

## Community Engagement and Development Committee

Thursday, August 1, 2024 ▪ 8:30 – 10:30 am. ▪ Via Teams

The Community Engagement and Development Committee (CED) leads the Board's participation in community engagement and fund development. The CED Committee recommends policies for community engagement and fund development and provides opportunities for Board involvement in these activities. The committee will recommend plans and procedures, advise and support staff in their efforts to strengthen the early childhood system through stewardship of local resources, community engagement, strategic communication, volunteer recruitment and opportunities, outreach and education, plans, procedures, and community relations.

### 1. Determination of Quorum (3 Members) & Call to Order\*

- a. Welcome/Chair Comments

### 2. Review and Approval of Minutes\* May 2, 2024

### 3. President's Report<sup>Δ</sup>

### 4. Community Engagement Team Updates<sup>Δ</sup>

- a. Projects

- i. Salesforce Database – Sharon and Pamela
- ii. Outreach

1. Recent and upcoming outreach events we have participated in – Daniele
2. PFC outreach events

- a. Kindness Awards – November 14<sup>th</sup>

- i. Nominations begin August 19<sup>th</sup>

- b. Little Land Down on the Farm – part of the CC Fair – August 30<sup>th</sup> – September 8<sup>th</sup>
- c. Smart Start Month - September
- d. 2025 Little Land – February 15<sup>th</sup>

- b. Daniele Updates – End of Year Reporting
- c. Shaun Updates
- d. Liz Updates

### 5. Review of Logo Usage by Funded Programs in the Community Engagement Policies\* – Sharon

- a. LOGO USAGE BY FUNDED PROGRAMS: Agencies and organizations that receive grant funding through PFC must use the approved PFC organizational logo on materials related to their program and must submit a copy of the material for review and approval of the logo usage prior to publication or release of the material.

### 6. Grant Report<sup>Δ</sup> – Pamela

**7. Board and Committee Learning Tracts** Keep these two things in mind, *defining how we train ourselves and our board members on what we do at Partnership for Children and a long-term goal of hosting small community meetings.*

a. Review Script/Talking points

**8. Other business**

**9. Adjournment\***

\* Needs Action    ^ Information Only    / Possible Conflict of Interest (Recusals)



**Partnership for Children of Cumberland County, Inc.**  
**Community Engagement and Development Committee Meeting Minutes**  
**May 2, 2024 (9:05 am to 10:22 am)**



<b>MEMBERS PRESENT:</b> Ayesha Neal (Chair), Paige Ross, Erica Little, Amanda Klinck, Dorothy Strahley <b>MEMBERS ABSENT:</b> Bersuada Saunders-Clarke <b>NON-VOTING ATTENDEES:</b> Mary Sonnenberg, Sharon Moyer, Pamela Federline, Liz Simpler, Daniele Malvesti Petti, Amanda Hamilton, Shaun Savarese			
AGENDA ITEM	DISCUSSION & RECOMMENDATION:	ACTION	FOLLOW-UP
1) <b>Determination of Quorum &amp; Call to Order</b>	Determining a quorum was present, Ayesha Neal called the meeting to order at 9:05 AM.	Called to Order	None
a) <b>Welcome/Chair Comments</b>	The chair welcomed everyone. Introduction of Shaun Savarese, new CE team member as a Visual Communications Designer	None	None
2) <b>Review and Approval of Minutes</b>	Ayesha Neal called for review and approval of the March 19, 2024, minutes. No changes were indicated. Dorothy Strahley motioned to approve, and Erica Little seconded. Motion passed unanimously and minutes were approved with no changes.	Minutes Approved	None
a) <b>March 19, 2024</b>			
3) <b>President's Report</b>	Mary Sonnenberg presented the president's report. Report attached. <ul style="list-style-type: none"> <li>Family Connects will be targeting only Cumberland County starting July 1.</li> </ul>	None	None
4) <b>Community Engagement Team Updates</b>	a.) Projects	None	None
a) <b>Current Projects</b>	I. Salesforce Database – Sharon reported <ul style="list-style-type: none"> <li>Still working to make salesforce our single point of truth.</li> <li>Continuing to work on the community portal for Salesforce</li> </ul> II. Outreach <ul style="list-style-type: none"> <li>2025 Little Land – Feb 15<sup>th</sup> <ul style="list-style-type: none"> <li>Board and committee members will receive information regarding Little Land vendors to help us spread the word</li> <li>We have released a loyalty signup to the vendors that have participated with us before and are offering a discount.</li> <li>There will be an early bird signup for vendors.</li> <li>Continuing to work on sponsorship packages.</li> <li>We will give away superhero capes for the first 200 kids (advertised) and aim to have 400 on hand. Only announcing 200 to encourage families to attend early.</li> </ul> </li> <li>2024 Kindness Awards – Tentative Thursday, Nov 7               <ul style="list-style-type: none"> <li>Currently testing nomination forms</li> </ul> </li> </ul>		





**Partnership for Children of Cumberland County, Inc.**  
**Community Engagement and Development Committee Meeting Minutes**  
**March 19, 2024 (9:05 am to 10:22 am)**



<p><b>6) Board and Committee Learning Tracts</b></p>	<p>Sharon Report</p> <ul style="list-style-type: none"> <li>• How do we develop a short synopsis of what we do? Update from CE and concept image.</li> <li>• How do we train ourselves and our board members on what we do at Partnership for Children?</li> <li>• Long-term goal – small community meetings</li> </ul> <p>Working on building a script using AI</p> <p>Recommendation from committee</p> <ol style="list-style-type: none"> <li>1. We’ve cultivating a healthier society for generations to come</li> <li>2. Shaping bright futures</li> <li>3. Meet families where they are on their journey</li> </ol> <p>CE Team created a concept image – concept shown to committee members.</p> <p>Committee feedback:</p> <ol style="list-style-type: none"> <li>1. Changing some of the images like, for Ex. Having a single dad or a mom with more children</li> <li>2. Get more specific with the wording</li> <li>3. This image will be mainly used for outreach materials and on the website</li> <li>4. The idea of the arrows is awesome</li> <li>5. The color of the image is excellent, and the clouds at the top of the flier remind you of Little Land</li> </ol> <p>Next Steps: CE Team will take the ideas and create a short script.</p>		
<p><b>7) Other Business</b></p>	<p>CED Committee Leadership FY 24/25 Sharon reported</p> <ul style="list-style-type: none"> <li>• Patricia Fecher will be joining our board as chair</li> <li>• Today is Ayesha Neal’s last meeting as CE board chair; thank you for all you have done for our committee</li> <li>• Paige Ross and Erica Little will serve another year on our board to continue representing the CE committee</li> </ul>	<p>None</p>	<p>None</p>
<p><b>8) Adjournment</b></p>	<p>Ayesha Neal motioned to adjourn. Motion passed unanimously. The meeting was adjourned at 10:22 am.</p>	<p>Adjourned</p>	<p>N/A</p>

**Submittal:** The minutes of the above stated meeting are submitted for approval. \_\_\_\_\_  
Secretary of Meeting Date

**Approval:** Based on Committee consensus, the minutes of the above stated meeting are hereby approved as presented and/or corrected. \_\_\_\_\_  
Committee Chair Date

**President's Report**  
**Executive Committee (on Behalf of Board)**  
**Charles Morris Room/ Hybrid**  
Thursday, July 25, 2024

**A. NCPC/DCDEE Updates / Legislative Updates**

**1. NCPC**

- Contract for FY25 executed. Subcontracts for Direct Service Providers and contractors are in process.
- Year-end fiscal reporting has been submitted along with our reversion check. Programmatic data is in process and due by July 31.
- Marta Hester, NCPC's Public Policy Director, has started meeting with Local Partnership regions to develop priorities for the General Assembly's Long Session. Part of this focus is on some of the legislative requirements for Smart Start.

**2. DCDEE**

- **Southwestern Child Development Commission (SWCDC)** has reimbursed PFC through May for our four **Region 5** contracts. Preparation of FY25 contracts is in process. Met with SWCDC's Board Chair and Interim Director to discuss the issues with payment this year as we prepare for going in to contract for FY25 on July 10<sup>th</sup>. We will stay in close communication with SWCDC staff as the new fiscal year starts.
- **NC Pre-K-K:** Contract for FY25 executed. Sub-contracts for providers are in process.

**3. State Level**

- The NC House and Senate passed their budgets for the short session. The Governor signed into law several pieces of legislation as the legislature adjourned. Senate Joint Resolution 916 provides a series of dates and issues which may be considered when state legislators return on designated dates in July through December. The official last day of the 2023-24 Regular Session is December 13, 2024.
- The budget included additional one-time funding of \$67M for Stabilization Grants for child care providers. This funding is at a reduced level for the first half of the 2024-225 Fiscal Year.
- The Governor signed Senate Bill 426 which includes the Quality Rating Improvement System (QRIS) Modifications recommended to the Child Care Commission to update QRIS and create additional pathways for licensed child care facilities to earn star rated licenses. The Child Care Commission is currently in the process of drafting proposed child care rule language for implementing the new requirements. Hold Harmless provisions have been extended and star rated license assessments will be conducted by provider request only until the QRIS rulemaking process has been completed. Star rated license assessments are still required for new child care programs. The legislation also provides a pathway for child care programs currently accredited through approved accrediting bodies to move to a 3 or 5 star license if they are not already at this star level. Processes are in place for providers to submit a request for this alternative pathway.

**4. Federal Level**

- **DOL (Department of Labor) Overtime Rule** – The first court case has given a delay to only Texas for the Overtime rules. The Partnership has done its due diligence in assessing the impact of the higher salary thresholds on our employees. We have addressed those staff impacted by the first change in salary levels. We will continue to monitor this with the next salary change set to occur in January.
- **Fiscal Year 2025 funding for Labor, Health and Human Services, and Education and Related**

**Agencies (LHHS) approved and released by the House Appropriations Committee.** The proposed funding includes \$194.4 billion which is a cut of \$24.6 billion (or 11%) below the fiscal year 2024 level. Highlights include increased funding for Child Care Development Block Grants (CCDBG) to \$8.7 billion (to provide vouchers for working families to have child care), \$12.3 billion for Head Start (an increase of \$25 million above the 2024 level and \$244 million below the 2025 request), \$1 billion for Maternal and Child Health programs (a decrease of \$152 million below the 2024 level and \$216 million below the 2025 request with elimination of funding for the Healthy Start program).

#### **B. Grant Opportunities/Updates/RFPs**

- Met with City of Fayetteville on July 11<sup>th</sup> to discuss status of grants. Reviewing City of Fayetteville ARPA and CDBG grants for continued funding, regulations and viability.

#### **C. Staff Updates**

- **Welcome to Ebony Peterkin, Caseworker who started with the Partnership on July 15.**
- **Farewell Bianca Morales, Family Connects Program Specialist. Bianca is relocating to Massachusetts where she has been accepted into a master's program for mental health counseling at Boston University. We wish her well in her next phase of professional development.**
- **Open positions are on the PFC website with a link to Indeed.** If you have any questions, please get in touch with Anthony Ramos ([aramos@ccpfc.org](mailto:aramos@ccpfc.org)).
- **Congratulations to Liz Simpler for being part of the Fayetteville Observer's 40 Under 40 Class of 2024! Congratulations are also in order for Linda Washington (NC Pre-K Program Specialist) whose daughter, Ayana Washington, is also part of the 40 Under 40 Class of 2024!**
- **Congratulations to Angela Williams (NC Pre-K Case Worker) on completing her Master's degree in Sociology with a certificate focus on military families and Brianna Brown (NC Pre-K Program Specialist) on completing Associate degrees in health and social psychology.**

#### **D. Events**

- **NC Pre-K Let's Get Enrolled** launched January 17, 2024, for applications for the 2024-2025 school year. Please share the URL: [ccpfc.org/letsgetenrolled](https://ccpfc.org/letsgetenrolled). **We are still recruiting for the new school year. Please continue to get the word out.**
- **Fayetteville 2024 Community Choice Awards** – we have been nominated again this year. The final award ceremony will be on August 22 at the Crown Complex and will be attended by Haja Jallow-Konrat and Mary Sonnenberg.
- **Kindness Awards** nominations will begin on August 19th. The webpage is in development but will be housed at [ccpfc.org/kindness](https://ccpfc.org/kindness). Nominations will be taken from the public. **The Kindness Awards** event will be held **November 14** in the evening.
- **State of the Community**, hosted by the Chamber of Commerce, is August 29, 2024, from 11:30 AM - 1:30 PM. We have purchased a table with a few spots left for board members. If you are interested in attending, please contact Belinda.
- **Little Land: Down on the Farm** makes a return. We are grateful to Lisa Childers and the Cumberland County Fair Committee for allowing us to participate in the fair again this year. The fair dates are August 30th through September 8th.
- **Smart Start Month**: NCPC announced that the State of North Carolina will proclaim September as Smart Start Month. We will promote this with media releases and social media posts. Please make sure you follow us on Facebook and share our posts. More will come as NCPC finishes the promotional Tool Kit.
- **Little Land: Big Play for Families** is February 15, 2025. Thank you to Haja for being our first sponsor and sponsoring Sensory Land. We need your help in soliciting vendors and sponsors. You can find all the information online at [ccpfc.org/vendor](https://ccpfc.org/vendor), [ccpfc.org/sponsor](https://ccpfc.org/sponsor), and downloadable flyers, posters, etc. are at [ccpfc.org/lldownloads](https://ccpfc.org/lldownloads).

## **Bylaws review**

Article V, Section 8. **Community Engagement and Development Committee:** The Community Engagement and Development Committee (hereafter referred to as the CED Committee) is chaired by a Board director. Committee members total a minimum of six with two Board directors and four non-Board participants. The Committee will meet a minimum of quarterly or as called by the chair and works with the President in carrying out its responsibilities as directed in these bylaws.

The Community Engagement and Development Committee (CED) leads the Board's participation in community engagement and fund development. The CED Committee recommends policies for community engagement and fund development and provides opportunities for Board involvement in these activities. The committee will recommend plans and procedures, advise and support staff in their efforts to strengthen the early childhood system through stewardship of local resources, community engagement, strategic communication, volunteer recruitment and opportunities, outreach and education, plans, procedures, and community relations.





## Community Engagement Policies

### *Revised 2/13/19*

Public education and awareness are essential to the Partnership for Children of Cumberland County, Inc. (PFC) and encompass the entire spectrum of services and programs within the organization. The following guidelines are applicable to any grant (such as Smart Start, NC Pre-K, DCDEE, etc.) received by the Partnership for Children and are meant to give direction concerning marketing, public awareness and education, community engagement/outreach and public relations materials and activities. With these policies we aim to ensure a consistent organizational image and message for all PFC programs and services by conveying a clear, consistent message to all stakeholders and the public in general.

These policies seek to create a consistent brand image for the organization. Brand image is a similar concept to organizational reputation. Creating a consistent brand image is important because it builds customers' and clients' trust in our organization. When our customers and clients trust us, they are more likely to use and value our services. By applying our marketing materials and public relations efforts in a consistent manner, we create trust and a reputation for professionalism. The rules and guidelines that follow in these policies will help us maintain a consistent, professional image.

- 1. UNIFIED COMMUNICATIONS:** PFC marketing, public relations, and public awareness materials and projects will be coordinated through the Community Engagement Department and must have the final approval of the PFC President or designee before distribution.

#### **WHY?**

Public education materials must be accurate and in alignment with PFC's branding.

- 2. ORGANIZATION NAME:** The legal name of the organization is "Partnership for Children of Cumberland County, Inc." and should be used as specified in the organizational Style Guide.

#### **WHY?**

Staff, volunteers, and vendors must refer to the organization consistently to adhere to PFC's branding.

- 3. COPYRIGHT:** PFC will observe all current copyright laws as specified by the US Copyright Office.
  - 3.1.** All public education materials or programs for PFC become the property of PFC, and PFC is considered the author/creator.
  - 3.2.** If an advertising, marketing, or promotional material contains copyrighted material from a source other than PFC, a written release from the copyright owner must be obtained before use.

#### **WHY?**

PFC staff, volunteers, and vendors must abide by copyright law.

- 4. ORGANIZATIONAL STYLE GUIDE:** The Community Engagement Department will maintain an organizational Style Guide that illustrates and explains the proper use of logos and the organization's name and contains guidelines that must be followed when developing or designing public awareness materials.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

5. **MARKETING AND ADVERTISING MATERIAL COORDINATION:** The Community Engagement Department acts as the central coordinating point for effective management of marketing and advertising materials.
- 5.1. All marketing, advertising, and promotional materials and publications will be designed using the most current PFC Style Guide to ensure and maintain a consistent corporate image.
  - 5.2. The development, design, execution, and evaluation of marketing and public relations programs, publications, and plans will be **managed** by the Community Engagement Department.
  - 5.3. **Supervision** of projects by outside marketing, advertising, public relations agencies, and vendors, to include photographers and video production companies, will be the responsibility of the Community Engagement Department.
  - 5.4. All classified ads must include the PFC logo and informational paragraph as specified in the most current PFC Style Guide.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

6. **MEDIA CONSENT:** A properly signed Media Consent Waiver and Release must be obtained for photos and videos used in any marketing, public relations, or public awareness materials that were not properly purchased or obtained from a stock photography company. In addition, a Media Consent Waiver and Release is required before using any quotation attributed to an individual in any marketing, public relations, or public awareness material.

### WHY?

PFC Staff, volunteers, and vendors must respect our partners' rights to privacy.

7. **MEDIA RELATIONS:** The Community Engagement Administrator is the contact for all members of the media. If the Community Engagement Administrator is unavailable, the President will designate a stand-in. A more-detailed Media Inquiry Procedure may be referenced at the end of this policy.

### WHY?

PFC messaging must be accurate, consistent, and in alignment with PFC's branding.

8. **LOGO USAGE:** The organizational logo must appear prominently on all public awareness materials, at all PFC-sponsored events, and at community events that PFC attends. Usage of the logo must adhere to the standards in the most recent PFC Style Guide.
- 8.1. There will be no departmental or service logos for PFC in-house departments and programs.
  - 8.2. In-house program funding source names and logos will be used when appropriate and will be placed subordinate to the organizational name and logo as specified in the organizational Style Guide.
  - 8.3. The organizational logo must not be altered or embellished, and must remain in the proportion as originally designed.
  - 8.4. Corporate sponsors' names and logos will be used when appropriate and will be placed as agreed between PFC and the sponsor.

### WHY?

PFC staff, volunteers, and vendors must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image.

9. **LOGO USAGE BY FUNDED PROGRAMS:** Agencies and organizations that receive grant funding through PFC must use the approved PFC organizational logo on materials related to their program and must submit a copy of the material for review and approval of the logo usage prior to publication or release of the material.

### **WHY?**

Staff, volunteers, vendors and organizations receiving PFC funding must consistently adhere to our branding and maintain a professional organizational image.

10. **DIGITAL & SOCIAL MEDIA:** The Community Engagement Department acts as the central coordinating point for effective management of all digital media including websites, blogs, wikis, social networks, forums and any other online and social media in which PFC participates. The same policies stated above that apply to messaging and communications in traditional media apply in online social media.

- 10.1. Organizational social media sites will be branded with the organizational logo.
- 10.2. Only personnel authorized to post to PFC's social media sites for the organization may do so in an official capacity.
- 10.3. All posts will be professional in language and imagery and in keeping with organizational standards.
- 10.4. Client confidentiality will be maintained at all times as specified in the most current Human Resources Policies.

### **WHY?**

Staff and volunteers must reference the organization consistently to adhere to PFC's branding and maintain a professional organizational image. In addition, the Community Engagement Department will analyze data and insights to maximize our digital and social media impact.

## Media Inquiry Procedure

**Main Contact:** Sharon Moyer, Community Engagement Administrator. Office phone – 910-867-9700; [mobile phone – for internal use only unless specifically instructed to give to the media 910-261-7001]

**Other Contact:** Mary Sonnenberg, President. Office phone – 910-867-9700; [mobile phone – for internal use only unless specifically instructed to give to the media 910-215-4889]

**Description:** How to handle inquiries from any media such as newspaper, radio, TV, cable access, magazine, trade organizations, etc.

**Background:** Partnership for Children of Cumberland County, Inc., (PFC) strives to advance its mission by communicating openly and honestly using consistent messages with its stakeholders, including the media. It is important for all PFC staff and board members to reinforce these messages by referring all calls from any media source to the appropriate staff.

### Procedure:

1. Please refer all calls or visits from the media to the Community Engagement Administrator. If, after exhausting all possible attempts to contact him/her s/he is not available, refer to the President.
2. If neither the Community Engagement Administrator nor President are available, take the following steps:
  - Find out the reporter's name, phone number, and deadline.
  - Find out the nature of the story (“[name of the Community Engagement Administrator] is our spokesperson. May I ask what kind of a story you are working on so that we can gather the information and s/he will have the facts in front of him/her when s/he calls you back?”).
  - Let the reporter know that the Community Engagement Administrator or another staff member will return the call by a stated time and date. You will need to use your best judgment based on the deadline the reporter has given you. (Examples: By 5 p.m. today, by 5 p.m. tomorrow, etc.)
  - Contact the Community Engagement Administrator or if unavailable, the President, immediately.
3. Please do not offer information to media, even if you know the answer. It is important that all news contacts be handled and documented by designated staff. Also, it can be easy to get quoted as an organization spokesperson if you volunteer something the reporter wants to use. Assure the reporter that someone will respond in time to meet the deadline. If the reporter needs an immediate response, or if the Community Engagement Administrator will not be available in time to meet the reporter's deadline, refer the call to the President.
4. If you cannot reach either contact (at work, home, or on mobile phone) to respond in time for the deadline, call the reporter back, explain the situation, and apologize, but still decline to answer the question yourself. In no case should you let the deadline come and go without any response. Then, please leave a detailed message for the Community Engagement Administrator (or President as appropriate) so that s/he can follow up with the reporter. In general, it is not advisable to say “no comment,” since that constitutes a form of an answer that may be used against the organization in some instances.

### Key Points to Remember When Dealing with the Media:

- Be polite.
- Be helpful.
- Find out what the reporter needs to know and what his or her deadline is.
- Don't let a deadline pass without a response.
- Don't get drawn into providing information or opinions that you don't have the authority to provide.
- Always inform the Community Engagement Administrator (or the President) of the call for follow-up.

The words and phrases that kept bubbling to the top in our last couple of meetings:

We meet families wherever they are on their journey and work side-by-side with parents as partners to unlock every child's full potential.

strengthening

empowering families

Empowering young families, nurturing future brilliance.

Together, nurturing the promise of tomorrow—one child at a time.

shaping bright futures.

we're cultivating a healthier society for generations to come.

healthier kids today leads to a healthier, more prosperous world for us all.

Together, we can shape a generation of potential made possible.

Below are some talking points and scripts created using AI tools. I did not ask for these to address any specific audience. But you can see AI took its own spin on supporting our organization.

*Asked AI: Write some talking points that use simple language, are short and easy to communicate, and are benefit-led for the Partnership for Children of Cumberland County.*

1. We help kids get ready for school and life.
2. Our programs support families in giving children the best start possible.
3. We work to make sure all local children have access to quality early education.
4. By investing in early childhood, we're building a stronger future for our community.
5. We connect parents with resources to help their children grow and learn.
6. Our efforts lead to healthier, happier kids and families in Cumberland County.
7. We bring together local organizations to create better opportunities for young children.
8. Supporting us means supporting the next generation of Cumberland County.

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*Asked AI to update and incorporate concepts of supporting our children, creating a better community for the next generation, healthier children mean a healthier society.*

1. We support our children today to build a better Cumberland County tomorrow.

2. Investing in kids now creates a stronger community for the next generation.
3. Healthy children grow into a healthy society - we make that happen.
4. We're laying the foundation for a thriving future by nurturing our youngest residents.
5. Our work helps create smart, capable kids who will become tomorrow's leaders.
6. By supporting families, we're building a more resilient community for everyone.
7. Healthier, happier kids today mean a brighter future for all of Cumberland County.
8. We're not just helping children - we're shaping the future of our entire community.
9. When we invest in early childhood, we invest in a better society for all.

These points emphasize the connection between supporting children now and creating a better community for the future. They also highlight how the health and well-being of children directly impacts the health of society as a whole.

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*Asked AI: Write a script using these talking points.*

We support our children today to build a better Cumberland County tomorrow. Our work is vital because investing in kids now creates a stronger community for the next generation.

We believe that healthy children grow into a healthy society - and we're making that happen. By nurturing our youngest residents, we're laying the foundation for a thriving future.

Our programs help create smart, capable kids who will become tomorrow's leaders. We're not just helping children - we're shaping the future of our entire community.

When we support families, we build a more resilient community for everyone. Healthier, happier kids today mean a brighter future for all of Cumberland County.

Remember, when we invest in early childhood, we invest in a better society for all. By supporting the Partnership for Children, you're supporting the next generation and helping create a stronger, healthier Cumberland County.

Together, we can make a real difference in the lives of our children and the future of our community.

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*Asked AI: Re-write using plain language.*

We help kids in our area grow up healthy and ready for school. This matters because when we take care of our kids now, we make our whole community better in the future.

Healthy kids grow up to make a healthy community. We work hard to give our little ones a good start in life.

Our programs help kids learn and grow. We're not just helping children - we're making our whole community stronger.

When we help families, we help everyone. Happy, healthy kids today mean a better tomorrow for all of us in Cumberland County.

When we put time and money into helping young kids, we make life better for everyone. By supporting our group, you're helping the kids who will grow up to be our future workers, leaders, and neighbors.

If we all work together, we can really help our kids and make our community a great place to live.

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*Asked AI: incorporate terms: We meet families wherever they are on their journey and work side-by-side with parents as partners to unlock every child's full potential. Strengthening. empowering families. Nurturing future brilliance. Nurturing the promise of tomorrow.*

We help families in our area, no matter where they are in life. We work side-by-side with parents to help every child shine.

Our job is simple: we strengthen and empower families. We do this because strong families raise strong kids.

We meet families wherever they are on their journey. Some need a little help, others need more. We're here for all of them.

By nurturing our children today, we're nurturing the promise of tomorrow. Each child has a spark of brilliance, and we help light it up.

When we support parents and kids now, we make our whole community better for the future. Happy, healthy kids grow up to be good neighbors and leaders.

Remember, every child has potential. We work to unlock that potential, because today's kids are tomorrow's community.

By helping the Partnership for Children, you're helping build a brighter future for Cumberland County. Together, we can make our community a great place for all families.

***From these samples, let's Frankenstein these together.***

***Committee members first:***

***What are the phrases that resonate with you?***

***What do you think is missing?***