**FOR IMMEDIATE RELEASE**

**CONTACT:**

**(Community) Selected for Communities for Kids Initiative**

**(Location)** has recently been selected to be part of Nebraska Children and Families Foundation Communities for Kids, a state-wide initiative which supports young children, families and those providing their care. The Communities for Kids initiative is a multi-year planning and implementation initiative that was created in response to community requests for assistance with shortages of high-quality early childhood care and education programs. These shortages impact children’s optimal development and also pose a challenge for communities hoping to attract and retain the viable workforce they need to thrive.

Through the initiative process, Communities for Kids assists in facilitating conversations among each community’s public and private organizations. Communities for Kids also provides expertise, tools, and resources to the community to support the creation and implementation of solutions to childcare shortages. To learn more visit www.CommunitiesforKids.org.

(Community specific information can go in this paragraph...Examples…

Include information about the core leadership team.

Include the initial priorities.

Include information about how the community can get involved.

Other areas that could be included:

The childcare shortage is evident in (Community) when looking at the number of working parents and licensed childcare spots.

There are (number) children under the ages of 6 with all available parents working and a gap of (number) licensed childcare spots available.

Who is caring for those (gap number) children not in licensed care?

Are they getting the best quality care that they can be given?

These are questions our team will be seeking an answer to during this process.)

(Community supporting information goes in this paragraph. Example:

In support of the participating communities, Communities for Kids will provide assistance and expertise to:

* engage stakeholders in identifying the strengths and gaps of the current early care and education resources in the community.
* use informed decision-making to determine strategies for meeting the priority needs identified by the community and creating a business plan if needed.
* connect communities with experts and research, best practices, implementation, quality measurements, financing, use of government/public resources, and design, etc.
* explore and assist communities with applying for all available sources of funding (private/public grants, public funding programs such as childcare subsidy, no- or low-interest loans, etc.).

(This is a great place for a quote from a Primary C4K team member/someone involved in the project. Example: “Communities for Kids works closely with local partners to professionalize early childhood and reframe the conversation to one of workforce development and community vitality. Using a collective impact approach, the community will lead the way in this effort by determining their own needs and strengths.” said Marti McFadden Beard, Associate Vice President of Early Childhood Programs at Nebraska Children and Families Foundation.)

\*Each Asst. VP will have their own quote that will be attached to the letter, dependent on the community.

**(Optional) About Nebraska Children**

Nebraska Children and Families Foundation invests in children from birth to young adulthood with initiatives that are focused on preventing negative life outcomes. Nebraska Children does this by building strong communities that support families so their children can grow up to be thriving, productive adults. By working with community partners to understand the risks facing children at every stage of their development, Nebraska Children can identify the most effective avenues to create positive change and help Nebraska’s most vulnerable citizens reach their full potential. To learn more about Nebraska Children’s work, visit [www.NebraskaChildren.org](file:///C:/Users/MBeard/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/7OXEJ29C/www.NebraskaChildren.org).

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