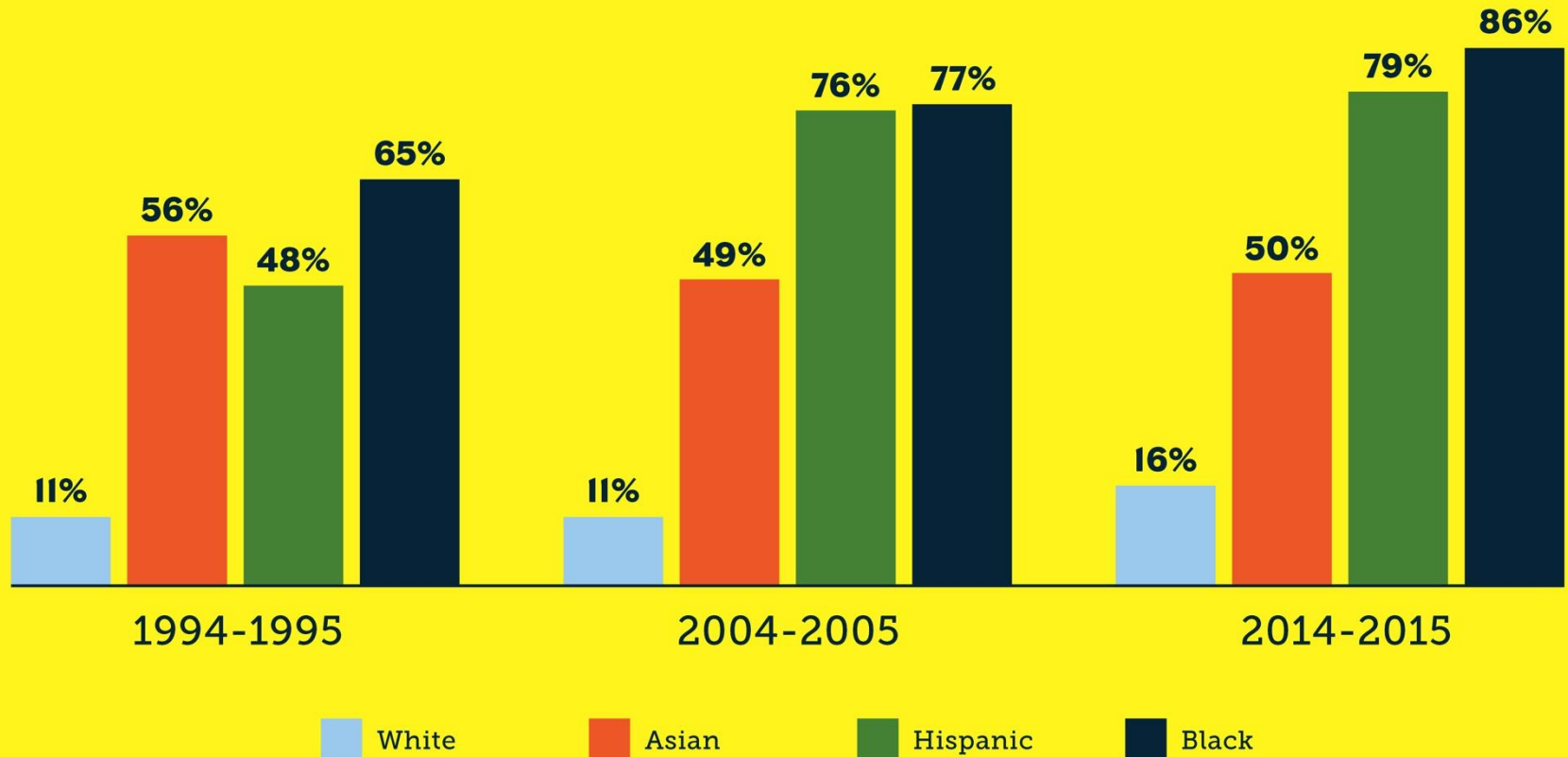
PERCENT OF CHILDREN LIVING IN POVERTY



FREE LUNCH

Percent of Students Receiving Free/Reduced Lunch

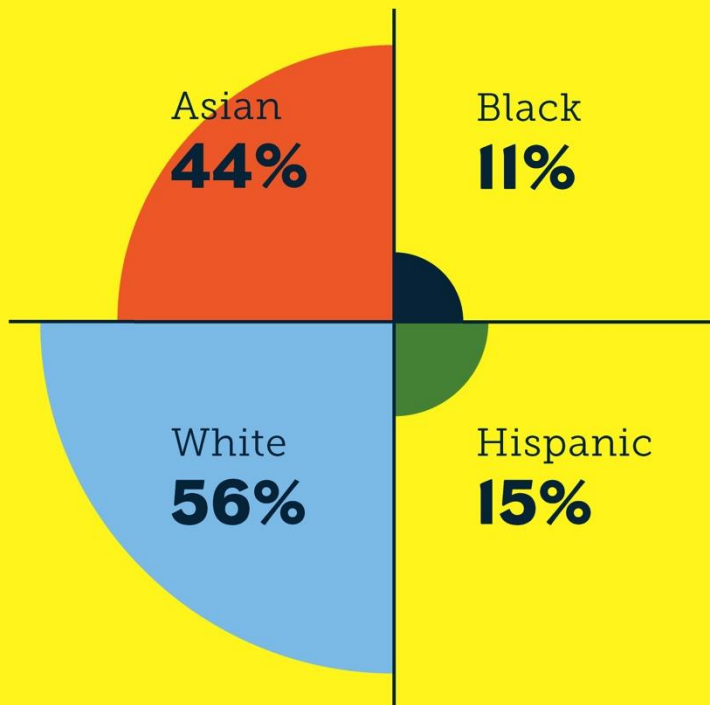
MADISON METROPOLITAN SCHOOL DISTRICT



ACADEMIC CHALLENGES

Disparities in Academic Achievement in Dane County

MMSD READING PROFICIENCY IN GRADES 3, 4 AND 5



Less than 50% of minority students who were tested at MMSD were reading at grade level in grades 3, 4 and 5.

ACADEMIC CHALLENGES

Disparities in Academic Achievement in Dane County

STUDENTS NOT GRADUATING ON TIME

DANE COUNTY



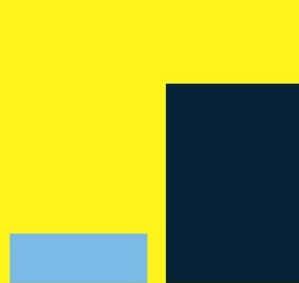
16%

Whites

50%

Blacks

WISCONSIN



9%

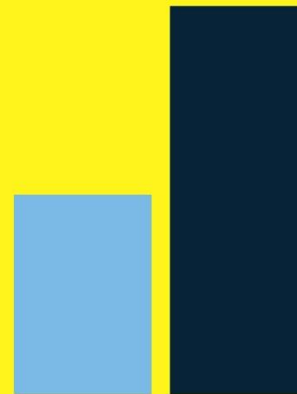
Whites

36%

Blacks

STUDENTS NOT TAKING THE ACT EXAM

DANE COUNTY



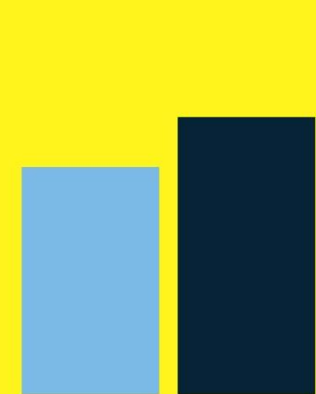
36%

Whites

70%

Blacks

WISCONSIN



41%

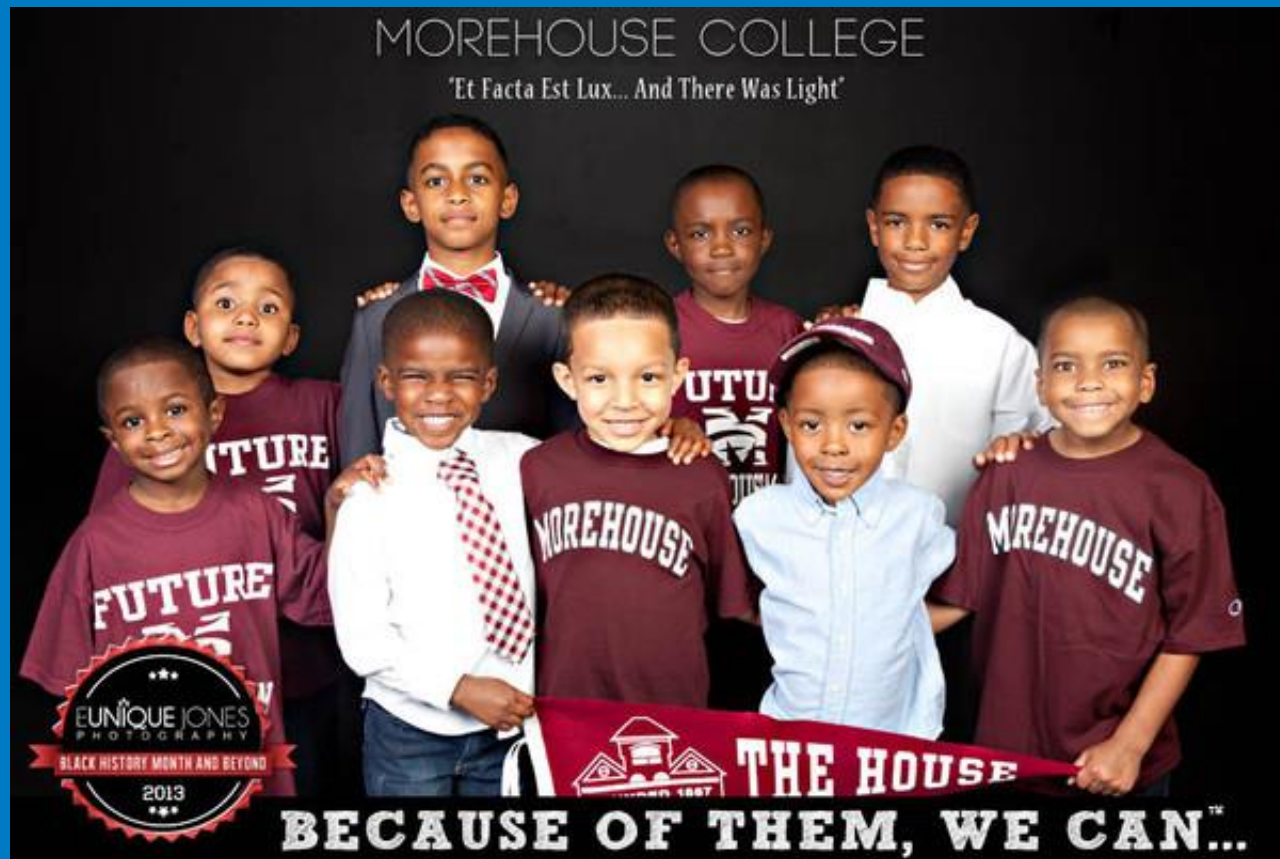
Whites

50%

Blacks

TARGET AREA
SOUTH MADISON
(53713 ZIP CODE)

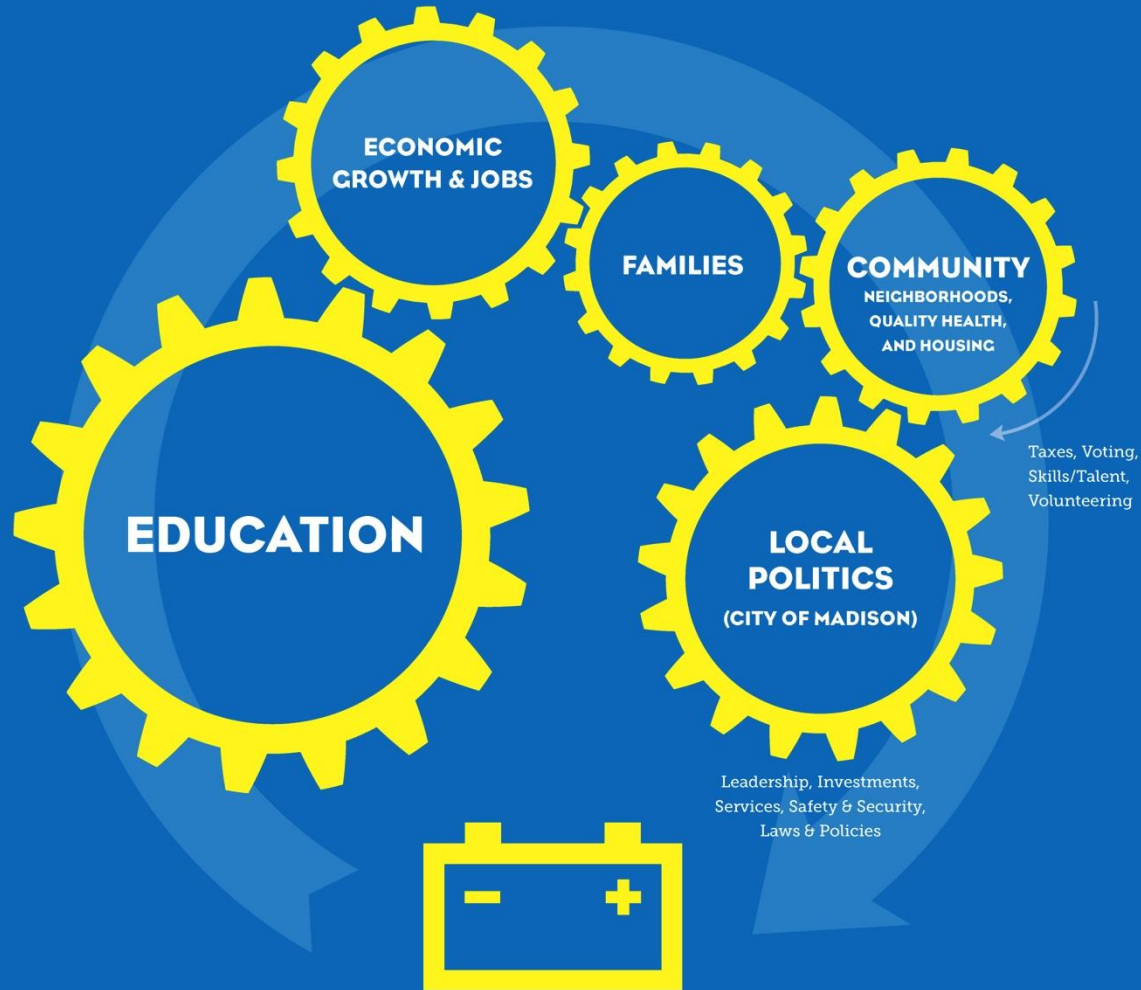
Race/Ethnicity	Number of Students Tested	Number of Proficient Readers	% Reading at Grade Level
Black	28	216	13%
Latino	17	270	6%
Asian	13	43	30%
White	271	438	62%



Education Empowers Generations.

THE POWER OF EDUCATION

How Education Empowers Families and Communities



**PEOPLE, BUSINESS/INDUSTRY,
ORGANIZATIONS, INFRASTRUCTURE**

TARGET AREA

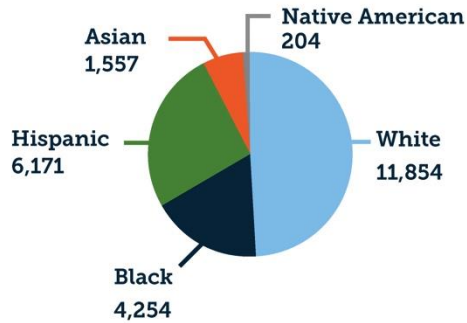
SOUTH MADISON

(53713 ZIP CODE)

53713 DEMOGRAPHICS

(2010 CENSUS)

**Total
Population
22,146**



BACHELOR'S DEGREE OR HIGHER

26.1%

53713

45.8%

Dane County

HADN'T COMPLETED HIGH SCHOOL

15.5%

53713

5.3%

Dane County

FAMILIES IN POVERTY

18%

53713

6.3%

Dane County

fewer families can afford child care or stay at home with kids

MEDIAN FAMILY INCOME

53713

\$38,473

DANE COUNTY

\$83,294

LABOR FORCE

82.1%

Men

71.1%

Women

53713

77.5%

Men

70.7%

Women

DANE COUNTY

MARRIAGE RATE

51.2%

Men

48.4%

Women

53713

37.2%

Men

36.6%

Women

DANE COUNTY



Education is the Foundation of Strong Families

We have a Solution: Our Commitment



ONE CITY
EARLY LEARNING

One Mission To prepare young children from birth to age 5 for success in school and life, and ensure they enter grade school reading-ready.

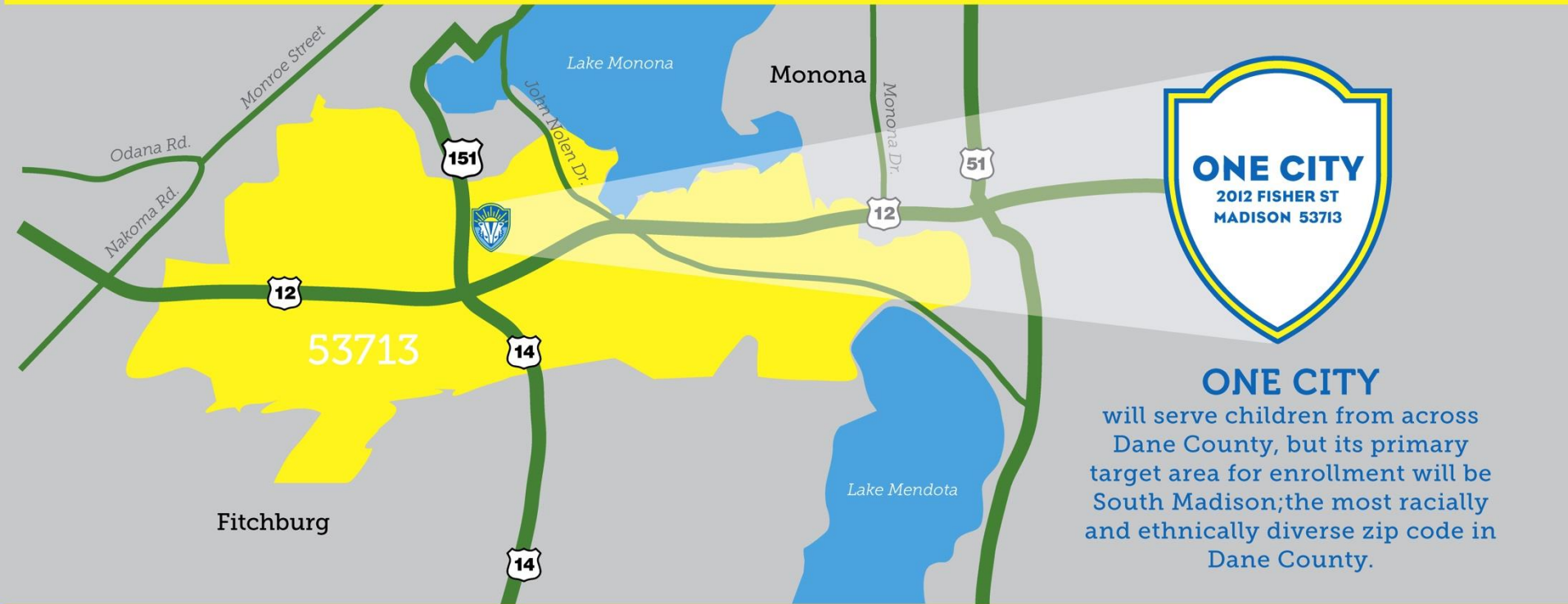
One Vision A Greater Madison community where racial inequality in education, employment and economic prosperity no longer exist, and everyone has the opportunity to grow and prosper.

One Goal To ensure young children are prepared to read, compute and succeed at grade level each year by the time they complete kindergarten, complete third grade and enter middle school.

TARGET AREA

SOUTH MADISON

(53713 ZIP CODE)

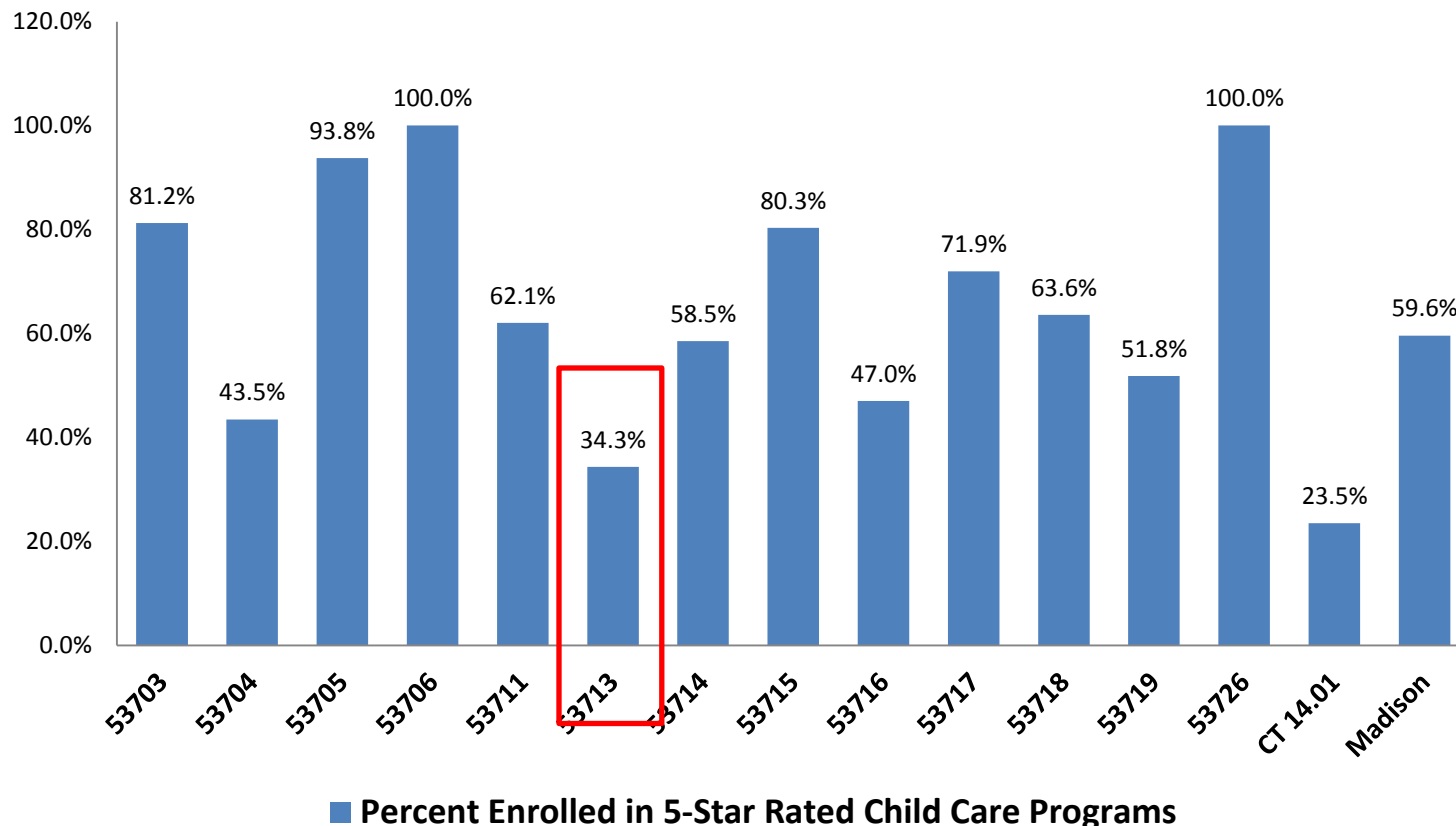


SOUTH MADISON IS A DESERT FOR EARLY LEARNING.

Child Care Enrollment in Madison



Percentage of Children Enrolled in 5-Star Rated Child Care Programs in Madison (March 2014)

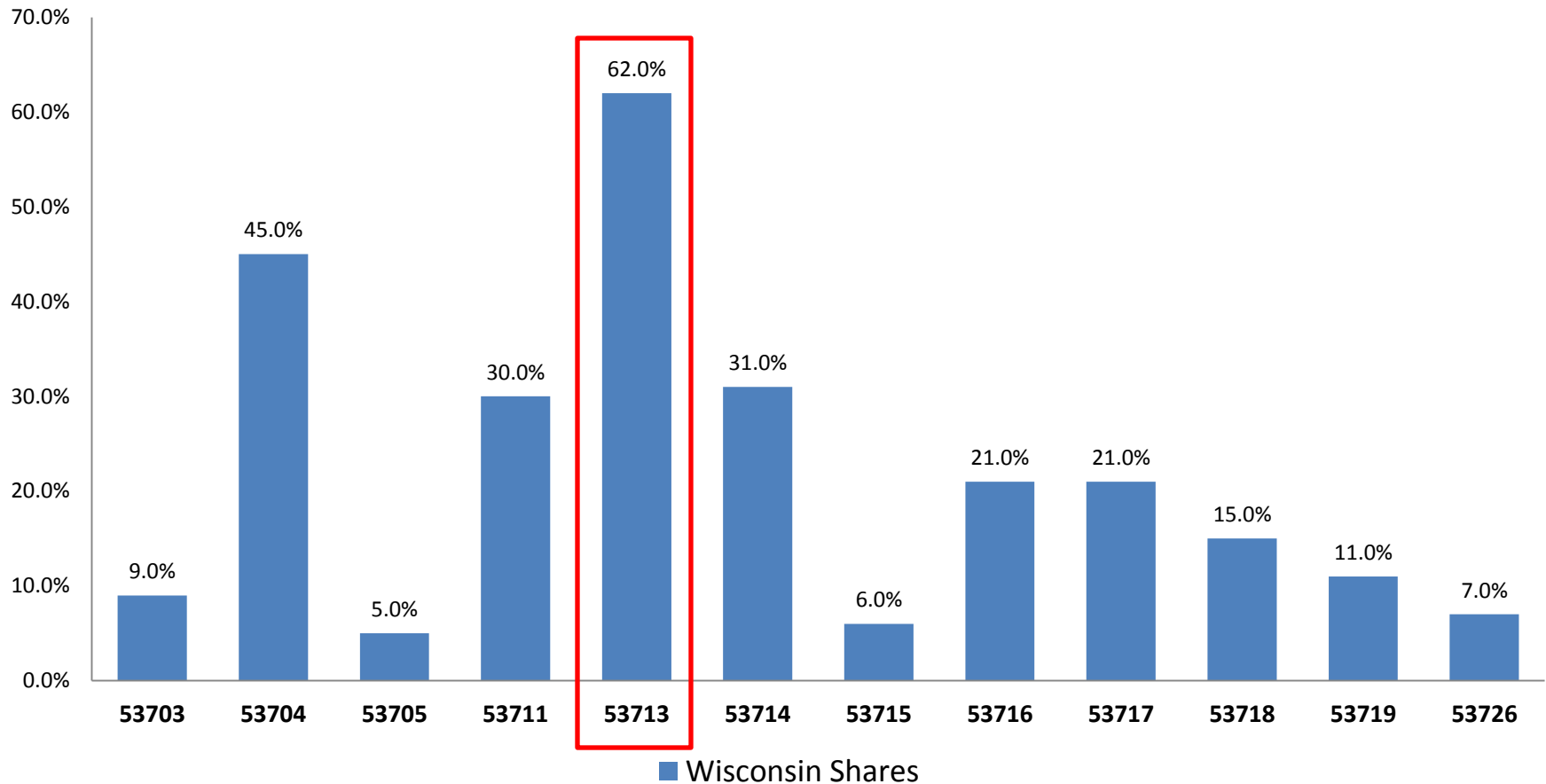


Presently, only 34% of children residing in South Madison are enrolled in 5-star (top quality) early childhood centers.

Child Care Enrollment in Madison



Percentage of Children (Birth to Age 5) Supported by the Wisconsin's Shares Child Care Tuition Subsidy Program (for low to moderate-income families)



Research Findings on Early Education (Part 1)



- Gaps in school readiness are the result of disparities in children's early-learning experiences, As much as much as 1/3 to 1/2 of the white-black achievement gap already exists when children start first grade and emerges as early as 9 months old.
- The wide difference in early exposure to conversation, words and activities that influence literacy development in young children from under-resourced versus adequately resourced homes lay the foundation for extraordinary gaps in reading success and school achievement later on.
- By age four, a child of a parent receiving public assistance could hear 32 million less words than a child in a family of professional, college educated parents.

Research Findings on Early Education (Part 2)



- Children from low-SES families are more likely to watch TV and less likely to be read to by their parents or caregivers, be taken to zoos or museums, and exposed to other learning opportunities.
- When children are raised and educated in healthy and nurturing environments, they typically demonstrate greater cognitive functioning, self-control, emotional security and positive social skills.
- Professor Kathy Magnuson, a researcher at the University of Wisconsin-Madison, routinely points out that most, if not all, of early development and learning gaps are due to economic disadvantage children experience during early childhood.

Three Strategic Objectives: A Two Generational Approach



Empowered and Happy Children



Strong and Happy Families



Healthy and Resource-filled Neighborhoods

Key Features of the Preschool



1. Early Years Preschool (ages 6 weeks to 5 years old)
2. Creative Curriculum with Reading Boost (Rowland Reading and WILDD)
3. Two teachers in every classroom (Bachelors and Certified teachers)
4. Eight (8) classrooms; 110 children (at maturity) in 11,370 square feet facility; will begin with 53 children in September 2015
5. Open 7am – 6pm all year, except holidays
6. Parenting Education
7. Emphasis on Health and Nutrition: Chef Rod Ladson
8. Physical Education, Music and Art
9. Limited Technology (Use & Learning vs. Playing)
10. Community Volunteers to Bolster Program



Unique and Competitive Advantage



- A Two-Generation, Community-Impact Approach: Emphasis on Parents and Children together
- Emphasis on Early Literacy Development and Reading, and Parenting Education
- Affordable and Accessible (to a low and middle-income families)
- Partnerships to build and strengthen assets of families and neighborhood
- Leading a Movement, not just a School
- High Quality Preschool for All!





ONE CITY
EARLY LEARNING



ONE CITY
EARLY LEARNING

We Need Your Help and Partnership!



To set-up a briefing on One City or for more information, please contact:
Kaleem Caire, Founder & CEO, One City Early Learning Centers
kcaire@onecityearlylearning.org or (608) 268-8004

\$1.4 Million

by Aug 31, 2015

Four Ways to Donate

Online

<https://donatenow.networkforgood.org/onecity> (now)

Crowd Fundraising Campaign (March 16)

www.onecityearlylearning.org (March 20)

Mail your donation to

One City Early Learning Centers
c/o Scholz Nonprofit Law
16 North Carroll Street, Suite 530
Madison, WI 53703
(608) 268-0076

Future Home of One City



One City Early Learning Centers
2012 Fisher Street
Madison, WI 53713
(608) 268-8004



ONE CITY
EARLY LEARNING