



EARLY LEARNING FOR EVERYONE

SO EVERY CHILD CAN ARRIVE AND THRIVE IN SCHOOL

Only
66%

of children enter kindergarten having been
taught the basic skills
to learn to read.

Source: <https://www.rif.org/literacy-network/the-issue#literacy-map>

Only
1/2

of children have **access** to
quality early education.

According to research by Child Trends,
no more than

42%

**of 3- to 5-year-old children enter school
ready to learn.**

Source: <https://www.childtrends.org/publications/comparing-the-national-outcome-measure-of-healthy-and-ready-to-learn-with-other-well-being-and-school-readiness-measures>

**Together, we can
change that.**



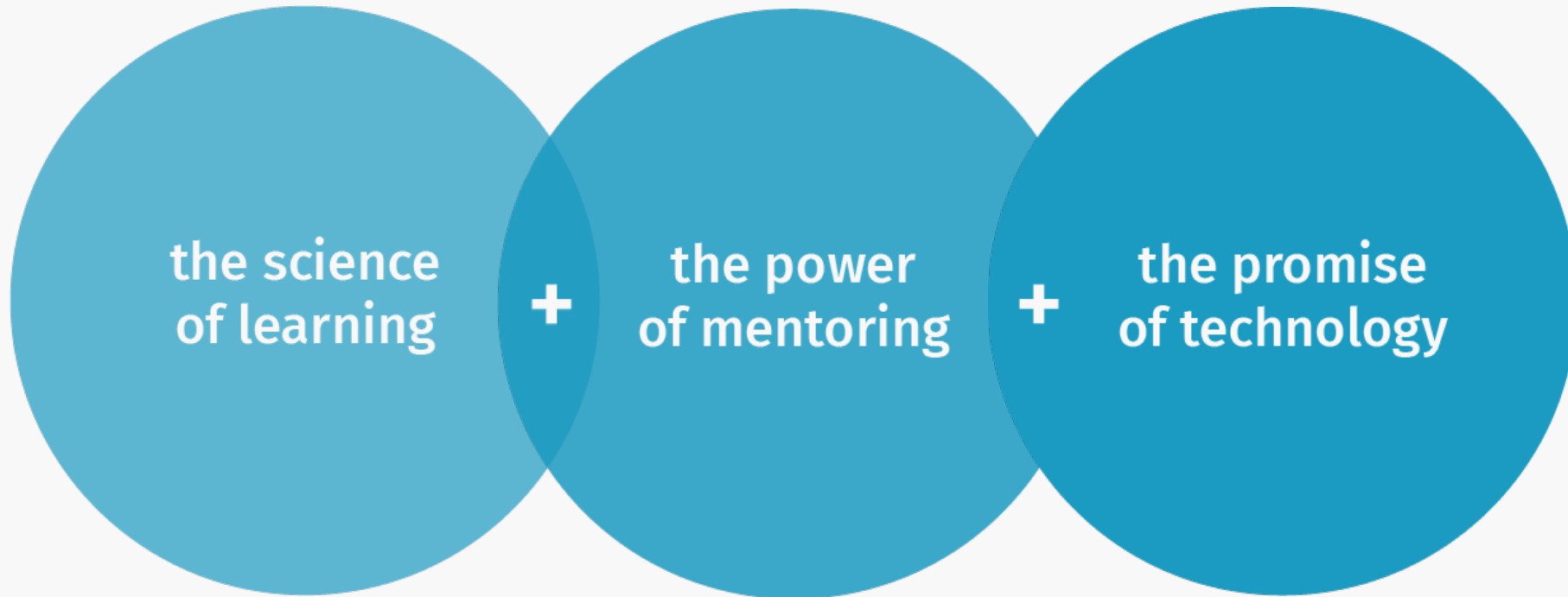
90%

**of children who use Waterford
in the year before kindergarten
enter **at or above** grade level.**

About Waterford.org



Waterford.org combines



to build **family and community partnerships** that deliver **access, excellence, and equity in early education** for **all children**.

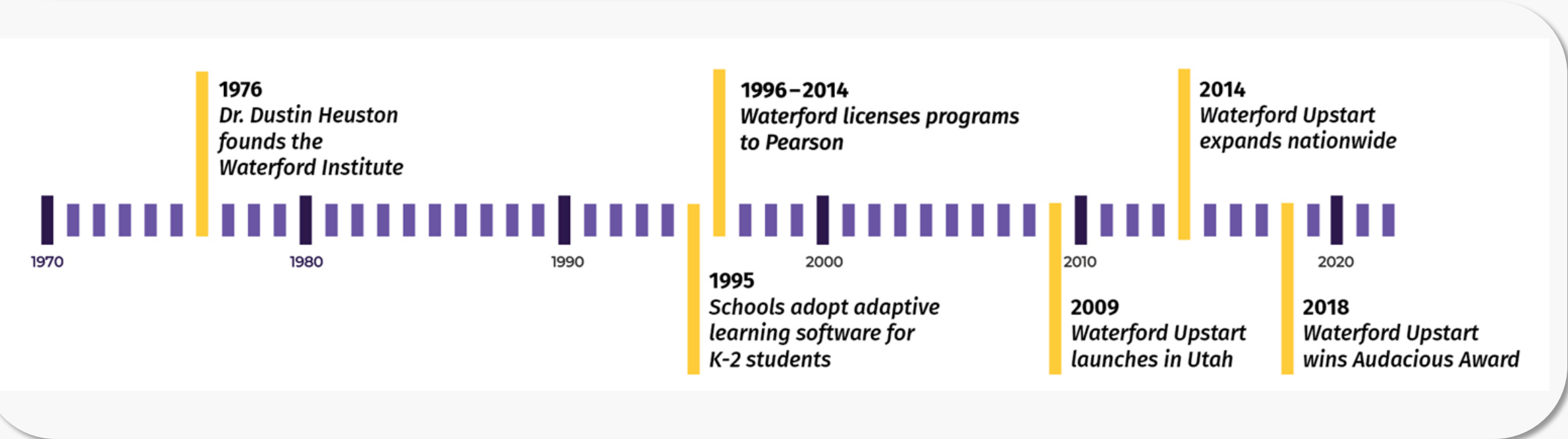
What We Do

Waterford.org is a national early learning not for profit that helps children and their families develop a **strong early learning foundation** by providing:

- Adaptive reading, math, and science software for PreK–2 children
- Support and coaching for families, child care providers, and educators



Committed to Early Learning for Over 40 years



By the Numbers

>250,000 children
use Waterford.org programs
each year

50 states
have implemented
Waterford.org programs

400+ team members
help advance our mission



How We Are Funded

Operating Budget Over \$65M



About the Program



Families or providers receive everything they need *at no cost to them*

- Waterford Upstart **software**
- Expert **coaching** (via phone, email, text) in more than 100 languages
- **Support** resources in English and Spanish
- **Laptop** and **internet** access (if needed)

Upstart grads achieve

2-3x

more learning outcomes
compared to their peers

Usage Guidance: 5 days per week

School Year

Reading

15 minutes/day

Math & Science

15 minutes/day
(optional)

Summer

Reading

20 minutes/day

Math & Science

20 minutes/day
(optional)



ALIGNED TO
STANDARDS



ROOTED IN
RESEARCH



APPROPRIATE FOR
ALL LEARNERS



SUPPORTED BY
EVIDENCE

Flexible Implementation Options

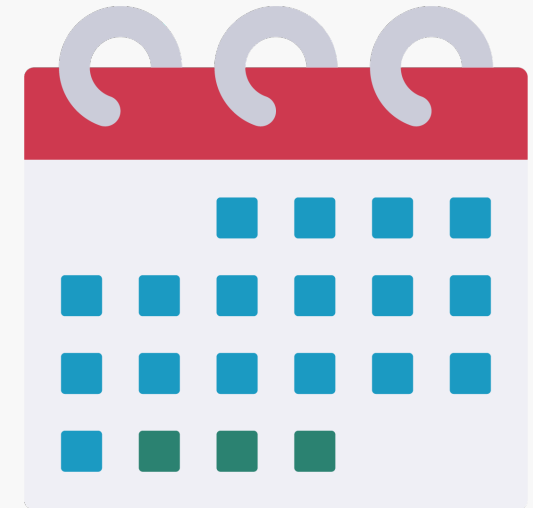
Hybrid models that bridge home, school, & community partner locations



Provider-guided



family-guided



**school year or summer
implementation**

The Learner Experience

Engage learners with explicit instruction

- Rooted in research
- Makes learning fun
- Develops skill proficiency
- Incorporates inclusive, rich stories

Upstart is seriously such an **amazing** program.

My son **learned to read** before kindergarten.

I recommend it to everyone.

Parent of Upstart participant



Instruction + Engagement



READING CURRICULUM

- 2,000+ lessons
- 7,000+ activities
- 180+ instructional songs
- 250+ books
- 225+ hours of instruction

Instruction + Engagement



MATH & SCIENCE CURRICULUM

- 700+ lessons
- 5,000+ activities
- 170+ instructional songs
- 110+ books
- 300+ hours of instruction

Instruction + Engagement



MINDSET SKILLS

Books, digital activities, and companion resources are all infused with mindset skills.

Sample Activities



The Family Experience

Encourage families with personalized support

- Family coaching (in over 100 languages)
- Personalized family progress updates
- Resource library in English and Spanish
- Digital books in English and Spanish
- Virtual events

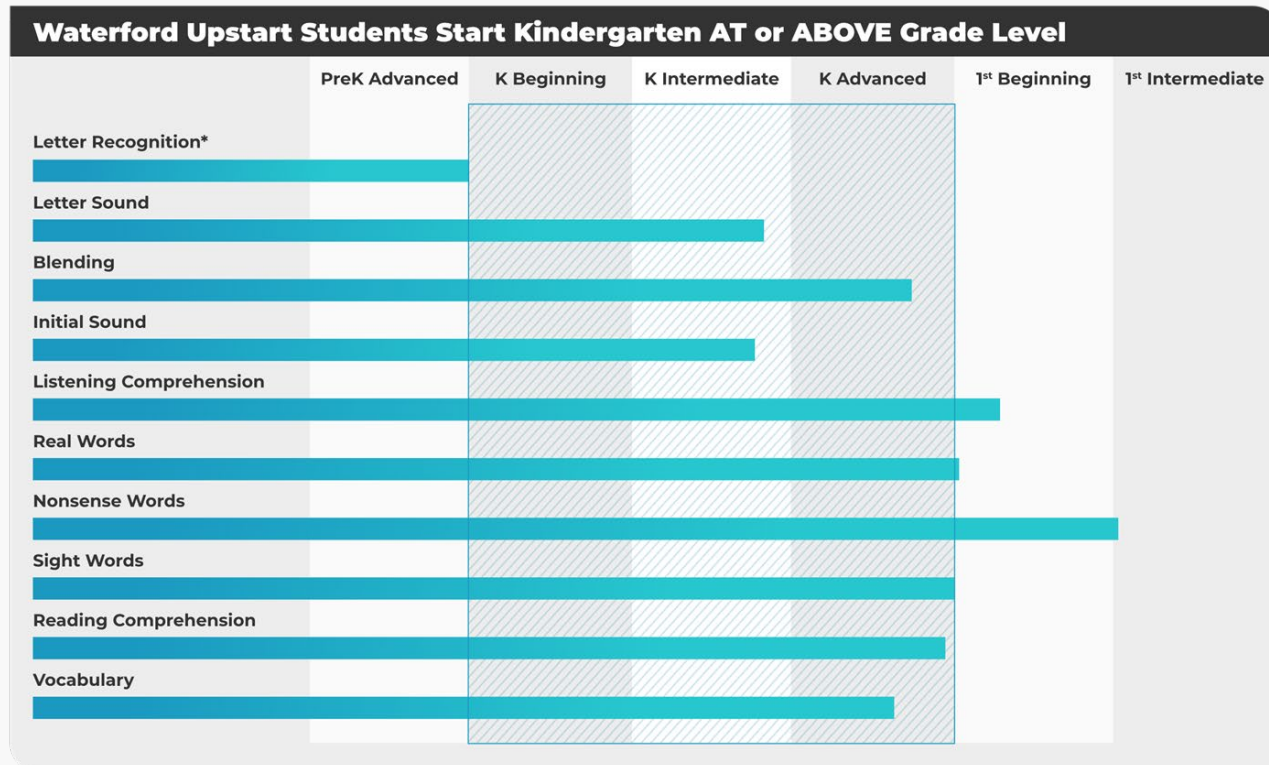
"When I looked into and investigated what Waterford offered, and how strong that family component was, at that point it was a deal maker for me. It was absolutely what we needed in North Dakota."

Kiersten Baesler
North Dakota State Superintendent

The Research



Proven Results for Waterford Upstart



* "K Beginning" is the highest possible achievement level for the "Letter Recognition" skill.

About:

Waterford Upstart (software + family coaching) was founded in Utah in 2009 for PreK students. It was adapted for summer use in 2020 to combat COVID-19 learning loss for students entering kindergarten.

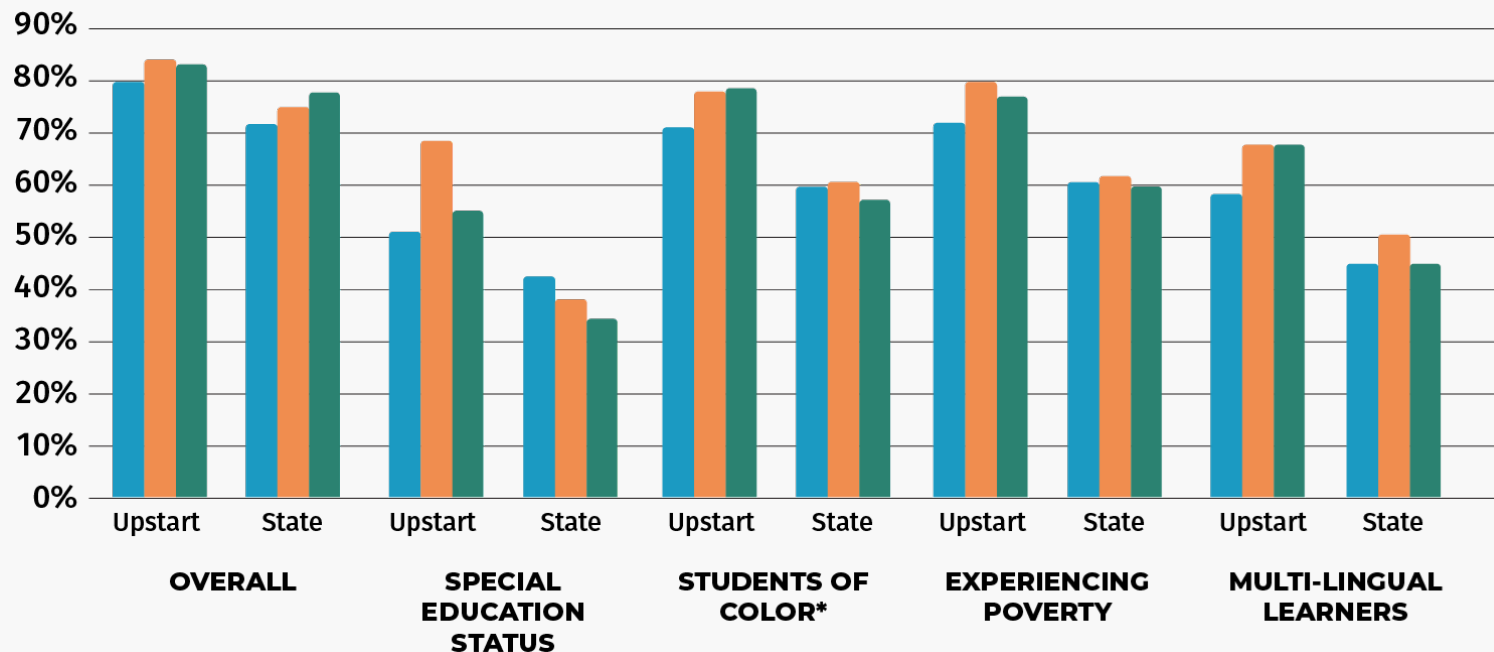
Impact:

On average, **Pre K learners enter kindergarten at or above grade level** after using Waterford software and receiving family coaching.

Longitudinal Study Demonstrates Sustained Gains

DIBELS

Grade 1 Grade 2 Grade 3



*Students of Color: Latin(a/o) 11% , Asian/Pacific Islander 2% , African American/Black 1%, Indigenous American <1%

About:

Utah study measuring the longitudinal impact of learners who used Waterford Upstart in PreK were measured in first through third grade compared to state averages based on DIBELS scores.

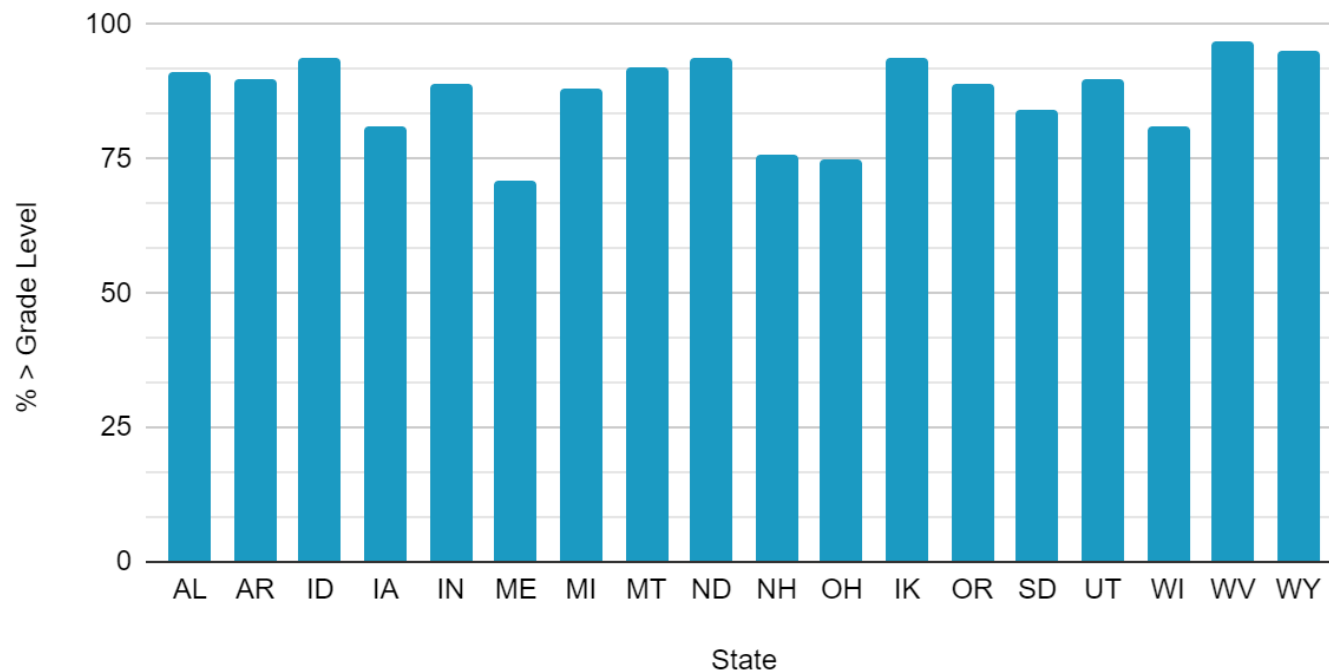
Impact:

Learners who used Waterford + family coaching in PreK continually outperformed state averages in DIBELS testing in grades first through third.

Utah Preparing Students Today for a Rewarding Tomorrow (UPSTART) Report

Nationwide Data Reveal Impressive Gains

Percent of 2021-2022 PreK Upstart Participants at or Above Kindergarten Benchmarks Upon Completion of the Program



About:

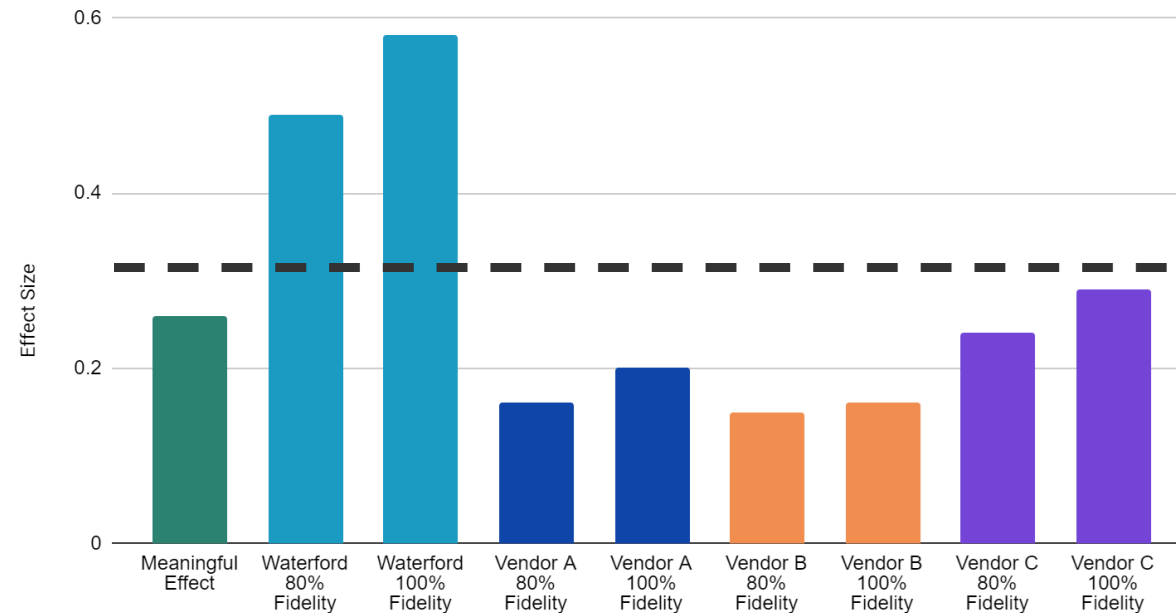
This chart shows the percent of PreK children who ended the Waterford Upstart program who **at or above kindergarten benchmarks** across 18 states in the in 2021-2022 school year.

Impact:

Results show most 4-year-olds enter kindergarten reading **at or above grade-level benchmarks**.

Waterford Demonstrates an Amazing .58 Effect Size with Utah Kindergarteners

2021-2022 EISP Program Evaluation of Kindergarten Student Impact by Vendor



About:

The Evaluation and Training Institute, an external evaluator of Utah's state-funded Early Intervention Reading Software Program (EISP), examined the impact of Waterford software along with three other approved digital curricula when used with 100% fidelity and 80% fidelity for the 2021-22 school year.

Impact:

- **Waterford demonstrated the largest treatment effects of any program for kindergarten students.**
- Kindergarteners using with 100% fidelity demonstrated a **.58 effect size**.
- Kindergarteners using Waterford showed a **.49 effect size** when using with 80% fidelity.

Source:
Waterford EISP Program Evaluation Student Impact Memo: 2021-22

Enhancing Foundational Early Learning

Through software, coaching, and support, Waterford Upstart provides quality learning opportunities for the whole family.

More than 90% of caregivers feel Waterford Upstart helps prepare their child, and their family, for the transition to kindergarten.

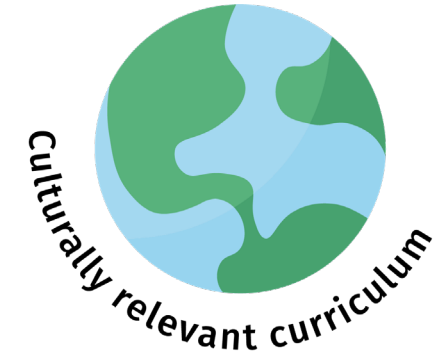
“He has confidence in himself like I had never seen before the program. **He knows now that he can learn** and is smart and capable. His self image grew in positive ways.”

—Waterford Upstart parent

“I am so happy with the entire experience! **My child excelled** beyond my expectations!”

—Waterford Upstart parent

Why Waterford.org



Deep commitment to family empowerment

Rooted in research



Proven outcomes

Questions?



Contact Information:

Rob Riley, robertriley@waterford.org

Devon Sinkovic, devonsinkovic@waterford.org

