

THE KIDS FIRST MOVEMENT

Transforming the way America cares for and educates its children



**Kids
First**



Dear Colleague,

The Children's Guild Alliance has been putting kids first for 65 years, beginning with the launch of America's first therapeutic preschool and the tireless advocacy at the federal level for special needs children that resulted in the Individuals with Disabilities Education Act.

You know first-hand that **The Children's Guild Alliance does more than advocate; we intervene.** We meet children and their families at the point of their need and take the actions that give our children a chance to succeed in life and compete in a global economy.

You, our dedicated team members, put kids first and work miracles every day in our schools and group homes, and in support of our foster parents. We know that **making the impossible possible is never easy**, and the challenges our children face today require new technologies, approaches, and resources. **We also know that traditional funding streams do not provide the resources you need every day to serve children.**

That's the inspiration behind Kids First, a movement to transform the way America cares for and educates its children. To fulfill this vision, more resources than ever are needed.

As members of our Children's Guild Alliance family, you are in the vanguard of this movement, making the impossible possible every day. Thank you for everything you do. Combining our efforts in the Kids First movement, we can see our vision become reality.

Sincerely,

Dr. Andrew Ross
President and CEO of The Children's Guild Alliance

Dr. Paul Rao and Kimberley Amprey Flowers
Co-chairs of the Kids First Campaign



Why Kids First?

Kids First is a new vision to guide our future—a bigger vision, a fresh vision, a vision based on brain-based research, on the power of culture to transform, and on our track record of success. We need a new vision for children in America because the world has changed. For all children to thrive, they need an education adapted to serving the whole child and adapted to each child's gifts, talents, and needs. We need to mobilize a citizen's movement to transform how America cares for and educates its children.

It's tough being a kid in America:



One child in five lives in poverty

9 MILLION

Nine million children suffer the trauma of abuse every year

44%

of children grow up in single parent homes

Parents are looking for an education system that meets the needs of the whole child, which:

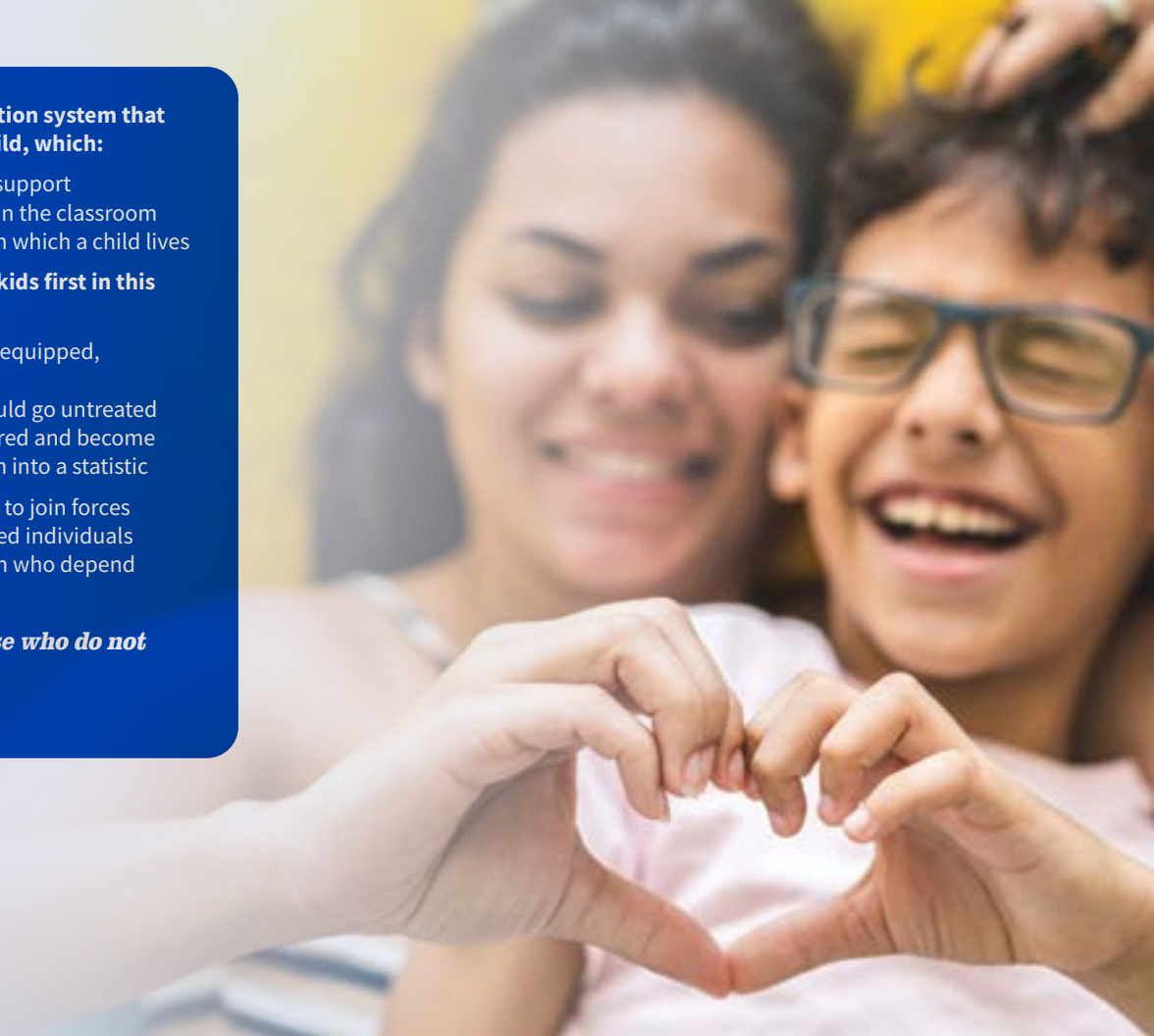
- Provides social and emotional support
- Assures success in life, not just in the classroom
- Accounts for the environment in which a child lives

The reality is that we do not put kids first in this country. If we did:

- No child would attend a poorly equipped, substandard school
- No child's diagnosed needs would go untreated
- No child in crisis would be ignored and become part of a system that turns them into a statistic

Kids First is an opportunity for you to join forces with thousands of other like-minded individuals to change the narrative for children who depend on us for their future.

We want to be a voice for those who do not have a voice!





The Strategy

Kids First: A Movement

Transforming the way America cares for and educates its children

*A great leader once said,
“If you want to do a big job,
you have to build a big team.”*

ENGAGE

To realize the vision of putting Kids First, we must enlist the support of parents, grandparents, educators, and leaders of every sector of society—business, government, and faith communities.

We want to engage as many people as we can in the greatest cause we can imagine: the future of our children. Our team members—teachers, counselors, clinicians, administrators, board members, and donors — are the key to engaging communities. They share their connections and open doors to strategic partners.

ADVOCATE

Giving every child a chance to succeed requires the advocacy of leaders at every level of our society—government, business and the community. It requires mobilizing parents, teachers, child-serving professionals, and even kids to aggressively advocate for actions that protect, enhance, and support children.

SUPPORT

Launching a national movement requires resources. It also requires funding to make sure that our programs and services continue to set the standard for innovation and excellence. Your commitment as a colleague will fuel the Kids First movement.

Create Transformative Experiences

Our Transformation Education culture sets us apart and has been putting Kids First by focusing on the whole child and exposing them to brain and project-based learning experiences in creative classroom environments.

The Children's Guild Alliance continues to lead the way in innovation and advocacy for the needs of the whole child. That means our schools, group homes, and all our programs and services continue to serve as living models of what can be done to show our colleagues across America and around the world what it is like to put Kids First.

The projects chosen for the next three years are the result of meetings with teachers, counselors, clinicians, administrators, and parents—in short, all our key stakeholders, as well as through extensive research.



Your support will help us to:

Address the needs of the whole child

Connect each of our students to a world of technology

Equip educators and child-serving professionals across America to become transformative leaders

Give the gift of an inspiring learning environment to every child

Turning our classrooms into dream factories

Help a child thrive. A child's social, emotional, and physical needs must be met for them to learn and succeed in life. A warm and nourishing breakfast, food to take home for the weekend, clean clothes that fit, or even a week of summer camp where they can discover nature, are often needs for the children who come to us, whether through our schools, group homes, or treatment foster homes.

Open the world of technology to a child. The key factor in whether or not a child escapes poverty is connectivity, and we want to ensure that each child in every one of our schools is connected to a world of learning with a laptop.

Provide an online platform of educational experiences for teachers, staff, clinicians, and families to get the help they need without ever leaving home.

Unlock creativity in inspiring learning environments. The aesthetic of a school triggers higher centers of critical thinking and unlocks creativity for children. Our environments have been a hallmark of our schools and are a key to Transformation Education.

We must equip our educators with the power to unleash the potential in the children they educate. Our educators must attend conferences and have experiences to inspire and equip them to help their students achieve their potential and realize their dreams.



Help Spread the Word!

As a Children's Guild Alliance colleague, you are already part of the movement and an integral part of the greatest cause in the world today—OUR CHILDREN. To be successful, we need your help to get the word out.

We will send you regular updates on significant issues and make you aware of events that will help you become an effective advocate for children. You can help spread the word in three important ways:

SHARE YOUR STORIES

People in your world need to hear your stories from the front lines. You can share one-on-one, in small groups or through social media.

ACTIVATE

Help us go viral and spread the Kids First message by connecting with friends, family, and community members who share your concern for the future of our children.

Every one of us has gifts and resources that can make a difference in the life of a child — time, talents, and treasure.

Encourage people in your world to invest time, connections, and resources in one of our schools or programs.

SUPPORT

We ask you to consider lending your financial support to our movement and we will be providing more information in the near future about how you can contribute to projects that will help our children. The Children's Guild Alliance needs to be the model of what it means to put Kids First!



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@movement_kids



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The
Children's Guild
ALLIANCE

POWERED BY TRANSFORMATION EDUCATION

#KidsFirstAmerica