



**"START EARLY AND CHANGE THE FUTURE"
A TV PUBLIC SERVICE CAMPAIGN**

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Start Early

Start Early is leading the way as a 501(c)(3) nonprofit organization to deliver best-in-class early learning programs that have been validated by research; advocate for policy change; provide professional development; and share best practices to improve the quality of Early Learning and Care across America. Partnering with parents, teachers, advocates and lawmakers—Start Early is a champion for early learning from the very first moments of life.

For more information, please visit startearly.org.



Learn more about Start Early

[STARTEARLY.ORG](https://startearly.org)



[FACEBOOK](https://www.facebook.com/startearly)



[LINKEDIN](https://www.linkedin.com/company/startearly)



[INSTAGRAM](https://www.instagram.com/startearly)

Dear Public Service Director,

The first five years of a child's life are the most important for healthy development and long-term well-being. A baby's brain is developing faster from birth to age five than at any other period of time, and their earliest experiences and relationships build the foundation for all their future learning, behavior and health.

Yet for some, this critical development is in jeopardy. Too many families across the country lack access to quality early education and care. Starting as early as nine months of age, an opportunity gap appears and may never close. As a result, each year, more than a million children enter kindergarten unprepared to learn.

We can change this trajectory—starting now.

Start Early is leading the way as a 501(c)(3) nonprofit organization committed to ensuring healthy births and thriving families, advancing effective early learning programs and building strong early childhood systems. We deliver best-in-class programs validated by research, provide professional development to early educators, advocate for inclusive policy change and partner with families, teachers, advocates and lawmakers to ensure access to early learning is a reality for every child.

We hope that you will help inform your audience about the importance of high-quality early learning by airing our latest PSAs:

- **"Start Early and Change the Future" (:60)**
- **"Invest in Our Children" (:30)**
- **"Change the First Five Years" (:30)**
- **"Every Child Ready for Kindergarten" (:15)**

These PSAs demonstrate the importance of starting early to make a lasting difference for our youngest and most vulnerable learners. Each spot directs viewers to visit [StartEarly.org](https://www.startearly.org) to learn more about our work and how they can take action to support our mission. These PSAs are evergreen and available for immediate use with no expiration date.

We hope that you will consider airing these messages as often as possible to help ensure every child—especially those living in under-resourced communities—can thrive. If you have any questions regarding these PSAs, please contact our distribution representative at Connect360 Multimedia, Shaliza Thomas (212-624-9187; sthamas@c360m.com). Thank you in advance for your support of this public service campaign.



Johanna Vetter
Chief Engagement Officer
Start Early

"Start Early and Change the Future" (:60)

Start Early is leading the way as a 501(c)(3) nonprofit organization committed to ensuring healthy births and thriving families, effective early learning programs and strong early childhood systems. We deliver best-in-class programs validated by research, provide professional development to early educators, advocate for inclusive policy change and partner with families, teachers, advocates and lawmakers to ensure access to early learning is a reality for every child.

To learn more, visit www.startearly.org. **This PSA has no end date for use.** We hope that you will air this campaign as soon and as often as possible.



"Start Early and Change the Future" (:60)

NARRATOR V/O: What if we could find a way to change the future? A way to ensure every child had the same opportunity to learn, thrive and reach their full potential. Sadly, we know that opportunities for every child are not equal in our country. But what if we could change all that? And what if that change depended on just one thing? Start Early when it comes to learning. A child's earliest experiences and relationships lay the foundation for future success in school and in life. Start Early and you ensure every child is ready for kindergarten. Start Early and you give every child, family and community in our country the opportunity to thrive. So, what can you do? Invest in Start Early and become a champion for our youngest learners. Then, together we actually can change the future.

"Invest In Our Children" (:30)

NARRATOR V/O: How about investing in our children and their future? How about investing in Start Early and giving the next generation and generations to come the same chance we want for our own children. Invest in Start Early and become a champion for our youngest learners. Then, together we actually can change the future.

"Change the First Five Years" (:30)

NARRATOR V/O: Change the first five years and you change everything. Start Early and nurture the relationships that lead to a lifetime of healthy development and well-being. Start Early and you ensure every child is ready for kindergarten. Start Early and you give every child, family and community in our country the opportunity to thrive.

"Every Child Ready For Kindergarten" (:15)

NARRATOR V/O: Start Early and you ensure every child is ready for kindergarten. Start Early and you give every child, family and community in our country the opportunity to thrive.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://www.c360m.com/PSAConnect/se/>

NO END DATE FOR USE

"Start Early and Change the Future" (:60)

"Invest in Our Children" (:30)

"Change the First Five Years" (:30)

"Every Child Ready for Kindergarten" (:15)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at psa@c360m.com or by phone at (212) 624-9187.

501 (c) (3) Certificate:



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

START EARLY
33 W MONROE ST STE 1200
CHICAGO, IL 60603-5316

Date:
June 7, 2021
Employer ID number:
38-3186328
Form 990 required:
990, Yes
Person to contact:
Name: Mr. Schatz
ID number: 0196497

Dear Sir or Madam:

We're responding to your request dated September 25, 2020, about your tax-exempt status.

We issued you a determination letter in July 1982, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(1) & 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin

Director, Exempt Organizations Rulings and Agreements

Letter 4168 (Rev. 09-2020)
Catalog Number 65666G



Champions for Early Learning