



# GEEARS

GEORGIA EARLY EDUCATION ALLIANCE FOR READY STUDENTS

**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.



## DRIVE CHANGE » CREATE IMPACT

We are focused on driving positive change through the following three methods:

### Communicate, Convene, and Collaborate

We educate, inform and mobilize stakeholders for collective action and impact to ensure all Georgia families achieve the economic, community and health benefits of setting a strong foundation prenatally and in the first five years of a child's life.

### Advocate

We advocate for effective policies that support access to high-quality early learning and encourage healthy development.

### Research and Innovate

We are a trusted source who brings the most promising innovation and evidence-based practices and research to the state on behalf of Georgia's youngest children.



## 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.

### 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

Heckman's research shows that high-quality, comprehensive early learning programs yield a 13% return on investment. In Georgia, the early care and 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.

## CONTACT US

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