DENVER PRESCHOOL PROGRAM 20 YEARS



Celebrating 20 Years!

MEDIA KIT

WHO WE ARE

Vision & Mission

Vision

Every Denver child has equitable access to a strong foundation to thrive in kindergarten and beyond.

Mission

To transform the futures of young children and their families by strengthening and funding the early childhood experience.

Key Photos







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BRAND ASSETS

20th Anniversary Logo Suite

Horizontal and stacked versions in multiple colorways to help serve a variety of uses.

Primary Logo

Preferred logo. Use whenever possible.





Alternative Logo

For use on yellow backgrounds.





Single Color Logo

Use where one color is required.

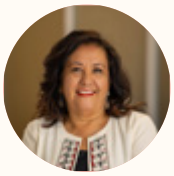




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LEADERSHIP VOICE

Quotes From Our CEO



All accredited to:

Elsa Holguín

President and CEO, Denver Preschool Program

> More than 82,000 children have been part of the Denver Preschool Program. That is an incredible legacy, and it belongs to the families, educators, community partners and Denver voters who have believed in this work from the very beginning.

> We're incredibly proud to have provided more than $200 million in tuition support over the past 20 years. But the real impact is what that investment has made possible for our community. More children learning and growing, families having greater access to the care and opportunities they need, and educators receiving support to do the work they love. That's what 20 years of DPP means. Stronger children, stronger families and a stronger Denver.

> Celebrating 20 years gives us a chance to recognize how far we've come, but it also challenges us to think about what's next and what is still needed. Denver families and early childhood educators are navigating a very different world than they were 20 years ago, and our job is to keep listening, learning and evolving alongside them. Our vision for the next 20 years is just as ambitious as it was on day one. We will stay nimble in our pursuit to make sure every Denver child has access to the strong start they deserve.

PRESS RELEASE

Denver Preschool Program Celebrates 20 Years of Making Preschool Possible

DENVER, Colo. — For two decades, and in partnership with more than 82,000 children and families, Denver Preschool Program (DPP) has held one enduring belief: that every Denver child deserves a strong start.

Twenty years ago, Denver voters first made a bold investment in the city's youngest learners. They said yes to the idea that quality preschool should be accessible for every Denver family. As a result, Denver Preschool Program (DPP) emerged as a tax funded initiative for the benefit of all. That belief has expanded programming, deepened community connection, and elevated DPP's thought leadership, making the organization a national model for the way early childhood education can succeed.

Since its creation, DPP has:

- Helped more than 83,000 children access quality early childhood education
- Distributed more than $272 million in tuition support to Denver families
- Invested more than $41 million through quality improvement initiatives, coaching, and professional development to strengthen the quality of early childhood education in all corners of the city

But the numbers are only part of the story. For DPP, the true impact is understood family by family, classroom by classroom, student by student.

It's thousands of children experiencing preschool for the first time. It's parents finding a school that they love, that matches their culture and beliefs and that they can afford. It's educators receiving resources and support to make their students; experiences stronger. Finally, it is a community that has continued to invest in the steadfast belief that a child's earliest years can shape their future.

"Denver has served as a model for what happens when a community invests in the future of children and thoughtfully creates a dynamic structure and team to see it through," said Elsa Holguín, President and CEO of Denver Preschool Program. "The impact of DPP belongs to this entire community. We are grateful to the families who have trusted us, the educators who have dedicated their lives to early education, the partners who have worked alongside us and the Denver voters who believed in this vision. We are proud of our legacy, and we are also excited about what we are going to continue to build together as DPP and this community evolve."

Since the beginning, DPP has maintained a proactive approach to programming and funding to support the changing needs of the community. The evolution has included making essential shifts during the pandemic to support educators directly, providing effective professional development opportunities, expanding funding to 3-year-olds and providing full scholarships, and using a research-based approach to address workforce challenges.

As DPP marks our 20th anniversary, we invite the entire community to celebrate the people, stories and milestones that have shaped the incredible journey of early education in Denver. We celebrate with you and look forward to the inspiring potential of the next 20 years.

Explore 20 years of DPP stories, impact and milestones at **anniversary.dpp.org**.

TWO DECADES OF IMPACT

Key Milestones

NOVEMBER 2006

Voters Support Preschool for All

Denver voters recognize the need for public support for Denver's young learners and approve a .12% sales and use tax to support preschool for all Denver families.

2018

DPP Celebrates 10 Years of Student Success

On DPP's 10 year anniversary, an annual research and evaluation study of DPP students shows up to 92% of students are kindergarten ready, 82.4% meet or exceed expectations for vocabulary and 74.4% are considered proficient in math.

APRIL 2021

Preschool for 3s Pilot Launches

With the understanding that two years of preschool provides even more benefits to children, DPP launches Preschool for 3s, a program targeting 3-year-olds from families with the highest level of need. It has since become permanent with total investment of $10.3M.

2024

UPK Launches Successfully

With DPP serving as Local Coordinating Organization, approximately 6,341 Denver children participate in the first year of Colorado Universal Preschool (2023-2024), receiving nearly $14,000 on average in combined preschool tuition support from Colorado UPK and DPP.

2025

DPP Takes a Bigger Role in Strengthening Workforce Gaps

Through a robust research study that will inform future programming, DPP deepens the understanding of the workforce experience, career paths, working conditions, overall well-being, salary tiers, satisfaction with compensation, financial stability and professional development.

2012 IMPACT

20,000 Students!

DPP celebrates supporting 20,000 4-year-olds, helping their families save a combined $39,723,092 since DPP was formed.

2019

DPP Launches Zero-Cost Scholarship

Seeing that families with the most financial need are still struggling to cover preschool costs, DPP pilots a gap scholarship program (which would come to be known as the DPP Scholarship) that reaches families living at or below 300% of the federal poverty line.

2023

DPP Reauthorized Indefinitely

Denver voters overwhelmingly see the value of public support for early childhood education and pass the indefinite reauthorization of a .15 percent sales tax to meet the growing demand for funding.

2024

DPP Providers Lead Ratings

87% of DPP providers earn a Colorado Shines rating of 3 or higher. The Colorado Shines Quality Rating & Improvement System (QRIS) rating system assesses all licensed child care and early education preschool providers in five areas including child safety, staff support and professional development, parent support and sound business practices.

2026

DPP Turns 20!

A celebration of impact and a thoughtful look forward to the evolution of early childhood education in Denver and the everchanging needs of families.

SHARE THE NEWS

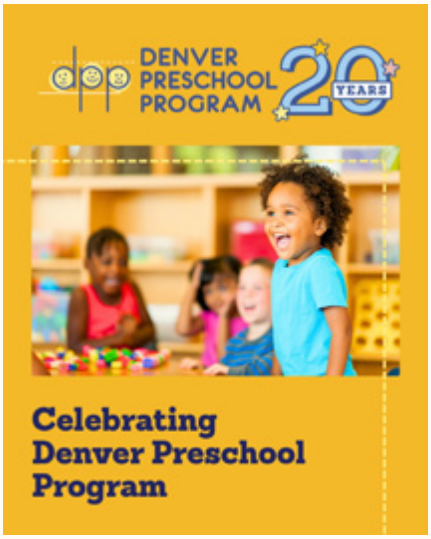
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General Post #1



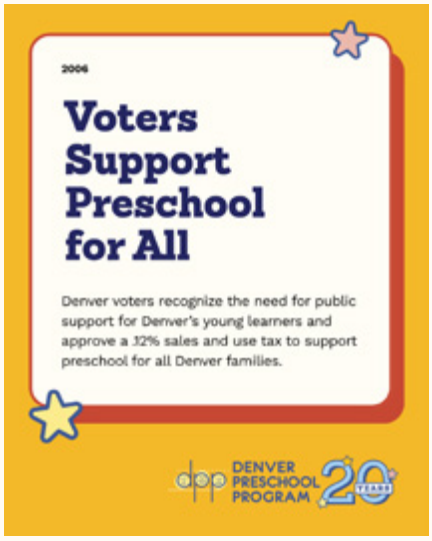
General Post #2



CEO Quote Post

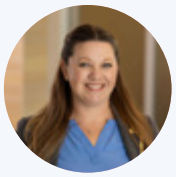


Milestone Post



GET IN TOUCH

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About DPP - Making Preschool Possible

Denver Preschool Program is dedicated to delivering proven programs that make preschool more accessible and affordable to all Denver families. To do that, we stay attentive to family needs and proactive to future challenges. We dream big and take bold action towards improving the early childhood education system.

LEARN MORE →