



Bright Beginnings, Inc. Will Use \$380,000 Kellogg Grant to Strengthen the Lives of Homeless Children and Families

Bright Beginnings (BBI), an early childhood development and learning center for homeless children and their families, is thrilled to announce that it has just received a \$380,000 grant from the W. K. Kellogg Foundation. This generous grant will fund BBI's Family Strengthening Program, an exciting new initiative designed to enhance the lives of the children and families the center serves and directly impact their potential for a successful future. This new program, to be rolled out over the coming two years, will target services for approximately 75 homeless men and women, parents of the 80-120 infants, toddlers, and preschoolers enrolled at BBI.

The Family Strengthening Program will promote parental involvement and parental education, crucial factors that directly contribute to the growth and development of all children. Children's first and most powerful teachers are their parents. By educating parents about child development, modeling positive parent-child interactions, and providing resources to help with difficult problems, this program will directly impact the future success of each child enrolled at BBI.

The Program is comprised of four inter-related components: Early Learning and Parents as First Teachers, Case Management to assure that each family has access to the resources it needs, Life Skills Building to help parents navigate a complex world, and a Parent Resource Center. Working together, these four components will help BBI parents develop the self-confidence, knowledge and awareness they need to overcome the traumas of homelessness and take steps that lead toward a brighter future for themselves and their children.

"Bright Beginnings has always sustained a two generational approach- parents and children working together towards one common goal, the end of homelessness. Now with the support from Kellogg, Bright Beginnings will aim higher, enhance its programs and prove its effectiveness for years to come."

-Sherri Watkins Family Health and Services Manager, Bright Beginnings Inc.

The W.K. Kellogg Foundation, founded in 1930 as an independent, private foundation by the breakfast cereal pioneer Will Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, the Kellogg Foundation works with communities to create conditions that will help enable vulnerable children to realize their full potential in school, work and life.