



Fact Sheet

What is Wake County SmartStart?

Wake County SmartStart works to ensure that children, birth to 5, are successful in school and in life. To that end, Wake County SmartStart convenes stakeholders to assess local needs; funds local programs; ensures accountability and leverages resources to support young children and families.

Wake County SmartStart prioritizes community needs and provides funding to projects that focus on the following areas: 1) kindergarten readiness; 2) available and accessible quality child care, and; 3) safe and supportive home environments.

For the 2011-2012 fiscal year, Wake County SmartStart is funding 10 partner agencies managing 15 community programs, including the North Carolina Pre-kindergarten (NC Pre-K) program, formerly known as More at Four.



Did You Know?

20,000 Wake County children, birth to 5, benefited from community programs funded by Wake County SmartStart from 2010-2011.

Local Programs. Local Businesses. Local Jobs.

IMPACT OF CHILD CARE IN WAKE COUNTY

- The average cost of child care for an infant in a 5-star center: \$1,173 per month.
- Number of licensed child care facilities in Wake County: 645.
- Children in licensed child care: 24,400.
- Total direct economic impact: \$850+ million.
- Gross receipts of Wake County's child care industry: \$188.4 million.
- Wake County's child care workforce: 4,500.
- Local, state and federal taxes paid by parents: \$342.7 million.

STATE VIEW OF CHILD CARE

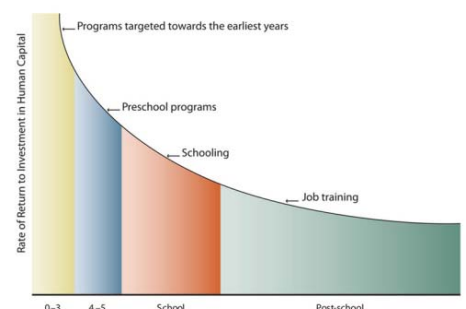


- Generates \$1.77 billion annually in gross receipts, more than all spectator sports or advertising offices, and on par with all management consulting businesses in the state.
- Provides more than 47,000 jobs state wide.
- One in ten workers has a child under age 6, and together these working parents earn \$14.4 billion every year.

THE CASE FOR INVESTING IN OUR FUTURE WORKFORCE

- Early childhood education is a proven long-term investment that stimulates economic growth and ensures future prosperity.
- Every dollar put toward early childhood education is both an educational and economic stimulus for American families – creating jobs and enabling parents to earn while their children learn.
- Economists have found that high-quality early childhood education offers one of the highest returns of any public investment -- more than \$7 for every dollar spent.
- The social, educational and economic benefits are so clear that the U.S. Chamber of Commerce released a 2010 report saying, "Early childhood education has a tremendous impact on the national viability of the American dream."

Returns to a Unit Dollar Invested



Source: Heckman and LaFontaine (2007).





2011-2012 Funded Partner Organizations

Catholic Charities

- School Readiness Services for Hispanic Children

Child Care Services Association

- Professional Development Planning for Child Care Providers

Lucy Daniels Center for Early Childhood

- Social/Emotional Interventions for Young Children: SecurePath

Motheread

- Literacy Invites and Nurtures Kids' Success

Project Enlightenment

- Parents as Teachers
- Supporting School Readiness

SAFEChild

- Crianza Con Carino (The Nurturing Program for Spanish Speaking Families)

Telamon Corporation

- Family Literacy Program

The Salvation Army

- Family Outreach and Resource Services

Wake County Human Services

- Child Care Health Consultant Program
- Child Care Subsidy Program
- Nurse Family Partnership

Wake County SmartStart

- North Carolina Prekindergarten (NCPK) Program
- Program Coordination and Evaluation
- Quality Enhancement Initiative and Quality Maintenance in Child Care Centers and Family Child Care Homes

Experts Say...

"Research shows that investments in high-quality early learning programs for children from birth to age five yield high returns, including increased earnings and decreased use of social services."

Karen Elzey,
Vice President of ICW

"The real question is how to use the available funds wisely. The best evidence supports the policy prescription: invest in the very young and improve basic learning and socialization skills."

James J. Heckman, 2000
Nobel Laureate in Economics

"Starting early in life is crucial. Recent research has documented the high returns that early childhood programs can pay in terms of subsequent educational attainment and in lower rates of social problems, such as teenage pregnancy and welfare dependency."

Ben Bernanke, Federal
Reserve Chairman

The 2010-2011 Investment in Young Children

5,459 children directly benefited from at least one Wake County SmartStart health and family support activity.

3,658 children received Child Care Subsidy or More at Four, funding that allowed their parents to work.

3,872 child care providers improved their quality of child care.

984 parents increased their knowledge of quality child care.

960 children received developmental or speech/language screenings.

652 children benefited from home visiting services.

& Much More!



Connect with Wake County SmartStart!

ONLINE:

www.wakesmartstart.org

JOIN THE DISCUSSION:



OFFICE

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