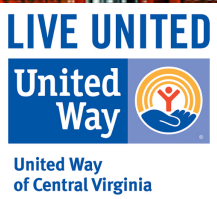


**Small**

**Business**

**BIG Impact**



**1 in 4**

Children in our community living in poverty

**200+**

Number of Central VA children who drop out of high school each year

**\$58 Million**

Cost to taxpayers for these dropouts

**United Way's Education Readiness Initiative goal:  
90% Third Grade reading proficiency by 2025!**

Decades of research shows a child reading proficiently at third grade is 4x's more likely to graduate high school on time. We know a child must be ready to learn in kindergarten to be reading by third grade.

**Small businesses are a critical part of the local economy, culture and life of our community. We make it simple and affordable for you to change the lives of our children and have a HUGE IMPACT!**

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