



SCHOOLS

*Soar high on wings like eagles*



BUILD A  
BUSINESS THAT  
**BLESSES YOUR  
COMMUNITY**

Faith-Based, Value-Driven

# WHO WE ARE

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## 1978

What would ultimately become the first Neighborhood Kids School initially started as The Little Place, which opened in 1978 and The Little Place Too which arrived in 1986.

## 2019

Frank and Olivia Toral acquire the preschools in Wellington, Florida, rebranding to Neighborhood Kids and introducing the WEE Learn (Weekday Early Education) curriculum.

## 2021

The Torals open two more new preschools - the third and fourth Neighborhood Kids locations - in Boynton Beach, Florida and Royal Palm Beach, Florida.

# A LEGACY OF LEADERSHIP

Our President and Founder, Frank Toral, is an attorney, entrepreneur and pastor. Mr. Toral spent more than 20 years of his career in leadership, working at the helm of his successful law firm and on the executive team of a large non-denominational church.

In 2017, Mr. Toral and his wife, Olivia Toral, founded Promise Life Chapel in Wellington, Florida. Promise Life Kids, the church's children's ministry, served as a valuable community foothold for young local families. Though the church would ultimately close its doors just ahead of the Covid-19 pandemic, God's plan was already in motion.

In 2019, the Torals acquired two Wellington-based preschools, which were established in 1978. Recognizing the community value in their previous children's ministry, they built a new early childhood education program based on Christian foundations and family values. And the Neighborhood Kids concept was born. Over the next several years, the Torals and their early childhood team grew the concept into multiple locations, building a robust early childhood education program and Christ-centered franchise opportunity.

## 2022

Franchise Ownership opportunities become available. Neighborhood Kids preschool #5 opens in Lake Worth, Florida.



*Co-Founders, Frank & Olivia Toral*



## OUR PHILISOPHY

Every child possesses a unique purpose for life. As educators, our function - our determination - is to empower the children brought to our care and influence with the educational resources and foundational values necessary for them to recognize their purposes and to develop successful lives to impact the world for good.





# VISION

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To partner with parents in neighborhoods across America to assist their children in fulfilling their God-given potential through exceptional early childhood education.

# MISSION

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To provide God-honoring early childhood education experiences for children in a safe and happy learning environment.

# VALUES

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**Love:** We teach children to love their neighbors as they love themselves.

**Excellence:** We commit and strive to do our best at all times as role models and mentors for young children.

**Growth:** We provide an environment where children can develop in their education and experience of love, compassion, courage, generosity, kindness, respect, self-control, peace, and joy.

**Potential:** We support every child's unique purpose and undergird the potential to achieve that purpose.

**Partnership:** We secure trusted relationships with one another and with parents to care for and educate their children.



A woman with long brown hair, wearing a light blue short-sleeved shirt and olive green pants, is sitting on a patterned rug in a nursery. She is holding a baby in a pink and white patterned outfit with a yellow pom-pom trim. The woman is smiling and looking at the baby. In the background, there are several wooden cribs, a large yellow sun sticker on the wall, and various toys on the floor.

# CALLED TO SERVE A HIGHER PURPOSE

We believe every child deserves the opportunity to learn in a safe, trusting environment where they are loved and nurtured. At Neighborhood Kids, we want children everywhere to experience this same compassionate Christ-centered care.



# OUR CALLING & OUR CONCEPT

At Neighborhood Kids, we're dedicated to helping children develop all the skills they need to flourish socially, emotionally, physically, spiritually and creatively. We provide a comprehensive, hands-on approach to learning that encourages exploration in a safe, faith-based setting for infants, toddlers and preschoolers.

Franchise Owners have the opportunity to join the Neighborhood Kids mission through four unique franchise models.



## Community

In many ways, early childhood education is the foundation of the community. It's where our youngest children learn values and social skills they will keep well into adulthood.



## Connection

Meeting with young families on a daily basis allows us to share the message of faith, hope, and love directly with our local communities.



## Safe, Happy Learning

When it comes to school, parents want their children to be safe and happy in an environment that fosters learning – in that order.

# OPPORTUNITIES FOR INDIVIDUAL FRANCHISE OWNERS

## **Individual Franchise Ownership: Church Partnership Model**

In this format, Neighborhood Kids pairs pre-selected Franchise Owners with local Churches with existing preschool space

## **Individual Franchise Ownership: Permanent Lease Model**

In this model, Neighborhood Kids coordinates a professionally and beautifully designed newly built-out second-generation space







# OPPORTUNITIES FOR CHURCHES

## **Church Franchise Ownership Model**

Church Franchise Owners can limit build-out costs by creating a new Neighborhood Kids preschool within their existing preschool space

## **Church Franchise Partnership Model**

Churches partner with Neighborhood Kids to host a new school within the church property. We do the work. Churches benefit. The Kingdom advances.

# OUR CURRICULUM

Our design follows the renowned model WEE Learn (Weekday Early Education), a division of the Child Development Education Alliance (CDEA) model.

This developmentally appropriate curriculum is specifically designed for early childhood education in Christian settings. It is grounded in evidence-based practices and aligns with multiple states' performance standards.

The demand for Christian education is soaring across the United States. For example, there are an estimated 146 private Christian schools in Palm Beach County, Florida. They are currently all on waiting lists. The value of Christian education is consistently championed in our communities, creating a unique opportunity for new Franchise Owners.





### **Our infant program (4 months to 1 year old)**

Includes a daily schedule of indoor and outdoor activities where students develop hand-eye coordination and fine and gross motor skills through playtime activities, grasping objects, sitting, crawling and eventually walking.



### **Our toddler program (1 to 2 years old)**

Encourages students to develop intellectually, socially, and emotionally while developing fine and gross motor skills, language and independence.



### **Our two years program (2 to 3 years old)**

Provides an environment that fosters cognitive, physical, emotional and social development and a curriculum that includes creative activities, dramatic play, sensorimotor skills, and the community.



### **Our preschool program (3 to 4 years old)**

Encourages students to develop skills in self-direction and the ability to make choices and decisions. Our Schools offer independent exploration, structured activities, and a hands-on learning approach. At this stage, children will be preparing for pre-kindergarten through early literacy and number recognition programs.



### **Our pre-kindergarten and VPK programs (4 to 5 years old)**

Are designed to help students become familiar with the structure and format of a kindergarten school day. The curriculum for our preschoolers will prepare children by developing learning in language, math, reasoning, social skills, and emotional skills.

**All Neighborhood Kids Schools provide a weekly chapel for children aged 3 to 4 and a summer camp curriculum for children aged 5 to 8.**

# JOURNEY TO OWNERSHIP

## FRANCHISE OWNER

### **Individual Franchise Ownership: Church Partnership Model**

Through our comprehensive pre-selection process, Neighborhood Kids pairs Franchise Owners with local Churches that already have pre-existing preschool space.

#### **Model Features**

- High visibility: We work with Churches of 500+ members, driving enrollment opportunities for Franchise Owners, while the school drives community outreach for Churches
- Student capacity: 100 students, minimum
- Average annual revenue for top performers: \$1.2 million
- Faith-based community
- Low initial investment: \$120,000
- Time to market: 6-8 months

#### **Revenue Streams**

- Private pay tuition
- Early Learning Coalition (VPK and School Readiness Program)
- Aftercare
- Summer Program

#### **Investment Requirements**

- The minimum initial investment for the pre-existing preschool model is \$120,000
- Franchise Fee: \$70,000 (includes 140 hours of training)
- Advertising Contribution: \$45,000
- Background Check: \$5,000

*See Franchise Disclosure Document for complete investment details*

## **FRANCHISE OWNERSHIP OPPORTUNITY**

At Neighborhood Kids, every workday is a blessing. Our faith-based preschool curriculum instills Christian values, supports growing families, and prepares little ones to reach their full potential in life. If you're called to join our mission, we'd love to learn more about your goals.



### **Individual Franchise Ownership: Permanent Lease Model**

Thanks to our professional partnership with Keller Williams Commercial services, Franchise Owners receive customized market analysis, comprehensive site selection guidance, and end-to-end support for building out a newly designed second-generation space. These can include renovated free-standing buildings, office suites, retail centers, strip malls or complexes.

#### **Model Features**

- Appx. 9,000 square feet
- Outdoor playground requirements: 5,000-6,000 square feet
- Student capacity: 160+
- Higher revenue potential based upon capacity

#### **Revenue Streams**

- Private pay tuition
- Early Learning Coalition (VPK & School Readiness Program)
- Aftercare
- Summer Program

#### **Investment Requirements**

- The minimum initial investment for the permanent lease model is \$130,000
- Franchise Fee: \$70,000 (includes 140 hours of training)
- Advertising Contribution: \$45,000
- Background Check: \$5,000
- Site Selection Fee: \$10,000

*See Franchise Disclosure Document for complete investment details*

- First-to-market Florida locations
- 50 years of industry expertise
- A truly purpose-driven mission
- Lower total investment

Neighborhood Kids Schools features four different business models, offering Franchise Owners and Churches the flexibility to choose an opportunity that best fits their investment and ministry goals.

# JOURNEY TO OWNERSHIP

## CHURCHES

### **Church Franchise Ownership Model**

This unique opportunity maximizes both revenue and ministry. The Church Franchise Ownership model is designed for Churches seeking new opportunities for their existing preschool spaces. This approach saves time and build-out costs by leveraging the established property to create a new Neighborhood Kids School.

### **Model Features**

- Maximize ministry outreach and church growth with access to 100+ Neighborhood Kids School families
- Maximize revenue stream as Church Franchise Owner compared to Church Partnership Model
- Added revenue opportunity from Neighborhood Kids School families joining church and tithing
- Incentive to attract and retain church staff by providing low-cost exceptional Christian early education
- Higher community visibility
- Full training and ongoing support by Neighborhood Kids Schools
- Student capacity: 100-200 students
- Outdoor playground requirement: 100+ students
- Time to market: 6-8 months

### **Revenue Streams**

- Private pay tuition
- Early Learning Coalition (VPK & School Readiness Program)
- Aftercare
- Summer Program

## **CHURCH OPPORTUNITY**

At Neighborhood Kids, every workday is a blessing. Our faith-based preschool curriculum instills Christian values, supports growing families, and prepares little ones to reach their full potential in life. If you're called to join our mission, we'd love to learn more about your goals.



## Neighborhood Kids Operated Model

Our ministry partnerships with local churches allow them to pursue their missions with confidence and no distractions. Neighborhood Kids operates the school under our proven and reliable model, while the Church extends its community presence and furthers its mission with new revenue streams.

### Model Features

- An authentic ministry partnership aligned with each Church's respective mission
- Maximize ministry outreach and church growth with access to 100+ Neighborhood Kids School families
- Complete operational execution of a full-service Neighborhoods Kids School
- Limited liability and risk
- Facilitate Neighborhood Kids School families' connection with Church attendance, activities, and events
- Higher community visibility
- Staff tuition discounts
- Incentive to attract and retain church staff by providing low-cost exceptional Christian early education
- Student capacity: 100-200 students
- Outdoor Playground Requirement: 5,000 square feet, playground equipment and fencing
- Limited up-front costs
- Time to market: 6-8 months

- First-to-market Florida locations
- 50 years of industry expertise

- A truly purpose-driven mission
- Lower total investment

Neighborhood Kids Schools features four different business models, offering Franchise Owners and Churches the flexibility to choose an opportunity that best fits their investment and ministry goals.

# A GUIDED EXPERIENCE

Our team of faith-based educators and business leaders guides you through every step of the process, helping you develop, grow, and become an active part of your community.



## Site Selection

Our franchise real estate effort is led by Keller Williams Commercial services, whose team uses customized market analysis to help identify and select your Neighborhood Kids School.

## Training

We have developed a comprehensive training program to help you effectively operate a Neighborhood Kids School. Directors attend a three-day program at our South Florida headquarters and, the week before opening, Franchise Owners get on-site training for teachers.



## Marketing & Branding

We share our best practices to help you promote your Neighborhood Kids School and encourage parents in your community to enroll their children.

## Financing

Whether you choose our permanent lease program or pre-existing preschool program, our lending partners have several options to help you obtain the right financing for your school.







## EXCELLENCE IN SUPPORT

Pre-Opening Training and Support (POTS) is core to each Franchise Owner's journey, and the Initial Franchise Fee includes this comprehensive support. Franchise Owners join us for two journey-filled weeks in South Florida where we dive deep into our curriculum, best practices, and culture.

### **What's Included in Pre-Opening Training and Support (POTS)**

- The Neighborhood Kids Curriculum Model
- Technology Training (covers solutions for enrollment, tuition, optional enrichment programs, and meals)
- Advertising Programs
- Local Marketing
- Training on the Pre-enrollment Process
- Financial and Business Management Overview

# OUR TERRITORIES

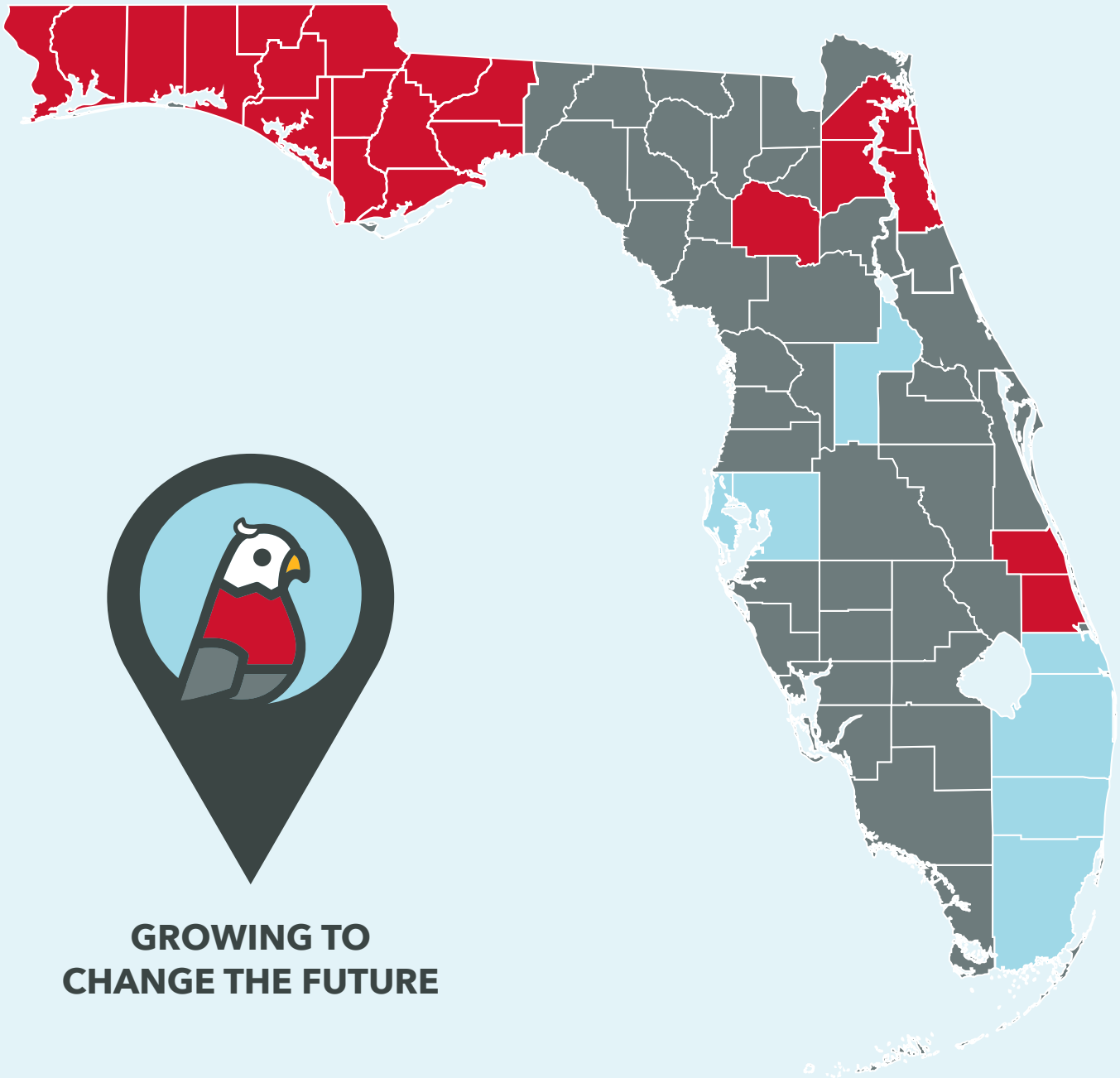
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Neighborhood Kids began in Palm Beach County. Current locations include Greenbriar, Wellington, Royal Palm Beach, Boynton Beach, and Lake Worth. As we grow our mission, we seek to establish new Neighborhood Kids franchises in South Florida, Florida's Gulf Coast and beyond.



## Florida Metro Areas

- Miami - Ft. Lauderdale - West Palm Beach - Jupiter
- Orlando - Kissimmee
- Tampa - St. Petersburg



**GROWING TO  
CHANGE THE FUTURE**



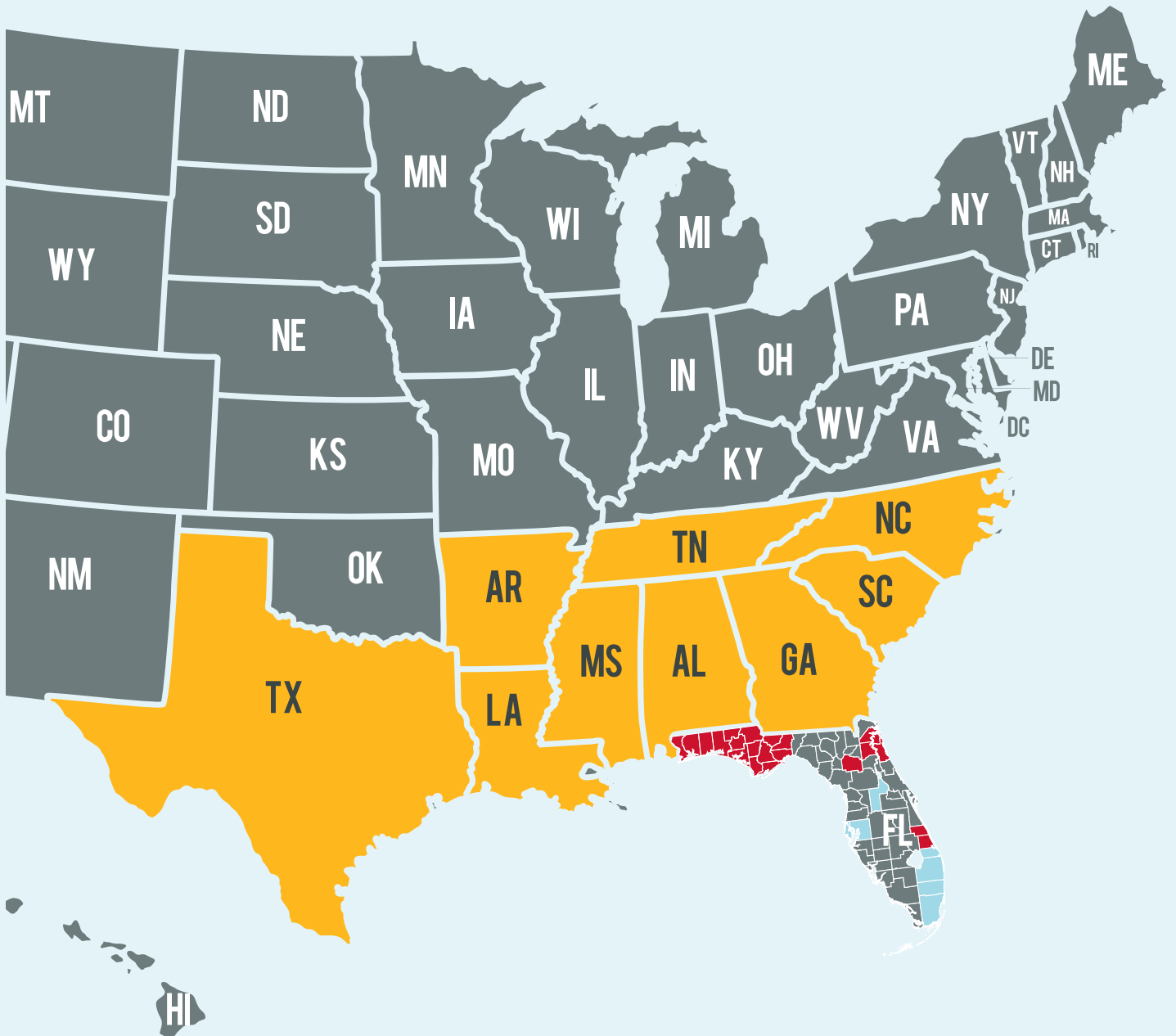
## Future Development, Phase 2: Remainder of Florida

- Treasure Coast
- Jacksonville - St. Augustine
- Gainesville
- Tallahassee
- Florida Panhandle - Pensacola



## Future Development, Phase 3: Southeastern U.S.

- Georgia
- Texas
- Arkansas
- Tennessee
- South Carolina
- North Carolina
- Alabama
- Louisiana
- Mississippi
- Texas
- Arkansas
- Tennessee
- South Carolina
- North Carolina



# | STARTING THE JOURNEY



- 1 Inquire**
- 2 Connect With Us**
- 3 Learn More – Receive Our FDD**
- 4 Visit us for Discovery Day**



**5**

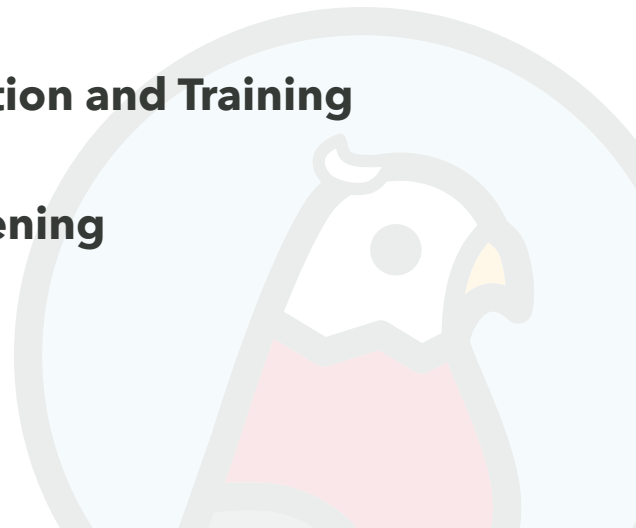
**Awarded Franchise**

**6**

**Onboard, Site Selection, Construction and Training**

**7**

**First Day of School and Grand Opening**



# WHAT FAMILIES & CHURCHES ARE SAYING



*We selected Neighborhood Kids because of the faith-based curriculum. We believe that faith is a huge part of a child's development. There is no time too soon to start.*

**The Ward Family**



*I want to express how much I love the teachers at Neighborhood Kids. They have been so excellent and caring. As a first-time mom, they have made me feel comfortable caring for my little one.*

**Kayla**



*Our partnership with Neighborhood Kids Schools is a huge blessing. At Connect Church we invest our Kids Ministry space throughout the week in an impactful early education center to connect with young families. Together, we share an aligned mission to reach the neighborhood for Christ.*

**Dale Faircloth | Lead Pastor**

Connect Church | Royal Palm Beach, Florida



*I'm pleased to let you know that as a hard-to-please parent with high expectations, especially regarding childcare, Neighborhood Kids has definitely impressed me. Recently, we started our 3 year old daughter at your facility. We soon realized that she loved the environment, and even over the weekend, she asked us to take her there.*

*Based on my interaction with the entire staff, I have always had a great experience. Please keep up the outstanding work you and your team do daily, taking care of our little angels. May God bless you and keep you in all that you do!.*

**MH**



*The connection our church has with Neighborhood Kids is one of our best ministry partnerships! The founders of Neighborhood Kids, Frank and Olivia Toral, love the children and want each child to reach their God-given potential. Neighborhood Kids works with parents to teach children values that prepare them for life as they develop a love for learning and a heart for Jesus. We are very thankful for Neighborhood Kids which has connected families in the community to our church and given us the opportunity to share our hope with them.*

**Pastor Dudley Hodges**

Boynton Beach Community Church



LET'S SERVE A HIGHER PURPOSE

**TOGETHER**

[neighborhoodkids.com](https://neighborhoodkids.com)



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SCHOOLS

[neighborhoodkids.com](http://neighborhoodkids.com)