Focused on Child Well-Being

When we launched the Child Well-Being Movement in 2017, almost 500,000 children were growing up in communities with low Child Well-Being Scores - without sufficient opportunities, resources and social supports to reach their full potential.

Our Goal

To raise the overall Child Well-Being Score across Greater Atlanta’s 13-county region, improving the lives of more than 250,000 children by 2027.

Our Strategy

We engaged a robust data analytics team to develop predictive tools and identify where our investments could have the biggest impact. We identified the measures that would be key to improving the overall Child Well-Being Score.