

Bright Futures

The Campaign for North Bay Children's Center

To ensure that every child born in Marin and Sonoma counties has the same possibilities for future success, the North Bay Children's Center has launched a capital campaign to positively change their futures – and ours.



2,000

Children in Sonoma County need subsidized early education

800

Marin County families are on waiting lists for affordable early child care

High quality early education programs increase high school graduation by

31%

College attendance is increased by more than

80%

Employment is increased by

23%

Every year in Marin and Sonoma counties, 8,400 children will be born – and with them, 8,400 dreams for the future – but unfortunately not every child starts with an equal opportunity for future success. And although math and English proficiency by 3rd grade predicts future college success, an unacceptable number of children in the North Bay are academically behind before they enter school, and alarming numbers face rampant obesity stemming from unhealthy eating habits.

Policy decisions and “Preschool for All” initiatives in both counties promote quality education and healthy nutrition as “basics” for our children, but there are simply not enough facilities nor trained teachers to meet the rapidly growing needs. North Bay Children's Center (NBCC), the safety net for thousands of families for 25 years, is ready to take on the challenge of meeting these needs by expanding early education programs through its Bright Futures capital campaign.

We aim to increase the number of children who will receive this vital educational foundation, develop a “learning lab” that will spread innovative child development satellites across Marin and Sonoma counties, extend public-private partnerships with school districts to reach even more families and offer state-of-the-art training to strengthen our early childhood education workforce.



seeding... nurturing... cultivating bright futures!



School Readiness + Nutrition Education = An Equation That Adds Up

In addition to laying the foundation for later academic proficiency, NBCC was among the first early childhood education providers to recognize that nutrition education has a place in the daily curriculum of a child care environment. NBCC's award winning Garden of Eatin'® program is creating an awareness among children that learning about what you eat is as important as knowing one's letters and numbers. Children as young as six weeks old have the opportunity to develop critical learning skills as well as healthy, lifelong nutritional habits. NBCC provides a nurturing foundation for early learning and a healthy community solution for preventing childhood obesity and closing the achievement gap between those who have and those who have not. At NBCC children grow up happy, healthy and confidently dreaming of their future success in school and beyond.

With eight sites throughout Marin and Sonoma counties, NBCC provides daily care for more than 400 infants, toddlers, preschoolers and school-age children in before and after school programs. More than 72% are from low-income households and 60% receive tuition assistance.

NBCC has perfected a proven Six-Point formula which incorporates "best practices" for early childhood education and a culture of health, an approach that is changing our communities:

1. Utilizing evidenced-based strategies to increase language development and family literacy
2. Linking healthy eating to optimal child development with our Garden of Eatin'® program
3. Aligning with school partners for continuity in curricula, standards and assessments
4. Engaging parents as partners in their child's education
5. Accessing the brightest minds and skills through community partnerships
6. Removing financial barriers with tuition scholarships

The Evidence Is In:

●
High quality learning experiences during the first five years are the most influential in the development of a child's brain.

●
Children's lifespans will be shorter than their parents' unless we reverse obesity-related illnesses.

●
For every \$1 invested in high quality preschool, the community saves \$7 in future remedial spending.

A Culture of Health + Early Learning = A Foundation for a Lifetime

Beyond the documented unmet need in both counties, we know that the growing demand is real because our programs are at maximum capacity with waiting lists at all sites. The state of California and our local cities and counties are providing some resources to early child care, but it is essential that we accelerate these investments through private philanthropy.

NBCC has the ideal location and infrastructure to serve both counties at our C Street campus within Novato's Hamilton Revitalization Project. Now we must align our tired and inefficient facilities into a vibrant, contemporary laboratory and children's center in order to scale up our model program, which will also be at the center of Novato Unified School District's plan for a dynamic 21st Century Community Education Hub.

We cannot do this within the physical walls of our current buildings – used portable facilities from abandoned and decommissioned naval structures that have seen better days and are well past their functional limits. Our vision is to transform NBCC's C Street campus into the nucleus of innovative child development satellites serving the North Bay. Accessible to families living and working in Marin, Sonoma or Sonoma Valley, it will be the epicenter of a network of services across the region. To ignore the condition and capacity of the C Street Campus is unthinkable.

A successful capital campaign will allow us to modernize, improve, grow and broaden our impact through these primary initiatives:



NBCC's new campus, approved for construction by the City of Novato, will allow us to serve 37% more children in Novato and replicate, scale and test versions of our remarkable model where services are needed across the North Bay. With the full spectrum of services at our C Street Campus, we can nimbly deliver targeted programs more efficiently in communities requesting NBCC partnerships on local elementary school sites. The layout will ensure best practices, such as low child to teacher ratios, self-contained classrooms to increase child safety, personal attention and efficient use of space, and age-specific playgrounds and Garden of Eatin'® activities woven throughout campus.



A new wing for teacher training will enrich and grow the early child care workforce to further leading-edge culturally sensitive, school readiness programs. For the first time we will have adequate space to bring all teaching supervisors and lead staff together for planning and consistent service delivery, supported by our core technology infrastructure, which facilitates today's learning tools and tomorrow's innovations.



A new multi-use space for family and community education programs and parent engagement will extend fee-for-service training programs to the broader early education community of parents, businesses and service agencies.



A community teaching garden and expanded Garden of Eatin'® program at NBCC satellites will reap the benefits of North Bay agriculture and healthy lifestyles. We've seen how our children's healthy choices from the hands-on garden influence healthier nutrition habits by their families. Through a more robust "training the trainers" nutrition education program, the wider community will benefit from access to our teaching garden, outdoor kitchen and garden nutrition education.



"Investment in preschool is an investment in our future workforce. Healthy children, healthy families, a healthy economy – a triple bottom line for our communities."

Cynthia Murray, President & CEO, North Bay Leadership Council



"Given what we know about how rapidly a young child's brain develops, we must use that time to prepare children for school and provide them with a strong foundation that will ultimately lead to their success in life."

Mary Jane Burke, Marin County Superintendent of Schools



"Healthy cooking and eating translates from the child to the family. A school ready child is a healthy child."

Alfredo Perez, Executive Director, First Five Sonoma County



An Invitation to Support

“NBCC was there for me when I needed it most.”

This theme resonates throughout our community, from single parents trying to stay in the workforce to families of children at risk, working families who are keeping our counties functioning and businesses dependent on parents who work. Affordable, high quality child care is an imperative for a healthy community.

The Bright Futures Campaign will redevelop Novato's C Street Campus on land already donated to NBCC for educational purposes. The project is expected to cost approximately \$7.5 million. We anticipate raising funds primarily from individual donors, foundations and corporations. To complete what we have started, we seek your generous investment that will help jump start the educational and economic success of our children and for thousands of children in years to come.

Every child deserves an equal opportunity. Please be a part of this important initiative. The benefits of our successful campaign will go far beyond one child or one preschool – to seed, nurture and grow healthy children, healthy families and healthy communities.



NORTH BAY CHILDREN'S CENTER

For more information, please contact Executive Director Susan Gilmore at sgilmore@nbcc.net, or 415-883-6222



“From the initial tears of dropping off Adam to the joy today...The difference in him in one year is unbelievable. It's because of this village, which is NBCC. This program is right for everybody because it builds the diversity which will always be part of their lives.”

Sue Gatlin, mother of Adam, 4



Irma Cruz' sons, David, 9, and Christian, 5, started at NBCC when they were infants. The experience was vital to her as a working mother. “I feel so lucky,” she said. “My kids learned a lot there and when they started kindergarten, they were prepared. They were more confident and able to get along well with everyone. I especially like the garden – and my boys love their carrots, snap peas and zucchini! As a volunteer, I'm always asking, ‘How can I help?’”