LEARNING HAPPENS EVERYWHERE

Recognizing that learning happens everywhere, United Way’s national engagement campaign, Born Learning, helps parents, caregivers and communities use everyday moments outdoors to boost school readiness of children in their preschool years. The quality of children’s early learning experiences is critical to success in school and in life.

The most visible component of the Born Learning campaign is the Born Learning Trail. The trail features age-appropriate, simple-to-construct activities. Ten games on engaging signs are placed along the trail creating learning opportunities.

The trail can be a valuable community resource for early learning because it promotes learning in a fun and interactive way. The trails help young children boost language, reading, problem solving and critical thinking skills. They offer families a place to be active, elevate awareness of early childhood education, and are a visible symbol of the community’s commitment to young children.

SPONSORSHIP INFORMATION

Born Learning Trail Kits include ten trail signs, hardware, and reusable stencils for shapes, letters, and a 12’ hopscotch court that all relate to the sign activities.

Your sponsorship of $3,500 covers all costs associated with installing a Born Learning Trail. Your company logo is included in the permanent signage, t-shirts, media coverage, launch event and more.

United Way fights for the health, education, financial stability and essential needs of everyone.

To live better, we must Live United.

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