

"Because Kids Don't Come with Instructions"



History: Bright by Three, founded in 1995 by Brad Butler and Roy Romer, initially named Bright Beginnings, focused on early childhood development. They collaborated with child development experts to create evidence-based programs that significantly impacted families.

A pivotal move came in 2014 with the launch of Bright by Text, a nationwide text service for parents/caregivers of children up to age five. This initiative delivers free tips, games, and resources directly to subscribers, promoting nurturing relationships, strengthening families, and enhancing child development. Since inception, Bright by Text has worked tirelessly, aiding families in nurturing responsive relationships and connecting them to community resources, fortifying early childhood development.

Our mission :Bright by Text's mission is to help all families give kids a bright beginning so they can grow into healthy, happy and successful adults.

Our Method: Bright by Text tailors three to five weekly text messages to caregivers, providing evidence-based content on developmental milestones, brain growth, emotional health, nutrition, and resilience. Partnering with local organizations, we expand access to medical, educational, and social services, benefitting children, caregivers, and communities. This use of text messages is driven by their prompt nature, cost-effectiveness, and ability to reach marginalized populations, aiding 93% of low-income adults who rely on cell phones.

Enrollment involves texting a keyword (e.g., "BRIGHT") to 274-448, selecting English or Spanish, and providing the child's birth date and optional zip code for local updates. Curated by experts from various institutions, the tailored messages have had a significant impact: 92% of subscribers gain confidence in child care, while 95% of children under subscribed caregivers excel in language development. Bright by Text's commitment, innovation, and partnerships deliver crucial nationwide family support.