



NECK OF THE WOODS



**Empowering
Our Future**

CAPITAL CAMPAIGN

Why NOW?

THE NEED:

In Washington County, Vermont

88%
of infants

80%
of toddlers

75%
of preschoolers

likely to need care don't have access to high-quality programs*



THE BENEFIT:

HIGH QUALITY CHILDCARE

- > **guarantees the SUCCESS**
of our youngest generation
- > **supports PARENTS**
by providing a safe, enriching environment for their children
- > **adds needed DIVERSITY**
to our community by attracting more young families to the Mad River Valley.
- > **ensures the ECONOMIC VITALITY**
of the Mad River Valley by freeing up parents to work for local businesses.

*"Stalled at the Start: Vermont's Child Care Challenge", produced by Let's Grow Kids, January 2020.



Neck Of the Woods (NOW) is a Mad River Valley-based childcare program whose mission is **to provide strengths-based play and learning to local children by helping guide their development as healthy, positive, and resilient members of the community**. The seeds of NOW were planted in 2012 as Moretown Education Center for All (MECA), a preschool and after school program run out of the Moretown Elementary School. Over the years, MECA has grown into NOW, expanding its size and scope, establishing non-profit status, purchasing a permanent campus, and launching a **\$2.5 million capital campaign** to complete the renovation of our 10,000 sq ft building and surrounding campus. We have built a strong and diverse Board of Directors, launched numerous working committees, and are on-pace to be financially sustainable in 2021 and into the future. **At full capacity, NOW will serve 125 children** across infant, toddler, preschool, after-school, and summer camp programs, and will have the ability to flex to accommodate additional teen and community programming.

The need for high-quality, affordable childcare is at a crisis level, both nationally and locally. Recent legislation acknowledges both the need for high-quality childcare, as well as the positive impact such care has on our communities. Here in the Mad River Valley, there is high demand and low supply, with many families on waitlists. This is a challenge for young families looking to move to the Valley. Affordable, high-quality childcare should be available to all families, regardless of their circumstances.

At NOW, our educators practice a strengths-based approach to learning, encouraging children to pursue areas of interest that inspire passion and success. We focus on the child's social-emotional development, with the understanding that a child's early years are essential to establishing a positive, resilient base from which to view the world. We base our programming around six core values of **empowerment, support, empathy, resilience, community**, and **environmental sustainability**. These values serve as our guides for promoting the healthy development of the youngest members of our community.

To accommodate all local families in need of affordable, high-quality childcare, we must engage the help of community leaders like you. We need critical funding to ensure that we can upgrade and maintain our new 11-acre campus, and expand our programming in a healthy, sustainable, and equitable way. With the help of many partners, we have made great progress thus far. We need to continue this effort, coming together as a community to help families, grow the Valley and make it a sustainable place to live, work and flourish. We need childcare to support young families growing up and staying in VT to raise their families and support our economy.



Moie Moulton
Executive Director and Founder

What is NOW?

MISSION: To provide strengths-based care, play, and learning to local children 6 weeks to 14 years old to help guide their development as healthy, positive, resilient members of the community.

EARLY CHILDHOOD PROGRAMS

- Year-round childcare for infants/toddlers/preschoolers
- Research-based best practices for early childhood development
- A focus on enriching the whole child
- Nurturing deep relationships in children and adults
- Cultivating brain-body connection

AFTER SCHOOL & SUMMER CAMP PROGRAMS

- For K-6th graders
- A focus on outdoor education
- Strengths-based learning that follows a child's personal interest
- Youth leadership opportunities

AFFINITY-BASED ENRICHMENT OPPORTUNITIES FOR YOUTH

- Student led clubs and activities
- Development of leadership skills
- Opportunities for community service
- Integrated arts (i.e. fine arts, drama, music, dance)
- Community kitchen

ENVIRONMENTAL BEST PRACTICES

- Cultivating healthy environmental choices and sustainable business practices
- Providing opportunity for hands-on experience in the natural world
- Providing stewardship opportunities focused on environmental responsibility

SUSTAINABLE CAREERS FOR STAFF

- A livable wage for all employees
- A focus on the mental health and wellbeing of every employee
- A commitment to provide continued high-quality education and training

“Healthy development in the early years (particularly birth to three) provides the building blocks for educational achievement, economic productivity, responsible citizenship, lifelong health, strong communities, and successful parenting of the next generation.” ¹

¹ “What is Early Childhood Development? A Guide to the Science”, Harvard University’s Center on the Developing Child, 2020.

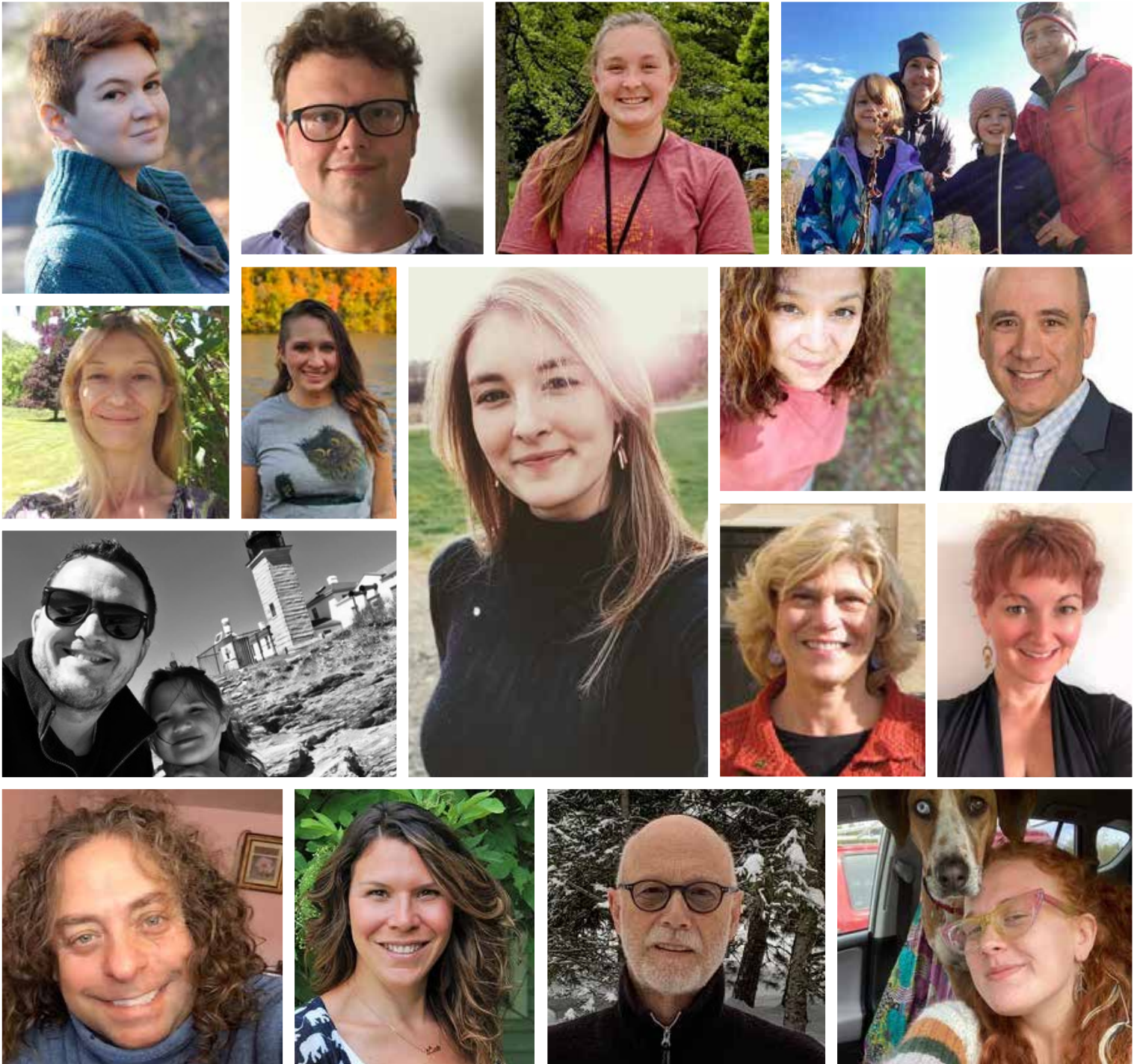


“Please join me and support NOW in its vital mission to provide high quality childcare. High quality childcare is essential for supporting our workforce, early educational needs, families and giving our youngest Vermonters the foundation they need to grow and become productive community members.”

Maxine Grad, *Vermont State Representative*



Who is NOW?



“The pandemic exposed even more how critical childcare is to a healthy, functioning society. I was motivated to support childcare initiatives in the Mad River Valley with my time, experience and financial support. Joining the NOW Board was a natural fit. The opportunity to work with such motivated, talented people in a top-notch organization has been very rewarding.”

John Donaldson, *NOW Board Member and Treasurer*

NOW Families: a snapshot

“When our daughter started at Moretown Preschool, she was barely over the age of three and still in training diapers and using a pacifier . . . Within two weeks, she walked right into the ‘big girl’ phase and hasn’t looked back. **NOW/MECA has provided a safe haven, and fun, convenient, and loving childcare environment for our family.**”

— *Becky, Moretown*



“NOW/MECA has been such an integral part of raising our two children in this community . . . **Their approach is creative and child-centered, the staff is absolutely top-notch, and every component is well-organized and seamlessly run** . . . NOW has proven time and again that they are attuned to the needs of the community and adept at meeting those needs in creative and accessible ways.”

—*Sarah and Ben, Duxbury*

“**As a parent, it brings me great relief to know my kids are having fun while I am working.** Moie and her team are simply stellar and offer our community the much sought-after care and enrichment opportunities for our children.”

—*Danielle, Moretown*



The Future Is NOW

Our Vision, Our Goal: \$2,500,000

PHASE 1

Building purchase, installation of required public water system and complete construction of first floor making it available for 75 children including:

- 2 Infant Rooms for 16 Children
- 2 Toddler Rooms for 20 Children
- 2 Pre-Kindergarten Rooms for 39 Children

BUILDING PURCHASE \$500,000

Purchased in January 2021 with \$450,000 mortgage

PUBLIC WATER SYSTEM \$100,000

Project to be completed by September 2021

FIRE SYSTEM UPGRADES

1ST FLOOR \$50,000

**1ST FLOOR CONSTRUCTION
AND EXTERIOR NEEDS \$600,000**

1st Floor Classroom Upgrades and Flooring
Bathroom and Plumbing Upgrades
Exterior and Interior Painting
Parking and Safety Improvements
Electrical Upgrades
Playground and Landscaping Upgrades
Building Envelope Improvements

TOTAL PHASE 1 \$1,250,000

PHASE 2

Sewer and septic upgrades, addition of elevator and new entrance and complete construction and infrastructure needs making second floor available for 50 additional children including:

- 3 Classrooms/ Community Rooms
- Offices for Staff and Community Partners
- Full Kitchen & Cafeteria

MECHANICAL UPGRADES \$250,000

**ENTRANCE ADDITION
WITH ELEVATOR \$150,000**

SEPTIC UPGRADES \$100,000

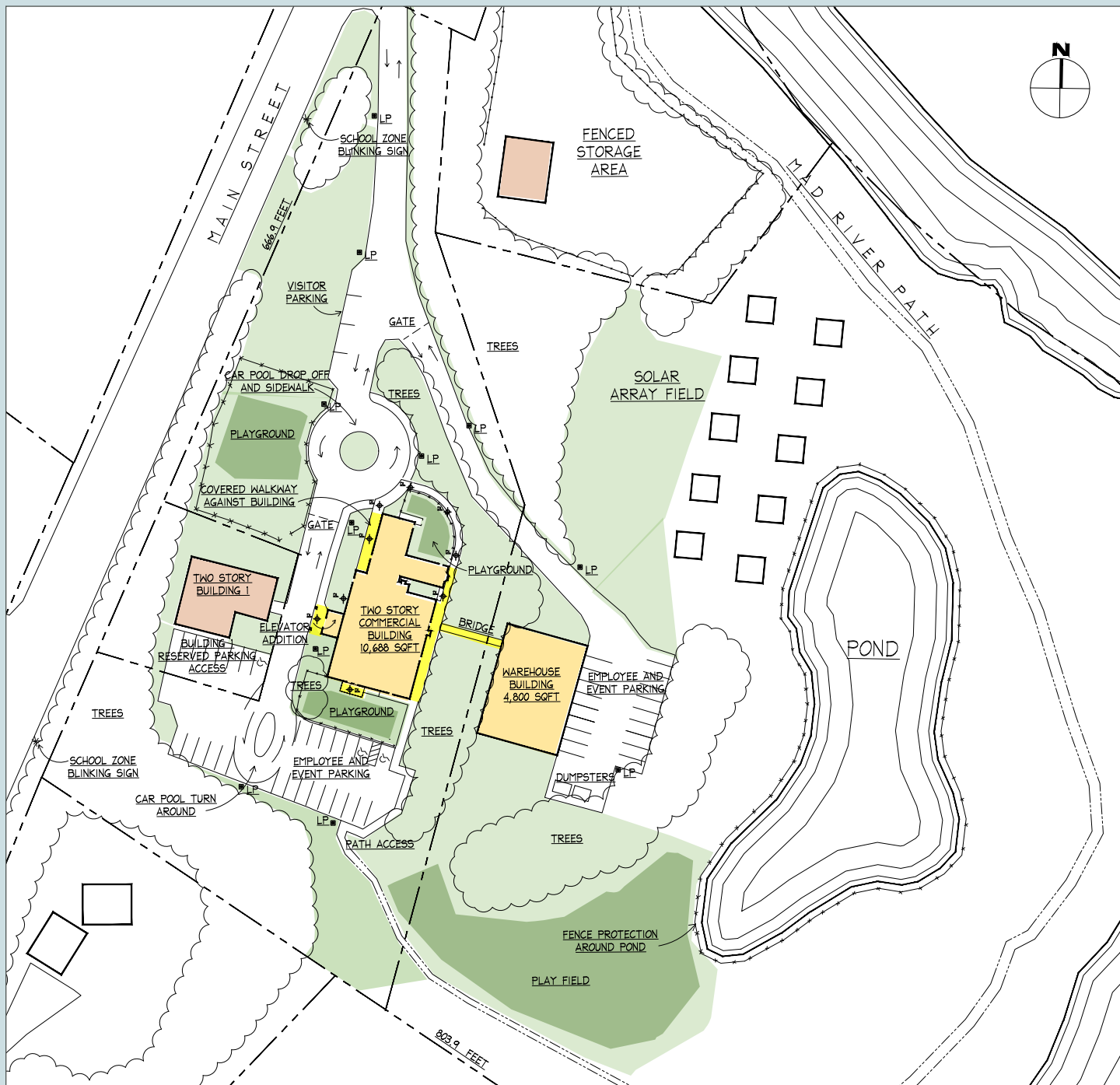
**FIRE SYSTEM UPGRADES
2ND FLOOR \$100,000**

**ADDITION OF
2ND COVERED STAIRWAY \$50,000**

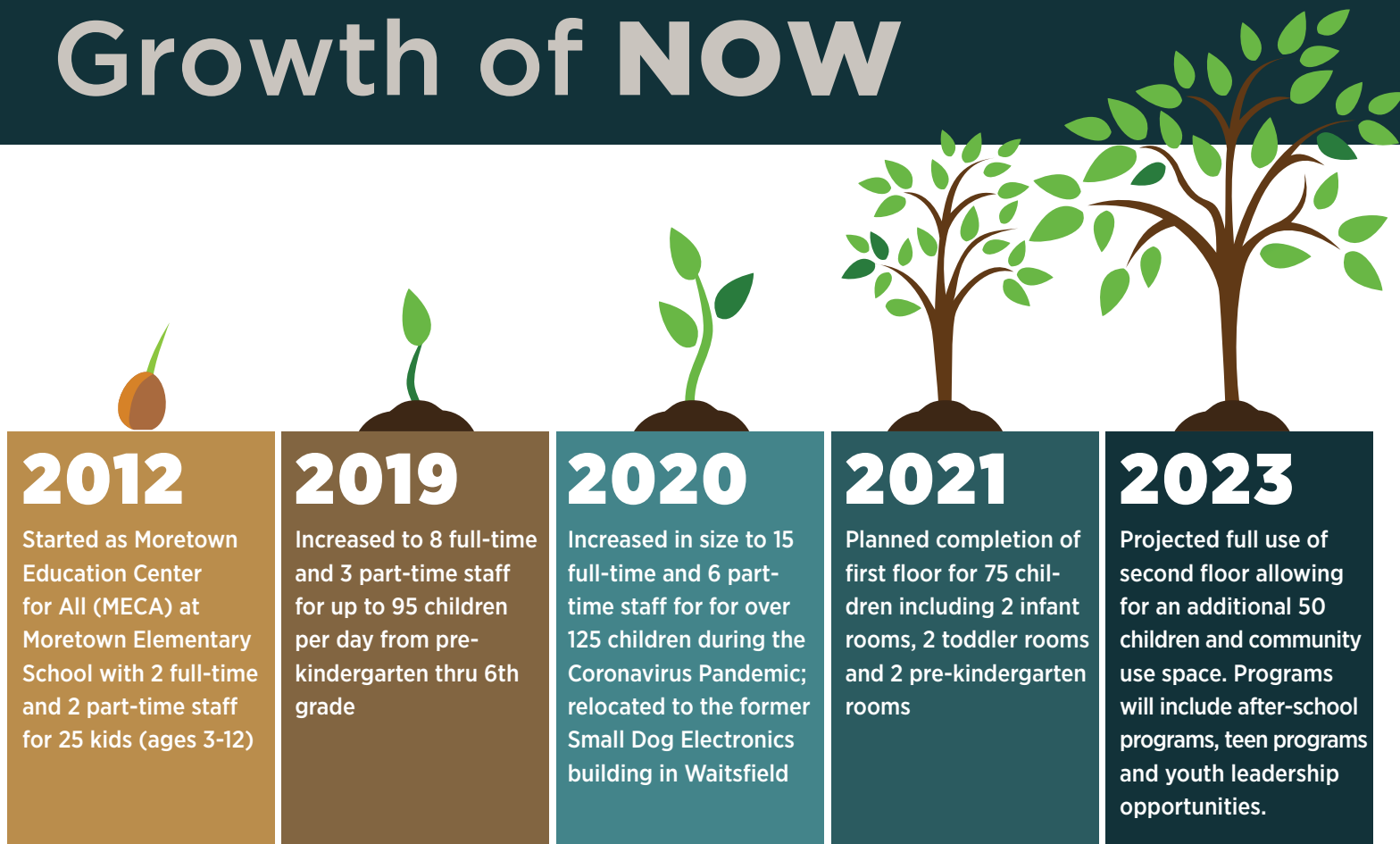
**2ND FLOOR CONSTRUCTION
AND EXTERIOR NEEDS.....\$600,000**

Second floor classroom upgrades and flooring
Bathroom and plumbing upgrades
Exterior and Interior Painting
Telecommunications Infrastructure and Security
Building Envelope Improvements
Full Kitchen and Cafeteria

TOTAL PHASE 2.... \$1,250,000



Growth of NOW



“Efficiency Vermont is pleased to support Neck Of the Woods in making their building safe, comfortable, and energy efficient, so they can focus on their great work to help create success for the next generation of Mad River Valley children.”

Brad Long, *Efficiency Vermont*

Environmental Sustainability = Net Zero

- Increase insulation and improve other systems to reduce energy use and reduce the burning of fossil fuels
- Upgrade existing solar array to allow for enough electricity to run heat pump for heating and cooling
- Install public water system to ensure safe drinking water and comply with Federal regulations
- Install battery back-up system to be used during electrical outages
- Install large water storage facility in order to store heat for use on coldest days



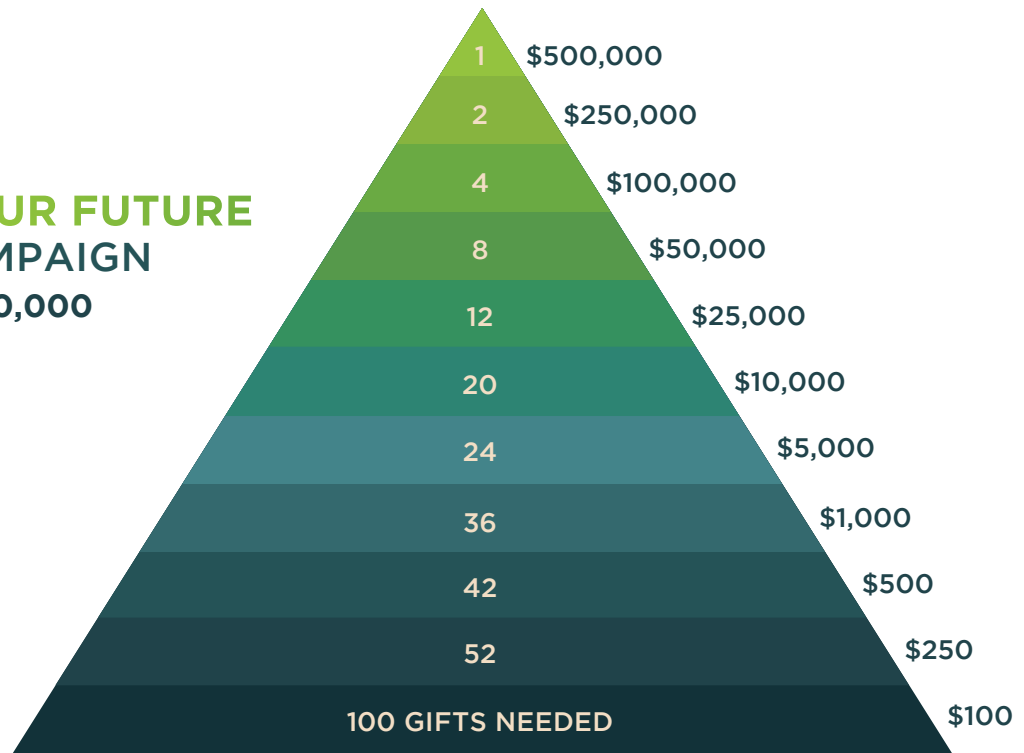


“Child care centers are essential to help the youngest among us thrive. The pandemic reminded us that these centers also support working families, provide jobs, and contribute to the economic vitality of our communities. We are fortunate to have Neck of the Woods in our neighborhood, a high quality center that provides for the social, emotional and physical development of our kids. I hope you will join me in supporting Neck of The Woods.”

Kari Dolan, *Vermont State Representative*

Ways to GIVE

EMPOWERING OUR FUTURE CAPITAL CAMPAIGN GOAL: \$2,500,000



There are many ways to give to the **Neck Of the Woods Capital Campaign**. Please consider these methods and find the one that best suits your current situation. In many cases you may find there are tax benefits with certain ways of giving; please discuss these with your financial advisor, and call us if you have specific questions.

- A **cash contribution** is the easiest way to give. You may pledge over a period of 3 years, with the last payment no later than January 31, 2024. We will provide you with a pledge form if you'd like to spread your gift over time.
- An **on-line donation** at www.neckofthewoodsvt.com/donate-now. Please note that NOW is charged a 3% fee on on-line donations.
- A **gift of appreciated securities**. Before donating appreciated securities, you should always seek professional tax advice. Any donor of appreciated securities must initiate the transfer from their end by requesting the transfer from their bank/custodian. Please contact Kara Simanskas Nihan, Maple Capital Sr. Client Service Specialist (802.229.2838, ksimanskas@maplecapital.com) for additional information.
- A **qualified charitable distribution (QCD)** from your IRA if you are 70½ or older. This can be counted toward your required minimum distribution (RMD) and can be excluded from your taxable income. Your gift must be made directly to NOW to qualify for the QCD.
- **Workplace giving**: Some companies will match your donation. Check with your company's Human Resources contact for more info, and please let us know if you need additional information.

Your contribution to Neck Of the Woods will make a significant difference to NOW and the children it serves. We are deeply grateful for your donation to our Capital Campaign.

Moie Moulton
Executive Director and Founder
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The Neck Of the Woods Capital Campaign has created a number of unique **Naming Opportunities** to recognize major contributions to the campaign. Please contact NOW to discuss Naming Opportunities.



“Access to early childhood education is an important resource for families, not just for developmental purposes and childcare, but also for opportunities that NOW provides to connect with the community. The Mad River Valley Community Fund is grateful to be in a position to help Now and serve our community kids and workforce.”

Ashley Woods, Chair of the Mad River Valley Community Fund





"It's a terrific partnership. Our membership wants to engage in projects that support and improve our community. We can't think of a better use of our time and money than helping NOW provide high-quality, affordable child care to Valley families."

Karl Klein, *President of the Mad River Valley Rotary*



EMPOWERING

future teachers, architects, engineers, judges, athletes, nurses, bank tellers, artists, **healthy communicators**, Olympians, mechanics, ski patrollers, mathematicians, authors, **fearless leaders**, carpenters, chemists, paramedics, entrepreneurs, **critical thinkers**, rock stars, foresters, sheriffs, ninja warriors, long-haul truckers, police officers, coaches, **risk takers**, farmers, pilots, dentists, electricians, **empaths**, archeologists, lawyers, poets, **dreamers**, contractors, Presidents, soldiers, midwives, firefighters, hunters, scientists, interior designers, caregivers, masons, astronauts, bakers, orthodontists, park rangers, **listeners**, Special Forces, sailors, investigators, accountants, **problem solvers**, intelligence officers, musicians, fundraisers, doctors, activists, chefs, conductors, zoo keepers, computer programmers, dancers, mail carriers, plumbers, landscape architects, professors, veterinarians, tax collectors, bus drivers, counselors. . .



Neck Of the Woods

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