November 9, 2020

Dear Parents and Friends of Bing Nursery School,

Never underestimate the value of play. For young children, play is a rehearsal for solving problems, for thinking creatively, exploring, negotiating and taking risks. Play is a rehearsal for life! While it may seem counterintuitive in today’s world of ever-present technology, there is a growing body of research and evidence confirming that play—real-world, hands-on play, using all of their senses—is what’s best for young child’s development across all domains—cognitive, social, emotional, and physical. For young children there is just no substitute for play despite decades of the modern world pulling them away from it. At Bing our mission is to keep play in the lives of young children.

While the prolonged Covid-19 crisis closed our school for six months and drastically changed the lives of the young children and families we serve, it also reinforced our priorities and confirmed the critical importance of play in their overall development. It was nothing short of magical upon re-opening, with masks and social distancing, to see the sheer joy of children immediately begin playing. They didn’t hesitate or miss a beat, it was as if nothing had changed in six months.

Your support of our Annual Fund allows us to give children the best possible start in life through our high-quality, play-based program and ensures we can keep providing children opportunities to play in the best ways possible. Your gift will have a direct impact on the lives of young children.

The Bing community’s generous support of the Annual Fund allows us to continue providing extraordinary programs for children, serve as a model for early childhood education worldwide and remain one of the few laboratory schools in the country. The Annual Fund is the cornerstone of our fundraising and directly supports extra teachers in the classroom, high-quality materials for children, exceptional staff development, maintaining the beautiful facilities, and, in these novel circumstances, continuing to provide the most enriching play.

We are passionate in our conviction that Bing’s play-based program is what best supports a young child’s natural curiosity, imagination, and their inherent drive to explore the world around them. It is through play that a child develops a desire to pursue their early passions. Play is what creates a love of learning. Supporting play for young children today is providing the best foundation for their pursuits tomorrow. We trust you share our passion for keeping play in the lives of young children through your contribution to the Annual Fund.

Every gift counts and your donation will begin to help the school the moment it is given. We are all stakeholders in the education of our young children. Please consider giving today! Enclosed is an Annual Fund envelope or you may make a gift online at bingschool.stanford.edu/giving/annual-fund.

Your support truly makes a difference in the lives of young children! Thank you for your commitment to early childhood education through play.

Warmest regards,

Jennifer Winters
Director

Annual Fund Chairs:
Liza Wang and Jerry Luk
Niloofar and Navid Mansourian
Robyn and David Reiss
Mubarik Imam and Talha Sattar

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