



UNITED WAY INITIATIVE: SMART BEGINNINGS GREATER ROANOKE

The first 5 years of life represent the single greatest chance we have to impact a child's future.

Last year, 434 children in the Roanoke Valley were already behind when they started kindergarten, which can lead to a higher risk of costly social and emotional problems for the rest of the child's life. It hurts our kids. It hurts our communities. But it is something we can change.

Our Solution:

- Providing information and support to parents
- Help parents find high quality child care
- Improve the quality of early education through professional training and education to early childhood educators
- Implement the Virginia Quality Rating and Improvement System for preschool and childcare centers
- Advocate for the importance of early childhood education

Help us make sure children in the Roanoke Valley are ready for kindergarten and learn more about developmental milestones, visit www.SmartBeginningsRoanoke.org



Over 85% of
a child's brain
develops before
the age of 5.

United Way
of Roanoke Valley

