

PUTTING RESOURCES BEHIND THE BORN LEARNING ACADEMY

The Born Learning Academy's evidence-based approach and outcomes make it an easy sell. School districts are great potential partners, and may have resources to fund workshops. School districts receiving \$500,000+ in Title I funds must spend at least one percent of those funds to develop and implement comprehensive family engagement activities.

Prospective investors can underwrite an entire Born Learning Academy or a component (like meals, snacks or books). When thinking about sponsors, consider PTAs/PTOs, Junior League, education foundations and faith organizations. Restaurants can donate meals and grocery stores can donate snacks. United Way can engage its donors too—especially corporate partners, affinity groups and individual donors.

Community volunteers or funded agency partners can help with childcare. From funding an entire Born Learning Academy to providing in-kind contributions and volunteering to provide childcare, there are lots of opportunities for engagement.



PRICE STRUCTURE

Investment structures vary by community and are flexible to your United Way's assets.

DELUXE KIT	BASIC KIT	DATABASE LICENSE FOR YEAR 2 AND 3
All training tools, marketing materials, supply of Born Learning materials for year one implementation and access to online materials. Three-year product license. One year of database licensure included.	All training tools, limited number of marketing materials and access to online materials. Three-year product license. One year of database licensure included.	Year one of database use is included in the UWBLA product license. Database license must be paid separately for both years 2 and 3. Notifications will be provided.
\$2500 per school	\$1250 per school	\$300 per year, per school

About United Way Born Learning Academy

Born Learning Academies were developed by Dr. Jaesook Gilbert and Dr. Helene Arbouet Harte in partnership with United Way of Greater Cincinnati Success By 6 and Kenton County Public Schools in Kentucky.

FOR MORE INFORMATION

Email: contact.bornlearning@unitedway.org

Visit: www.bornlearning.org

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United Way
bornlearning academy



ENGAGING PARENTS TO BOOST SCHOOL READINESS

What parents and families do in the first few years really matters for a child's future. The new United Way Born Learning Academy helps families learn the hands-on skills they need to help their child succeed in school, work and life.





ABOUT UNITED WAY BORN LEARNING ACADEMY

United Way strives to meet parents where they are. That's the philosophy of the United Way Born Learning initiative, which has helped more than 15 million parents understand how to use everyday moments as learning moments.

More than 600 United Ways and partner organizations have used Born Learning's materials to help parents, families and caregivers to promote school readiness and literacy, and to enlist business leaders and decision makers in the cause.

The United Way Born Learning Academy uses the best of those proven tips, tools and resources to help families take a more active role in preparing their children for kindergarten. These free workshops are for parents and caregivers of children, from birth to age five. For United Ways, it's a low-cost investment in family engagement and school readiness, without having to create a new curriculum. Wherever you are in your early education work, United Way Born Learning Academy can add momentum, help leverage partnerships and deepen your community impact work.

HOW UNITED WAY BORN LEARNING ACADEMY WORKS

Through a series of six workshops held in local schools, the Born Learning Academy provides families and caregivers with practical, user-friendly ideas to turn everyday activities into learning moments. The Born Learning Academy can do more than strengthen your community's school readiness efforts—it can also help your school partners engage families before kids start kindergarten.

Founded on an evidence-based curriculum established by early childhood faculty at Northern Kentucky University, the workshops are led by trained professionals—usually teachers, principals or other education staff—and focus on the following topics:

- Building Relationships
- Building Your Child's Language Skills
- Nutrition and Health
- How Children Learn
- Routines and Learning on the Go

Academy workshops offer individualized attention and support to families, including:

- Research-based resources to take home, which help parents apply their new knowledge
- Opportunities to practice new skills with their children, and with other parents
- Free, age-appropriate and activity-based childcare
- A nutritious dinner
- A pre- and post-workshop survey to assess new knowledge



OUTCOMES AND MEASURING RESULTS

In 2009, United Way of Greater Cincinnati Success By 6 partnered with Northern Kentucky University, Toyota and others to launch 90+ Academies across Kentucky. The results speak for themselves. Some 98 percent of parents reported using the concepts in their daily lives, and families overwhelmingly called the workshops useful to them and their children.

You will be able to demonstrate success, leveraging the Born Learning Academy's built-in components that track parent progress in learning and applying workshop skills at home. Using Northern Kentucky University's Early Childhood Database, schools and United Ways can demonstrate outcomes and make data-driven decisions about other school readiness or parent engagement efforts in real time.