



smart start
central oklahoma.org



central oklahoma's children
deserve a
smart start

Smart Start Central Oklahoma

is a 501(c) (3) non-profit organization dedicated to ensuring all children in Oklahoma County receive the smart start they need and deserve.

Our shared vision: Central Oklahoma is a nurturing and supportive community for young children and their families so that children are healthy, safe, eager to learn and ready to succeed when they enter school.

to learn more
about our work and how you can help:

www.smartstartcentraloklahoma.org



www.earlybirdsok.org

Be SMART

www.besmartok.org



facebook.com/smartstartcentraloklahoma

twitter.com/smartstartokc



what is school readiness?

School readiness is early development that enables a child to engage in and benefit from learning experiences at school and beyond. Whether or not a child is ready to learn is determined by families, communities, services and programs, and schools working together so children enter school **ready to learn**.

what we know...

impact on young brains

Experiences during the first few years of life—good and bad—shape the architecture of the developing brain, directly impacting a child's future capabilities as a student and beyond.

early investment = future savings

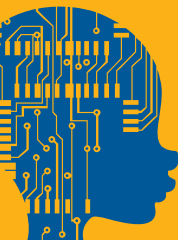
Investment in the early years saves money in the future and strengthens our community's future economic position.

support parents

Parents are a child's first and most influential teacher. We must continue to support parents and families in this critical role.

a well-rounded approach

An early childhood system includes comprehensive health services, quality early care and education opportunities, family support services, and when necessary, early intervention services. These components must work together so all children get a smart start.



now vs. later

quality early education

working partnerships

reduces
crime rates
teen pregnancy
public assistance
job training costs
remediation costs
grade retention



increases
success in school
graduation rates
workforce readiness
job productivity
community engagement
lifetime income



Public-Private partnerships are necessary in order to achieve an early childhood system that works for young children and their families.

challenges

for oklahoma county:

- ▶ Nearly **60,000 children** age 5 and younger
- ▶ **28% of live births** were to women who **did not receive adequate prenatal care**
- ▶ **25% of births** are to mothers with **less than a 12th grade** education
- ▶ **500 babies** each year are **born to teens**, 15-17 years old
- ▶ **30% of children** under age 5 live **below the poverty level**
- ▶ **44% of 1st-3rd graders** are on a **reading remediation** program
- ▶ **54% of children** in **foster care** placements are under age 6
- ▶ **3,000 confirmed** cases of **child abuse and neglect**



our solutions:

Joined by **community partners** and current investors, **Smart Start Central Oklahoma** strategically works toward outcomes in the following areas to address the needs of young children and their families in Oklahoma County:

- **Family Support**
- **Health and Mental Health**
- **Early Care and Education**
- **Public Awareness and Engagement**



give a smart start

Together, we can make a difference for young children in our community. Please consider a tax deductible contribution to support our work that helps all children receive the smart start they need and deserve.

DONATE online at www.smartstartcentraloklahoma.com
or mail this pledge card to:

Smart Start Central Oklahoma
1444 N.W. 28th St. • Oklahoma City, OK 73106

Name _____

Company/Business _____

Address _____

City/St/Zip _____

Phone _____ Email _____

Check enclosed (Please make checks payable to: Smart Start Central Oklahoma)

Invoice me for \$ _____

Contact me to discuss different giving opportunities



1444 N.W. 28th Street, Oklahoma City, OK 73106 (p) 405.236.8441

Smart Start Central Oklahoma is a 501(c) (3) non-profit organization and a member of the Smart Start Oklahoma community network. There are 18 Smart Start communities across the state. Visit www.smartstartok.org to learn more about Oklahoma's statewide school readiness initiative.