



One City Early Learning Centers – key messages

Objective

1. Ensure staff, board members and volunteers are emphasizing common key points about One City.
2. Serve as basis for marketing communications messages from May 2016 – August 2016.

Elevator speech

One City Early Learning Centers is focused on getting young children ready to read by the time they start grade school and empowering parents and the community to work toward a better future for children. The center opened in a temporary location at Fountain of Life Covenant Church in South Madison in September 2015. As of May 15, 2016, One City serves 19 children age 2 ½ to 5 from 16 families. It has another 40 children on its waiting list ready to enroll when it relocates to its permanent home at 2012 Fisher Street on Monday, June 6, 2016.

Key messages

Literacy empowers families

- One City Early Learning Centers will partner with parents to build the knowledge, skills and tools necessary to ensure that their children are prepared for success in school and in life.
 - Being ready to read when they start grade school is the first step in putting children on a path for success.
- In 2014, just 11% of African American children and 6% of Latino children in elementary schools serving South Madison students were reading at grade level.
- Getting children ready to read by the time they start grade school is a primary focus of One City.
 - We will do this in a literacy-rich environment, where children are exposed to language and words through age-appropriate reading, conversation, letter/number and word identification, and play.

Building a brighter future in South Madison

- One City Early Learning Centers is the pre-school for all parents who want their children to be part of a population that reflects the diversity of their city.
- One City is located in Madison's 53713 zip code, the most racially, ethnically and economically diverse zip code in Dane County.
 - It has one of the highest percentage of working adults (82% men, 71% women) in Dane County yet also has the highest concentration of poverty.
 - 18% of South Madison families live in poverty, compared to 6% of families across Dane County.
- In its new home, One City will grow to serve approximately 55 children ages 1 to 5 by December 2016, and 110 children by the fall of 2018.
- Its permanent home, 2012 Fisher Street, will be ready by January 2016. Starting with 2 ½ -5 year olds, One City will serve infants as well by 2017.
- One City is near the end of a Capital Campaign to raise \$2.2 million for start-up expenses, tuition scholarship and renovations of its new Fisher Street location. One City still has raised \$1.6 million to date, but has \$600,000 left to raise to meet its need.
- Support is needed for remaining renovation costs, tuition scholarships, start-up operating capital, furniture and supplies. Naming opportunities are available.