



## FAMILY, FRIENDS & NEIGHBORS

### United Way Monterey County's Role in Early Care & Education

UWMC's Early Care & Education programs are designed to improve long-term academic outcomes for children and help support families achieve economic self-sufficiency.

#### Safe & Nurturing Environment

Family, Friends & Neighbors (FFN) is an early care and education initiative that develops a support network of informal caregivers such as grandparents, aunts, uncles, nannies, neighbors, or friends. This network offers low cost child care and creates a safe and nurturing environment that promotes positive educational, social and emotional results for children.

FFN caregivers do not have formal training in early childhood education or may lack adequate resources to provide quality care. UWMC works to close this gap by informing on child care policies and providing resources and trainings to FFN caregivers.

#### Invest in Our Community

- Support our young children's literacy, social and emotional, and physical development
- Help FFN caregivers develop professionally and become licensed
- Give parents a peace of mind knowing that their children learn and play in safe and nurturing environments
- Help build a workforce of preschool providers
- Help increase access to quality and affordable childcare, and improve kindergarten readiness



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# INVEST IN A SPONSORSHIP

Sponsor Levels	Early Childhood Sponsor	Community Sponsor	Corporate Sponsor	Corporate Partner
	\$500	\$1,000	\$2,500	\$5,000
Name/Logo recognition on UWMC website	Name	Name	Logo	Logo
Name recognition on UWMC Social Media platforms	One mention	Two mentions	Three mentions	Five mentions
Recognition on UWMC Newsletter	N/A	N/A	N/A	X
Name/Logo recognition on UWMC promotional materials	Name	Name	Logo	Logo
Monterey County Weekly sponsor recognition ad (November)	Name	Name	Logo	Logo



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