

Born Learning Trail - Sponsorship

LIVE UNITED



Greater Milwaukee
& Waukesha County

Right from Birth, children are constantly learning, and what they learn during those years depends on the experiences they have each and every day. **Born Learning** is an innovative public engagement campaign that helps parents, caregivers and communities create quality early learning opportunities for young children.

- *Building a **Born Learning Trail** is also a fun and enriching way to engage employees with a volunteer experience that adds to the positive morale of the company. Some report, “*It builds culture*”.
- *The **Born Learning Trail** offers opportunities for corporate visibility in the community while creating valuable community resources for early childhood learning. The fun, physical learning activities are designed for parents and/or caregivers to play with young children in any outdoor setting: trails, parks, or school yards.
- *This interactive trail contains signs with instructions for simple games that any adult can interact with young children to turn an excursion at the park into fun learning moments. There are ten signs on the **Born Learning Trail**, each including activities such as: “Pretend to move like an animal”, “Walk like a duck or jump like a frog” and “Is your child staring or pointing at something”? The trail’s theme of *Watch! Stop! Learn! Play!* encourages parents and caregivers to follow the child’s lead, building the child’s curiosity and confidence, and reinforcing the learning already under way.

Sponsorship - \$3,000

The key components for the **Born Learning Trail** kit:

Ten(10) 12” x 24” signs (see sample signs on the next page). Each sign is printed with a unique playful, engaging activity based on early learning outcomes. The kit also includes reusable stencils for shapes, letters, and a 12’ hopscotch court that all relate to the sign activities. Signs include the local United Way logo and the logo of the sponsoring company or organization. Posts, paint and additional installation materials need to be purchased locally, as well as a Ribbon Cutting Ceremony and launch materials. Optional items could include: T-shirts, portable trail, signs in Spanish, Kid Basic materials and other items.

Location

The **Born Learning Trail** site will be constructed at a mutually identified park, school or organization location.

Vision

The first of its kind **Born Learning Trail** in Waukesha County was launched at Heyer Park in 2010 with nine added to local parks through 2014. The intent is to successfully expand the efforts to locations throughout Great Milwaukee and Waukesha County for the future.



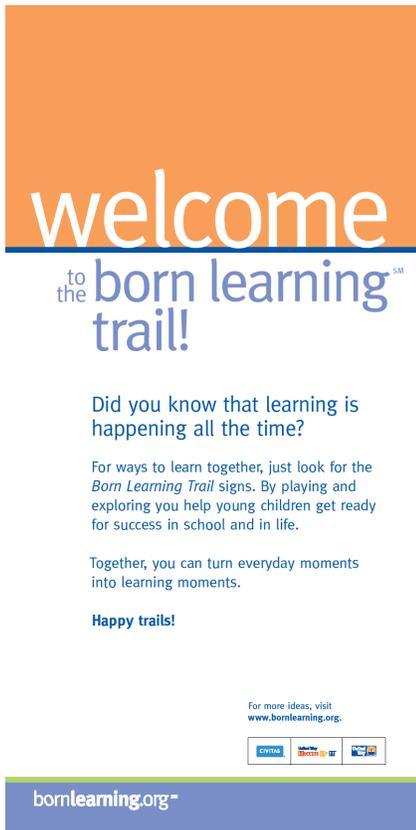
Invitation

We hope you will consider sponsoring a trail financially and provide employee volunteers for installation. If you have questions or would like additional information, please contact Lori Hayes; United Way Greater Milwaukee and Waukesha County Community Volunteering, at 262-409-2414 or LHayes@UnitedWayGMWC.org.

We look forward to speaking to you further.

This interactive trail contains 10 signs with instructions for simple games that an adult can play with young children to turn a trip at the park into fun learning moments. Some signs are designed to stand alone, while others require additional enhancements (such as stencils to be painted on the path or surface area).

Stop! Learn! Play! encourages parents and caregivers to follow the child's lead, building the child's curiosity and confidence, and reinforcing the learning already under way.



Signs included with standard kit:

1. welcome
2. watch learn stop play - Let your child lead the way.
3. look learn laugh - Take time to pay attention to your child.
Stencil of circle used with this sign
4. talk listen sing - Talk it up while you play.
5. see say point read - Start your child on the road to reading.
Stencil of A,B,C used with this sign
6. imagine create pretend - Turn any time into story time.
7. jump clap skip move - Get your child up and active.
8. hop toss shake wiggle - Get up and moving with your child.
Stencil of hopscotch used with this sign
9. describe compare learn - Turn simple ideas into learning games.
Stencil of rectangle/square used with this sign
10. look listen touch think - Learn about the world around you.



Activities include:

- “Pretend to move like an animal.
Walk like a duck or jump like a frog”
- “Is your child staring or pointing at something?
Ask, ‘what do you see?’”
- “Tell stories about yourself and your family.
Begin with “When I was little...”
- “Compare things, like flowers or leaves.
(Which are bigger? Smaller?)”

Signs are 12" x 24" aluminum signs that are .080" (2mm) thick with round corners; two holes per sign for mounting (one top middle and one bottom middle); protective UV laminate coating; anti-graffiti protection over laminate.

Made of same material as street signs and will hold up to most weather conditions; includes mounting kit for wood posts (self-tapping bolts and rubber washers). Mounting kit for metal posts included (metal bolts and nuts and nylon washers).

