

Kids Believe!™



Founder's Inspiration

Why do little kids dream big?

"Our communities are shaped by relationships and the ideas we dream today. We tell kids they can succeed and achieve – a bold truth – because we believe. Classrooms nurture the quest to learn and boundless surprises of the future, making curious discovery the right of every child. The inspiring first day of school, with paper, pencils and crayons is more than smiles and symbols of joyful learning, it's the moment of impact when what shall be is before us and when infinite possibilities begin. When kids believe, communities succeed."

Deborah "Dee" Gilbert, National Executive Director

Mom, Auntie, Sister, Daughter, Niece, Grand-daughter, Community Friend,

Founder, CEO & Big Kid Who Still Dreams, Kids Believe™

Kids Believe™ is a comprehensive youth development and mentoring program of the Moretta Economic Development Corporation (MEDC), a 501 (c)(3) nonprofit organization. **The First Day First Initiative** is a national awareness campaign that aims to impact community wellness and inspires kids forward to self-esteem, confidence and potential through essential school supply kits, community service, and a national network of mentors and volunteers committed to care. Affiliate partners support the sustainable program through **SMART***, coordinated systems and direct delivery of kits to elementary schools (K-8) and vulnerable kids in need. The mission is to make a difference by connecting "at-risk" school children to the joy of learning and pathways to educational excellence. The initiative is administered and managed by MEDC for training, efficiency and capacity to act. The program investment impacts the lives of underserved children and their families, bridge resource gaps, and to reduce the lasting negative effects of deep budget cuts, teacher job losses, household unemployment, community foreclosures, crime and homelessness. To volunteer, start a team or sponsor a community service event that connects school box kits to kids, request a FREE information kit at www.MorettaCommunity.org or kidsbelieve@gmail.com, ***SMART – Specific, Measurable, Accessible, Relevant, Timely)**