

DID YOU KNOW ?

- **85%** of a child's brain development happens during their first five years of life
- **16%** of children in the Roanoke Valley who arrive in kindergarten without the basic skills necessary to succeed in school
- **1/5** of today's ninth-grade students who will not graduate from high school on time and will be left behind their peers
- **75%** of young Americans age 18-24 currently cannot join the military due to school failure, criminal behavior or medical issues

That's why United Way is investing in strategies focused on helping children and youth achieve their fullest potential through EDUCATION...

- Increase access to affordable, quality childcare;
- Increase public awareness and support for investing early;
- Equip students to read and comprehend by third grade;
- Connect students with help they need to stay in school; and
- Equip parents to help children be ready for and to succeed in school.

EDUCATION

Your United Way dollars at work:

- **970** young children received quality child care to gain skills necessary for success in school.
- **5,500** youth benefitted from United Way funded after school programs throughout the Roanoke Valley and improved their study habits.
- **2,000** youth participated in community service projects, creating an interest in helping others and making a difference in the community.
- **1,239** parents gained knowledge on child development and positive parenting practices through parent education and support programs.



"I have been a federal employee for 23 years and have lived in Roanoke for the past 3 years. I have 2 wonderful girls, Aalyiah is my baby, she is now 7, and Sarah is my oldest who has turned 18, getting ready to go to college. A UW-funded after school program came into play at the time that my wife took ill and passed away. I was new in town and didn't know where to turn for assistance. The program has kind of turned my younger daughter around... if I could put this into words, I would probably fall into tears. Just the idea of seeing my daughter go from losing a mother to making A's in school is only because of the kind of things United Way stands for. There really are people who care!"

- Kenneth Rivers (Father of 2)