

## **Letter of Introduction**

**Anna Jenny  
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Douglas County Child Development Association (DCCDA) dba Positive Bright Start is a not-for-profit agency that has been around for over forty years. Positive Bright Start believes every child deserves a brighter tomorrow. Children and their caregivers face challenges that compromise their healthy development and ability to thrive. Positive Bright Start serves the holistic needs of our community's youngest, most vulnerable and life-affected children and their caregivers to foster lifelong success.

We do this through the administration of programs for young children and their caregivers, including the Child and Adult Care Food Program, Early Childhood Mental Health, child care tuition scholarships, and two preschool classrooms at Edgewood Homes in collaboration with the Lawrence Douglas County Housing Authority.

We are primarily grant funded, receiving funds from USDA, Douglas County Early Childhood Block Grant, United Way of Douglas County, and various small foundation grants. We charge parents a minimal tuition for children attending our classrooms, though much of it is paid by DCF subsidies and scholarships.

While we are well respected in the early childhood community and with certain funders, we are not exactly a household name in the community at large. We recently went through a rebranding effort, changing our name, "look" and promotional materials. We would like to increase our public awareness and open doors to additional funding beyond grants, though at this time, we are hampered by the lack of talent in this area, both on the Board or on the staff.

In the winter of 2018, we engaged the services of a professional fundraiser, Keller Consultants, to develop a Resource Development Plan. Unfortunately, we have made limited progress in implementing the suggestions. We need board members who embrace the work described in the plan who can energize us to reach out to community members who have the potential to be board members and donors.

As Executive Director, my background is in accounting and business administration with a little social work thrown in for flavoring. I am quite competent at handling the financial demands of the agency. My weakness is in fundraising and donor asks.

The Board currently meets monthly, ten times each year. We try to operate on a committee basis with members serving on the committee of their choice to develop and execute plans outside of board meetings, then report out at meetings. Committees include Financial, Fundraising, Vision, and Board Development.

We host two events annually. Bowl-a-rama is generally held in the fall at Royal Crest lanes. Much as the name and venue implies, we invite community teams to bowl in our honor. In the spring, we host Craft & Compassion in downtown Lawrence. Ticket holders can visit various beer brewers set up in retail outlets along Massachusetts Street for "samples" and a little food. This spring will be our third outing. It has not yet become a big money maker but we are generating interest and attendees report having a lot of fun.

You can read more about our agency at [www.positivebrightstart.org](http://www.positivebrightstart.org).

If after reading this and checking out our website, you think you have the interest and commitment to serving on our Board, please send me a brief bio. I will share it with our Executive committee and arrange for you to come meet me, tour the office and answer your questions. Thank you for your interest.

Anna