

**Inspire minds.
Change lives.**



the **Ounce**



The Ounce of Prevention Fund gives children in poverty the best chance for success in school and in life by advocating for and providing the highest-quality care and education from birth to age five.

When a baby smiles at you, you cannot help but smile back.

We are hard-wired to respond that way. To care for our young when they are their most vulnerable, most open to influence.

It's impossible to overstate just how dramatically our potential, and our lives, are shaped

in those first years.



**A young child
who grows up
knowing
stress,
fear
and hunger
is bound to
carry
those things
with them into
the world
and
pass them on.**

**A young child
who grows up
knowing
love,
stability and
nourishment
is also bound to
carry
those things
with them into
the world
and
pass them on.**



So much learning about being a human being happens in the first five years. That's why if you change the first five years, you change everything.

We are on the cusp of creating transformative change.

Widespread access to high-quality early learning could help all young children in America achieve their full potential, and recast the future of this country.

We can open doors for families. We can drive economic growth. We can reduce costs in social services. We can renew our nation with an entire new generation of confident, engaged and inventive thinkers.

**We have
6 million children
under age 5**

who live with scarcity
of resources and opportunity.

These young children and their families need
high-quality early learning and parent support.
Without it, the possibilities and dreams they have
may be lost forever.

**Launching brighter futures
for them requires
ambitious action from us.**

**“Thriving adults don’t
just happen.
They are the outcomes
of the development
of young children.”**

– Irving Harris
businessman
founder of the Ounce of Prevention Fund



Will we be a society full of people who embody empathy, compassion and equality?

We can choose to be a country that strives for that. If we do, that mandates a large-scale investment in when learning begins—and learning begins at birth.

For more than 30 years, the Ounce has been helping develop the promise of hundreds of thousands of children and families, and the communities in which they live.

We have invested in creating schools, educating and empowering parents and practitioners, and advocating for better public policies.

We've successfully turned our child-development theories into evidence-based practices that deliver positive outcomes.

We now have the proven methods and practical experience to accelerate our impact across the country, reaching even more children and changing even more lives.





There is greater public awareness of the importance of early education.

There is increased attention to early learning across all levels of government. And, importantly, there is a renewed focus on improving quality.

To capitalize on this momentum and truly inspire what's possible, the Ounce believes there are three critical paths for change:

- **Parents**
- **Early childhood professionals**
- **Public policy**

We must support parents in their role as their child's first teacher. They need the tools to engage, inspire and expand a young child's mind, starting at birth.

So the Ounce partners with parents to develop and deliver those experiences that can help them educate, advocate for and encourage their children.

We want parents to realize the power within themselves.

Children's long-term success is tied to parent engagement, and more-confident parents are more engaged.



We must develop early childhood professionals.

Creating positive outcomes for children requires people—home visitors, teachers and program leaders—who care about children, recognize how they learn and understand how to deliver effective programs.

We want to build the skills of early childhood practitioners all across the country so they can provide consistent high-quality care, instruction and support.

We must focus even more on early childhood policy at all levels of government.

With new platforms to expand the scope and scale of our advocacy efforts, we can partner with more state advocates, school districts, local legislators and federal policymakers to drive systemic change.

We want more strong and persistent voices capable of bringing greater funding and attention to those most in need.



We envision a world where high-quality early learning is accessible to all, and integrated into our nation's education system.



By investing in the early years, we can:

Increase high school graduation rates and college attendance.

Reduce teen pregnancies.

Lower crime and delinquency rates.

Raise adult employment and wage prospects and civic engagement.

Our approach has worked in Illinois. We've proven that we can change outcomes.

the Ounce



We can ignite a lifetime of learning for all, and launch dreams once again in America.

But we can't get there without you—whether you're a business, a parent, a teacher, a legislator or simply a concerned citizen.

Join us.

Together we can inspire minds and change lives.



www.theOunce.org/getinvolved



INSPIRE MINDS. CHANGE LIVES.™

Ounce of Prevention Fund
33 West Monroe Street, Suite 2400
Chicago, IL 60603
312.922.3863
theOunce.org



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