



# BRIGHT FUTURES

Helen R. Walton Children's Enrichment Center  
Early Childhood Initiatives Center

2017 Annual Report

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## A NOTE FROM THE EXECUTIVE DIRECTOR

The Children’s Enrichment Center’s mission is to elevate early childhood programs in Northwest Arkansas toward the state’s Better Beginnings quality accreditation program, so that all children—newborn to five years old—have access to a high-quality early childhood education.

The ECIC’s existing facility, which serves more than 240 centers, operates at maximum capacity. It is open six days a week, and it has only one training room and limited technology. Yet, space is booked months in advance. Its limited size and other restrictions inhibit ECIC’s ability to serve all childcare centers in Northwest Arkansas.

This is why the Children’s Enrichment Center is embarking on a campaign for Bright Futures to provide capital, program, and endowment support so that 100 percent of childcare centers in Northwest Arkansas may become Better Beginnings state quality accredited—ensuring that every young child has the opportunity to receive a high-quality education.

It is time to get this new facility—including the Helen R. Walton Children’s Enrichment Center and the Early Childhood Initiatives Center—up and running on land south of the Crystal Bridges Museum of American Art.

Sincerely,  
Michelle Barnes, Executive Director

### BOARD OF DIRECTORS

Rick Hammond, *President*, Walmart  
 Lynsey Heffren, *Vice President*, Walmart  
 Jeff Shipley, *Secretary*, Walmart, retired  
 Dwayne Milum, *Treasurer*, Walmart International  
 Shannon Brewer, PPG  
 Marcy Camacho, Nickelodeon  
 Carl Crowe, Walmart, retired

Jason Degn, Northwest Arkansas Community College  
 Lindsey Helt, Walmart  
 Jennifer Krafsky, Walmart, retired  
 Tina Odom, Unilever  
 Lisa Riley, Walmart  
 Vicki Smith, Walmart  
 Ryan Vessell, Tyson Foods, Inc.

### STAFF LEADERSHIP

Michelle Barnes, Executive Director  
 Patsy Bishop, Infant Department Manager  
 Rhonda Burch, ECIC Leadership Coordinator  
 Jessica Butler, Toddler Department Manager  
 Jeremy Carr, Building and Grounds Specialist  
 Audrey Darnell, Human Resources Manager  
 Rachel Harrison, Business Coordinator  
 Kristen Herbert, Director of Development

Paige King, Program Coordinator  
 Sunny Lane, Director of Development  
 Holly Marshall, Pre-K Department Manager  
 Hillary Palacios, Administrative Assistant  
 Bobbi Jo Schmidt, Head Cook  
 Cindy Singleton, Director Early Childhood Operations  
 Julie Willson, Enrollment Coordinator

### DEVELOPMENT COALITION

Marcy Camacho, Nickelodeon  
 Jennifer Cozens, Walmart Museum  
 David Lightfoot, Haines, Jones, & Cadbury  
 Stephanie Funk, Funk & Company  
 Tara Gartman, Nickelodeon

Brit McKenzie, Geometry Global  
 Alison Nation, Crystal Bridges of American Art  
 Becky Schoewe, Sam’s Club  
 Andrea Wilson  
 Sanna Wolfe, Heartland Food Group

### BRIGHT FUTURES CAMPAIGN CABINET

Shelley McMillon, Honorary Chair  
 Gayatri Agnew  
 Jacqui Canney  
 Carl Crowe  
 Ken Mantel  
 Paula Mantel  
 Mike Moore

Sharon Orlopp  
 Gisel Ruiz  
 Dave Schoewe  
 Becky Schoewe  
 Jeff Shipley  
 Randy Lawson, advisor  
 Dick Trammel, advisor

# THE PROBLEM

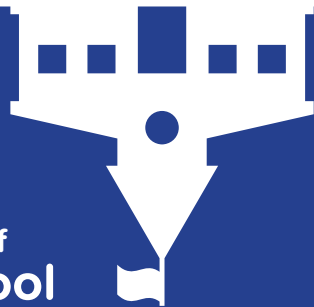
By age 5 a child's brain reaches **90%** of its adult capacity.



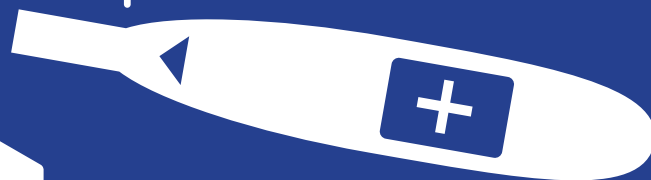
Children that have negative early experiences and don't receive a high-quality early childhood education are:

**25%**

more likely to **drop out of school**



**40%** more likely to become a **teen parent**



**50%**

more likely to be placed in **special education**



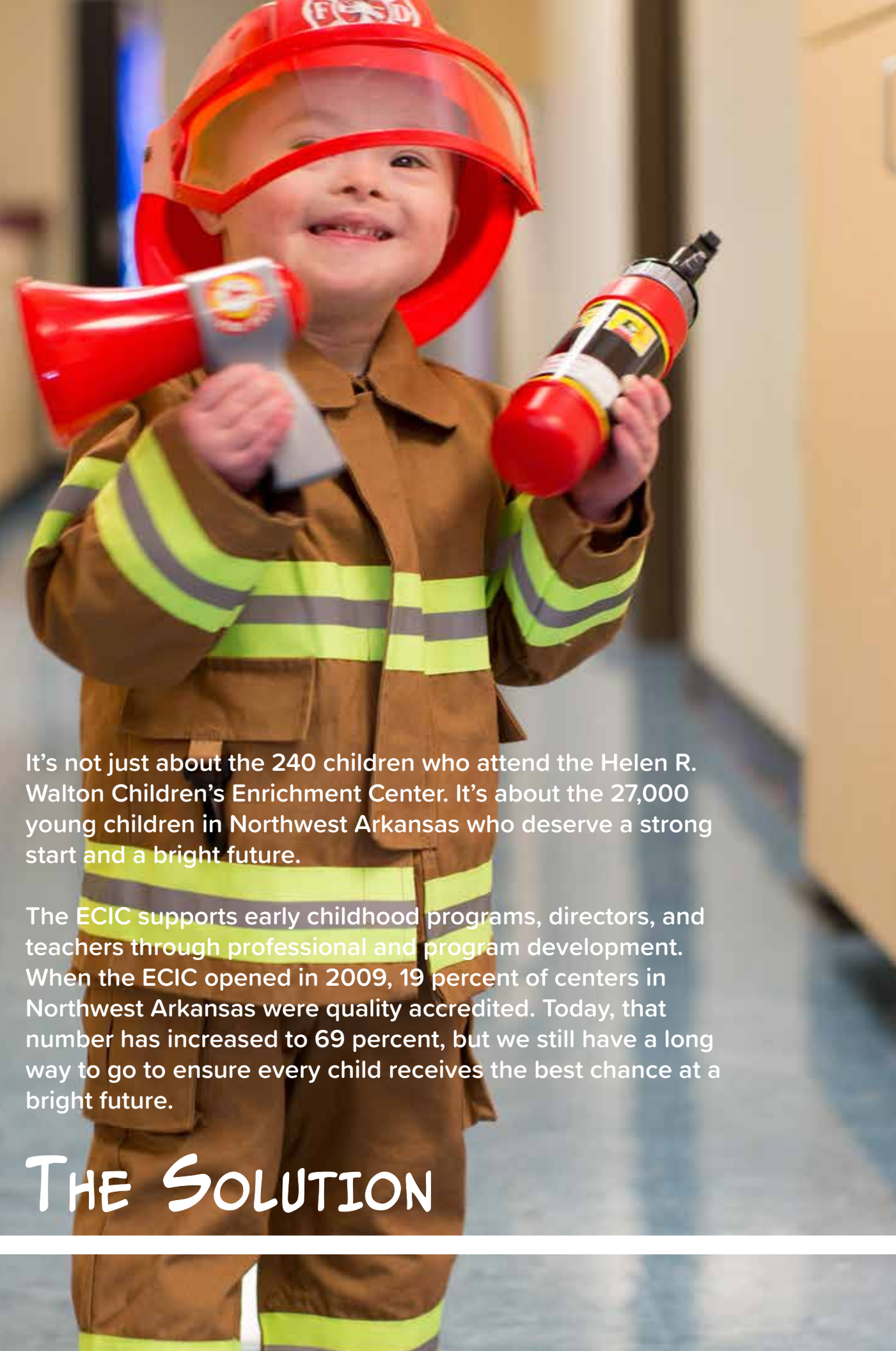
**60%**

more likely to **never attend college**



**70%**

more likely to be **arrested** for a **violent crime**



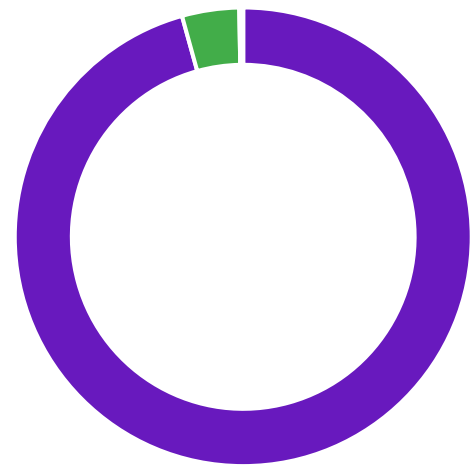
It's not just about the 240 children who attend the Helen R. Walton Children's Enrichment Center. It's about the 27,000 young children in Northwest Arkansas who deserve a strong start and a bright future.

The ECIC supports early childhood programs, directors, and teachers through professional and program development. When the ECIC opened in 2009, 19 percent of centers in Northwest Arkansas were quality accredited. Today, that number has increased to 69 percent, but we still have a long way to go to ensure every child receives the best chance at a bright future.

# THE SOLUTION

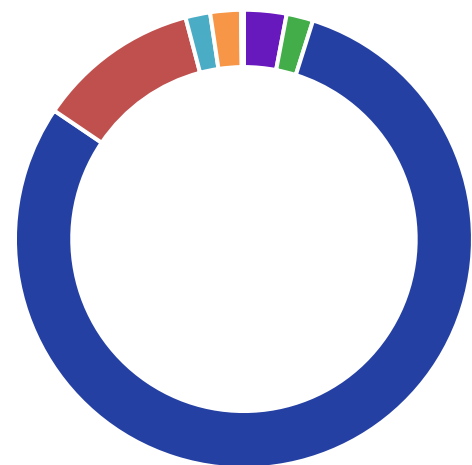
# DEMOGRAPHICS

## GENDER



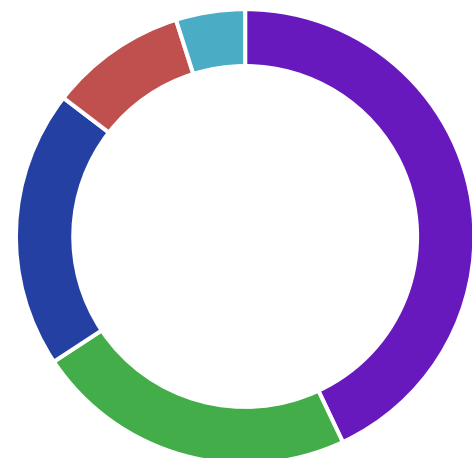
- Female
- Male
- Unknown

## RACE/ETHNICITY



- African American
- Asian
- Caucasian
- Hispanic
- Native American
- Other
- Unknown

## AGE



- 18-29
- 30-39
- 40-49
- 50-59
- 60+



Studies show that attendance for at least one year in a high-quality early childhood program results in:



Higher kindergarten readiness

Higher graduation rates



Higher lifetime earnings

Lower school remediation



Lower need for social services



Higher college attendance



# 2017 ACCOMPLISHMENTS

69% ↑  
accreditation

146  
centers

12,133  
children impacted

1,435  
professionals trained



**586** early childhood professionals received a Red Cross certification in First Aid/CPR.

**147** early childhood leaders increased their business and management skills.

**512** early childhood professionals learned how to bring the latest research on early childhood education into their classrooms.

# INVESTORS

## HELEN R. WALTON CHILDREN'S ENRICHMENT CENTER

*The following contributors made cash or in-kind gifts to the Helen R. Walton Children's Enrichment Center:*

Angie McGrew	Luis Sanchez
Brit McKenzie and Sydney Maxwell	McKinney Charitable Trust
Chika Okoronkwo	Michelle Dearing
Dallas Musick	Performance Food Group
Daren and Marina Calico	Rick and Sheri Hammond
Debby Nye	Scott Wood
Diane Noboa	Shelley McMillon
First Presbyterian Church of Bentonville	Sue Lowry
Isaac Cody and Jeff Shipley	Susan Thomas
Jet.com	The Pepsi Bottling Group
Joan Cook	The Schoewe Family Foundation
Keslyn Wells	Walton Family Foundation, Inc.

## EARLY CHILDHOOD INITIATIVES CENTER

*The following contributors made cash or in-kind gifts to the Early Childhood Initiatives Center:*

Acorn Influence	MoxyOx
AMP Sign and Banner	Natural State Distributing
Amici Cellars	Nickelodeon
Arvest Bank	PepsiCo
Ashlie Hilbun	PPG Architectural Coatings
Bank of America	Rick and Sheri Hammond
Bentonville Convention & Visitors Bureau	RJR Enterprises
Bob and Marilyn Bogle Charitable Trust	Robyn Horn
Brittany Edwards	Ryan Vessell
Carl and Holly Crowe	Sam's Club
Carla Muruaga-Atkins	Sam's Club Store #4969
Chris Clifton	Sasa He
CJ Foundation for SIDS	Shannon and Charles Brewer
David and Pamela Lightfoot	Terese Post
Economics Arkansas	The Clorox Company
Endeavor Foundation	Tina Odom
Grand Savings Bank	Unilever
HWCEC Event	United Way of Northwest Arkansas
James King	Wade and Kelly Jones
Jennifer Krafsky	Walmart
Jeremy and Andrea Wilson Fund of the Bank of America Charitable Gift Fund	Walmart Distribution Center/Logistics #6008
Lisa Riley	Walmart Distribution Center/Logistics #6051
Lynsey Heffren	Walmart Distribution Center/Logistics #6094
Marcus Chang	Walmart Foundation
Michelle Barnes	Walmart Neighborhood Market #2741
	Walmart Store #100

Walmart Store #2686  
 Walmart Store #3479  
 Walmart Store #4376  
 Walmart Store #5260  
 Walmart Store #5738  
 Walmart Store #6953

## BRIGHT FUTURES CAPITAL CAMPAIGN

*The following contributors made cash or in-kind gifts to the Bright Futures Capital Campaign:*

Alain Nzigamasabo	Bethany Sparks
Alana Snowden	Betsy Brumley-Bernier
Alex Aguila	Betty Leppert
Alicia Archer	Billie Jo Starr
Alisha Horstmann	Blu Fish House & Raw Bar
Amanda Phipps	Bob Kohler
Amanda Zoellick	Bobbi Schmidt
Amelia DeAntonis	Bobby and Debbie Bland
Amy Martin	Bradley Frieberg
Angela Ramirez	Brandi and Ray Harrington
Angie McGrew	Brandi McKinney
Anna George	Brett and Kara Biggs
Ariel DelosSantos	Bridgette Folsom
Ariel Segal	Brittany Greene
Ashley LaDuke	Candice Eriksen
Ashley Robinson	Carl and Holly Crowe
Audrey Darnell	Carli Rosencranz
Autra Smith	Catherine Williams
Barbara Degn	Charleen Efid
Barry Moehring	Charles and Susan Redfield
Bayer	Chelsea Harper
Bayleigh Bass	Chelsea Slone
Becka Mullins	Chelsea Waldkirch
Becky Schoewe	Christina Cole
Ben Blakeman	Cindy O'Connor





Cindy Singleton  
 Corey Williamson  
 Corrin Troutman  
 Cory Zale  
 Craig and Betsy Soos  
 Craig and Renee Smith  
 Curt Stamp  
 Cynthia Setters  
 Dan Bartlett  
 Darron Cooper DDS  
 Dave Pollard  
 David and Pamela Lightfoot  
 David Galloreese  
 Dean Olson  
 Debbie Alsup  
 Donna Johnson  
 Elizabeth King  
 Ellen Masters  
 Eric Howerton  
 Ervin Rodriguez  
 Frank and Pat Bailey  
 Fred Bedore  
 Gina Allgaier  
 Glass Investments  
 Grace Chong  
 Greg and Cassie Cathey  
 Greg Foran  
 Guy Cable  
 Haily Green  
 Harrison and Rhonda French  
 Heather White  
 Hillary Palacios  
 Holly Marshall  
 Isaac Cody and Jeff Shipley  
 J.M. Smucker Company  
 Jacqueline Lyons  
 Jan Price  
 Jason Netter  
 Jason Vines  
 Jay Amargos  
 Jennifer Fox  
 Jennifer Schwyhart  
 Jeremy and Andrea Wilson Fund of the Bank of America Charitable Gift Fund  
 Jeremy and Andrea Wilson  
 Jonathan Boldebuck and Jessica Hill  
 Juan and Marcy Camacho  
 June Carter

Kathryn Mortimer  
 Kaylah Ausmus  
 Ken and Paula Mantel  
 Kerry Kotouc  
 Kim Burke  
 Kristen and John Herbert  
 Kyle and Maury Peterson  
 Lance and Wendy de la Rosa  
 Larry and Wendy Lott  
 Libby Haney  
 Linda England  
 Lisa MacMillin  
 Lisa Riley  
 Logan Stidham  
 Loretta Hicks  
 Louis and Jennifer Martin  
 Lynsey Heffren  
 Maarten and Diane Jager  
 Madyson Greene  
 Maggie Schooley  
 Marcus and Cara Osborne  
 Mary Saumweber  
 Matthew Kezhaya  
 Mauri Myers  
 McKenna James  
 McLarty Daniel Ford Chrysler Dodge Jeep Ram  
 Nissan  
 Meek's Lumber  
 Megan Crozier  
 Megan Miller  
 Melissa Hagerman  
 Michael Maizels  
 Michael Paladino  
 Michelle Barnes  
 Michelle Harhigh  
 Miranda Turner  
 Nabholz Construction Corporation  
 Natalie Bartholomew  
 Natalie Hughes  
 Nathan and Elizabeth Barr  
 Nickelodeon  
 Patsy Bishop  
 PepsiCo  
 Rachel Harrison  
 Randy and Shannon Dixon  
 Rebecca Elkins  
 Rhonda Burch  
 Rick and Sheri Hammond

Rob Dodd  
 Robert and Marilyn Bogle  
 Rotary Club of Bentonville  
 Ryan and Gayatri Agnew  
 Sadie Oldebeken  
 Sam and Katie Rivkin  
 Samantha Truesdell  
 Scott and Karen Klane  
 Shannon and Charles Brewer  
 Sharon Orlopp  
 Shelley McMillon  
 Simplify Professional Services  
 Stephanie Funk  
 Stephanie Howell  
 Stephen Clouten  
 Steve McCratic  
 Sunny Lane  
 Susan Edwards

Suzie Burnett  
 Tamara Samson  
 Tammy Thompson  
 Taylor Yoes  
 Terry and Aurelina Shaffer  
 The McElroy Group  
 Tommy and Whitney Head  
 Trevor Drinkwater  
 Vicki Smith  
 Virgil and Mary Ann Vanderpool  
 Walmart Foundation  
 Walmart Museum  
 Walton Family Foundation, Inc.  
 Wayne Hamilton  
 William and Jane Douglas  
 Zach and Stephanie Simpson  
 Zuleyma Martinez





Expanding early learning initiatives leads to a \$9.21 return for every \$1 invested through benefits to the child, workforce and society.

# STATEMENT OF ACTIVITIES

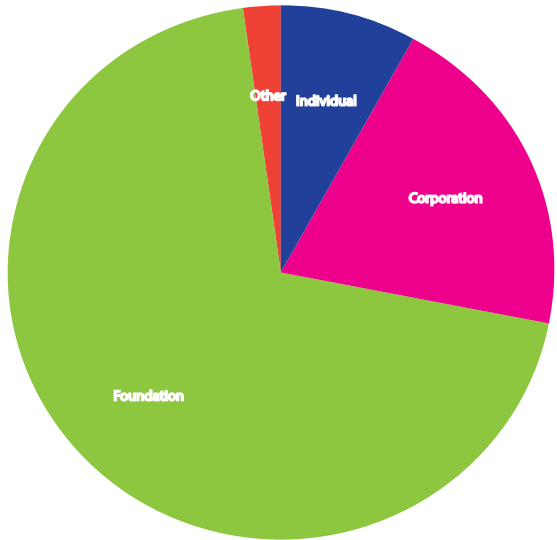
YEAR ENDED DECEMBER 31, 2017

OPERATING AND SUPPORT EXPENSES

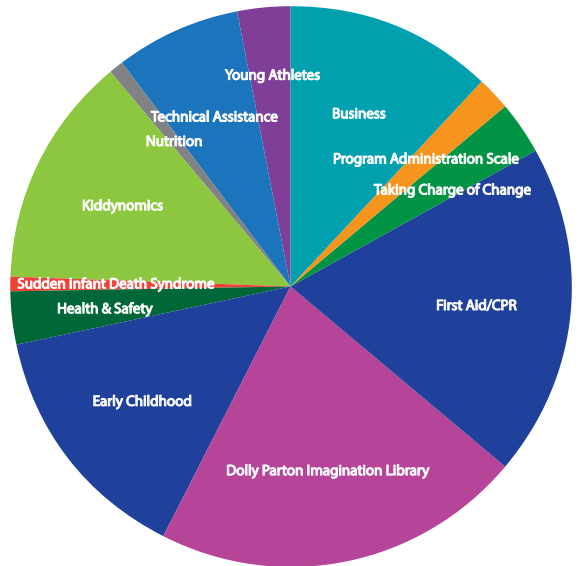
	Total
<i>Support and Revenue</i>	
Child Care Fees	2,317,035
Contributions	14,233,887
Federal Lunch Program	59,607
Interest and Dividends	11,258
Other Income	30,198
<b>Total Support and Revenue</b>	<b>16,651,985</b>
<i>Expenses</i>	
Program Services	
Food program	253,893
Childcare	2,334,122
Support Services	
Administrative	598,328
Development	221,789
<b>Total Expenses</b>	<b>3,408,132</b>
<b>Change in Net Assets</b>	<b>13,243,853</b>
<b>Net Assets, Beginning of Period</b>	<b>4,123,226</b>
<b>Net Assets, End of Period</b>	<b>17,367,079</b>

This is a snapshot of the Early Childhood Initiatives Center, which operates under the Helen R. Walton Children's Enrichment Center.

Support and Revenue



Expenses





HELEN R. WALTON CHILDREN'S ENRICHMENT CENTER  
&  
EARLY CHILDHOOD INITIATIVES CENTER



[hwcec.org](http://hwcec.org)  
[ecicnwa.org](http://ecicnwa.org)

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