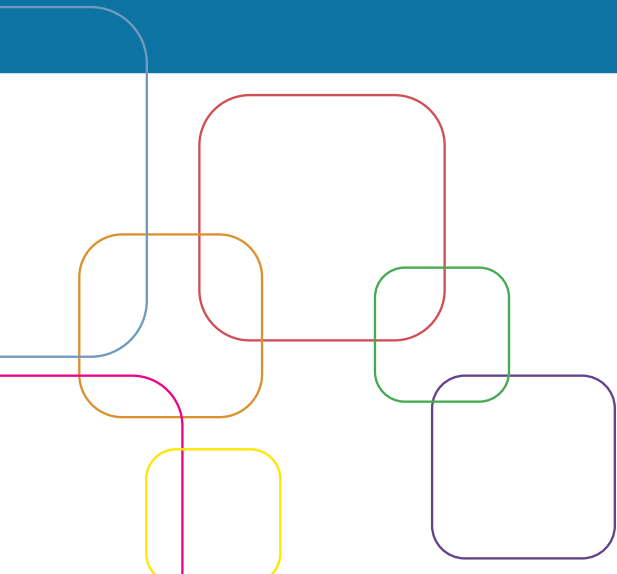




Every Child Deserves a
Bright Future.
Smart Start Makes It Possible.



Smart start[®]
Each Child. Every Community.

Smart Start, a statewide network of dedicated nonprofits, is on the front lines, ensuring every child reaches their full potential and is prepared for school, life, and success. **Our seventy-five local county Smart Start organizations** are deeply embedded in every community, nurturing young lives from birth.

Our Network faces growing challenges: limited resources, rising operational costs, and the need to modernize. To combat these challenges, NCPC has embraced a forward-thinking approach in regard to resource stewardship, transforming challenges into opportunities for even greater reach and effectiveness.

Scale Network Shared Services

Invest in Organizations Building Brighter Futures

At Smart Start, we believe every dollar should directly benefit children and families. That's why, in 2022, we invested in Shared Services to focus on easing the daily burdens faced by our Smart Start Partnerships.

By strategically pooling resources and streamlining operations, shared services allow these vital non-profits to maximize their impact and ensure long-term sustainability.

As we look to the future, we face a critical need for private investment to continue and dramatically expand this shared services infrastructure. **Your gift will directly empower our local partners, freeing them from administrative burdens so they can focus on delivering high-quality programs where children live, learn, and grow.**

Amplify Family Voice

Invest in the "Seat at the Table" Initiative

At Smart Start, the most effective solutions come from those closest to the challenges. Our "Seat at the Table" initiative is dedicated to ensuring that the voices of parents, families, and marginalized communities—those with invaluable lived experience—are actively included in shaping North Carolina's early childhood programs and policies. By intentionally bringing these diverse perspectives into decision-making, we build more fair, responsive, and impactful systems for all children. **Your investment is crucial to expand this vital platform, allowing us to reach more communities and empower more voices, ultimately leading to better outcomes for our state's youngest citizens.**

Empower Our Vision

Invest in Strategic Initiatives

NCPC is committed to pioneering impactful initiatives that give North Carolina's children the strongest start. Programs like **Dolly Parton's Imagination Library**, **The Basics text messaging platform**, **new rapid cycle innovation efforts**, and the **Family Resource Portal** are transforming lives daily.

Your investment in expanding the impact of these vital strategic initiatives, or our staff resources to design, implement, and manage them ensures more children and families across our state thrive.



Expand Public-Private Partnerships

Invest in Tri-Share Administrative Technology

The **NC Tri-Share Child Care Program** is a vital initiative where employers, employees, and the state collaboratively share child care costs, directly addressing a critical cause of workforce departure for families with children five and under—a lack of affordable child care. Affordable care drives a staggering 26% of parents with children five and under out of the workforce.

To effectively scale and sustain this program, an **upfront investment of approximately \$200,000 in administrative technology is essential to develop a streamlined digital platform**. This system would streamline key functions such as employer and provider enrollment, tracking contributions, facilitating timely provider payments, and simplifying employee/family applications and eligibility determination.

Transitioning from a labor-intensive process to a more automated and efficient system will reduce administrative burden, enhance transparency, and allow regional hubs to dedicate more time to recruitment, ultimately ensuring the program's growth and broader reach across NC.

Unlock Deeper Impact

Invest in Data-Driven Insights for North Carolina's Youngest

To truly understand and maximize the impact of Smart Start's work on families, young children, and communities, we must strengthen rigorous research and a data-driven culture. Strategic investments in this area will enable us to expand our ability to evaluate outcomes, track long-term impact, and ensure Smart Start funding is used effectively.

By enhancing our data infrastructure and evaluation capacity, we can better inform strategy, drive improvement, and support local partnerships in building stronger systems for data collection and reporting.

With private investing in this critical area, you're not just funding research. You will build a data infrastructure and staff resources—helping to build a more accountable, responsive, and impactful early childhood system for North Carolina's children and families.

Transform the Network Culture

Invest in the Professionals Behind the Impact

At Smart Start, our greatest asset is our people—the dedicated professionals at NCPC and in every local partnership who work tirelessly to create brighter futures for North Carolina's children. Yet the demands of this essential work are high, often leading to stress, burnout, and fatigue that can impact well-being and reduce long-term effectiveness.

We believe that nurturing a strong, supportive, and connected network culture is essential to sustaining our mission. **With your investment, we can create an environment where staff feel valued, energized, and equipped to lead transformational work for young children and families.**

Your investment will allow us to foster a more connected and resilient network by:

- ▶ **Increasing in-person engagement**
Providing more opportunities for local communities to connect face-to-face.
- ▶ **Expanding regional and community meetings**
Facilitating vital collaboration and shared learning.
- ▶ **Offering ongoing support**
Ensuring our network consultants and facilitators have the resources they need to thrive.
- ▶ **Implementing strategies to reduce overwhelm and burnout**
Directly supporting the well-being of both local partnership and NCPC staff.

Make a difference in a child's life by investing in the Smart Start Network



Learn more about
Smart Start!

« Scan here

If you would like to learn more about investing in Smart Start, contact:

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