

# Vanguard Strong Start for Kids™

2022 Annual Report

**Vanguard**®

# About Strong Start for Kids

## Vanguard Strong Start for Kids Program

Every child deserves the type of high-quality early learning experiences that build a foundation for future success in school and life. Our signature charitable initiative gives children growing up in poverty in Greater Philadelphia, Charlotte, Phoenix, Dallas, and London the opportunity to grow, thrive, and learn, with a focus on improving school readiness.

Strong Start for Kids invests in tomorrow by supporting the development, learning, and joy of young children today. Our philanthropic program is supported by our crew's volunteer time and talent, along with generous contributions during the annual volunteer-led giving campaign, including a 100% company match and additional corporate dollars.

# Our approach

## Investing for impact

Across the world, more stakeholders are recognizing that investments in young children and the programs that serve them have the power to change a child's (and, ultimately, society's) long-term potential. Despite important public and philanthropic efforts, among others, the early care sector lacks the capacity and comprehensive reach to deliver high quality services to all the children who

need them. We aim to do our part to change that.

The Vanguard Strong Start for Kids Program is driven by decades of research demonstrating that high-quality, evidence-based investments made in the first few years of a child's life lead to lifelong cognitive, emotional, and economic improvements.

Our philanthropic dollars strategically target three levers that have a proven track record for improving school readiness in communities:

- 1** Programs that cultivate the role of parents and caregivers through one-on-one individualized and/or group experiences. These evidence-based programs help improve parenting practices and networks. They also increase critical connections to social supports that promote child health and well-being.
- 2** Programs that support high-quality improvement, expansion, and sustainability efforts for early learning centers and foster teacher development through training, coaching, and apprenticeship programs.
- 3** Projects that mobilize communities by coordinating early learning systems and stakeholders, and educating policymakers to advocate for more—and more equitable—public funding.

When children are supported in their early years, they are more prepared to succeed in school, lead healthier lives, and strengthen their communities. Supporting nurturing home environments for infants and toddlers, high-quality classrooms, and a strong early childhood sector in our communities has never been more vital.


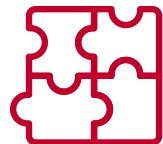

**Our approach**

## **Our theory of change**

Watch a brief video about the foundational principles that inform our approach to addressing persistent inequities in early childhood education.



## Community-building

If we invest in . . .	We will see . . .	Resulting in . . .
 <p><b>Resilient families</b></p> <ul style="list-style-type: none"> <li>• Parenting education and skill-building</li> <li>• Parent outreach and connections</li> </ul>	<p>More families understanding their role in their child's development and learning and having support to access quality services.</p>	<p>More low-income children becoming school-ready through higher participation in high-quality early learning opportunities.</p>
 <p><b>Effective programs</b></p> <ul style="list-style-type: none"> <li>• Quality improvement and access</li> <li>• Workforce development</li> <li>• Learning beyond the classroom</li> </ul>	<p>More programs providing high-quality early learning opportunities supported by a prepared workforce.</p>	
 <p><b>Connected communities</b></p> <ul style="list-style-type: none"> <li>• Coordination, partnership, and systems-building</li> <li>• Community planning, learning, and equity strategies</li> <li>• Policy and advocacy</li> </ul>	<p>More communities united to strengthen coordination, resources, and policies that advance early learning.</p>	

## Field-building

Advising, convening, and providing thought leadership to advance philanthropic learning communities, share best practices and lessons learned, and create resources that contribute to the field's collective knowledge.

## Our approach

# Partnering for impact

Our work fosters partnerships to advance family support and early learning programming in the highest-need communities near Vanguard's largest corporate operations. We respect and build on local strengths to ensure that families, programs, and communities have the resources to help all children have the best possible start in life.

Strong Start's key opportunity for impact lies not just in grantmaking, but in Vanguard's ability to leverage other philanthropic assets in support of early childhood education in underserved communities. In particular, we advocate for increased, sustainable public funding to address racial disparities in access to high-quality services and opportunities for children of color. We partner with leading philanthropic and private institutions that share our vision for young children. We also recognize the strengths of community-

based organizations and seek to elevate their leadership and reach. Strong Start considers race and inequity as a lens for understanding differentiated outcomes. Accordingly, we have made grants and sought leadership opportunities in an effort to create a more level playing field. Data show that nonprofits led by people of color receive less funding than nonprofits with white leadership teams. Strong Start implements best practices to engage with members of these underserved communities so that our grantmaking and decision-making are informed by direct feedback rather than by indirect needs assessments.

Listening to grantees, parents, and the provider community helps us gain perspective on where and how additional funding could have the most impact and will help shape our future investments.



## Six years of making an impact

Strong Start for Kids is a balanced portfolio of investments focused on creating conditions in our target communities that allow all children, regardless of race or zip code, to have access to the types of affordable, high-quality child care and early learning experiences that prepare them for school. Our portfolio casts a broad net, working with the best partners that reach children and families where they are: at home, in pediatrician offices, in child care settings (both center-based and home-based), and in the community.

In some cases, projects provide direct services to children, families, and early childhood educators. In other cases, projects focus on building partnerships

across the social services sector to strengthen and coordinate service delivery or expand access to services by increasing public investment in the early childhood sector.

This report marks the conclusion of six full years of early childhood investment since the inception of Strong Start for Kids. In that time, Strong Start has funded **143** projects totaling **\$64 million**; **95%** of closed projects met primary objectives and delivered meaningful results to the community. To date, Strong Start's resources have helped **682,000** children and families, and more than **2,000** educators. The portfolio also invested over **\$25 million** in early childhood projects with DEI priorities including

organizations whose leaders are Black, Indigenous, or People of Color (BIPOC) and projects with equity intentionality.

Advocacy organizations supported by Strong Start in Pennsylvania were successful in increasing state budget allocations by more than **\$33 million**. These top-line measures, while important, can mask the power inherent in bringing community voices to the forefront, forging partnerships across stakeholders, and testing new ideas, all of which play an important role in driving social change.

The numbers also do not convey how critical Strong Start for Kids is to the communities in which we work. As the second-largest private funder of

early childhood initiatives in Greater Philadelphia and through meaningful, curated investment in Charlotte and Phoenix, we demonstrate how critical it is for the business community to put our resources to work in partnership with nonprofits, government agencies, and private foundations to address critical community needs.

## Our approach

# Program year investments

## Investment highlights

The grants shown here reflect new project commitments approved in program year 2022. We made 27 grants to 23 organizations, including new and long-standing partners, to continue projects that were generating positive results or to launch new initiatives. Priorities included responding to acute needs as the pandemic lingers and integrating our equity intentionality—supporting BIPOC-led organizations or targeted activities to increase inclusion and equitable opportunities.

### Resilient families

Organization	Grant amount	Grant term	Site	Purpose
ParentChild+	\$800,000	July 2022–December 2023	PA NC	To provide home visiting services for disconnected families with young children and family child care providers to strengthen caregiver-child interactions, early literacy and school readiness.
National Nurse-Led Care Consortium	\$750,000	July 2022–December 2023	PA	To provide home visiting services, support to families making child care decisions, and enhance referrals to services and resources.
Maternity Care Coalition	\$550,000	July 2022–December 2023	PA	To provide home visiting services, support to families making child care decisions, and enhance referrals to services and resources.
Oxford Circle Christian Community Development Association	\$500,000	January 2022–June 2024	PA	To increase capacity of a place-based home visiting program to improve language and school readiness of children from diverse languages and cultures (English, Haitian-Creole, Mandarin, Spanish and Arabic).
Candelen	\$160,000	January 2022–December 2023	AZ	To expand the Kith and Kin program which provides child development education and materials to home-based caregivers and quality early learning experiences and socialization to the children in their care.
FathersRead365	\$143,280	April 2022–March 2023	PA	To fund the purchase of a vehicle to serve as a mobile giving library and literacy center that is readily accessible to underserved communities and organizations.
National Black Child Development Institute–Charlotte Affiliate	\$50,000	January 2022–June 2022	NC	To equip families with the resources and tools they need to help grow their children’s literacy at home and train teachers and administrators on how to engage families in culturally responsive and relevant ways.
Free Library of Philadelphia Foundation	\$10,000	September 2021–October 2021	PA	To connect parents/families with young children to early literacy resources during a citywide Reading Promise Week.



## Our approach

### Effective programs

Organization	Grant amount	Grant term	Site	Purpose
Free Library of Philadelphia Foundation	\$1,001,000	September 2022–August 2024	PA	To improve early literacy instruction at child care centers in low income communities by providing professional development, intensive coaching, literacy resources and family engagement support.
Southwest Human Development	\$330,000	July 2022–June 2024	AZ	To provide coaching and technical assistance to a cohort of early childhood centers, primarily serving children involved in the child welfare system, to improve the organizational, leadership, and classroom learning capacity of each program.
First Up	\$293,175	January 2022–December 2024	PA	To support FCC Advisory Council’s goals of increasing child care quality within the network, expansion of membership, and sustainability planning.
Drexel University	\$284,383	July 2022–June 2023	PA	To increase kindergarten readiness in West Philadelphia by extending support of the AFEL family ambassador project and virtual preschool program. This funding will also offer additional support to the AFEL summer prekindergarten transition program.
JumpStart for Young Children	\$200,000	November 2021–October 2023	PA	To increase impact in North Philadelphia preschools by continuing the implementation of the Jumpstart Technical Assistance model.
Norris Square Community Alliance	\$150,000	September 2022–August 2023	PA	To pilot a mobile preschool for children ages 3-5 cared for by informal providers in the Norris Square community. Project will provide training and coaching support for providers and connect parents with social mobility resources.
Philadelphia Health Management Corporation	\$105,200	July 2022–December 2022	PA	To conduct community-informed planning to develop a design recommendation for a flexible fund to support the early childhood workforce in Chester County.

## Our approach

### Connected communities

Organization	Grant amount	Grant term	Site	Purpose
Children's Hospital of Philadelphia Foundation	\$1,580,500	January 2022–December 2024	PA	To embed public health home visiting nurses within CHOP's primary care system to facilitate expedited family engagement with evidence-based nurse-led home visiting programs and serve as an advocate for high-risk families within the healthcare system.
KABOOM!	\$1,083,600	July 2022–December 2023	PA AZ NC TX	To create community-led playgrounds in Charlotte, NC; Dallas, TX; Phoenix, AZ; and support a collective planning and pilot project in Philadelphia that would align funding and stakeholders toward a landscape of multiple opportunities for play.
Pennsylvania Partnerships for Children	\$1,018,654	November 2021–October 2022	PA	To act as a fiscal sponsor for nine Pennsylvania advocacy organizations working together to educate policymakers on the benefits of early childhood.
Children's Hospital of Philadelphia Foundation	\$744,500	January 2022–December 2024	PA	To improve ECE knowledge and resources within primary care and home visiting in order to maximize touch points to educate and influence family understanding and decision-making about safe, quality child care, and provide direct support to vulnerable families struggling to connect to ECE.
Start Early	\$724,912	July 2022–June 2025	PA	To build the capacity of organizations to better partner with families in the design of programs, service, and policy across the sector and to seed viable organizational and system ideas developed out of the partnerships by expanding the Family Centered Design (FCD) program in Philadelphia.
Free Library of Philadelphia Foundation	\$700,000	January 2022–June 2024	PA	To support Philadelphia's grade level reading campaign affiliate in its efforts to coordinate, integrate and align people, resources, and data to improve children's literacy from birth to third grade.

## Our approach



Total Funded:

**\$12,182,704**



Projects:

**27**

### Connected communities (continued)

Organization	Grant amount	Grant term	Site	Purpose
Early Childhood Funders Collaborative	\$375,000	April 2022– March 2025	US	To center authentic voices of parents and early educators in the work of ECFC and the Raising Child Care Fund (RCCF) by supporting a new equity-focused staff position working with leadership of ECFC and to engage BIPOC-led partners in the strategic direction and recruiting new community organizers for RCCF.
Candelen	\$240,000	January 2022– December 2023	AZ	To mobilize efforts to improve infrastructure for home-based child care by coordinating resources, including pathways to state licensure and certification, and developing Arizona-specific policy recommendations informed by the direct needs of the sector.
National League of Cities	\$200,000	April 2022– March 2023	PA NC AZ	To continue the coordination of strategic planning efforts with city leaders in Charlotte, Philadelphia, and Phoenix to address early childhood workforce barriers with a focus on post-Covid recovery and equity.
CAYL Institute	\$110,000	July 2022– December 2022	AZ NC TX	To offer recommendations for tailored approaches that would increase access to high quality early childhood learning experiences for marginalized children and families in Charlotte, NC, Phoenix, AZ, and Dallas, TX.
Smart Start of Mecklenburg County	\$50,000	November 2021– June 2022	NC	To support Smart Start's second annual innovation grants initiative that provides a funding opportunity for community-driven projects that seek to understand and/or address racial and economic barriers in early childhood.
Philadelphia Foundation	\$28,500	August 2021– December 2021	PA	Complete an analysis of the capacity needs within early childhood and develop and execute a plan to support those needs with Vanguard skills-based volunteers.

## Our approach

# Top 10 partners

Top 10 partners account for 62% of active grant commitments

<b>Strong Start partner</b>	<b>Active grant commitment</b>
Free Library of Philadelphia Foundation	\$4,703,350
Children's Hospital of Philadelphia Foundation	\$4,152,500
First Up	\$2,293,175
People's Emergency Center	\$1,470,237
Public Health Management Corporation	\$1,179,384
Kaboom!	\$1,083,600
Pennsylvania Partnerships for Children	\$1,018,654
Esperanza	\$992,100
Campaign for Grade Level Reading	\$922,650
Southwest Human Development	\$920,000



# Vanguard Strong Start for Kids Program staff

The team overseeing Strong Start has expertise in early childhood education, philanthropy, and business leadership. It stewards Vanguard's investments with the utmost care by partnering with nonprofit leaders, government officials, and other funders, sourcing evidence-informed models, and shepherding project ideas to prepare them for philanthropic investment. Grantees are selected on an invitation-only basis. The team uses a rigorous diligence process, benchmarking, and active engagement in the field to monitor funded grants. With funding and connection to Vanguard's robust pool of volunteers, Strong Start for Kids partners are given support that promotes social change in our communities.

**Crystal Hardie Langston**

Principal, Global Head of Diversity, Equity, and Inclusion & Community Stewardship

**Aldustus (A.J.) Jordan**

Head of Community Stewardship and the Vanguard Group Foundation

**Rashanda Perryman**

Senior Manager, Philanthropy

**Chinwe Onyekere**

Program and Philanthropy Officer

**Caroline Roben**

Program and Evaluation Officer

**Marnie Anderson**

Grants Operation Lead

To learn more about Vanguard, visit [vanguard.com](https://www.vanguard.com).

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P.O. Box 2600  
Valley Forge, PA 19482-2600

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