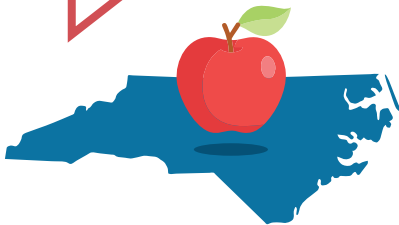


Our Littlest Learners Are Our Smartest Investment



Sara is five years old. She's healthy, thriving in a nurturing environment, and ready to succeed in kindergarten! From the moment she was born, she grew in a community immersed in support. From the hospital, to her home, and onward to school, her county's Smart Start agency ensured Sara and her family had what they needed from the start. Sara's future is bright. She's more likely to graduate high school, succeed in her career, and give to her community – *all because she has been supported since birth!*

Smart policymakers like you know that investing in our youngest children and families now will save our state money in the future.



Invest in better access to early care and education to create a stronger North Carolina workforce.

A March 2024 survey found that **North Carolina lost \$5.65 billion as a result of parents being unable to work due to the state's child care crisis.**

That number continues to grow.

Parents are often forced to stay at home because of child care challenges – and some can't work at all, losing North Carolina millions in business and tax revenue.

Additionally, the early childhood workforce is often underpaid and overworked – with many choosing to leave the workforce, creating an even bigger child care crisis.

We must invest funds so our entire workforce is supported and each child in North Carolina has access to affordable, high quality early education options





Ensure families have the right tools to support their children's healthy development.

Raising happy, healthy children can be hard! Funding Smart Start ensures that more families have access to important resources such as home visits from highly trained health professionals who are knowledgeable about baby and family needs.

When families have more resources, children can build strong relationships, improve academic skills, and enhance their health.

We must invest in programs and initiatives that ensure families feel supported and have access to the tools that will help children grow up healthy and ready for kindergarten.



Your constituents are with you: North Carolina voters overwhelmingly support investing state funds in early childhood.

When you invest in Smart Start, you're investing in community infrastructure, building a strong, thriving North Carolina for all.



North Carolina children are supported during the critical phase of brain development. This ensures they have the right tools to start kindergarten on track, graduate high school and succeed in their careers.



Parents and caregivers are more likely to grow in their careers, contribute to their communities and raise healthy families.



Businesses employ a more focused, motivated workforce – and tax revenues increase.

Move one step closer to supporting each child in North Carolina: Invest in the Smart Start Network.

1100 Wake Forest Road
Raleigh, NC 27604
info@smartstart.org
www.smartstart.org


smart start
Each Child. Every Community.