Our mission is to coalesce, inspire and support the Head Start field as a leader in early childhood development and education.

**Stronger Together**

**Building a Partnership with NHSA**

Partnering to Benefit Children and Families

NHSA is proud to partner with a wide variety of organizations that are also working tirelessly to achieve and support goals that are in alignment with NHSA's core mission: to disrupt the cycle of poverty by ensuring that each and every child is given the opportunity to succeed, regardless of circumstances at birth. We are grateful to work with groups of all sizes and across industries. There are a number of ways companies and organizations can work with us to impact a child's life and ensure that more families benefit from Head Start's comprehensive approach. We encourage you to explore our partnership opportunities.

About Head Start

Head Start has been at the forefront of the early childhood development and education field since 1965. Today, Head Start serves nearly 1 million children through 250,000 staff members, 1,600 grantee programs, more than 17,000 centers with federal funding of just under $10 billion annually.

With its unique approach of providing comprehensive education, health, nutrition, and family engagement services, Head Start programs promote school readiness and positive developmental outcomes for children ages birth to 5 and their low-income families in all 50 states and six U.S. territories.

About NHSA

As a nonprofit organization, the National Head Start Association works diligently for policy changes to ensure that all vulnerable children and families have what they need to succeed. NHSA provides staff, parents and alumni with “best practices” knowledge and resources via our many professional development events and regular communication and engagement with the Head Start community.

NHSA is committed to developing partnerships that meet the needs of both our partners and the Head Start community we serve. We strive to tailor each partnership agreement so that it reflects our partners’ corporate or organizational values and business strategy and creates value for our partners’ businesses and brands.
Why Partner with NHSA?

1. Increase your impact on the nation’s most vulnerable children and families.
2. Work at scale with the Head Start field rather than on the local level.
3. Head Start enjoys support on both sides of the aisle.
4. Build trust and recognition by leveraging a brand established through decades of tireless work on behalf of our nation’s most at-risk children and as a leader in the Head Start and early childhood field.
5. Fulfill your social responsibility goals while raising your profile and increasing your visibility.
6. Join our network of partners, many of whom are at the heart of innovation and are developing new thinking to push the boundaries of early childhood education results.
7. Become part of a dynamic community.
8. Stay informed about Head Start policy changes and other relevant issues.
9. Enter the nexus of advocacy, professional development, and social impact.
10. Leverage our regular and direct access to a broad audience of Head Start professionals and families to raise awareness, share expertise, acquire new customers, showcase your products or services, and more.
11. Gain access to an audience with a large referral base.

We’re Interested in Partnerships that...

- Enhance our external strategic position.
- Provide value that is relevant to and can be shared with our members.
- Focus on cause-aligned issues and initiatives that leverage the power of our combined brands and audiences.
- Increase access to knowledge-based resources and industry experts in innovation, early childhood development and education, and other areas important to our mission and to the Head Start community.
- Offer tangible benefits for Head Start programs, professionals, and families that
- Increase public awareness about Head Start and the benefits to children, families, and communities.
- Create industry coalitions on mutual areas of interest, bringing collective support to the issues we care about.
- Generate revenue to support our professional development opportunities, advocacy work, and other initiatives.
- Further increase our advocacy leverage.
Three ways to partner with us:

1. Corporate Alliances

Tap into the Head Start market

Corporate partnerships are primarily short- to mid-term transactional relationships designed to increase visibility for our partner’s products or services and raise their profile as trusted or established resources that can help the Head Start community deliver and realize Head Start’s comprehensive services.

NHSA offers a wide variety of marketing opportunities to help companies and organizations tap into the Head Start market. The revenue generated from these transactional relationships is used to underwrite expenses for NHSA’s professional development events, advocacy efforts, and other initiatives.

We have a menu of exhibiting, advertising, and sponsorship opportunities to choose from or are happy to tailor an agreement that meets your specific marketing and sales objectives.

Introducing the NEW Corporate Leadership Council

Corporate partners who make an annual investment of $20,000 or more for two consecutive years are invited to join our newly launched Corporate Leadership Council, which is designed to foster a deeper level of collaboration and engagement. CLC members receive special insight about the evolving Head Start market and are invited to offer strategic guidance.

Additional benefits exclusive to CLC members include a subscription to all of NHSA’s Head Start field communications, semi-annual webinars facilitated by NHSA’s executive team, advance notification and selection of marketing opportunities, a private meeting with the Executive Director, as well as other benefits that recognize a partner’s significant commitment to and support for Head Start.

Interested in forming a Corporate Alliance?

Contact Julie Antoniou
Corporate Alliances Manager
julie@nhsa.org, (703) 739-7561
2. Head Start Boosters

NHSA works with organizations and companies that have free resources, information, or opportunities they want to share with the Head Start community but don’t have a marketing budget to promote. Head Start Boosters are welcome to submit content for possible inclusion in our newsletters or on our social media platforms or web site. In order to be a Head Start Booster, an organization or company must be an Associate or Affiliate member of the National Head Start Association. To learn more about the benefits of becoming an Associate or Affiliate member, please visit the membership section of our website.

Interested in becoming a Head Start Booster?

Contact Taylor Bohn
Associate Director of Membership
tbohn@nhsa.org, (703) 739-7553

3. Strategic Partnerships

NHSA works alongside our strategic partners to collectively develop new initiatives, facilitate co-advocacy efforts, and engage in joint projects aimed at advancing a common purpose or shared mission. These partners include thought leaders, innovators, content experts, and other professionals or groups engaged in efforts to promote continuous quality improvement in the early childhood education field and/or efforts to provide valuable benefits that directly impact Head Start programs, leaders, staff, and/or children and their families. We work collaboratively to facilitate a partner’s engagement with Head Start at a national, regional, state, or program level in order to connect Head Start with relevant resources and materials, in-kind gifts, opportunities, or other benefits.

Interested in becoming a Strategic Partner?

Contact Courtney Christensen
Strategic Initiatives Coordinator
cchristensen@nhsa.org, (703) 739-7569
Partnerships in Action

Here are examples of ways NHSA has worked with partners...

Marketing
- Development and launch of promotional/advertising campaigns
- Inclusion in NHSA's newsletters and on social media channels
- Coordination of in-kind product distribution
- Recognition of sponsors with branding in field communications, event signage, on website, etc.
- Highlights of partnerships in the partner section of the NHSA website
- Guest posts on our blog

Advocacy
- Letters of support
- Grant advisement

Networking
- Speaking time at events
- Confirmed session proposals at NHSA's conferences
- Access to Head Start leaders
- Connect to programs

Logistic Support
- Participation in calls, advisory meetings
- Professional development
- Grant distribution
A look at some of our valued partners

With support from the PNC Foundation and their signature program, Grow Up Great, DonorsChoose.org, a site that crowdfunding funding for public school teachers, became available to Head Start. The PNC Foundation also offers a match offer on donations to Head Start projects within their footprint.

For Head Start’s 52nd birthday on May 18th, Scholastic donated 50 new books to all 1600 Head Start grantees. We joined forces with Scholastic to encourage classrooms to throw birthday parties focused on the initiative “Community Reading Day.” More than 1,400 classrooms threw parties with guests from their community, including local elected officials, parents, and volunteers.

In partnership with Nike, we developed the GoSmart program and mobile app to promote age- and developmentally-appropriate activities and information that educators and parents can use in the classroom, at home, and in community to promote physical activity.

In partnership with Lakeshore, NHSA developed the “Recycle Your Way to STEAM” initiative, which provides Head Start teachers with materials that promote STEAM curriculum in Head Start classrooms. Newly branded as, “Full STEAM Ahead,” the initiative was featured at the 2016 White House Science Fair. Lakeshore also donates items for activities aimed at enhancing the conference experience for participants and advocacy efforts.

Since 1991, Colgate-Palmolive has been bringing awareness of the importance of good oral health to Head Start classrooms. This year, NHSA is partnering with Colgate to distribute bright Smiles, Bright Futures tool kits in honor of Dental Health Awareness month to Head Start programs across the country. The tool kit not only includes information and classroom activities, but also Colgate Kid’s toothbrush and toothpaste for each child to take home.

The University of Utah, David Eccles School of Business, and Sorenson Impact Lab have all teamed up with NHSA to create the Early Childhood Innovation Lab, an executive education program for Head Start directors. The Innovation Lab brings together diverse thought leaders for a week of workshops, site visits, and seminars that equip participants with the knowledge and skills to ignite innovation and culminates in the creation of a customized organizational social-impact plan.

Discount School Supply has been the largest corporate underwriter of our Dollar per Child Campaign, a two-decade partnership that has been instrumental in our advocacy efforts. Most recently, this campaign helped NHSA organize the first ever Parents as Leaders training program in Washington, DC. Nearly 500 parents from all across the country learned new leadership skills and had the opportunity to educate members of Congress at the Families Unite for Head Start Hill Day and Spirit Rally.
A closer look at partnership with NHSA

NHSA and Discount School Supply

Millions of American children are in desperate need of the window of opportunity for success in life that Head Start provides. Through the Dollar per Child Campaign, NHSA has been able to create a unified voice for the Head Start community to ensure that elected officials at the local, state, and national level understand the value of the program.

As the largest underwriter of the Dollar per Child campaign, Discount School Supply and its parent company Excelligence have been a major contributor to the campaign’s successful efforts.

In 2011, a nationwide “stroll-in day” was organized in which Head Start parents, staff, alumni, and students showed up at the district offices of members of Congress with facts, data, and personal stories reinforcing the critical need to protect services for at-risk children. The stroll-in campaign was so effective it helped lead to a $300 million increase in Head Start funding that year.

Other Dollar per Child efforts included an impassioned national appeal to Congress to restore the 57,265 slots and 18,000 staff positions that had been lost in the previous year’s sequestration cuts, and by mid-January 2014, the losses were successfully restored and an additional $500 million was added for funding the expansion of Early Head Start. Further advocacy efforts resulted in the additional funding becoming permanent. NHSA also secured the support of Taye Diggs, an actor and children’s book author, to serve as the Head Start community’s Child Literacy Ambassador.

Commenting on its enduring partnership with NHSA, Excelligence’s President Dipak Golechha said, “Millions of American children have benefited from the critical window of opportunity for education success that is provided by the Head Start and Early Head Start programs. Discount School Supply is proud to continue its financial support through the Dollar per Child program and, as we approach our twentieth year in partnership, look forward to breaking through a million dollars and beyond.”
A closer look at partnership with NHSA

NHSA and PNC Foundation

With the support from the PNC Foundation and their signature program, Grow Up Great, DonorsChoose.org, a site that crowdsources funding for public school teachers, became available to Head Start teachers.

Announced at a main stage event during NHSA’s 2017 National Conference, the PNC foundation also offers a match offer on donations to Head Start and other early learning projects within their footprint, creating a meaningful contribution to Head Start teachers across the country.

Not only has PNC worked closely with us as we introduce Head Start teachers to DonorsChoose.org, they also support our First Advocates Program - an innovative parent training program designed to identify capable parent ambassadors, provide them with a series of in-depth advocacy trainings and empower them to play a critical role in state level advocacy efforts for quality early childhood education.

NHSA will work with the First Advocates Project participants, PNC and their early education coalition partners to reach consensus around the most important educational policy issues facing families in each state. NHSA will then train five parents in each state throughout 2018 and 2019, equipping them with the skills to eloquently provide the voice of parents to the larger early education dialogue in Florida and North Carolina.

Sally McCrady, the Executive Director of the PNC Foundation said of the partnership, “PNC Grow Up Great and NHSA are united in a mission to develop and support quality early education programs that impact our nation’s youngest and most vulnerable learners. This shared mission has made for a powerful partnership, sustained across several years.”

We are thankful for their continued partnership!