



Funding Early Education For Local Children

Thousands of families in New Jersey cannot afford to provide their children with early education. Preschool Advantage is committed to changing this—one child at a time.

Annual Update

2018-2019



PRESCHOOL ADVANTAGE

Funding early education for local children

25 Lindsley Drive, Suite 307, Morristown, NJ 07960
(973) 532-2501
www.preschooladvantage.org



Board President

The last six months have been productive at our office! Through the combined efforts of our many volunteers 159 applications were received, 97 new families were interviewed and 112 new and returning children will be attending preschool at 25 partner schools this fall!

The interview is an important step for parents in our

application process. This is when we become better acquainted with a family's needs, and they can ask questions of the Preschool Advantage team. One of my favorite questions asked in an interview is, "How does Preschool Advantage get the money to send my child to preschool?"

We love to answer this question, because the reply is so incredible! "The money is donated, it comes from people who care about the future of 3 and 4 year old children!" Applicants are amazed that we receive no government funding, just donations from people who know preschool can be a game changer for a child.

Support comes from generous individuals whom our families probably will never meet, but who care about a child's future. It comes from foundations and corporations who know a strong community matters. It comes from donors who hope for classrooms where children will thrive, instead of struggling to catch up. The money comes from YOU!

Some parents, upon hearing they have received the gift of preschool, tell us they hope to do something for Preschool Advantage in the future when their situation improves. Whether it is an uplifting note of appreciation, a small donation in the mail, or telling their challenging life story before donors at events, many of our families do indeed give back. All of our families are just trying to get by, and we know that thanks to your help, their lives have been touched for the better, with a safe and rewarding preschool experience for their child.

This Annual Update celebrates YOU, whether you are a first time donor or a long time, loyal supporter of Preschool Advantage. From the office, our Board, and our amazing volunteers, please know we are so grateful. We know there are many nonprofits you can support, so we are thrilled that you see the importance and urgency in our mission.

Thank you!

Adrienne Kirby

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**PRESCHOOL
ADVANTAGE**

Funding early education for local children

1,000+
CHILDREN



In the last 24 years, over 1,000 3 and 4 year olds have been selected to receive the preschool education they need to succeed in school.

PARTNER PRESCHOOLS

25

in Morris and Somerset Counties deliver high-quality early education to Preschool Advantage students.



STUDENTS ATTENDING PRESCHOOL IN 2018

85



In the 2018-2019 school year, a record 85 children attended preschool at our Partner Preschools!

100+ RECORD BREAKING ENROLLMENT IN 2019! STUDENTS

Thanks to our supporters, over 100 children will gain the preschool preparation they need to succeed throughout their education.



ALL THANKS TO YOU! 500+



Foundations, Companies, and people like you make this possible.

Preschool Advantage recently adopted a three-year strategic plan (2019-2022) that will strengthen the organization's infrastructure to serve 100+ families every year, ramp up fundraising efforts to fully fund this increase in enrollment, and conduct key studies on the organization's funding model and geography. The plan also updated the organization's mission, vision, and values to better communicate our guiding principles.

Mission: To give children a fair chance to succeed in life. We raise funds to open the doors of preschool and unlock the possibilities beyond.

Vision: All children begin school with the skills they need to learn and thrive.

Values:

Compassion and Understanding

We respect and appreciate the unique needs and talents of the families we serve, preschools, donors, volunteers and employees.

Commitment to Quality

We maintain high standards in our preschool partnerships, communications, and day-to-day work.

Integrity

We are guided by our responsibility to our partner preschools, our donors and the families we serve.

Optimism

We believe our mission benefits the larger community.

Quality preschools are so important. The schools we work with are true “partners”, helping us achieve our vision **that all children begin school with the skills they need to learn and thrive.**

Partner Preschools

2018 – 2019 Partner Preschools

- All Saints Academy (Morristown)
- Children on the Green (Morristown)
- Children’s Circle at St. Andrew Lutheran Church (Parsippany)
- El Primer Paso (Dover)
- Hearts and Hands Preschool (Parsippany)
- Hillside Preschool (Succasunna)
- Jefferson Child Care and Education Center
- Joyful Noise Nursery School (Morris Plains)
- Madison Montessori School
- Morris Plains Cooperative Play School
- Mt. Olive Child Care & Learning Center
- Mountain Lakes Country Day School
- Rainbow Montessori School (Madison)
- School of St. Elizabeth (Bernardsville)
- St. John’s Nursery School (Bernardsville)
- The Dogwood School (Chester)
- The F.M. Kirby Children’s Center (Madison)
- The Frances & Herbert Brody Preschool of Temple B’nai Or (Morristown)
- The Nursery School of the Presbyterian Church (Morristown)
- The Palmer School (Bernardsville)
- The Preschool Place & Kindergarten (Bridgewater)
- The Westmont Montessori School (Mendham)
- Union Hill Church Preschool (Denville)



Preschool Place collected and counted their “Change for Children” and proudly delivered it to Molly Dunn, Preschool Advantage Executive Director, and Enid Edelson, School Committee member

The Preschool Place and Kindergarten, located in Bridgewater, will be the honored partner preschool at the 2019 Turning Leaves Annual Benefit. Carol Rubnitz has been the Director since 2005. Her leadership provides inspiration, guidance, and standards that allow the students to receive a stimulating and enriched curriculum.

Preschool Place is celebrating its 41st year providing families in Somerset County a top-notch early education facility. The school is non-sectarian and is housed at Temple Sholom.

Please join us at The Turning Leaves Annual Benefit on October 16th at Brooklake Country Club in Florham Park to celebrate all who advance the Preschool Advantage mission.

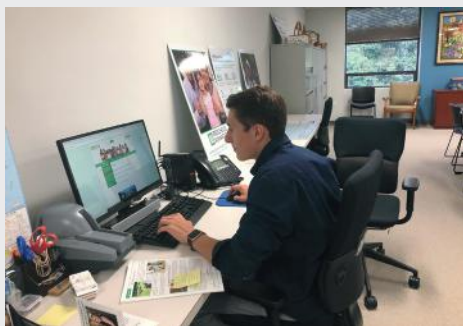
Featured Partner Preschool

- New Partner Preschools for 2019 – 2020**
- Learning Garden Academy (Pine Brook)
- The Treehouse (Basking Ridge)

Thank you to all of our partner preschool directors for opening the doors of preschool to so many children!



It takes over 100 volunteers to advance the Preschool Advantage mission. **Here are some of the reasons YOU volunteer and help...**



Conor Robbins, Summer Intern

“The mission of preschool Advantage is not just a simple and succinct one; it is an important one for the future of a strong, educated society. It is critically important to me that I connect with an organization that is focused on making sure we provide a strong educational beginning for our youth so that they have a strong foundation leading to a quality educational experience overall. Preschool Advantage does just that. Bette Simmons, Morristown (6 years)”

“As a former educator, I’m thrilled to be part of an organization that helps children be prepared for kindergarten. All the volunteers are dedicated, the mission easy to share, and who doesn’t want a well-educated, prepared community? The families we help are so grateful that they are good ambassadors as well. Carolyn Simpson, Morristown (5 years)”



Millburn Middle School Students & Faculty

“Being a recipient of funding from Preschool Advantage, I want to volunteer to support and assist their mission. I never felt like I was a charity case but someone that found a support system that helped make raising a kid alone easier. Donella Tilery, Bridgewater (3 years)”



The Peck School Family Fun Day Volunteers

“The cost of living in Morris and Somerset counties is insanely high, and as a result, many hardworking families are unable to afford preschool tuition. I joined Preschool Advantage hoping to bring greater awareness and funding to this important organization. One of my favorite things has been conducting interviews with applicant families and seeing how dedicated they are to their children’s education and future success. Leslie Senke, Basking Ridge (2 years)”

“As a member of the Preschool Board of Trustees for many years, I observe firsthand the effort from our entire board that has allowed our organization to be so successful toward our mission. We are all busy people. I attend the monthly meetings, knowing that my time will not be wasted. Often I hear of non-profit organizations wasting money. Preschool Advantage is not like that. I am proud to tell friends that I am a partner in this generous organization. Dianne Robinson, Randolph (10 years)”



Our youngest volunteers building awareness in Bernardsville

Thank YOU donors and volunteers for making all this happen!



Family Fun Day at the Y Zone



Molly Dunn, Executive Director, receiving proceeds from The Peck School's "Munchkin Mondays"



Jill Lasser, Founder, with the alumni family at 2018 Turning Leaves



Pi Beta Phi members with book donation



2019 Golf Outing at Morris County Golf Club

2018 Turning Leaves Benefit:

Almost 300 guests attend a festive evening and fund 33 preschool tuitions.

"Students Standing for Students":

Millburn Middle School students read "Of Mice and Men", and talk about how to help the disadvantaged and raise \$3,500.

"Pasta for Preschool":

Civic minded 7th graders at **The Peck School** organize a pasta dinner netting over \$11,000.

More Books:

A generous grant from **Pi Beta Phi** restocks Preschool Advantage with children's books for orientations.

Three Friendraisers:

Events were held at **Toy's with Love**, Chester, the home of **Kate and Craig Annis** Morristown, and by **Eugene and Liz Huang**, Madison and their neighbors.

112 students

placed for 2019—2020 school year.

Four Parent Orientations:

new parents orientations are held in **Bernardsville**, **Parsippany**, **Randolph**, and **Morristown**.

Family Fun Day:

new and alumni Preschool Advantage families play at the **Y ZONE** with the help of **M&T Bank** and The Peck School volunteers.

"Change for Children":

students at **The Preschool Place and Kindergarten** in Bridgewater collect and count a lot of coins to donate to Preschool Advantage.

"Munchkin Mondays":

students, parents, and staff of **The Peck School** buy a lot of donuts, raising over \$1,500 for children in need.

2019 Golf Outing:

After a rainout, a rescheduled outing brings the sun and raises over \$107,000.

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(\$15,000 +)**

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Miro is a four year old attending The Dogwood School in Chester for the first time in September. This will provide the opportunity for his mother to be able to work more hours to help support the family by substitute teaching, adding to his father's income as a house painter. His mother believes that preschool will help Miro with socialization and structure.

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Mila is a three year old from Warren who will be attending the Treehouse Nursery School in Basking Ridge in September. She lives with her mom and dad and two older brothers in a family where both English and Arabic are spoken at home. Her dad has a new job with a construction company, and her mom hopes to find part-time work when Mila goes to school. Mila's family loves to take advantage of the library, playgrounds, and the kid's club at the Y.

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Taj is a four-year old boy from Boonton whose family arrived in the U.S. from Afghanistan under a State Department refugee program and they have since obtained Green Cards. Taj faces particular challenges since his blood contained high lead levels when he arrived. His dad is working as a utility technician, but the family is not able to pay for preschool tuition. We received a strong recommendation from a volunteer from Refugee Assistance Morris Partners, who assisted with the family's resettlement. We are delighted that Taj will attend preschool in Parsippany in the fall.



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Ciara, a three year old from Morris Plains, and her mother have a large and supportive extended family. Ciara needs greater stimulation than staying home with relatives can provide. Ciara's mom is looking for her to have the chance to excel and Preschool Advantage hopes that she will find that next year at Joyful Noise. Her mother works several jobs as a medical assistant while also attending County College to provide for Ciara and build opportunities for the future.

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Trey is a four-year-old boy from Bridgewater. The preschool experience is particularly critical for a boy like Trey since English is not the language spoken at home. After a year of preschool education, it is likely that Trey will be fluent in English as he enters kindergarten. This means that he will start his elementary school on a more equal footing with his peers and he will not need ESL services from the school district. The parents are extremely appreciative of the assistance they have received from Preschool Advantage.



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 7/1/2018-6/30/2019.**

Growing to Serve 100 or More Children Each Year

In 2016, Preschool Advantage's Board made a plan to grow enrollment by 50% over three years, with the goal to send at least 100 children to school each year. To fund this growth, we launched Preschool 100: Education for a Better Future. The goal of this campaign was to provide a funding infusion to quickly ramp up the number of students we serve, and bridge the gap while our annual funding catches up. We are proud to share that that we have not only met, but exceeded our goal, ahead of schedule! Thank you to the following supporters who have made this possible.

Thank you to our Preschool 100 Supporters

\$100,000+

Anonymous
Preschool Advantage Board
(Cumulatively)

\$50,000 - \$99,999

The F.M. Kirby Foundation
Kate S. Tomlinson
Kim & Finn Wentworth

\$10,000 - \$49,999

Felicia & Michael Angus
Ann & Stephen Feld
The Blanche & Irving Laurie
Foundation
Vanech Family Foundation
Michael & Virginia Ranger

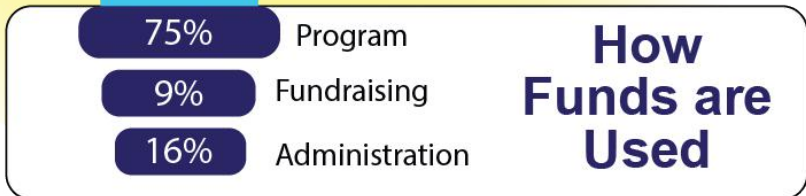
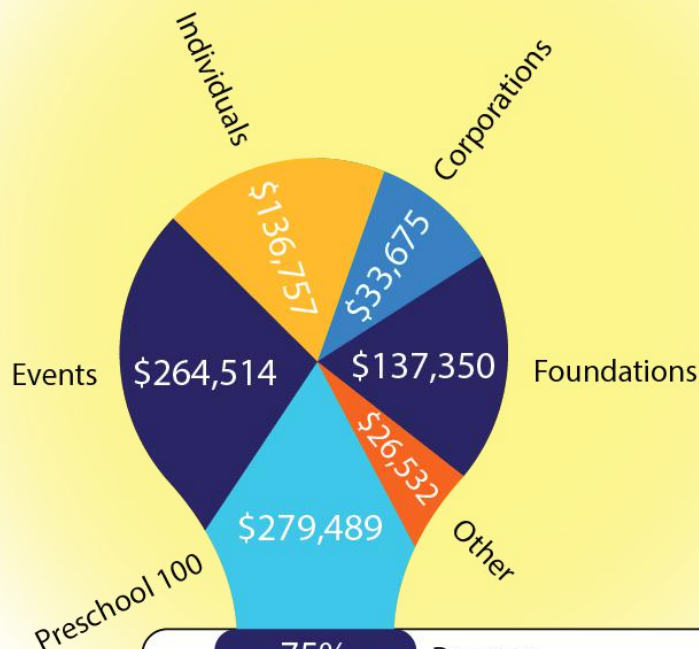
\$1,000-\$9,999

Kevin Coakley
Mary Ellen & Gates Hawn
Paul Kleinheider
Stuart & Tracey Lasser
Hector Mislavsky
& Judy Martinez
Timothy McCollum Foundation
Eric Nielsen/Ally Financial

Fostering the Future Society

Now we need your help to maintain this increased enrollment! To continue to serve a record 100+ children in need in our community each year we ask supporters like you join the Fostering the Future Society by making a sustaining gift. By making a multi-year commitment, you are helping us plan for the future, and build an infrastructure able to serve a growing number of families. For more information about the Fostering the Future Society, please contact Anneke Demarest at development@preschooladvantage.org.

2018 Sources of Income



How Funds are Used