



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.

Program Accreditation

You can be confident in our unparalleled, accredited program. The Kids 'R' Kids proprietary Curriculum is part of this program and exceeds the National Accreditation Standards set by Cognia, formerly known as AdvancED. This level of accreditation aligns with the Kids 'R' Kids dedication to advancing education in children's lives.

Professional Staff

Each staff member is trained by the experts at the Kids 'R' Kids Franchise Support Center. With the Support Center's wealth of early childhood and teaching degrees, we are able to provide classes, training, and webinars on topics ranging from child development, health, and safety, to enhance the Curriculum throughout each age group. ProSolutions is our online training outlet which offers each Academy and all staff full provisions for state-required Continuing Education Units (CEUs) and is accredited by the International Association for Continuing Education and Training.

We are dedicated to the total development of each child and supporting families along their journey!





First Class Curriculum

Our **First Class Curriculum®** is based on the latest research and the highest academic standards. It provides developmentally appropriate, child-initiated, and teacher-guided activities and focuses on the philosophy that children learn best through play. Children have opportunities to construct their knowledge through exploration, interaction with materials, and imitation of positive role models. Our age-appropriate classrooms are arranged into stations that 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 and provides advantages families desire for a child's growth and development.

- 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



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.com®** 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.





The Facility

Every family can see what makes our Academy exceptional by walking through our front door. From our front lobby to our age-appropriate classrooms, we have created an environment where education and safety are top priorities.

- Tempered safety glass walls and doors for viewing awareness and ease of transition to the next level classroom.
- Commercial-grade kitchen for the nutritionist to prepare snacks and meals following USDA guidelines.
- Classroom accessible restrooms and child-size hand washing area promoting healthy hygiene.
- Direct access to fenced-in, gated, and age-specific playgrounds built to Consumer Product Safety Commission Guidelines.
- School buses with seat belts and alarms transport children to and from local elementary schools and planned field trips.



Safety & Assurance

The well-being of the children in our care, their families, and our staff is the highest priority and the core of our mission and policies. In addition to our owners being onsite to uphold overall high quality, the Franchise Support Center provides ongoing training and reviews that exceed state regulations for education, health, and safety.

- Implement recommendations of Health Organizations, Childcare Licensing, and State/Local Officials
- Follow disinfection, cleanliness, and sanitary standards with a daily checklist
- CPR and First Aid trained staff
- Secured entrances with restricted visitor access
- Closed-circuit cameras with password-protected internet viewing
- Emergency and inclement weather preparedness plans





INFANTS

At no other stage of life does learning occur so rapidly. The Kids 'R' Kids **Big Steps Curriculum**® is specifically written to provide every child the attention and individualized care they deserve. Our infant curriculum utilizes a number of activities 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
- 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 for 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 that invite interaction within the environment among teachers and peers.



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

Our toddler curriculum centers around 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 meaningful daily 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.



PRESCHOOL

For a preschooler, life is a daily adventure of discovery. Our **Fast Track Curriculum®** provides 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 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 **Fast Track Curriculum®**. They are immersed in an abundance of hands-on, multisensory activities designed to advance learning. Preschoolers thrive in well-organized classrooms with schedules that allow for a balance of active and quiet activities. All subject areas are covered in the 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.



SCHOOL AGE

Although they are big kids now, we understand that school-aged children still need structure, guidance, love, and attention. Our **before and after school programs** offer kindergarten through fifth-grade children a break from the school day. From healthy and hearty snacks to our large outdoor playground, we have just the right combination for big kids to refuel, play, and if needed, finish assignments in our **Homework Club**.

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



We provide unique themes, challenging activities, and fun field trips that form friendships and memories during **Summer Camp, Spring Breaks, Fall Breaks, and Winter Breaks.**



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 works vigorously to learn many new concepts.

Construction Station

Architecture - Balance - Colors
Communication - Comparison
Construction - Cooperation - Creativity
Hand-Eye 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
Hand-Eye 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 - Hand-Eye Coordination
Fine-Motor Skills - Number Relationships
Patience - Patterns - Problem-Solving
Reading Skills - Sequencing
Shapes - Sharing
Size Discrimination - Social Skills
Sorting - Teamwork

Music Station

Appreciation - Classification
Communication - Concept Discrimination
Counting - Creativity - Exploring Sounds
Hand-Eye 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
Hand-Eye 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

Balance - Classification - Communication
Colors - Comparisons - Counting - Creativity
Gross-Motor Skills - Hand-Eye Coordination
Patience - Patterns - Problem-Solving
Reading Skills - Science - Sequencing
Shapes - Sharing - Social Skills
Sorting - Teamwork

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

Top 10 Reasons to Choose Kids 'R' Kids Learning Academy

1 On-Site Owner

Kids 'R' Kids Learning Academies are independently owned and operated, with onsite and involved owners. Because of this, the highest standards of early childhood education are maintained. The owner's availability supports each family and the school team for success, and we welcome the opportunity to serve you.

2 Safety and Security

Safety and security are at the core of everything we do. Our comprehensive health policies and sanitation procedures exceed minimum standards and coincide with CDC Guidelines. Our buildings are equipped with front door coded entry and front-desk staff. Each classroom is monitored with secure cameras viewed by our front desk staff and families via a secure log in. Each classroom is designed with age-specific safety features and direct access to the outside in case of an emergency.

3 First Class Education

Our proprietary curriculum is standards-driven and research-based, supporting every developmental stage beginning at birth. Your child will be inspired to learn and grow with play-based experiences, age-appropriate classrooms, and empowered for the age of innovation. As part of our school family, you are supported with reliable communication, distance learning resources, professionally trained teachers, and a strong school-to-home collaboration for a premiere childcare experience.

4 Professional Development

Developing our staff professionally and helping them maintain the Early Childhood Education requirements is a priority at Kids 'R' Kids. Kids 'R' Kids International, Inc. offers all franchised locations an online training platform for teachers to complete courses for Kids 'R' Kids and state requirements. We provide specific age-level training on implementing our curriculum and there is daily onsite support for teachers in the classrooms.

5 Hug First Philosophy

At Kids 'R' Kids, our founding philosophy and our most valued belief is that every child should be "hugged first, then taught." Research shows that children learn best when they feel comfortable and confident in their environment. We believe that every child should walk into school each day greeted by a warm welcome.

6 Commercial Kitchen

Meals are prepared on-site in our commercial kitchen by staff trained in nutrition. We offer breakfast, lunch and snacks which have been approved by the USDA and practice table etiquette and conversations, while the teachers model proper mealtime behavior.

7 Thoughtful Transitions

Our thoughtful transitions are one of many factors setting us apart from most preschools. The children move to the next classroom as they reach a certain developmental stage, and we consider many factors when making that decision. These include family input, social emotional development, developmental milestones, and assessments.

8 Family Engagement

Kids 'R' Kids takes a "whole child" approach regarding childcare and Family Engagement. Our open-door policy encourages parents to visit their child anytime. Parents also receive a daily report, explaining activities such as curriculum, meal and nap times and your child's continued progress. We provide many opportunities for family and community engagement via festivals, events, and other preschool experiences.

9 Unique Building Design

Our unique open floor plan design is exclusive to Kids 'R' Kids and offers many advantages including: glass walls in every classroom creating a more secure and open environment ensuring successful transitions, individual HVAC units for every classroom reducing the flow of germs in the building, the "Kiss n' Go" lane offering a convenient drop-off and pick-up option for families, and six-foot perimeter fencing around every playground offering added security.

10 Franchise Support

At Kids 'R' Kids we expect excellence in all facets of our schools. With this in mind, we provide hands-on support with specialists on everything from quality assurance, education and curriculum, marketing, IT, and overall operations. With this level of support, you can rest assured that you're placing your trust in a school that meets and exceeds the criteria in safety, cleanliness, education and more.

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.

OUR VISION

To pioneer and develop
learning that encourages
generations to cherish
and impact their world

OUR MISSION

Kids 'R' Kids Learning Academies strives for every child in our care to feel safe, loved, and inspired. We are committed to providing a solid educational foundation, well-trained teachers, and a secure environment where children can flourish intellectually, socially, emotionally, and physically.

By fostering strong connections between families, our schools, and communities, we pledge to challenge and prepare all children for a positive impact in every step of their lives.

