

**2020 Education Innovation and Research (EIR) Project Directors
and Evaluators Technical Assistance Meeting**

Virtual Meeting | October 21–23, 2020

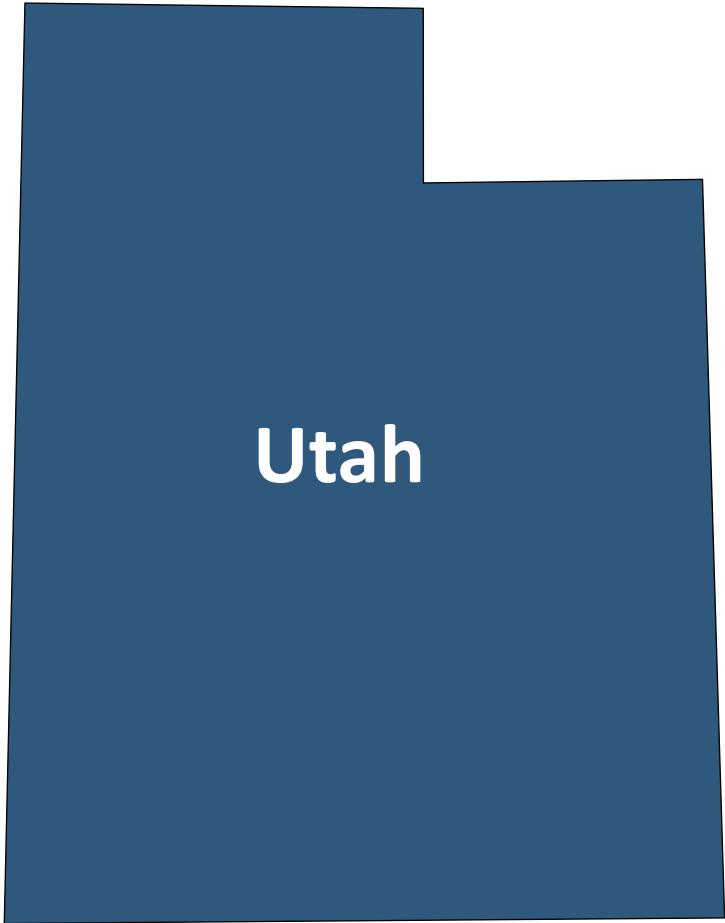
Scaling Waterford Upstart

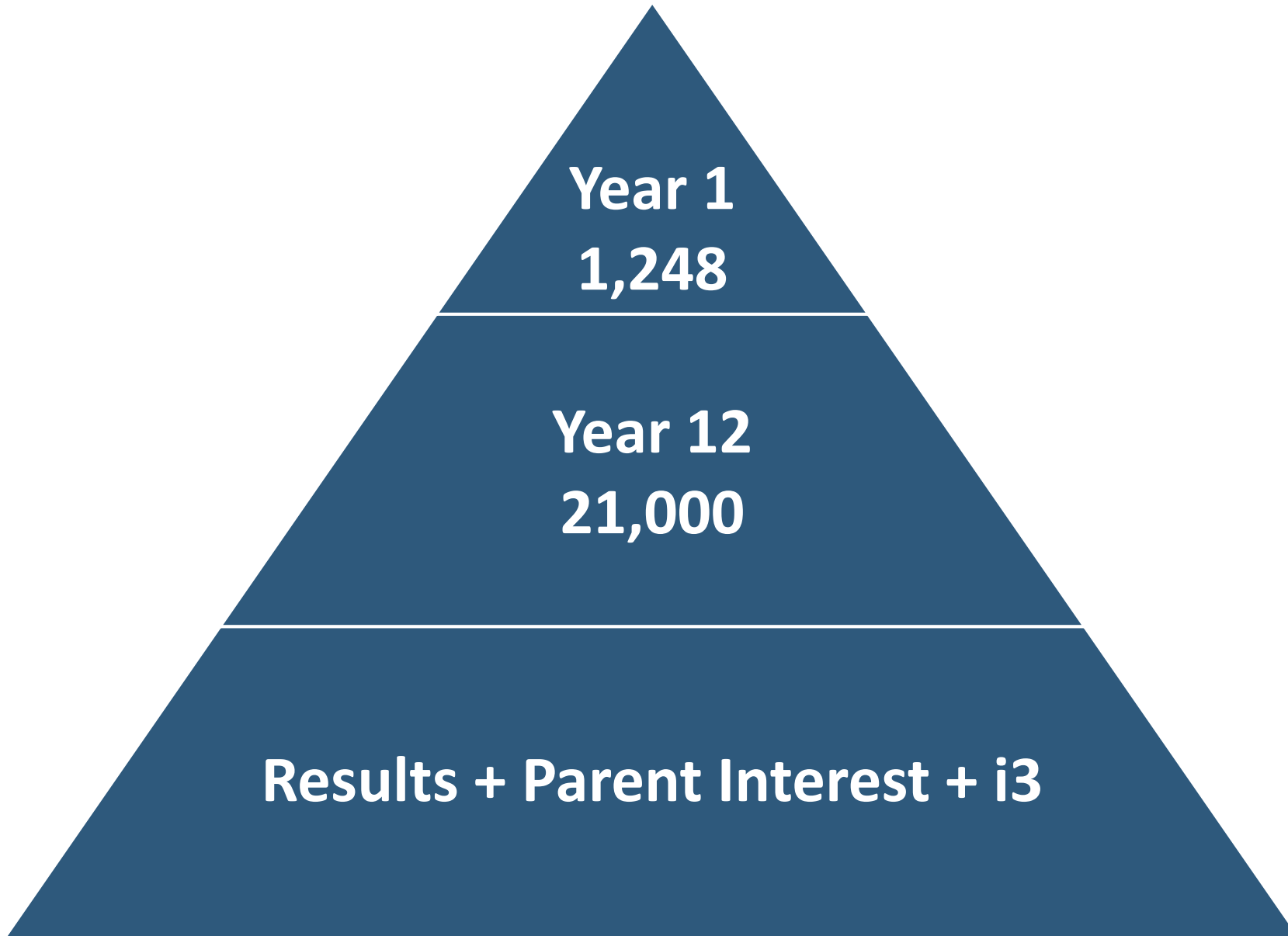
Claudia Miner, Ph.D.

Executive Director and Co-Founder of Waterford Upstart

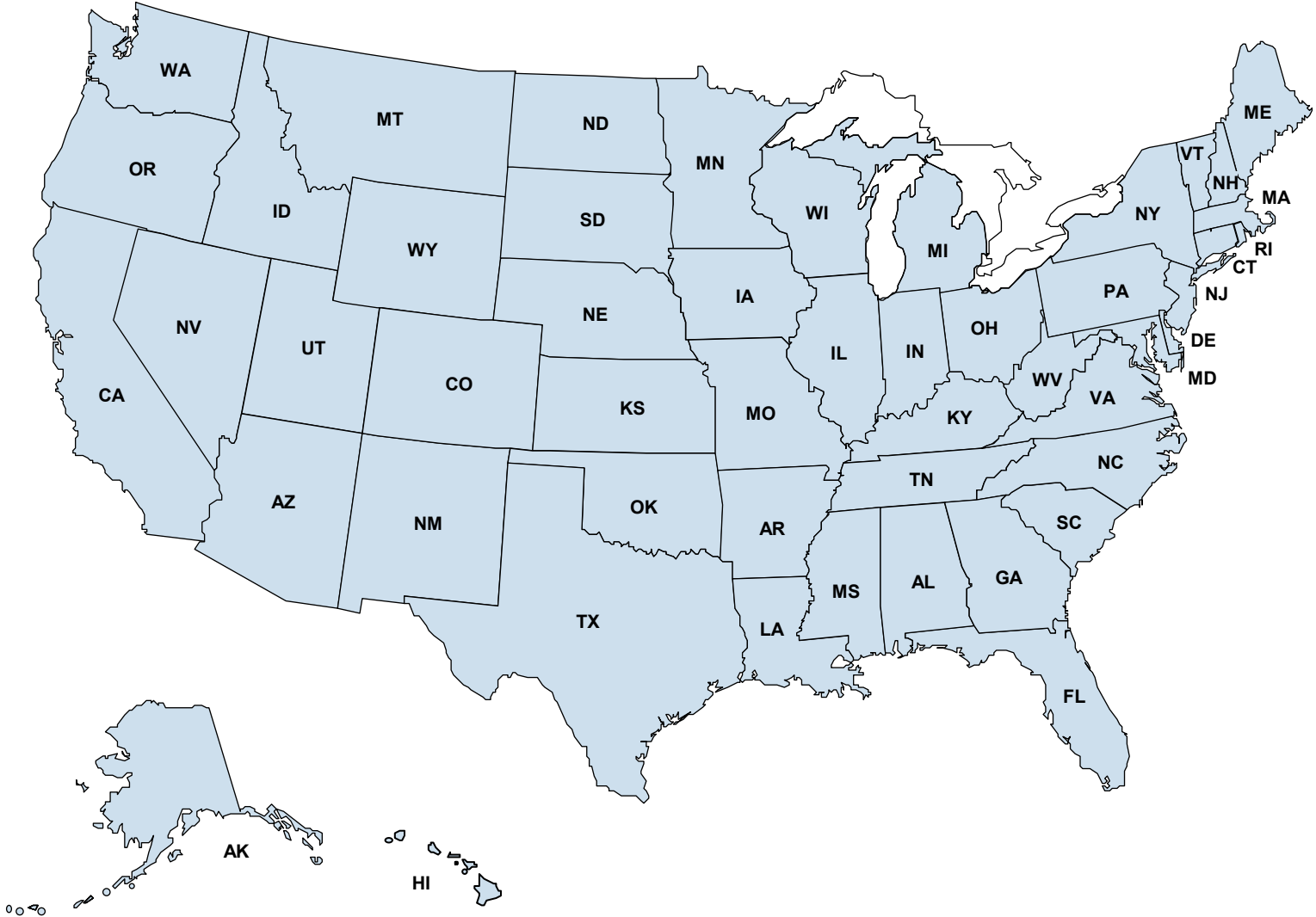
Waterford.org



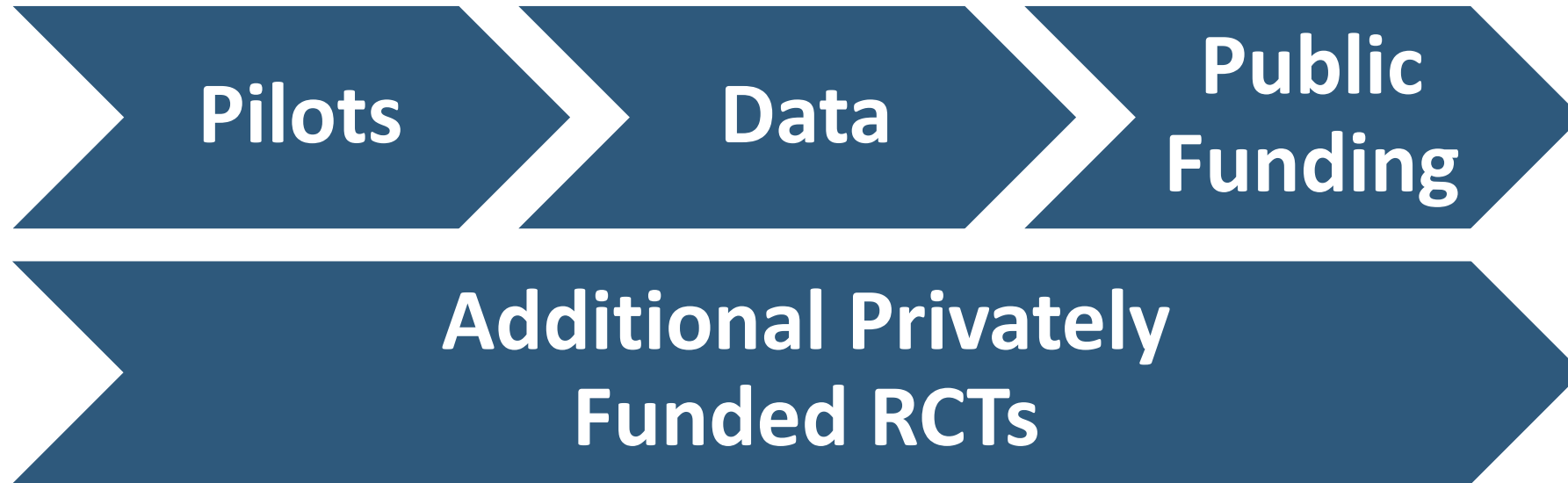




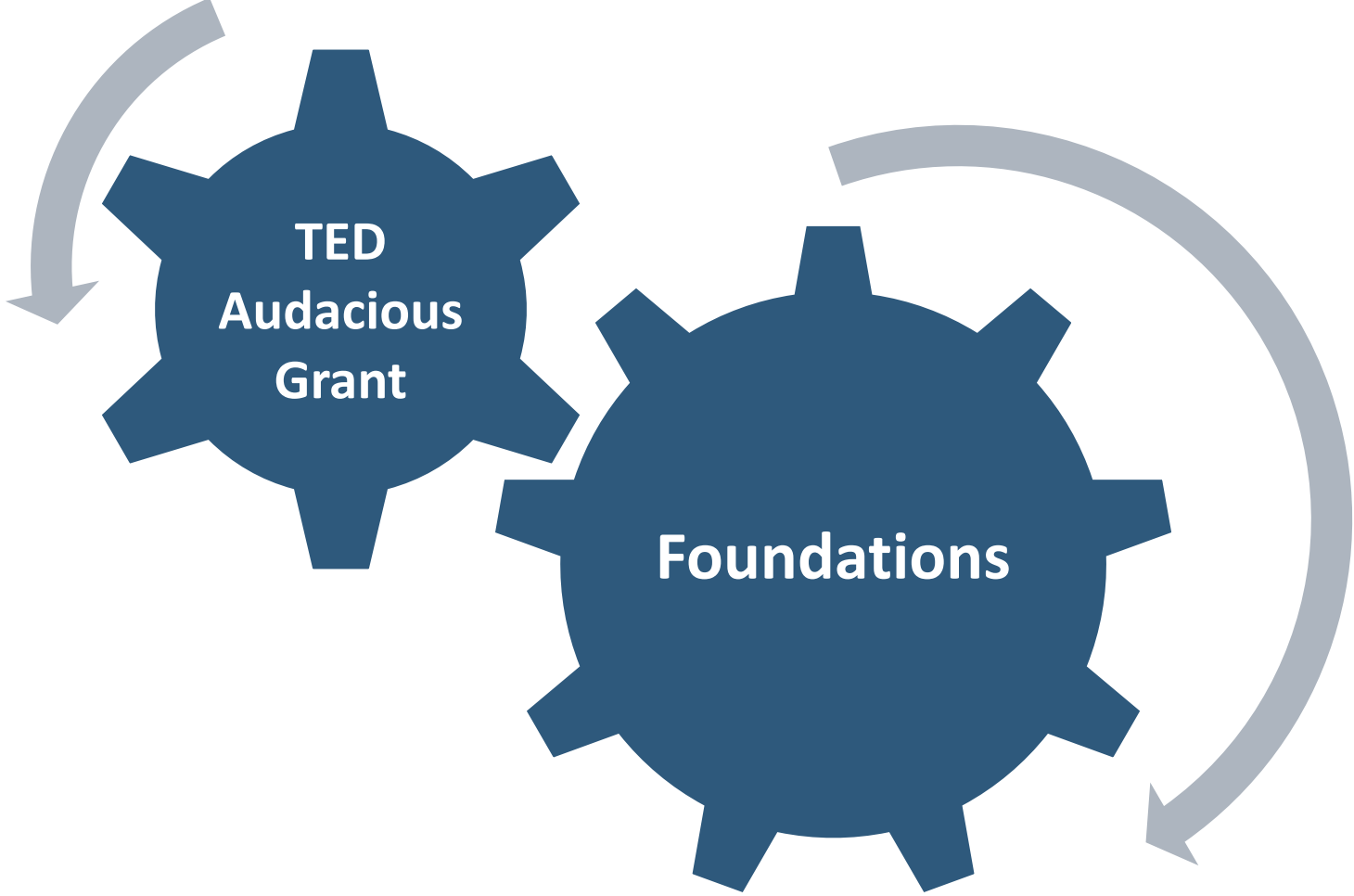
The Nation



Our Approach



Our Supporters



Pilot



Generate evidence of success with each state's unique populations

Advocate



Use evidence to champion UPSTART as a low cost support for unserved populations

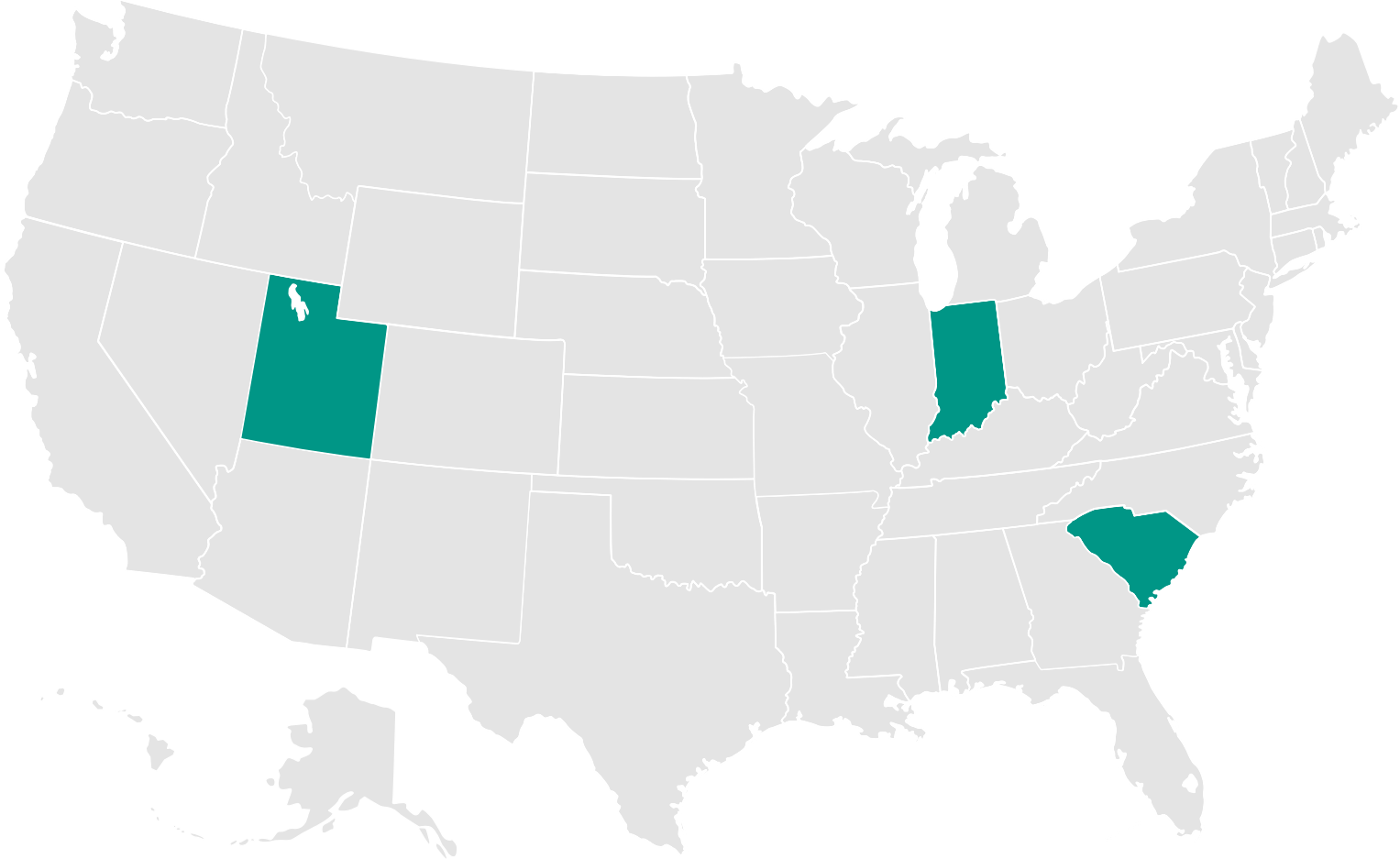
Sustain



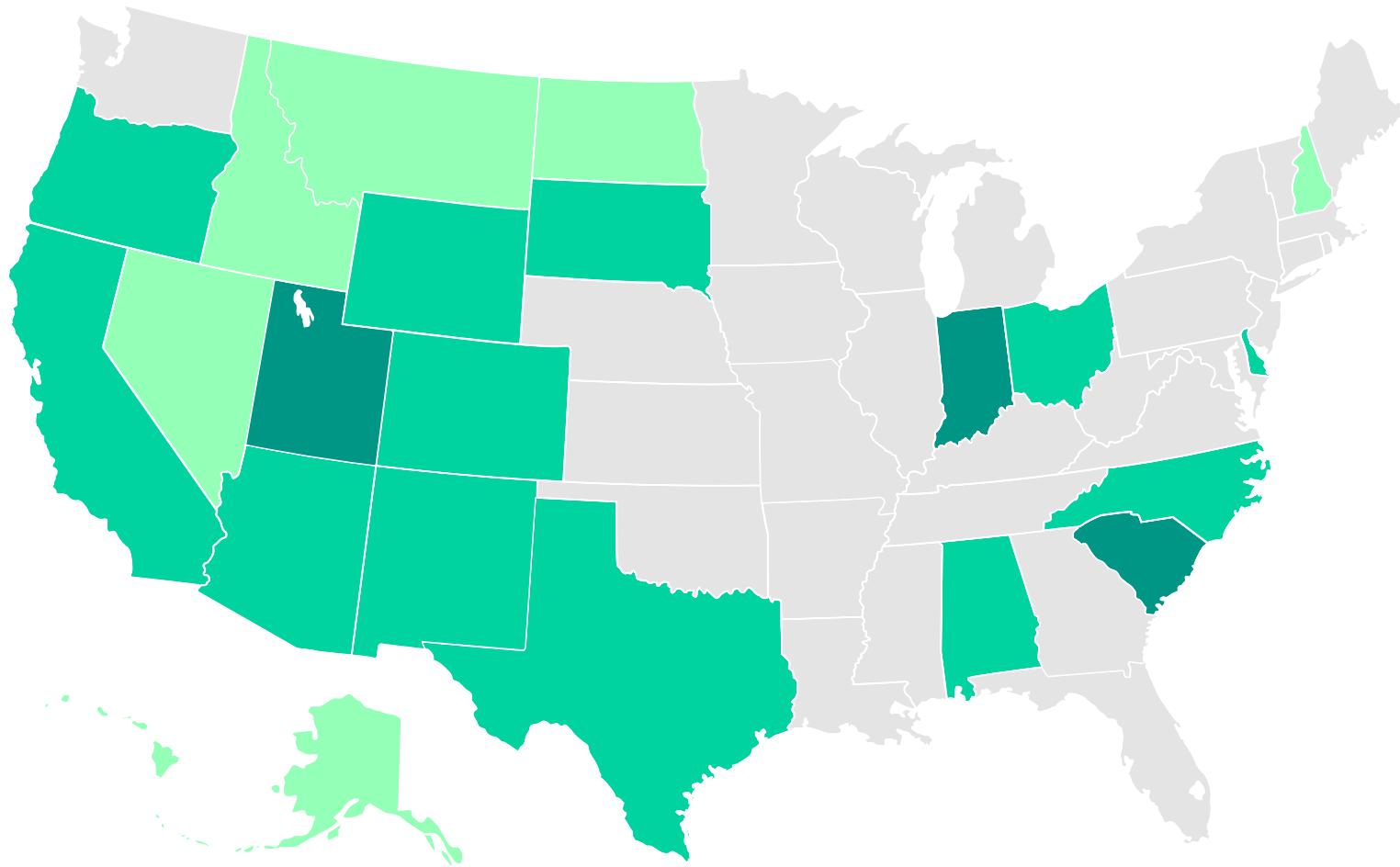
Secure sustainable funding streams through legislative initiatives and scale

1. Publicly Funded States
2. Establish Champions
3. Geographic Barriers
4. Universal or Near-Universal Funding
5. Late Adopters

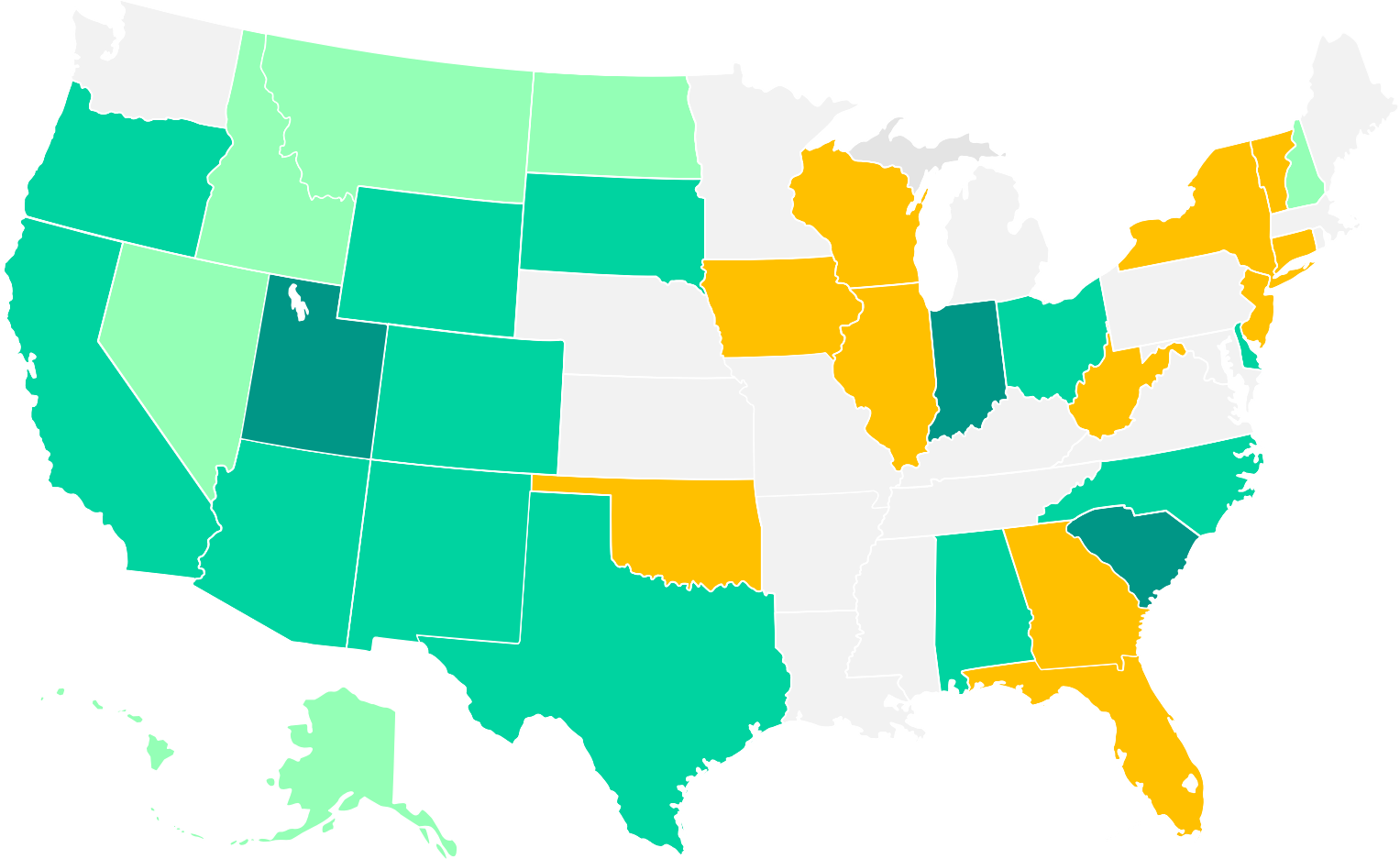
Publicly Funded States



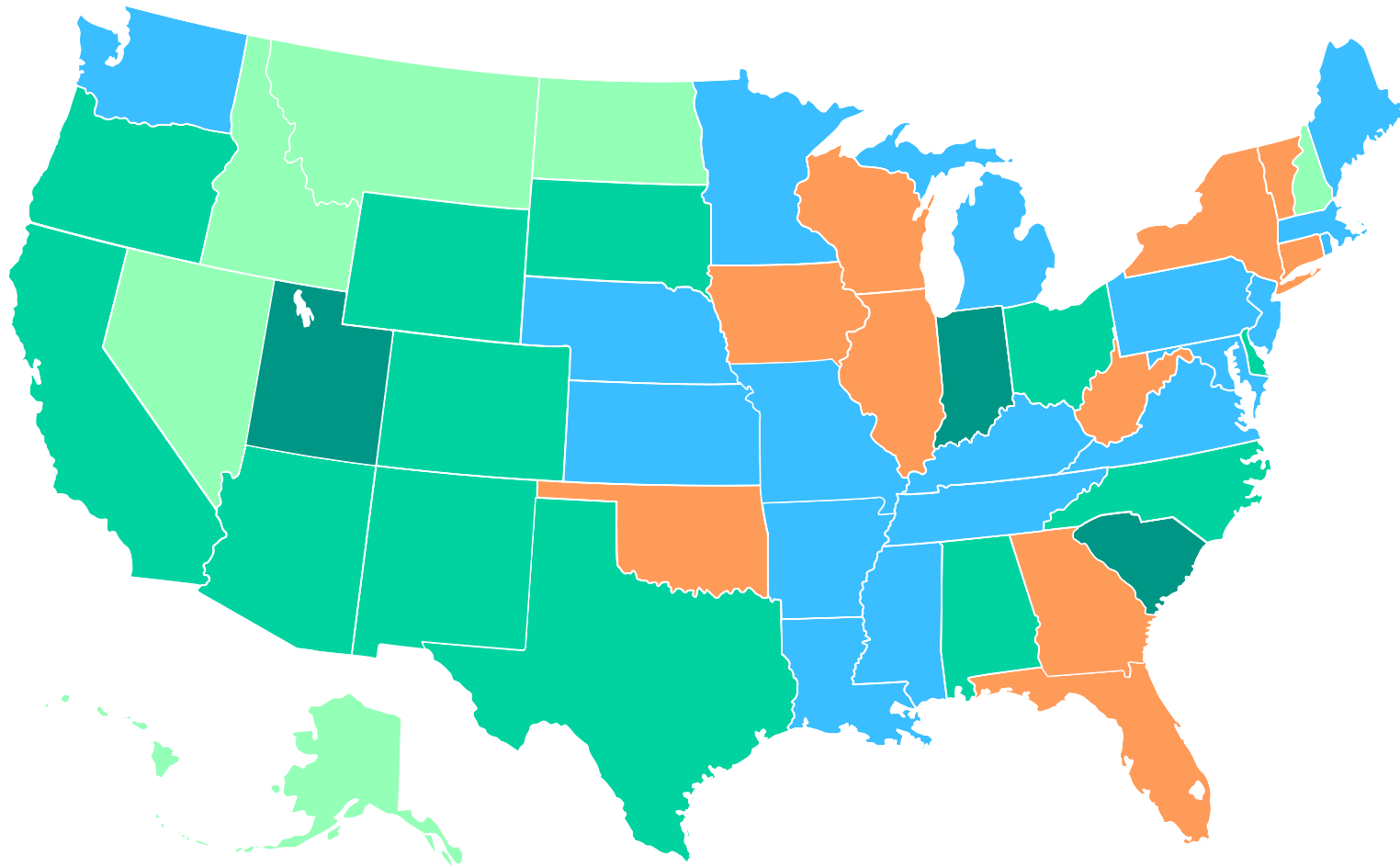
Geographic Barriers



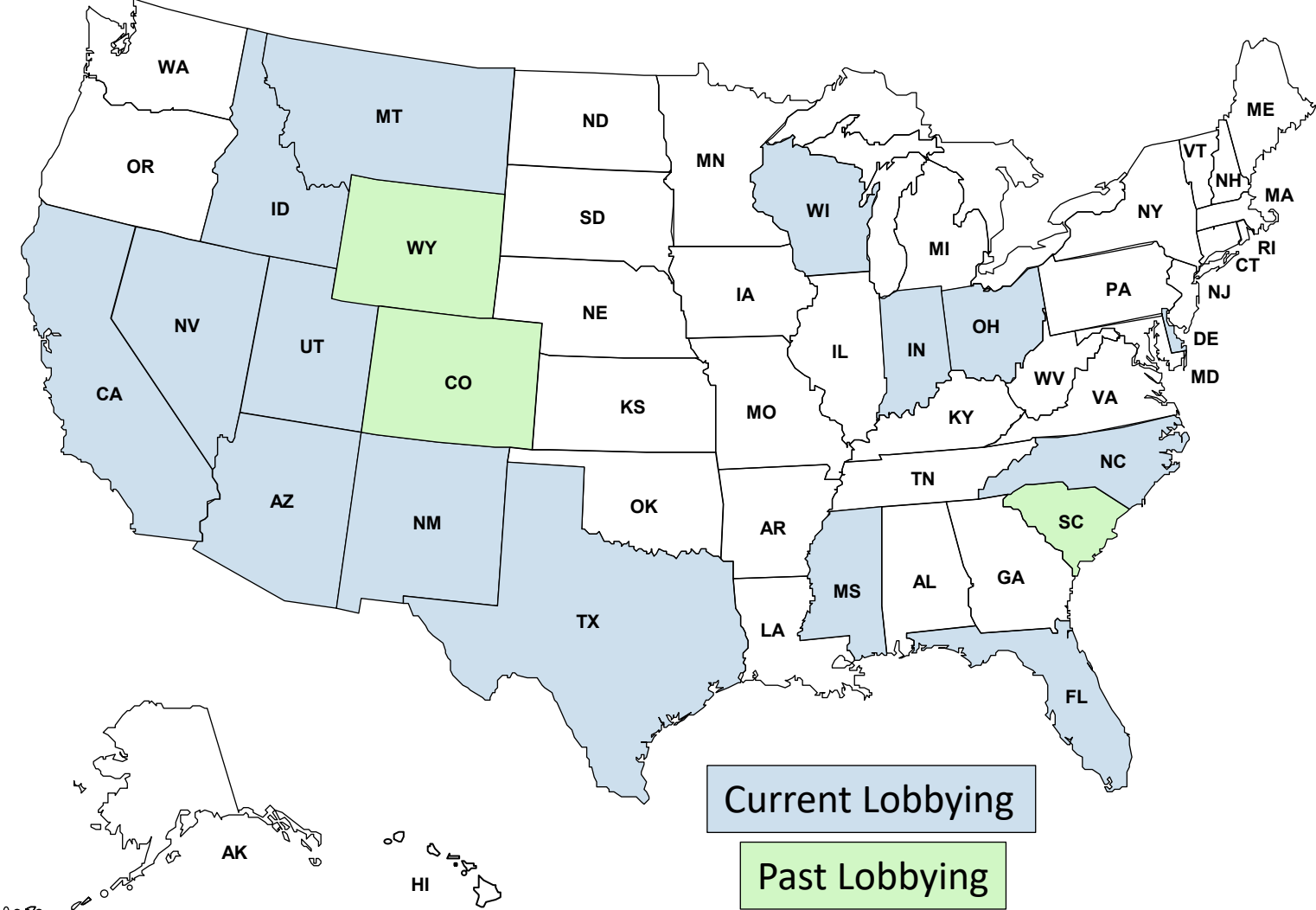
Universal or Near-Universal Funding



Late Adopters



Expanding our Reach through Lobbying



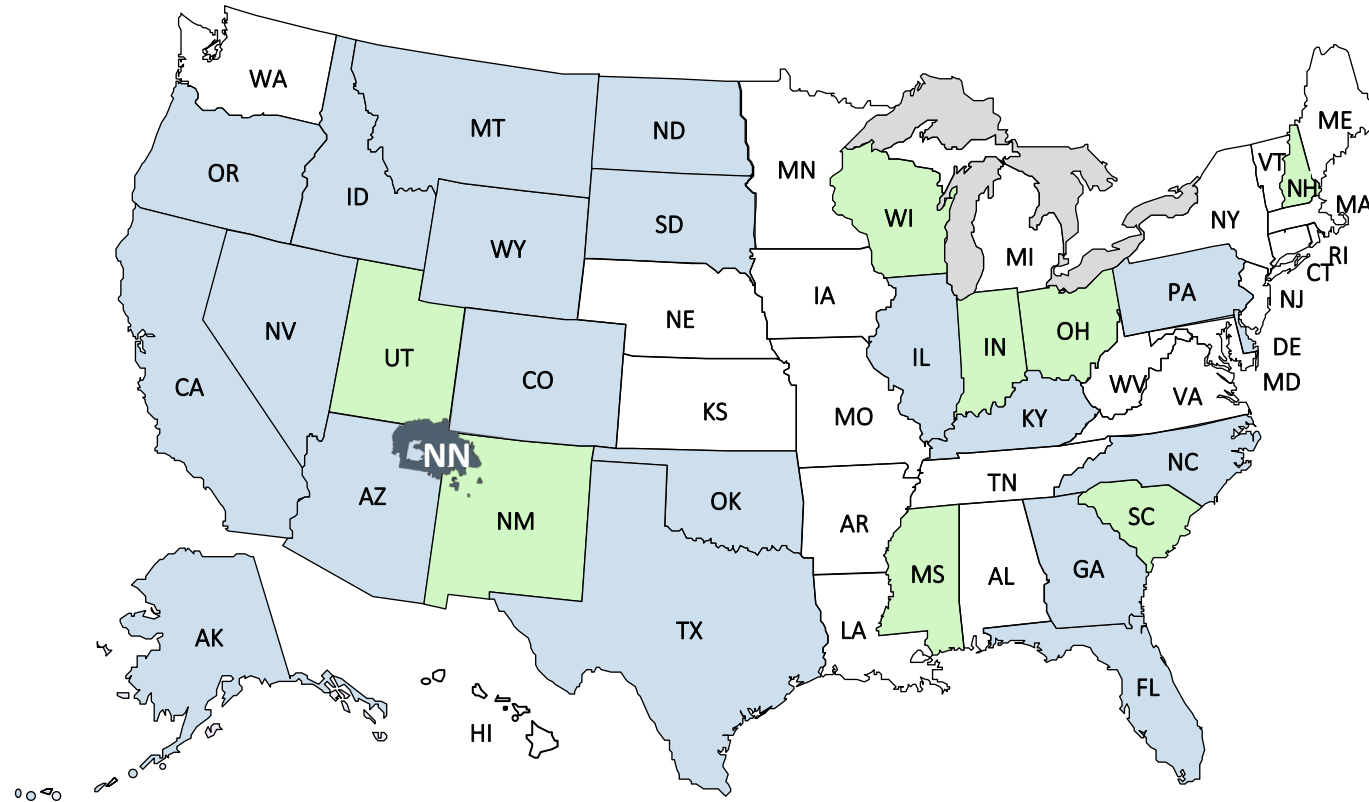
501(c)(4)



To be tax-exempt as a social welfare organization described in Internal Revenue Code section 501(c)(4), an organization must not be organized for profit and must be operated exclusively to promote social welfare.

Current Landscape

Waterford Upstart programs have been implemented in 29 states and the Navajo Nation



Waterford Upstart is currently supported through public funding in Indiana, Mississippi, New Hampshire, New Mexico, Ohio, South Carolina, Utah, and Wisconsin.

Waterford Upstart Mississippi: Helping Families Prepare Their Children for Kindergarten



35,000 Children Served Annually



Claudia Miner, Ph.D.
Executive Director &
Cofounder



Latasha Hadley, Ph.D.
Vice President State
Education Partnerships



Rich Stombres
Senior Vice President
Government Relations



Beth Plewa
Vice President
Government Relations



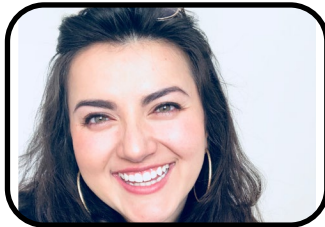
Courtenay Burns, Ph.D.
Director, Government
Relations



Isaac Troyo
Director, State
Education Partnerships



Sarah Walsh
Director, State
Education Partnerships



Natsumi Alvarez
State Education
Partnership Specialist



Adrianna Thompson
State Education
Partnership Specialist