2025 Annual Report









Providing equitable access to exceptional early learning and care so that children and families thrive and find pathways out of poverty.

BLOOM
EARLY LEARNING & CHILD CARE

Because of You, Children Thrive

Dear Friends,

As we reflect on 2025, our hearts are filled with gratitude for the extraordinary community that surrounds Bloom Early Learning & Child Care. Because of your generosity, partnership, and belief in our mission, this milestone year became one of the most impactful in our organization's history.

In October, we proudly celebrated Bloom's **25th Anniversary**, honoring a quarter century of ensuring children have equitable access to exceptional early learning and care, regardless of their family's financial circumstances. It was an unforgettable evening of celebration and generosity. Together, we raised nearly **$600,000**, including more than **$400,000 for the Shirley Robinson Scholarship Fund** and **$100,000 to build a new playground** where children will learn, explore, and create joyful memories for years to come. Your investment is already opening doors and changing lives.

This year also marked the debut of **Bloom's Family Fun Fest**, which welcomed nearly 300 children, families, and community members to our Dunkirk location for a day of connection, celebration, and play. Families enjoyed games, activities, food, entertainment, and opportunities to connect with local resources, while we also gathered for our Annual Meeting. More than an event, Family Fun Fest reflected our commitment to giving back—creating a welcoming space where families could build relationships, celebrate together, and experience the caring community that defines Bloom.

Over the years, Bloom has earned a reputation as a place where children with complex needs—including those who have experienced trauma or adverse childhood experiences—are welcomed, supported, and empowered to thrive. Many families come to us after struggling to find an early learning environment that can meet their child's unique needs. At Bloom, they discover more than exceptional educators. They find hope, belonging, and a community that believes in every child's potential.

We are honored that this work has been recognized through a significant grant from **80x3**, a program administered by Greater Twin Cities United Way. In addition to strengthening our trauma-informed

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practices, the grant is supporting an 18-month leadership development program for a team of Bloom staff, helping us deepen our expertise and expand our capacity to serve children and families with compassion and excellence.

Like many organizations across the early learning sector, Bloom faced significant challenges in 2025. Uncertainty surrounding federal and state funding, investigations into fraud within the child care system, and heightened immigration enforcement created fear and instability for many providers and the families they serve. Through it all, we remained grounded in the reason we exist: the children. Every smile, every milestone, every new friendship, and every breakthrough reminds us why this work matters.

One story continues to stay with us. A little preschooler arrived at Bloom nonverbal, relying on an assistive communication device for most of the year. At preschool graduation, he stood proudly beside his classmates and began singing *"This Little Light of Mine"*—not through his device, but with his own voice. As we looked across the aisle, tears streamed down his father's face. In that moment, everyone present witnessed something extraordinary. It was a beautiful reminder that the work happening in our classrooms extends far beyond developmental milestones. It nurtures confidence, strengthens families, and makes moments possible that once seemed out of reach.

These stories are possible because of you.

Every scholarship awarded, every trusting relationship built with a family, every joyful classroom experience, and every child who discovers their voice begins with a community that believes every child deserves a strong start.

As you read this Annual Report, we hope you see more than numbers and accomplishments. We hope you see lives transformed, families strengthened, and a community coming together to create brighter futures for children. Your generosity makes this work possible, and we are deeply grateful for your partnership.

Thank you for standing with Bloom throughout the past 25 years. As we look ahead, we are inspired by what we can accomplish together and honored to continue building a future where every child has the opportunity to learn, grow, and thrive.

With gratitude,

Rachelle Holm
Executive Director

David Robertson
Board Chair

About Bloom

At Bloom, we are committed to reaching out and providing access to low-income families in our community. We strive to offer 50% of our capacity to children and families needing tuition assistance while our other families are private pay. This creates a diversity of experience for all children and families.

Established in 2000, Bloom Early Learning & Child Care is an accredited, award-winning, non-profit early learning center with a special mission to make the highest quality child care, programs and curriculum (and fun!) accessible to the entire community.

Most parents must rely on child care on a daily basis. For many single parents and low-income families, meeting the cost of high-quality child care is simply impossible. They may turn to family, friends or inexpensive professional caregivers less qualified to nurture their children's development and prepare them for kindergarten.

- In 2025, the two Bloom centers served 130 children. 53% received tuition assistance or scholarships
- We provide care and early learning for children from six weeks to five years of age
- We strive to reserve 50% of our capacity for children from low-income families
- We use a values-based program and award-winning curriculum with stellar learning and social outcomes
- Most of our children and families live within the boundaries of the Wayzata School District, including all or parts of Wayzata, Plymouth, Orono, Minnetonka, Medina, Medicine Lake and Corcoran
- We are accredited by the National Association for the Education of Young Children (NAEYC) and 4-star Parent Aware rated



$400K

Dedicated to the Shirley Robinson Scholarship Fund



300

Participants at Bloom's first Family Fun Fest



25 Years

Creating brighter beginnings for children and families



$600K

Raised during Bloom's 25th Anniversary Celebration



Every Child

Welcomed, supported, and empowered to thrive

2025 Management Team

Rachelle Holm
Executive Director

Mary Olsen
Center Director (Country Road 6)

Larissa Kurth
Center Director (Dunkirk)

Gretta Beinhorn
Administrative Project Manager

Melanie Brandt
Assistant Center Director (Country Road 6)

Robyn Hanson
Assistant Center Director (Dunkirk)

Austin Kurth
Food Program Manager

2025 Board of Directors

David Robertson
Chair

Savahanna Wagner
Vice Chair

Barb Marshall
Treasurer

Wendy Geving
Secretary

Penny Blankenship
Jessie Collings
Joe Factor
Alysa Gardino
Laurie Guy
Rev. Joanna Hipp
Rev. Tami Luckhardt
Deb Ottman
Katie Pinto
Sharon Rundell
Kasey Sime
Phil Zietlow

2025 Sponsors

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Xcel Energy

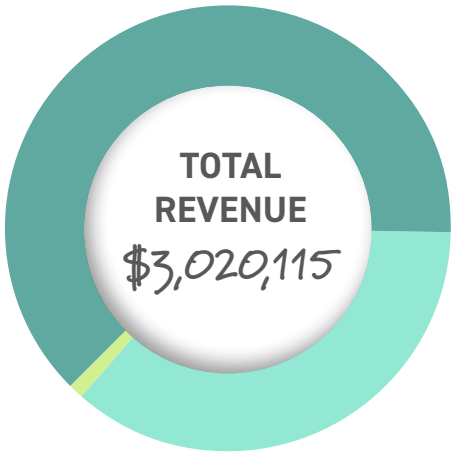
ROCK ELM TAVERN

Summarized Statement of Financial Position (December 2025)

ASSETS	2025	2024
Current Assets		
Cash and Cash Equivalents	$ 311,679	$ 345,976
Investments	297,894	497,773
Accounts Receivable, Net	107,005	54,629
Prepaid Expenses	13,294	15,934
Total Current Assets	729,872	897,312
Property and Equipment		
Buildings and Improvements	330,131	330,131
Program Equipment	158,302	82,314
Total	488,433	412,445
Less: Accumulated Depreciation	236,909	222,958
Property and Equipment, Net	251,524	189,487
Other Assets		
Endowment investments	135,735	114,159
TOTAL ASSETS	**$1,117,131**	**$1,200,958**
LIABILITIES & NET ASSETS		
Current Liabilities		
Accounts Payable	$ 20,371	$ 10,025
Accrued Payroll and Taxes	99,353	88,579
Deferred Revenue	67,428	69,693
Total Current Liabilities	187,152	168,297
Net Assets		
Without Donor Restrictions	746,052	871,950
With Donor Restrictions	183,927	160,711
Total Net Assets	929,979	1,032,661
TOTAL LIABILITIES & NET ASSETS	**$1,117,131**	**$1,200,958**

2025 Financial Highlights

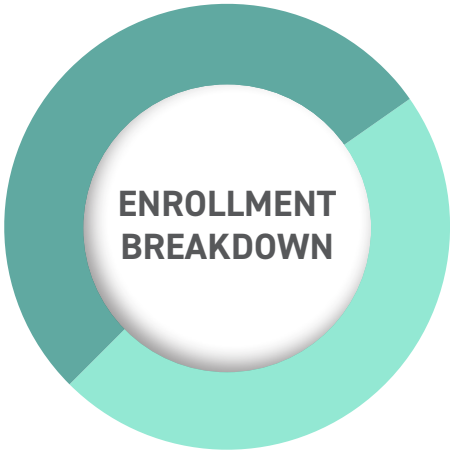
(January 1 - December 31)



Tuition/Fees	63%
Contributions & Grants	36%
Investment Income	1%



Program	74%
Scholarships & Tuition Assistance	14%
Management	6%
Fundraising	6%



Private Pay	53%
Scholarships & Tuition Assistance*	47%

*(includes staff discounts)









Bloom is a 501(c)(3) nonprofit organization with two locations:

17805 County Road 6
Plymouth, MN 55447
PH (763) 449-0600

3755 Dunkirk Lane N
Plymouth, MN 55446
PH (763) 559-0045

BloomEarlyLearning.org

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