

## Born Learning offers education opportunities for young children

Research has shown that early learning can provide the means for children to achieve greater successes as they grow into adults. Such education is linked to less involvement in crime, higher education levels, and higher income. Families and caregivers understand that the early years of a child's life are important, yet many don't know what actions to take to encourage early learning and prepare children for school. In response, United Way is partnering with the Ad Council and Civitas to bridge this gap between what we know and what we feel we can do for children in their early years.

**Born Learning** is a groundbreaking national campaign designed to help parents, families, caregivers, and communities create quality early learning opportunities for young children. Through national public service advertising, parent materials, and community mobilization activities, it provides action steps that are fun, simple, and that can be done in everyday moments to help prepare young children for school.

### Public Service announcements spread Born Learning message

Televised public service announcements from the Born Learning Campaign show parents and caregivers how to turn everyday activities into learning activities for their young children. One of the messages shows a man pulling his son around town in a wagon, reading street signs and billboards aloud to the young boy. Such an activity helps build the speech and language abilities of young kids, familiarizing them with letters and giving them a head start on learning how to read. Print materials for parents and caregivers provide tools and tips on incorporating learning into a child's everyday activities. Brochures include "Five Key

Ideas for New Parents" and "How Does Play Encourage Literacy?" The combination of these



**The Born Learning campaign aims to teach parents and caregivers how to turn everyday activities into learning opportunities for young children.**

public service announcements, brochures, and the Born Learning website provides communities with what they need to invest in children's success early on.

Almost 75 percent of the 1,350 individual United Ways nationwide currently support early childhood development by funding early learning programs and agencies with programs in this area. In Broome County, these programs include the **Building Brighter Futures for Broome** coalition and those at many United Way member agencies, including the **Day Nursery Association, YMCA, Family and Children's Society, YWCA, Boys and Girls Club of Western Broome, Catholic Social Services, ACCORD, and Jewish Community Center.** The Born Learning campaign takes United Way's commitment to early learning to a national level, spreading its message not only throughout Broome County, but also across America.

The **Born Learning** campaign grew out of a local campaign conducted in Chicago. Working with the Ad Council and Civitas, United Way of America is taking this program national following its launch on Tuesday, May 3.

To learn more about **Born Learning**, visit [www.bornlearning.org](http://www.bornlearning.org) or email [contact@bornlearning.org](mailto:contact@bornlearning.org)

To learn more about United Way and the programs it funds in Broome County, visit [unitedwaybroome.org](http://unitedwaybroome.org).

*what matters* is published monthly by United Way of Broome County to highlight the positive results of your contributions to United Way on the people in our community.

**United Way of Broome County, Inc.**

Mail: PO Box 550, Binghamton, NY 13902-0550

Location: 101 S. Jensen Road at Vestal Parkway East, Vestal, NY 13850

Phone: (607) 729-2592 / Fax: (607) 729-2597

E-mail: [info@uwbroome.org](mailto:info@uwbroome.org)

Web: [www.unitedwaybroome.org](http://www.unitedwaybroome.org)

Please Post or Circulate

RETURN SERVICE REQUESTED

United Way of Broome County, Inc.  
PO Box 550  
Binghamton, NY 13902-0550

Non-profit organization  
U.S. Postage Paid  
Permit number 204  
Binghamton, NY

**MEMBER AGENCIES AND SERVICES - 2005**  
**ACCORD—A Center for Dispute Resolution, Inc.**

- Action for Older Persons, Inc.
- American Civic Association, Inc.
- American Red Cross, Southern Tier Chapter
- American Social Health Association
- Arthritis Foundation, Broome County Chapter
- Boy Scouts of America, Baden-Powell Council, Inc.
- Boys and Girls Club of Binghamton, Inc.
- Boys and Girls Club of Western Broome, Inc.--Family Center
- Broome County Catholic Youth Organization
- Broome County Urban League, Inc.
- Broome-Tioga Association for Retarded Citizens
- Catholic Social Services of Broome County
- Community Planning
- Crime Victims Assistance Center, Inc.
- Day Nursery Association
- Deposit Foundation and Rural Housing Services, Inc.

- Family and Children's Society of Broome County, Inc.
- First Call For Help
- Girl Scouts, Indian Hills Council, Inc.
- Handicapped Children's Association of Southern New York, Inc.
- Jewish Community Center of Binghamton
- Johnson City Senior Citizens Center, Inc.
- Legal Aid of Mid-New York
- Literacy Volunteers of Broome/Tioga, Inc.
- Mental Health Association of the Southern Tier, Inc.
- National Multiple Sclerosis (MS) Society, Upstate New York Chapter
- Planned Parenthood of South Central New York, Inc.
- Retired and Senior Volunteer Program (RSVP)
- The Salvation Army
- SOS Shelter, Inc.
- Teaming for Technology

- Voluntary Action Center
- YMCA of Broome County
- YWCA of Binghamton/Broome County

- VENTURE GRANT RECIPIENTS - 2005**
- Binghamton University
  - Boys and Girls Club of Binghamton, Inc.
  - Broome Library Foundation
  - Broome-Tioga BOCES
  - Catholic Charities
  - Family and Children's Society, Inc.
  - Lourdes Hospital
  - Mom's House
  - New Life Ministries
  - Planned Parenthood of South Central New York, Inc.
  - SOS Shelter, Inc.
  - Southern Tier Celebrates!
  - Trinity Memorial Church
  - Veterans Services Center
  - YMCA of Broome County

**United Way  
of Broome County**



If you live in Broome, Chenango, or Tioga Counties, we can locate the information or help you need . . . quickly and confidentially.



Call us at 729-9100 (Broome County)  
1-800-227-5353 (Chenango County)  
1-888-266-5252 (Tioga County)  
www.firstcallforhelp.info

**Teaming for Technology**

Teaming for Technology helps nonprofit agencies in Broome County with any technology problems they may have, such as converting databases, hardware and software troubleshooting, computer installation and networking.

If you are a nonprofit organization in need of technical assistance, call Bill Newcomb or Ray Yeager at **729-2592**.

**You CAN make a difference!**

If you've always wondered what YOU can do, call the **Voluntary Action Center at 729-2592**. Individuals, families, groups—all are needed for:

- visiting
- office assistance
- organizing
- tutoring
- animal care
- committee work
- mentoring



**VOLUNTARY  
ACTION  
CENTER**

. . . the possibilities are endless!