



United Way Success By 6® Partners

Media Release

Success by 6® partnership strengthened through a \$3.4 million investment by the Province of BC

For Immediate Release

Surrey, BC, 09 March 2011—The Success By 6® program, a partnership between the Credit Unions of BC, the United Way and the Province, today announced that the Government of BC, through the Ministry of Children and Family Development, has made a further investment of \$3.4 million in the program for 2011/12.

Success By 6® is dedicated to ensuring that children ages zero to six have access to programs and resources supporting healthy growth and development. It helps to ensure that young children develop the emotional, social, cognitive, and physical skills they need as they enter school.

Recently joining this partnership is the B.C. Association of Aboriginal Friendship Centres to help promote the importance of Aboriginal early childhood development in B.C.

The announcement was made at the Kla-how-eya Aboriginal Centre in Surrey, which supports activities that promote the health, culture and economic well-being of Aboriginal children and families.

“The ongoing partnership between the Credit Unions of B.C., the United Way and the ministry is one we value because Success By 6® builds and enhances communities across the province through early childhood development,” said Mary Polak, Minister of Children and Family Development. “This investment puts families first by providing direct support to young children – supporting them to grow, develop, play and learn – and actively aspiring to build healthy family-friendly communities throughout B.C.”

Since April 2003, the Early Childhood Development Provincial Partnership (ECDPP) has successfully facilitated the development of Success By 6® initiatives that reach close to 250 communities across the province, bringing together hundreds of key leaders from all sectors (business, labor, health, education, social services, Aboriginal communities, etc), and raising millions of dollars worth of contributions, including cash and in-kind donations. Funds raised in local communities will stay in the community to support identified early childhood development priorities.

In collaboration with local communities and early childhood development professionals, the ECDPP continues to build “child-friendly” communities and support the healthy growth and development of young children and their families.

Helen Blackburn, Senior Vice President at Central 1 Credit Union and Chair of the Early Childhood Development Provincial Partnership (ECDPP) which oversees the program commented, "Credit unions across B.C. are proud of being active in their communities. Our partnership with the United Way and the Province in supporting the Success by 6 program is a perfect example of this dedication to investing in the community."

"We have great reason to celebrate today. This funding allows us to continue to work to ensure children under age six have access to programs that support their healthy growth and development. Success By 6® is proud to support this critically important work," said Kim Lockhart, National Director, United Way of Canada and Past Chair of the Early Childhood Development Provincial Partnership (ECDPP):

Quick Facts:

- Since 2003, the B.C. Government has invested \$28 million towards Success By 6®.
- Success By 6® funds over 450 projects in 225 communities throughout the province.
- Success By 6® is an early childhood development initiative dedicated to providing all children with a good start in life. Success By 6® mobilizes resources to invest in prevention-focused early childhood programs and services.
- Recognizing the importance of culture, language, self-determination and self-government to Aboriginal people in B.C., Success By 6® has dedicated \$1 million towards the implementation of an Aboriginal Strategy.
- The Strategy is designed to work with Aboriginal communities to increase representation in Success By 6® initiatives, strengthen community capacity, increase cultural awareness of Success By 6® partners, and promote awareness of the importance of the early years in the healthy development of children.
- Funds have so far been distributed to support over 86 Aboriginal early childhood development projects throughout the province.
- For more information about Success By 6®, please visit: www.successby6bc.ca.

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