



**Poor kids  
fall behind.**

**Privileged kids  
leap ahead.**

**AT RED CABOOSE  
CHILD CARE CENTER,  
WE THINK THAT'S  
NOT FAIR.**

**Without early childhood education, social injustice starts early.**



**Poverty  
starts early.**



**Crime  
starts  
early.**

By the age of 30, children with early childhood education (ECE) are earning 60% more than those without—an estimated lifetime gain of \$50,000.

Presidential Report on The Economics of Early Childhood Investments, Jan. 2015, Pg. 19

At-risk 3 and 4-year-olds without ECE are 70% more likely to be arrested for a violent crime by age 18 than children with ECE.

Reynolds et al. 2001 reported by the Economic Opportunity Institute.

# Everything I needed to know I learned before kindergarten.

## WHY THERE CAN BE NO SOCIAL JUSTICE WITHOUT EARLY CHILDHOOD EDUCATION (ECE):

### Because I got ECE...



At 1 to 2 years old, I learned to:

- Play alongside others.
- Understand questions and directions.
- Bond with caregivers.
- Be gentle with others.
- Explore with my senses.
- Show independence.
- Take an interest in books and music.



At 2 to 3 years old, I learned to:

- Play cooperatively.
- Speak simple sentences clearly.
- Have empathy with others.
- Dress, toilet, and feed myself.
- Read books and appreciate repetition and rhyme.



At 3 to 4 years old, I learned to:

- Develop friendships.
- Follow directions, rules, and routines.
- Identify feelings in myself and others.
- Make choices.
- Work alone, with partners, and in groups.
- Use books, read sight words, and take an interest in writing.



At 4 to 5 years old, I learned to:

- Work well in groups (cooperate, take turns, and share).
- Control my impulses.
- Independently follow routines and schedules.
- Help others.
- Express feelings appropriately.
- Understand, strategize, and solve problems.
- Begin reading and writing.
- Comprehend sounds and rhymes.

### As a result...



At 5 to 6 years old, I:

- Started school with an IQ and vocabulary equal to privileged kids.
- Doubled the number of words I could use (1,100) compared to kids without ECE (500).



At 18 years old, I am:

- 17% more likely to graduate from high school on time.
- 70% less likely to be arrested for a violent crime.
- 28% less likely to abuse drugs and alcohol.



At 27-30 years old, I:

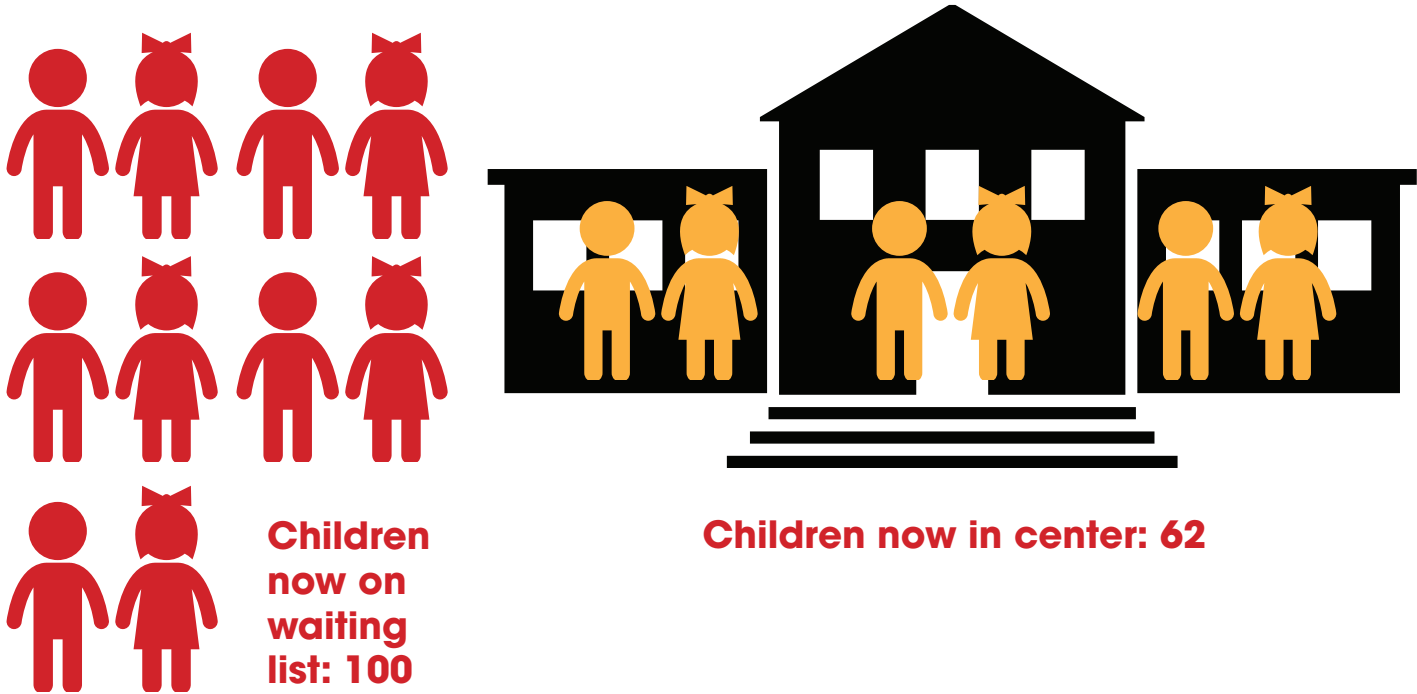
- Increased my earnings 60%.
- Began a lifetime earnings gain of \$50,000.
- Reduced my chances of being a chronic offender by 500%.



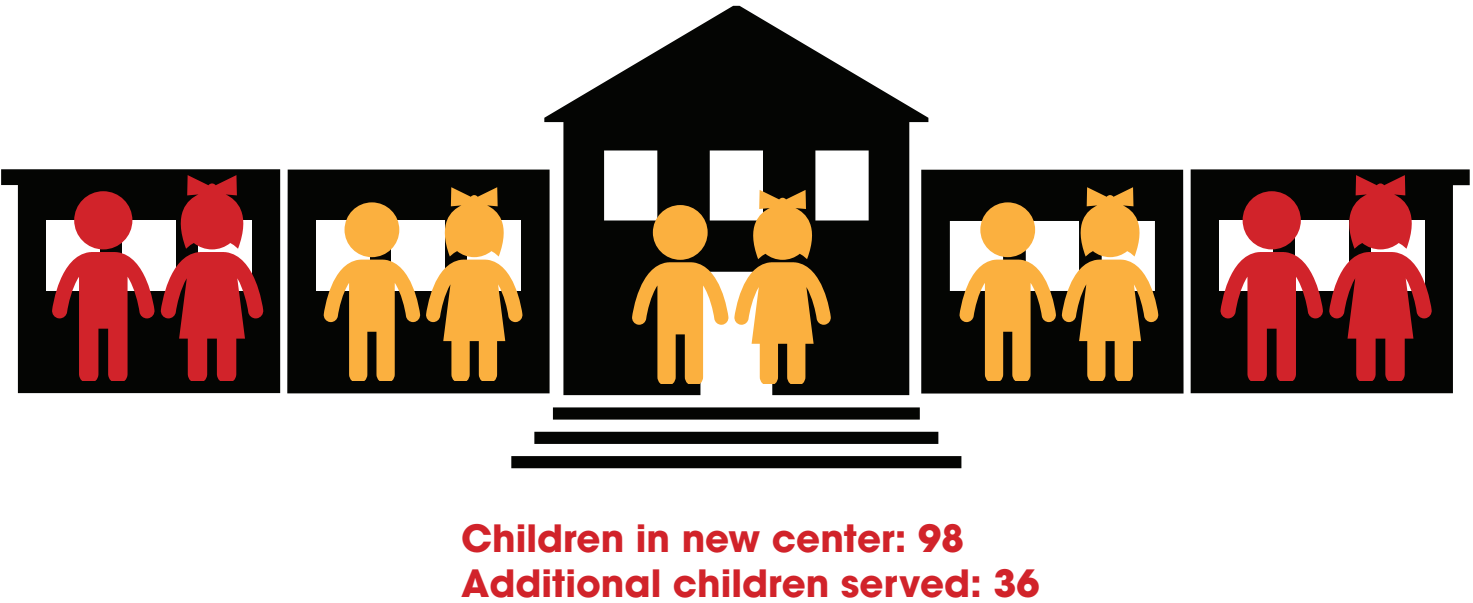
**But not everyone gets the chance  
when early childhood programs  
don't have enough space.**

# Red Caboose needs money to build a new home so we can help more kids.

THERE ARE MORE KIDS ON OUR WAITING LIST THAN IN OUR CENTER.



OUR NEW HOME WILL ENABLE US TO SERVE 50% MORE CHILDREN.



Far left: 654 Williamson Street on Madison's East Side near downtown has been our home for more than 40 years, but it is at maximum capacity, so we have to turn away too many deserving kids.

Left: For more than 40 years, former Executive Director and current Development Director, Wendy Rakower (l.) has worked at Red Caboose. Former School Age Director and current Executive Director, Lisa Fiala (r.), has worked at Red Caboose for almost a decade. "We are working hand-in-hand to build this new home so we can help more kids."

Right: Generations of Red Caboose teachers unanimously endorse the new building. Shown (l. to r.) with students: Cheryl Heiman has taught at Red Caboose since 1974. Cheryl's daughter, Kari Hack, has taught here since 2000. Adam Bower began teaching at Red Caboose in 2015. He's holding his daughter, Rayne, a Red Caboose student.



# Let's give future generations the same privileges we were given.

HELP US HELP ALL KIDS.

SINCE 1972, RED CABOOSE HAS HELPED OVER 5,000 STUDENTS FROM ALL WALKS OF LIFE. TODAY'S CABOOSE KIDS COULD BE TOMORROW'S AMAZING DOCTORS AND ARTISTS.

One out of four Madison children ages five and under live in poverty.\* 60% of poor kids on public funding are not in a city-accredited child care program\* because their parents can't afford it.

**This creates a sizeable ECE gap between rich and poor.**

Red Caboose kid, Ismael Ozanne, (Class of 1975) grew up to become Dane County District Attorney. "Individuals who encounter the criminal justice system have childhoods riddled with adversity and trauma. That's why Early Childhood Education is so critically important to society, equality, and our future. My wife and I chose Red Caboose for our daughters because of the quality and the mission to serve all members of our community."

Photo credit: M.P.King - Wisconsin State Journal

**Red Caboose subsidizes low-income children to provide equal opportunity**

**30% low-income in all Red Caboose programs\*\***

**31% homeless at Marquette after-school program**

**32% children of color in all Red Caboose programs**

**70% get subsidy in Child Care Center.**

**Red Caboose has given out \$400,000 in scholarships since 2005.**

\* Statistical sources available at [www.redcaboosechildcare.org/stats](http://www.redcaboosechildcare.org/stats).

\*\* Kids qualifying for free or reduced school lunch.



Sara Alvarado is a 1980 Caboose graduate and the mother of two Caboose graduates, Alex and Leo. "I knew my children were in the best place to learn compassion, curiosity, community, integrity, differences, and similarities."

Sara grew up to found the Alvarado Real Estate Group and to co-found Nuestro Mundo Charter School, Badger Rock Middle School, and Step Up: Equity Matters, all of which promote social and racial justice.



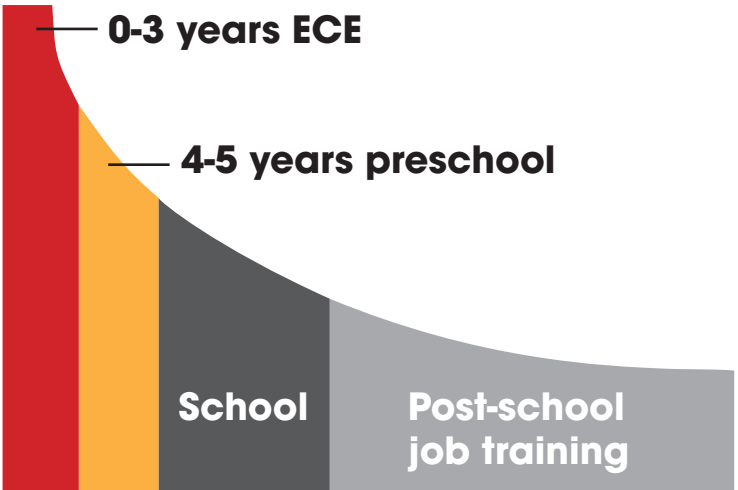
Kingsley-Reigne Pissang (I.) (Class of 2003) grew up to become the Student Body President of West High School 2016. According to her mother, Camille Carter (r.), "We can't say enough positive things about the hands-on experiential learning. We fell in love with the staff and became part of the Red Caboose family."

# We can't raise \$2.5 million without your help.

## If you don't support our cause, who will?

Family and alumni: you've seen firsthand the benefits of what we do. We're counting on you for a critical donation of \$500,000. If only 200 of us pledged to donate \$500 a year for 5 years, we'd reach our goal. But any donation, large or small, can make a difference. Your donation is tax-deductible.

## Community leaders: a donation to ECE offers the highest return on investment for Madison's future.



Rate of return to investment in human capital

According to studies by Nobel-Laureate economist James J. Heckman, every dollar invested in Early Childhood Education returns an average of \$8.60, the highest of any social services program.

Given the sizable ECE gap between children of the poor and children of privilege in Madison, donating to ECE is more than smart philanthropy. It's more than a radical act of social justice. It's the right thing to do.

## THREE EASY WAYS TO DONATE:

- GO TO [REDCABOOSECHILDCARE.ORG/GIVE](https://redcaboosechildcare.org/give).
- MAIL THE GIFT AGREEMENT IN THE BACK OF THIS BROCHURE.
- CALL 608.256.1566.



# Let's build a new home for generations of kids.

# We can build more child care centers, or we can build more prisons.



## Help us build a new home to help more kids.

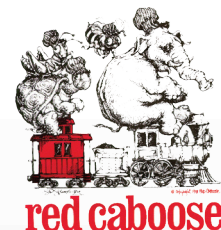
**Donate To: Red Caboose New Home Fund**

Contact Development Director Wendy Rakower  
608.256.1566 E: [development@redcaboosechildcare.org](mailto:development@redcaboosechildcare.org)  
A tax-deductible 501(c)(3) organization.

**All aboard for children!**

Red Caboose Child Care Center provides Five-star Rated, City of Madison-accredited Toddler, Preschool & School Age Programs. For program and enrollment information, contact Executive Director, Lisa Fiala at: [director@redcaboosechildcare.org](mailto:director@redcaboosechildcare.org), or visit [redcaboosechildcare.org](http://redcaboosechildcare.org).

This brochure was created by volunteers! Special thanks to Charlotte Easterling of Creative Vixen Design and to Mick McKiernan for the photographs.



**Donate now! Go to [redcaboosechildcare.org/give](http://redcaboosechildcare.org/give).**