



Letter to Granby Businesses

April, 2008

Dear Granby Business Community,

Through a small grant received from the Graustein Memorial Fund, early educators, home childcare providers, kindergarten teachers and the primary school principal and parents in Granby have formed the Granby Early Childhood Council (GECC). The Farmington Valley YMCA serves as fiduciary agent of the grant. The GECC meets monthly to develop and implement local strategies that will improve academic and social outcomes for children in Granby. The Core Value of the GECC is to ensure that "All children arrive at school healthy and emotionally prepared for academic success and life-long learning."

Why is this so important and why should this matter to you?.....

The future success of the U.S. economy will depend in part on well educated and highly resourceful workers who are capable of learning new skills so that they remain competitive in a continually changing global market. The most cost-effective strategy for strengthening the future American workforce is to invest greater human and financial resources in the social and cognitive environments of children, beginning as early as possible. A landmark study commissioned by the Institute of Medicine and the National Research Council concluded that "virtually every aspect of early human development, from the brain's evolving circuitry to the child's capacity for empathy, is affected by the environments and experiences that are encountered in a cumulative fashion, beginning in the prenatal period and extending throughout the early childhood years." In other words, early experience shapes the foundation for adult productivity.

How can you help?.....

Granby parents and families are concerned about outcomes for our community's children, and encourage all community members, including businesses, to partner with the GECC to ensure the success of Granby's children. The GECC membership will highlight those local businesses which participate in strategies to improve outcomes for Granby's children, and also continue to support local businesses through shopping locally.

By contacting the GECC we can begin a dialog with you regarding how your business can easily and inexpensively implement practices designed to target early learners that may frequent your business with a parent or childcare provider. A few examples of such practices could include shelf labeling of everyday products in stores to increase exposure to early learning vocabulary words, and distribution of literacy based place mats, puzzles, games and books to families as they wait for dinner in eating establishments in Granby.

Since the GECC offers refreshments to its membership at the monthly meetings, another way to help support the work of the GECC would be to donate any of the items listed below on a monthly basis.

GECC Needs List

- Variety of wraps or mini sandwiches
- Bottled water, soft drinks, etc.
- Snack size bags of chips, pretzels, popcorn, etc.
- Cookies, brownies, etc.
- Paper plates, napkins, etc.
- A gift/food item that can be raffled
- Any monetary donation to defray the costs of monthly supplies related to Council meetings

For more information, please contact:

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THANK YOU FOR YOUR SUPPORT AND ATTENTION TO THIS REQUEST!