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CONTACT
CHANA EDMOND-VERLEY
616. 634-0827
chanaev@vibrantfuturesmi.org

**MICHIGAN NONPROFIT DIALS UP FOR GREATER IMPACT, CATALYTIC CHANGE, AND
EXPANDED OPPORTUNITY FOR FAMILIES AND COMMUNITIES IN THE REGION**

“Two Legacy Organizations Become Vibrant Futures”

GRAND RAPIDS, MI –A Michigan nonprofit organization with origins in two legacy organizations has adopted an expanded vision, a new strategic plan, and the name **Vibrant Futures**, its CEO announced today.

“This step is an important milestone for the organization and the constituents we serve,” said Chana Edmond-Verley, **Vibrant Futures** CEO. “The new name conveys a broader vision for why we exist and a bold plan for greater impact across the region. We aim to ensure that all of Michigan’s children achieve their full potential to ensure more vibrant futures for all of Michigan’s citizens.”

Toward the goal of enhancing key developmental opportunities from cradle to career, **Vibrant Futures** continues its journey to expand and strengthen networks of early care and youth development, family success, and small businesses in 26 Michigan counties by:

- serving early childhood professionals and providers as the leading source of education and training, licensing support, business development, and nutritional food access;
- addressing sector declines and impacts on the workforce and economy;
- innovating solutions to structural impediments responsible for talent pipeline shortages, child care deserts, workforce attraction issues, and other economic matters; and
- advancing evidence-based responses that improve outcomes to create an accessible knowledge base of best practices.

“After a year of recalibrating this organization, we are energized about the next phase of strategic growth,” said Chris Williams, **Vibrant Futures** board chair. “We are fortunate to have secured important infrastructure investments in 2020 from several key partners including Steelcase Foundation, WK Kellogg Foundation, Doug & Maria DeVos Foundation, and others who see the rich promise in our people and our plans—for children, parents, families, child care professionals, and employers. Each is an important constituent and a critical player in creating more vibrant futures for Michigan.”

Vibrant Futures has a rich heritage: youth development; early care and education, licensing support and new business development, and professional pathways for training, and credentialing. Future plans center around four key strategies:

1. Cultivating family success
2. Connecting professional and business pathways
3. Convening catalytic alliances
4. Creating innovative models

Edmond-Verley, a former systems-engineer, workforce development executive, and an expert in catalytic change-making is widely known for her work in creating evidence-based solutions to increase information transparency, equitable access, and economic opportunity in under-resourced communities. From 2008 to 2018, she led a local foundation's multi-year, multi-million-dollar community change initiative in Grand Rapids, Michigan that produced transformative results across the pipeline for families.

"The name **Vibrant Futures** captures our core principle: holding the vibrant promise of every child, youth, family and caregiver sacred to ensure vibrant futures for all in the communities we serve," said Chana Edmond-Verley. "The Board selected the name to convey a shared vision for communities in which all lives are valued and recognized as worthy; all children have access to quality care, nutrition and education; and economic opportunities exist for every young person entering the workforce."

Differentiating factors in Edmond-Verley's social change strategies are the rigorous use of research, evidence, data, and measurement; co-design with constituents; and the innovative use of digital communication and learning platforms.

The origin of **Vibrant Futures** is in two legacy organizations: *Kent Regional 4C* and *Camp Fire West Michigan*. After merging in 2015, the new *Camp Fire West Michigan 4C* continued to provide leadership, services, and education to advance quality care for children, programs for youth, and training for providers.

From cradle to career, Vibrant Futures enhances key developmental opportunities for children so they can achieve their full potential in care and school today, at work tomorrow, and throughout their entire lives.

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