

EARLY CHILDHOOD EDUCATION IS AN INFINITE INVESTMENT IN THE FUTURE

Today's Children Grow Up to Be Tomorrow's Workforce.

The kids that are the future of our economy require healthy support, education, social interaction, and nurturing relationships to grow and thrive. The earlier they receive the attention they need, the more prepared they are for life. Expert economic research provides clear evidence that investment in care and education—particularly in early childhood—creates direct outcomes in economic productivity.



Early Education Means Better Business.

COMPETENT WORKFORCE:

When businesses invest in early childhood, the future strength and global competitiveness of our American economy is sustained by ensuring a high-quality future workforce at home.

STRONGER COMMUNITY:

The strength of a community depends on its citizens. When we focus on early childhood we invest in human capital. That investment strengthens our society and builds a better future.

FISCAL RESPONSIBILITY:

Investing in early childhood education gives young children the opportunity to grow into self-sufficient adults, lessening the likelihood that they will need public assistance.



On a Mission: Working for Our Future

The Early Childhood Council of Larimer County convenes professionals, families and policy makers to raise awareness of and develop innovative solutions for issues impacting children birth to age eight. Part of our mission as a nonprofit organization is to ensure that parents have access to reliable, quality child care. We have established the School Readiness Fund to combine the support of business and the strength of early education for an infinite return on investment.

Learn more or make a supporting contribution at WWW.ECCLC.ORG

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Investment + Early Childhood Education = A Strong Economy

Your company can take a proactive role in supporting the Early Childhood Council of Larimer County to ensure a successful future that will benefit your business. Your investment in early childhood leads directly to success:

Learning to play with others ►► Language skills and improved teamwork

Making up games and rules ►► Negotiation skills

Learning to follow rules ►► Sound employee ethics

Early exploration ►► Creative thinking and problem solving



Invest Now or Pay More Later: Support the ECC School Readiness Fund

Early childhood education has a much higher return than intervening later in life and making the investment now can prevent adverse outcomes



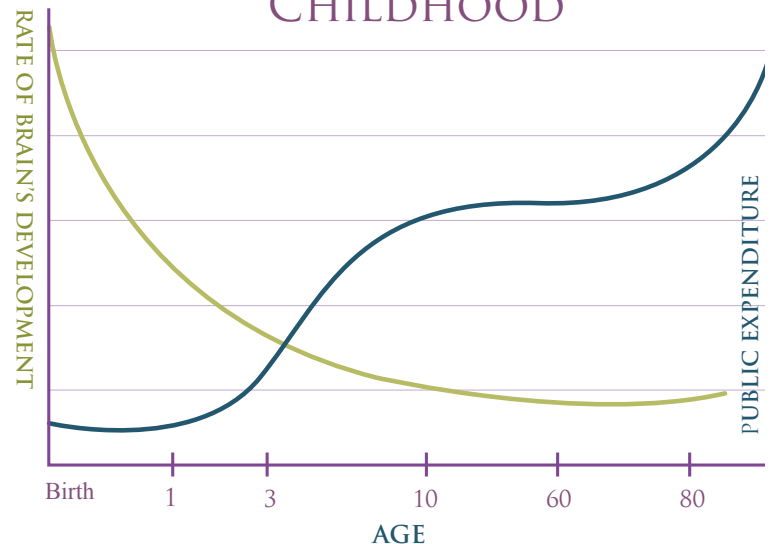
later. Programs that prepare children for school success mitigate exponential future spending on costs related to social services, rehabilitation programs, health and safety, police services, adult literacy, etc. For

every \$1 invested in high quality early care and education, society saves \$7.16 in welfare, special education and criminal justice costs.

Source: National Institute for Early Childhood Education, 2003.

Businesses that invest in early education pave the way for a stronger future. Your support of the Early Childhood Council School Readiness Fund helps our children and families thrive today so the economic vitality of our community is realized tomorrow.

THE GAP BETWEEN INVESTMENT AND OPPORTUNITY IN EARLY CHILDHOOD



Investment is lowest during a child's early years when a child's brain is developing at the highest level of intensity. Consequently, increased public expenditures are incurred throughout later childhood and adulthood to provide basic health and social services.

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