

# Bright Futures

The Campaign for North Bay Children's Center



## A Smart Investment – Long term ROI

**The SMARTEST investment that you can make for North Bay children is an investment in their future.**

Decades of research prove that children benefit from a strong early educational start. Access to high quality preschool, child care, healthy nutrition education and learning support services are linked to a list of benefits that go beyond test scores:



**Every \$1 dollar invested in high quality early education saves \$13 dollars in future remedial spending.**

NBCC's Bright Futures Campaign offers a high quality "Return on Investment" for lead investors and community funders who understand the importance in making greater investments in Early Education to see greater returns in Education, Health, and Productivity later in life.

**This means the collective investment to the Bright Futures Campaign will yield a lifetime cost savings of \$130 million for North Bay communities.**

A successful Bright Futures Campaign will:

- Increase the Novato Campus capacity by 70% allowing us to serve an additional 104 low-income children.
- Enhance the preschool experience for all 700 NBCC children at 13 center sites.
- Allow NBCC to double its reach in the North Bay with service expansion in areas of greatest need.
- Improve healthier outcomes for North Bay families with the installation of a community garden and expanded "Training the Trainers" model for nutrition education.
- Increase school-readiness and close the achievement gap for thousands of low-income children in our communities.

**Help cultivate brighter futures and diminish the cycle of poverty by investing in our children today.**

