

BRIGHT BY TEXT



Bright by Text helps improve child development by providing parents and caregivers with free text messages. Texts include activities and resources to help caregivers with childhood health and safety, early literacy, behavioral tips and more!



\$66,175 grant award



Organization is 22 years old and program is 2 years old



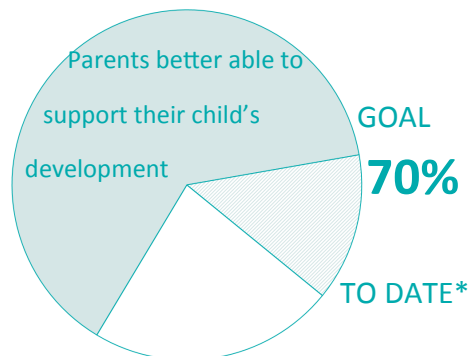
Serving anyone in Colorado who is caring for a child under five years old



6 employees

SUCCESS MEASURES

Help parents and caregivers be more confident in supporting their child's development. Bright by Three aimed to see at least 70 percent of parents and caregivers who replied to the participant survey indicate they were better able to help their child develop and thrive by October 2017.* As of August 2017, more than 85 percent of program participants responded affirmatively to this question.



20,000

PARENTS & CAREGIVERS ENROLLED

Bright by Three enrolled 7,738 parents and caregivers in the Bright by Text program as of August 2017.

10%

AVERAGE CLICK-THRU RATE

On track to surpass goal. On average, 12 percent of parents and caregivers click-thru and engage with each text message.

50

TEXT MESSAGES PER FAMILY

On track to surpass goal. Bright by Text has sent 103 messages per program participant since inception.

**Goals included in the grant agreement are based on an Oct. 2016 - Oct. 2017 timeframe.*