

Kids Kids

Learning Academy



SMART CHOICE.
SMARTER CHILD.®



EDUCATIONAL EXCELLENCE

The first five years of a child's life are special because their brain is continuing to develop and cells are forming those crucial connections needed for acquiring new knowledge. We provide that vital early childhood foundation each child needs to excel in school and succeed throughout life.

Kids 'R' Kids is dedicated to the total development of each child.

We offer an innovative program, a renowned exclusive Curriculum, along with the best learning environment and extremely skilled teachers.

ACADEMY ACCREDITATION

You can be confident in our unparalleled, accredited program. The Kids 'R' Kids Curriculum meets and exceeds the National Accreditation Standards set by Cognia, formerly known as AdvancED.

Cognia is the unified organization of the North Central Association Commission on Accreditation and School Improvement (NCA/CASI) and the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS/CASI). Schools of all types and sizes from across the globe work with Cognia to achieve the recognition they deserve through accreditation, addressing the

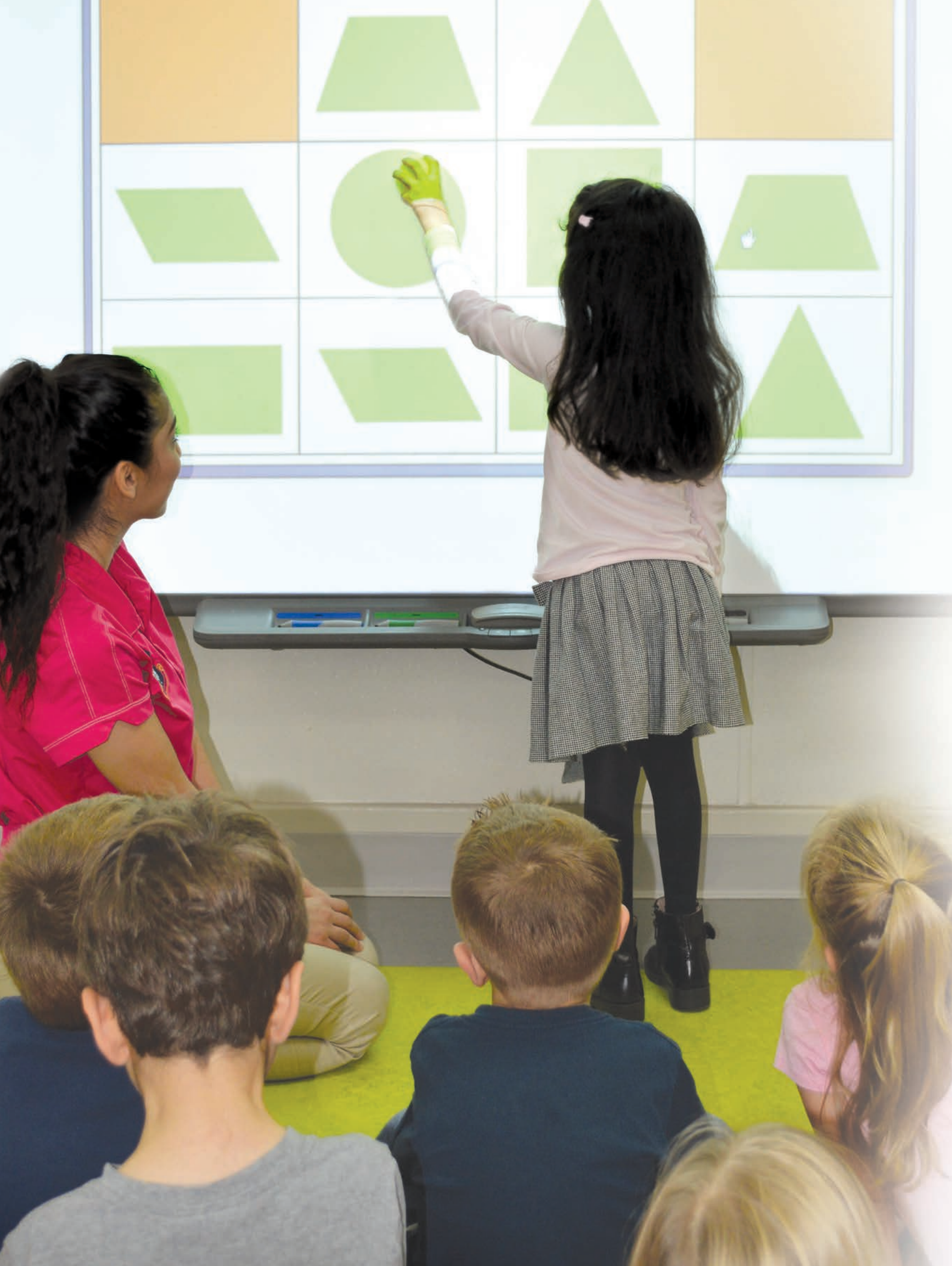


unique requirements for public and private schools and systems, education corporations, and early learning.

PROFESSIONAL STAFF

Each Kids 'R' Kids teacher and staff member is trained by the experts at the Kids 'R' Kids Franchise Support Center. The Support Center's training facility employs specialists who educate Kids 'R' Kids administrative staff members and teachers. With the Support Center's wealth of early childhood and teaching degrees, we are able to provide face-to-face classes, training videos, and webinars on topics ranging from child development, health and safety, to enhancing the Curriculum throughout each age group. Specific grade-level training on implementing the Kids 'R' Kids Curriculum equips teachers to utilize every part of the daily lesson to the fullest advantage. ProSolutions is our online training outlet which offers each Academy and all staff full provisions for state required CEUs and is accredited by the International Association for Continuing Education and Training.

educational



FIRST CLASS CURRICULUM®

Our **First Class Curriculum®**, written by a team of early education experts, is based on the latest research and the highest academic standards. It provides developmentally appropriate, child-initiated and teacher-guided activities. The Kids 'R' Kids exclusive Curriculum focuses on the philosophy that children learn best through play. It is important for children to have opportunities to construct their own knowledge through exploration, interaction with materials, and imitation of positive role models.



At Kids 'R' Kids, age-appropriate classrooms are arranged into stations which enhance learning with art, construction materials, literature, dramatic play, math, writing, manipulative play, music, science and sensory experiences, as well as outdoor adventures.

Our Curriculum is written with the early learner in mind. It provides advantages families desire for a child's growth and development:

- Is based on the latest brain research
- Focuses on developmentally appropriate practices
- Includes standards-driven activities
- Offers an individual approach to learning
- Provides a loving and nurturing environment
- Encompasses cognitive, physical, social-emotional, and language development
- Encourages creativity, independence, and problem-solving skills
- Includes a sign language program

At Kids 'R' Kids, we know there are prime times, known as windows of opportunity, when a child's brain relies heavily on environmental interactions and stimulation for healthy development. Enriched learning experiences provide the fundamental stimulation the brain needs to grow. Our teachers implement activities from our exclusive **Brain Waves® Curriculum**, which is designed to support the growth of neural pathways for language, social-emotional, cognitive, and physical development during these crucial years.



Designed to enhance the brain-building power of Brain Waves and the core foundation of our First Class Curriculum, our innovative **STEAM Ahead® Curriculum** promotes innovation, collaboration and imagination through a combination of Science, Technology, Engineering, Art and Math!



Our Curriculum correlates with the award winning **ABCmouse®** for online activities designed to reinforce lessons from the classroom while encouraging family involvement in the child's education at home to prepare for kindergarten and beyond.



Curriculum



QUALITY ASSURANCE

Along with each owner personally taking pride in the programs, the Kids 'R' Kids Franchise Support Center promotes extensive criteria in every center by visiting with franchisees and reviewing their programs throughout each year. The Support Center Staff is made up of professionals who have worked in the early childhood industry for years. They understand the value of operating a quality program. Using a quantitative review, each representative rates the program on education, health and safety, as well as community outreach. Our standards exceed state regulations and ensure each Academy offers the best in early care and education for its community.

THE FACILITY

Every family can see what makes our Academies exceptional just by walking through the front door. Our spacious lobby greets families and guests with a professional staff member at the front desk, along with closed circuit monitoring for viewing every classroom. Each Academy also incorporates a cozy boo-boo room to address medical needs.

The multiple classrooms, complete with floor to ceiling tempered glass walls and doors, offer children the advantage of learning at their own developmental pace and the ease of transitioning into the next level classroom.

Classrooms feature separate boy and girl restrooms, child-size hand-washing facilities that promote healthy hygiene, and space for each child's personal belongings. Password-protected Internet viewing is available for family members to visually check in while at work or home.

The large workspace kitchen adjoining the cafe allows for a full-time nutritionist to prepare wholesome snacks and meals using USDA guidelines.

School buses with seat belts transport children to and from local elementary schools as well as planned field trips throughout the community.

Large separate playgrounds are designed for ultimate play for infants, toddlers, preschool and school age children, and are built to meet the Consumer Product Safety Commission Guidelines.



innovative



I N F A N T S

At no other stage of life does learning occur so rapidly. With the security of knowing each child is loved, families feel confident in the care and education we provide. The Kids 'R' Kids **Big Steps Curriculum**® is specifically written to allow caregivers the opportunities to provide every child the attention and individualized care they deserve.

Below is a list of programs we use to help meet the needs of each infant with their cognitive, physical, and emotional growth.

- Sign language to enhance pre-literacy and communication skills.
- Sensory play to enhance fine motor skills and stimulate the senses of touch, smell, sight and hearing.
- Indoor and outdoor physical activities to enhance large motor skills and learning through play.
- Tummy time with teachers and friends to enhance social and emotional skills.



The Infant **Big Steps Curriculum**® takes into account that brain development and acquiring knowledge begins prenatally and continues throughout life. Each child experiences multiple opportunities during the day with motor and sensory activities while language and literacy are nurtured. An infant's cognitive skills as well as their curiosity, persistence, creativity, and ability to problem-solve are all developed through planned activities which invite interaction within the environment among teachers and peers.



nurturing



TODDLERS

So much to learn, so much to do! Being a toddler is such an exciting time for both child and family. Designed with a child's natural curiosity in mind, our Kids 'R' Kids **Big Steps Curriculum**® addresses the needs of each toddler with:

- Sign language which assists with literacy and communication skills.
- Developmentally appropriate activities and lessons which promote reaching important milestones.
- Small group activities which assist with learning self regulation, communication, and social and emotional growth.
- Sensory play activities to help enhance the senses of touch, smell, movement, balance, sight and hearing.

Each classroom centers its program based on three important components: loving relationships, stimulating environments, and developmentally appropriate practices.

We know that experiential learning is fundamental during the toddler years and is the foundation for a child's future development.



The Toddler **Big Steps Curriculum**® continues to build on the big steps taken during infancy. Toddlers experience an environment that invites interaction with play materials within organized play spaces. Qualified teachers provide daily meaningful involvement to support the fast pace at which toddlers grow and develop. The children practice literacy through sign language, books, puppet play, music, singing, games, and conversation with peers and teachers. A child's cognitive skills blossom with a multitude of activities designed to unleash their already inquisitive and creative nature. The Toddler **Big Steps Curriculum**® playfully and lovingly provides the supporting framework for a toddler's growth and educational development.



TODDLERS

engaging



P R E S C H O O L

For a preschooler, life is a daily adventure of discovery, and with our **Fast Track Curriculum**[®], we provide plenty of developmentally appropriate lessons and activities for each child to explore, grow, and meet those important milestones.

Research shows that children learn best while they play, and our inspiring educational environment is purposefully designed where each play space is enhanced with materials to promote a child-directed, teacher-supported program, giving them the skills needed for kindergarten and beyond.

Our child-directed, teacher-supported activities are standards-driven and address the whole child by promoting:

- Literacy and writing skills
- Theme-based activities and lessons
- Indoor and outdoor physical activities
- Large and small group instruction
- Decision-making and problem-solving skills
- Social-emotional activities and character building



Our preschoolers are on an accelerated track to acquire literacy and cognitive skills through our standards-driven, play-based Curriculum. They are immersed in an abundance of hands-on, multisensory activities designed to advance learning. Preschoolers thrive in orderly, well-organized classrooms with schedules that allow for a balance of active and quiet activities. All subject areas are covered in the **Fast Track Curriculum**[®], so preschoolers experience language arts, science, math, social studies, health and physical education. They participate in whole-group, teacher-directed and skills-building learning experiences. These skills are further defined during independent, child-led learning station activities while the teachers are interacting to reinforce the learning acquired during whole group activities.



P R E S C H O O L

exploring



SCHOOL AGE

Although they are big kids now, we understand that school-aged boys and girls still need structure, guidance, love and attention. Our before and after school program offers kindergarten through fifth grade children a break from the school day. Beginning with healthy and hearty snacks and moving onto our large outdoor playground, we have just the right mix for the big kids to let loose from a long day in the classroom.

From fun character-building and STEAM-based activities to social interactions with real staying power, our **G.Y.M. Curriculum®** is ideal for "Growing Young Minds" – providing school agers with the tools necessary to make their dreams a reality.

- Science
- Technology
- Engineering
- Art
- Math



Our **G.Y.M. Curriculum®** offers field trips, holiday breaks and summer camps built on a foundation of FUN and self-discovery.

Social development is an important part of the role we play in each child's life. Whether before and after school or during one of our camps, our program gives kids a chance to interact in fun, stress-free and collaborative environments. Memory making occurs daily as kids share experiences, and laughter is sure to erupt during action-packed activities.



achievement

WHEN WE PLAY, WE LEARN...

Children learn best through play. Kids 'R' Kids allows time for children to practice self-directed play in classroom learning stations as well as outdoors each day. When a child plays, the brain is working vigorously learning many new concepts.



Construction Station

Architecture
Balance
Colors
Communication
Comparison
Construction
Cooperation
Creativity
Eye-Hand Coordination
Measurement
Organization
Patience
Patterns
Perseverance
Problem Solving
Shapes
Sharing
Similarities/Differences
Size Comparisons
Vocabulary
Weight

Creation Station

Art Techniques
Colors
Communication
Comparison
Cooperation
Creativity
Cutting Skills
Drawing
Eye-Hand Coordination
Fine-Motor Skills
Organization
Patterns
Problem Solving
Respect for Materials
Self-Confidence
Shading Techniques
Shapes
Similarities/Differences
Size Comparison
Spatial Relationships
Textures

Imagination Station/ Dramatic Play Station

About the World
Acceptance of Others
Clean-Up Skills
Consequences
Cooking Skills
Communication
Cooperation
Creativity
Drama
Individual Style
Manners
Vocabulary
Patterns
Problem Solving
Respect for Others
Self-Awareness
Self-Confidence
Sharing
Social Skills
Teamwork
Textures

Reading Station

About the World
Alphabet Letters
Auditory Discrimination
Book Concepts
Beginning Sounds
Cooperation
Creativity
Drama
Left to Right
Listening Skills
One to One
Oral Language
Print-Sound Connection
Rhyming Skills
Self-Confidence
Sequencing
Spatial Concepts
Visual Discrimination
Word Recognition
Writing

Exploration Station

Addition
Classification
Communication
Colors
Comparisons
Counting
Creativity
Eye-Hand Coordination
Fine-Motor Skills
Number Relationships
Patience
Patterns
Problem Solving
Reading Skills
Sequencing
Shapes
Sharing
Size Discrimination
Social Skills
Sorting
Teamwork



During play, the brain acquires problem-solving skills, develops vocabulary, learns eye-hand coordination, strengthens self-confidence, all while learning about the world and how to work with others.



Music Station

- Appreciation
- Classification
- Communication
- Concept Discrimination
- Counting
- Creativity
- Exploring Sounds
- Eye-Hand Coordination
- Fine-Motor Skills
- Instruments
- Listening
- Number Relationships
- Patience
- Patterns
- Rhythm
- Self-Esteem
- Sharing
- Social Skills
- Sound Discrimination
- Teamwork
- Vocabulary

Sensory Station

- Cause and Effect
- Consequences
- Cooperation
- Creating Charts
- Environmental Facts
- Experimentation
- Fine-Motor Skills
- Classification
- Measuring
- More and Less
- Natural Exploration
- Observation Skills
- Prediction
- Patterns
- Problem Solving
- Scientific Concepts
- Seeking Information
- Teamwork
- Textures
- Tools and Techniques
- Vocabulary

Science Station

- About the Environment
- Cause and Effect
- Consequences
- Ecology
- Environmental Facts
- Estimating and Predicting
- Experimentation
- Fine-Motor Skills
- Growth and Development
- Measuring and Weighing
- Natural Exploration
- Observation Skills
- Questioning Skills
- Responsibility
- Scientific Concepts
- Sorting
- Teamwork
- Caring for Plants/Animals
- Vocabulary

Writing Station

- Book Making
- Charts
- Drawing Techniques
- Eye-Hand Coordination
- Fancy Letters
- Fine-Motor Skills
- Grammar
- Letters From Shapes
- Letter Writing
- List Making
- Name Recognition
- Number Words
- Picture-Word Connection
- Punctuation
- Self-Expression
- Sight Words
- Spatial Relationships
- Storytelling Skills
- Writing Tools

Outdoor Adventures

- Addition
- Classification
- Communication
- Colors
- Comparisons
- Counting
- Creativity
- Eye-Hand Coordination
- Fine-Motor Skills
- Number Relationships
- Patience
- Patterns
- Problem Solving
- Reading Skills
- Sequencing
- Shapes
- Sharing
- Size Discrimination
- Social Skills
- Sorting
- Teamwork



FREQUENTLY ASKED QUESTIONS

HOW DO I KNOW MY CHILD IS SAFE AND LEARNING WHILE I'M AT WORK?

Kids 'R' Kids has Internet cameras located throughout the building and on the playgrounds for family members to log onto a secured website and view their child while at school. Also, 100% of our teachers and staff are trained in infant, child, and adult CPR and First Aid.

HOW SECURE IS YOUR LEARNING ACADEMY?

Kids 'R' Kids has a front door security system that is shared only with family members of enrolled children.

Visitors have to be buzzed in, and someone is always at the front door to greet them. All outside doors in the classrooms open to a locked, fenced playground, and the doors remain locked while the children are inside. If a relative or friend of the family picks up your child, a signed release will be required by you and checked against a photo ID of the visitor.



HOW DO I KNOW MY CHILD IS RECEIVING NUTRITIOUS MEALS AND SNACKS?

In our commercial-grade kitchen and cafeteria, you can see our meals are prepared on site by a Kids 'R' Kids chef. Kids 'R' Kids follows the USDA guidelines in preparing meals and snacks.

WHY ARE THERE GLASS WALLS AND DOORS THROUGHOUT THE FACILITY?

Kids 'R' Kids utilizes tempered, safety glass walls and doors, for a multitude of reasons. First, they provide the best view possible. Secondly, they are cleaner, safer and leave no question of who is caring for your child. This design promotes an open environment, where teachers and children are in constant contact with one another. Classroom activities are easily visible, ensuring the utmost safety and security of everyone. Your child can also observe the teacher and activities in the next room, making his transition easier.

HOW DO YOUR CLASSROOMS COMPARE TO MY CHILD'S DEVELOPMENTAL AGE?

Our classrooms are designed to meet the needs of the age group in each classroom. From the fixtures, furniture and toys, to the Curriculum activities and outdoor playground, your child will fit right in with his new friends at school.

HOW IS TRANSITION TIME HANDLED?

Our Learning Academy is designed to handle transition time with ease. Our glass walls and doors between classrooms help children transition one step at a time.

Children have opportunities to visit the classroom next door while still viewing what's happening in the previous classroom. We also invite the family members to meet and greet the new teachers while their child is visiting. At this time, the teachers review the new schedule and Curriculum with you.

HOW SECURE ARE THE OUTDOOR PLAY AREAS?

Our unique playgrounds are designed to meet the physical needs of each age group. Your child's classroom opens directly to the developmentally appropriate playground. The gates are well secured from the parking area, and your child's teacher has access to release the gate in case of an emergency.

IS DROP OFF AND PICK UP TIME CONVENIENT?

Our Kiss 'N' Go Lane is designed for rainy weather when you are dropping off or picking up your child. You can call ahead, and we'll have your child waiting for you in the lobby during those inclement weather days.

HOW DOES INTERNET VIEWING WORK?

Our secure Internet viewing allows you to observe your child in the classroom while you are away. By logging on, you can see for yourself that your child is having a great time at Kids 'R' Kids and is safe and learning while you are at work. Relatives who don't see your child very often can also log on with a secure password and watch while your child attends Kids 'R' Kids. This technology brings the family closer.

HOW IS QUALITY ENSURED AT YOUR LEARNING ACADEMY?

The Kids 'R' Kids Franchise Support Center provides unsurpassed, professional support. Specialists inspect our locations to assure we meet the highest Kids 'R' Kids standards of health and safety. Staff also visit each Academy to evaluate the educational program, provide training to our staff and support Curriculum implementation.

WHAT IS THE BENEFIT OF YOUR KIDS 'R' KIDS LEARNING ACADEMY BEING FAMILY OWNED?

Kids 'R' Kids is individually owned and operated. With active, involved owners, the highest standards are proudly upheld in each facility and program. Owners are on site to ensure availability to staff and families. Most of our owners are parents and grandparents, and their children are having a great time growing up in the family business.



LEARNING DOMAINS

COGNITIVE

Learning about math, science, social studies, health, and other content areas is integrated through meaningful activities such as those in which children build with blocks; measure sand, water or ingredients for cooking; observe changes in the environment; work with wood and tools; sort objects for a purpose; explore animals, plants, water, wheels, and gears; and draw, paint, and work with clay. Play activities allow children to learn from self-directed problem-solving and experimentation opportunities.

LANGUAGE AND LITERACY

Infused with an abundance of activities to develop language and literacy through meaningful experiences, our Curriculum provides children opportunities for listening to and reading stories; seeing print in use; participating in dramatic play and experiences requiring communication; talking informally with other children and adults; and experimenting with writing by drawing, copying, and inventing their own spelling.



PHYSICAL LEARNING

Outdoor activities are planned so children can develop gross-motor skills as they learn about outdoor environments and express themselves freely. Children have daily opportunities to develop fine-motor skills through activities such as pegboards, puzzles, painting, cutting and other similar activities.

SOCIAL & EMOTIONAL SKILLS

Children develop a strong understanding of concepts about themselves, others and the world around them through observation, interaction with people and real objects, and seeking solutions to concrete objects and problems. Interactions and activities are designed to develop a child's self-esteem and positive feelings toward learning. The Curriculum also provides for active family involvement.

APPROACHES TO LEARNING

Children show eagerness and curiosity in learning new things. They show interest in stories by making comments and asking related questions. They look at pictures and try to reproduce with drawings, blocks, and other manipulative objects. Children begin to show persistence in a variety of ways as they attend to songs, stories, and accomplish tasks such as zipping, buttoning, tying, feeding themselves, figuring puzzles, and accepting help from a peer or adult to achieve a goal. They find creative solutions to problems. Children use all their skills as they search for alternative and novel solutions to solve problems creatively. They use their imagination during play, experiment with art, show inventiveness, and express initiative during clean up time. These behaviors are easily demonstrated during field trips, meal times, gathering times, station times, and outdoor and circle times.





Our Founding Philosophy

Our most cherished principle, **"HUG FIRST, THEN TEACH"** defines our outlook on impacting a child's well-being beyond the classroom.

Because happy children are better prepared for school achievement, healthy relationships, and success in life, they should be loved unconditionally and taught with kindness.

By focusing on all parts of development including character, intellect, creativity, and physical growth, we use the whole-child approach to ensure each child's success.

We do this through the loving care of our expert teachers, a unique and powerful partnership between your family and our school, and plenty of hugs!

IT ALL BEGAN WITH A VISION THE STORY OF OUR FOUNDERS: PAT & JANICE VINSON

The Vinson's role in the childcare business began in 1961 when Pat renovated his childhood home into a day nursery for children. Fueled by a love of children and a desire to help working families, Pat built an extraordinary and successful business out of faith, hard work and determination.

A few months after Kiddie City opened its doors, a young lady named Janice Whatley met Pat through a mutual friend and soon began working at the nursery. Eventually, the two fell in love and married in the winter of 1963.

After 24 years of operating Kiddie City, the couple decided to build a preschool from the ground up. They sold their business in Decatur, Georgia to move their new business closer to the city. The first Kids 'R' Kids opened its doors in 1985.

Kids 'R' Kids has since blossomed into a world-wide corporation helping small business owners bring a first-class preschool to their communities around the nation and around the world. Still very much involved in the company, the Vinson's remain dedicated to providing the absolute best in early care and education.

