

● 2024 IMPACT REPORT

We are Florida's
leading voice on
early childhood.



The
**Children's
Movement**
of Florida



We embrace the challenge to make Florida the family-friendliest state in the nation—the best place for young children to live and to thrive.

THE FLORIDA LANDSCAPE

1.2 million children **between birth and 4 years old**

7.5% of children **uninsured**

More than 200,000 children served in **state-funded early learning and VPK programs**

Only 51% of children entering kindergarten are **deemed “ready”**

69% of children **under age 6** live in homes where **all adults work outside the home**

“For more than a quarter century, we have been at the forefront of pivotal early childhood reforms that support equal access to high-quality early learning, children’s health care and parent support systems.” —Dave Lawrence, Chair



We advocate for the policies and investments that help each child in Florida thrive in their first five years: amplifying the voices of parents and educators; engaging elected officials; and highlighting the role of business leaders.

“Getting early learning right is essential to Florida’s future, which is why we are partnering with The Children’s Movement as our Florida 2030 Blueprint goal leader for 100% of Florida’s Kindergarteners to be ready for Kindergarten. As I’ve said many times, if you fix early learning, you fix 1,000 other things.”
—Mark Wilson, President, Florida Chamber Foundation

We influence \$1.7 billion in public investment in early learning.

Florida is becoming a leader in quality and access, and can be a role model for the rest of the country.

We elevate the importance of the early years and the adults who help shape children’s lives.

We create meaningful experiences for mentors to support young readers through third grade.

We invite agencies, employers and allies to explore new approaches to supporting all kinds of families.



THE MOVEMENT

40,000+ **INDIVIDUALS ENGAGED**
via social media and
weekly newsletter

Activities in
20+ **COUNTIES EACH YEAR**
across all major Florida markets

80+ **BOSSSES FOR BABIES:**
business champions for early
childhood who together employ over
100,000 Floridians

1,000+ **LIVE PARTICIPANTS**
In our virtual events, including
our Built to Thrive summit

2,685 **STUDENTS MATCHED**
with a ReadingPals mentor
in 2023-2024



"Something special is happening at The Children's Movement of Florida: Real partnership with the field and real relationships in community." —Dr. Sharon Miller, Executive Director, King's Christian Academy, Tampa

We're building relationships and creating pathways for doable policy that can draw bipartisan support for Florida children. Advocacy work is built on relationships and longevity: Our success as a movement will be determined by our ability to keep the momentum going.

RECENT WINS

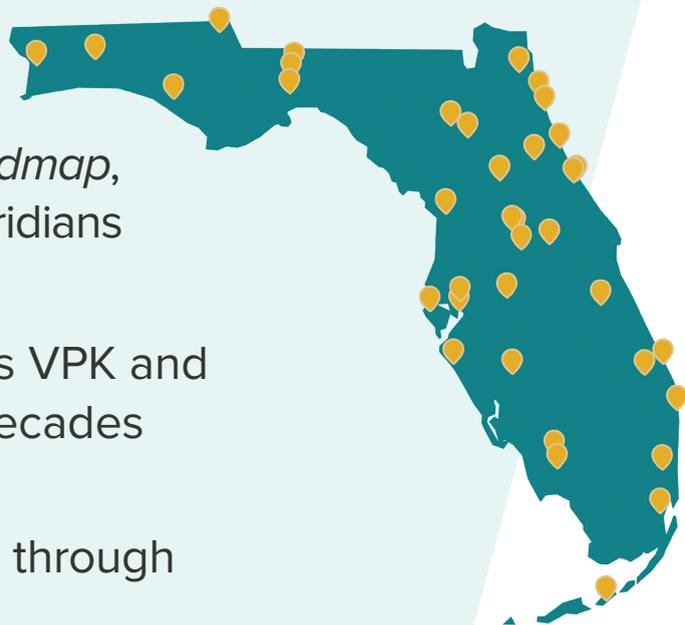
Launch of *Florida's Early Learning Roadmap*, powered by more than a thousand Floridians

Largest funding increases to Florida's VPK and School Readiness programs in two decades

Expanded access to health insurance through Florida KidCare

Expansion of Florida's 24-hour parent support line, Help Me Grow

Creation of the *Guide to Family-Friendly Workplaces in Florida*, illustrating how employers can better support children and families



"The Movement has been a sensible voice in the early education space for many years, with the right leadership and focus to get big things done."
—Jeb Bush, Former Governor of Florida



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And more than 1,000 others who made gifts this year to support our mission!

The Children's Movement of Florida
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