GEEARS: Georgia Early Education Alliance for Ready Students was established in 2010 to help business, civic, and government leaders maximize the economic return on the state’s investments in early care and learning.

**OUR MISSION**
To support high-quality early learning and healthy development for Georgia’s youngest children, from birth to five, by championing policies, promoting innovative and evidence-based practices, and building public will.

**OUR VISION**
By 2020, all Georgia students will enter kindergarten prepared to succeed, and on a path to read to learn by third grade.

**EFFECTS OF HIGH-QUALITY EARLY LEARNING**
Children who attend high-quality early learning programs are more likely to graduate high school, have a job and earn higher wages, and are less likely to drop out of school, depend on social services or be arrested.

**ECONOMIC IMPACT OF EARLY EDUCATION**
Every $1 invested in high-quality early learning yields as much as $13 in savings. In Georgia, the early care & education industry generates $4.7 billion in economic activity each year. A conservative estimate of the level of parents’ annual earnings supported by the availability of child care in Georgia is $24 billion.

**THE IMPORTANCE OF A HEALTHY START**
The first five years of life are the most important for a child’s future health. Young children with access to consistent preventative health services and screenings, as well as early interventions for developmental and social-emotional delays, are less likely to have chronic conditions later in life.

**WHAT WE KNOW**

**BRAIN DEVELOPMENT**
The first three years of life represent the most rapid period of brain development, and experiences during these years critically shape future development.

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