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Brightpoint's Rockford Crisis Nursery Exterior Painted by United Way of Rock River Valley

- What:** United Way of Rock River Valley paints Brightpoint Rockford Crisis Nursery for United Way Day of Caring
- Where:** Rockford Crisis Nursery, 424 7th Street, Rockford, IL 61104
- When:** September 28th, 2023

Brightpoint, formerly Children's Home & Aid, is excited to welcome the United Way of Rock River Valley, who will be sending six volunteers from Watt Global and Pyramid Plastics, campaign partners of the United Way, to paint the interior side of the fence that borders the outside play area at the Crisis Nursery in honor of the United Way Day of Caring on September 28th. "It's wonderful to see our community come together to help us celebrate our transition to Brightpoint by freshening up our workspace. We couldn't do this vital work without the support of volunteers in the Rockford area," says Stephanie Brock, Family Support Services Supervisor.

We are excited about this opportunity with our long-standing partner, United Way of Rock River Valley, for our space to present our new Brightpoint colors and logo. Through its evolution, the organization recognizes that strengthening families is the key to advancing the well-being of children, and this fresh coat of paint is a physical representation of our pivot.

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About Brightpoint (formerly Children's Home & Aid)

Brightpoint is a distinguished child and family services organization. We started as Children's Home & Aid and have served Illinois children since 1883. Brightpoint is recognized for establishing best practices and achieving results through our programs and services, focusing on child abuse prevention, healthy child and youth development, and strengthening families. Brightpoint promises to be brave with our families and support their brave choices because we know that those choices can create strong families, and strong families create thriving children.

Brightpoint engages with over 30,000 children, youth, and families annually in 67 counties across Illinois. Our organization's mission is to advance the well-being of children by investing in families to disrupt the systemic and multi-generational cycle of racial, social, and



Strong economic inequality. Our vision is an equitable world where all children and families thrive in strong communities. Learn more at www.brightpoint.org.

United Way of Rock River Valley

United Way of Rock River Valley serves Winnebago County by uniting the collective power of our community to improve lives. In doing so, United Way has partnered with more than 30 local organizations, including 13 who have already received funds, to launch United for Literacy, a movement that is using research-based strategies to tackle Winnebago County's low literacy rate, which currently sits at just 32%, or 1 in 3 children reading at grade level. The bold goal of United for Literacy is to increase the literacy rate in Winnebago County to 75% by 2034.

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