



# BABY DAY<sup>®</sup>

PRESENTED BY: FIRST 3 YEARS

## 2025 Impact Report



# Celebrating the *first three years*



## One Day, Lifelong Impact

On April 26, 2025, First3Years, in collaboration with incredible hosts, partners, and volunteers across the state, proudly presented our seventh annual Baby Day—a statewide celebration dedicated to the power of early relationships and the extraordinary growth of infants and toddlers. This year, we welcomed over 2,500 caregivers and their very young children to a joyful mix of in-person and virtual experiences.

At the heart of Baby Day are moments of connection. Carefully crafted activities encouraged playful exploration, storytelling, music, movement, and mindful presence—reminding us all that the little things make a big impact. With sessions for both families and professionals, Baby Day sparked conversations, inspired learning, and empowered caregivers with the tools and knowledge to support their child's development through nurturing, responsive care.

And while Baby Day is just one day, its impact lasts far beyond. First3Years continues to provide ongoing support through our website, newsletters, and awareness initiatives designed to champion the importance of the first three years of life.



### *What was your favorite part of Baby Day?*

*"I learned alot of useful things I didnt know before. That for sure are going to help me and my child."*

*"Seeing my toddler enjoy different activities and being able to interact with others"*

*"The finger paint station put on by Texas State HDFS department and the Any Baby Can program since I was able to submit a referral for my 2 year old son regarding speech concerns. It was very convenient!"*

# Impact

## ATTENDEES

Adults	1338
Young Children	1228
Total	2566

## PARTNERS

Hosts	18
Partners	152

## ACTIVITIES

Activities	139
Sessions	145



# Support

**\$23,467**

In-Kind from Hosts  
(Staff time and  
materials)

**249**

Volunteers

**\$15,000**

H-E-B Grant  
(Community  
Investment  
Program)

**\$5,000**

United Way  
Metro Dallas  
Grant

# Join us in growing the *impact*

*Make a  
donation  
today*



Baby Day is more than a celebration—it's a catalyst for lifelong change. With your support, we can continue to reach more families, strengthen early childhood systems, and ensure every child in Texas experiences the nurturing relationships they need to thrive. If this mission speaks to you, we invite you to be part of it.

Every dollar helps us:

- Expand Baby Day events across more communities
- Provide resources to families and caregivers
- Train professionals in early relational health practices
- Advocate for systems that support infants, toddlers, and those who care for them



# *Thank you* for making Baby Day possible!



We extend our deepest gratitude to the generous sponsors and community champions who made Baby Day 2025 a success. Your support fuels a statewide movement centered on nurturing relationships, strengthening families, and celebrating the earliest and most foundational years of a child's life. Because of you, families across Texas experienced the joy of connection, gained access to valuable resources, and felt seen, supported, and celebrated.

**Your partnership helps us continue our mission beyond Baby Day—through programs that uplift caregivers, equip professionals, and raise awareness about the power of early relational health.**

Together, we're building a Texas where every child's first three years are filled with safety, connection, and love.