



Dollar Per Child Campaign

October was first proclaimed Head Start Awareness Month by President Ronald Reagan on October 22, 1982. Ever since, October has been a month for our community to celebrate the life changing impact of Head Start.

In honor of Head Start Awareness Month, the Agricultural and Labor Program, Inc. has joined the Region IV Head Start Association, Inc. and the National Head Start Association in the launching of the Dollar Per Child (DPC) 2016-2017 Campaign! What better way to celebrate than by ensuring that we can continue to raise awareness through advocacy for more years to come! With only a dollar per child donors can help ensure that the 1 million Head Start children and families enrolled have a voice in the halls of Congress, in your state capitals and in the media!

About the Campaign Millions of American children are in desperate need of the window of opportunity for success in life that Head Start provides. Through Dollar per Child, NHSA ensures that the voices of these at-risk children and their families are heard.

Why Dollar per Child? Convincing Congress, and voters who are leery of any national program, is extraordinarily difficult these days. That's why we need a dollar per child - one dollar for each of the million children in the Head Start program across the nation.

Where do your contributions go? Some of the successes your Dollar per Child contribution enabled in recent years:

- NHSA led the Head Start community in an intense, impassioned national appeal to Congress to restore the 57,265 slots and 18,000 staff positions that had been lost in the sequester cuts. By mid-January 2014, they were successfully restored and an additional \$500 million was added for funding the expansion of Early Head Start. Additional advocacy efforts resulted in the additional funding becoming permanent.
- In 2015, NHSA led a year-long, national celebration of Head Start's 50th anniversary. Advocacy activities on social media channels reached nearly 7,000,000 people on May 18 alone!
- Moreover, NHSA helped draft and publish 57 op-eds and letters to the editor in all 50 states, with more than 130 press articles about Head Start sent to Capitol Hill, we assisted in over 40 visits by Members of Congress to local Head Start programs, and over 70 appropriations requests were submitted for support of Head Start funding.
- In 2016, NSHA secured the support of Hollywood actor and children's book author, Taye Diggs, as the Head Start community's Child Literacy Ambassador. As such he promoted Head Start on social media, lent his support to our national reading month advocacy activity and traveled to our nation's capital to meet with members of Congress to let them know what a difference the Head Start advantage can make and to advocate for adequate funding for Head Start.
- Each year, NHSA walks the halls of Congress and represents the interests of Head Start children on hundreds of Congressional visits on Capitol Hill.
- Perhaps most importantly of all, we continue to provide a unified voice for millions of Head Start children, pregnant mothers and their families.

The 2016-2017 Campaign Goal - The goal is to raise one dollar for each of the one million children in Head Start and Early Head Start programs across the nation. The Dollar Per Child Campaign soft launched on July 1, 2016, with a public launch in October in honor of Head Start Awareness Month. What better way to celebrate than to help support ALPI DPC efforts to raise awareness through advocacy for the year to come!

Get involved today! - Interested in contributing to Dollar per Child, but not sure how to get involved? **Contact the Agricultural and Labor Program at (863) 956-3491 ext. 206 or email djohnson@alpi.org for more details about the Dollar per Child campaign.** On behalf of the 831 Head Start and Early Head Start children and families served by ALPI I extend a sincere "Thank You".

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ALPI Chief Executive Officer