



## Campaign Fact Sheet

**Why A Campaign?** As a society, we are not achieving the outcomes we need for all youth to lead productive adult lives.

Too many children are falling through the cracks because their parents and care professionals are unaware or unable to access great programs and services. According to the Afterschool Alliance:

- More than 2 out of 3 parents living in communities of concentrated poverty reported that finding an enriching environment for their child in the afterschool hours was a challenge, and
- Nearly 1 out of 2 parents living outside of these areas reported the same experience.

All children and youth should have access to people and environments that cultivate their talents!

**Vision & Mission.** Parent Valet's mission is to make it easier for parents and professionals to access the academic, enrichment, health, socio-emotional, and other resources in their metro community to support their children's learning and development from birth to young adulthood.

Imagine new and current residents going to one platform to

- Research programs and services available for children from birth to 24 years old.
- Compare programs and services by location, provider, ages served, activity type, day of the week offered, season, and price (where applicable).
- Register for programs, identify discounts on any necessary supplies and equipment, access available financial aid, examine transportation options, and sign up to receive alerts.

**Desired Outcomes.** The existence of an entity like Parent Valet would have a powerful community wide impact that would achieve several positive outcomes, including:

- Increasing student participation in early learning and youth programs that support their success;
- Increasing parents' confidence in their ability to navigate and engage on behalf of their children;
- Expanding the impact of care professionals on children and families; and
- Being a resource that helps communities meet the needs of all of its children and youth.

**Campaign Goals.** There are three goals we aspire to achieve with this campaign:

- Demonstrate support for our vision from 25,000 parents and professionals in King County
- Educate, engage, and partner with elected officials, superintendents, non-profit leaders
- Catalyze investment in a three-year pilot to achieve Parent Valet's vision and mission

**Supporters.** Several organizations have provided letters in support of a pilot to achieve Parent Valet's vision, mission, and desired outcomes: King County Executive Office, City of Seattle's Department of Education and Early Learning, Puget Sound Educational Service District, Seattle Public Library, King County Housing Authority, Seattle Housing Authority, King County United Way, and Seattle Aquarium.

**Call to Action.** There is a lot of good work underway, and there is still tremendous need! It is time for parents and professionals to have the tools they need to meet the needs of all their children consistently!

Visit the campaign website ([www.parentvalet.com](http://www.parentvalet.com)) for more information and **join the campaign!**

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