



Kim Love
Bright Life Playschool
San Luis Obispo, CA

Kim Love is the founder of Bright Life Playschool, a school which promotes positive relationships between all children and adults to encourage a healthy self- image in each child and a sense of belonging to a greater community. Kim imagined a community that embraced differences through all five senses empowering children to grow their spirit, develop a healthy curiosity of the world, and build a compassionate understanding for others. This is the heart of Bright Life Playschool.

Kim grew up in Virginia witnessing prejudice firsthand. She quickly learned how easily the community's fear shaped children from a very young age. The fear passed on from parent to child often translated into intolerance. One day when she was in middle school, Kim witnessed an injustice, in which her friend was harshly ridiculed for being of Chinese descent. This situation left Kim feeling helpless, unable to stop the hate or to protect her friend. As Kim matured, she used this and other injustices as inspiration to manifest her dream of Bright Life Playschool. Following the example of her mother, also a preschool director, she set her dream into motion.

After eight years of teaching preschool for the City of San Francisco, Kim started her own family and eventually settled in San Luis Obispo. In 2011 while raising her 18-month-old daughter, she launched a small preschool within her home starting with six kids. By the second-year, enrollment doubled, and the school eventually required a bigger facility.

Kim's preschool was a hit, and although interest was growing, she struggled with the business aspect. Hopeful to find industry partners for guidance, Kim discovered a deficit of mentors in the industry at the time. Feeling overwhelmed by the quick and exponential growth of her program, Kim reached out to MCSC Women's Business Center. With the assistance of WBC Consultant Jen Dudley, Kim regained focus, rekindled her determination, and moved forward to overcome the day-to-day challenges of COVID-19. Kim shared that working with Jen has been a game changer. "Jen is an "empowerer", one of the most encouraging people I've ever met. She helped me breathe, stand and be proud of where I am and has motivated me to move forward." In addition to changing the landscape of traditional preschool, Kim is leading change in the industry. She helped to start director's initiative that connects directors bi-monthly with other directors of childcare centers, to share resources and collaborate on the latest updates of the pandemic.

Today, Bright Life Playschool is nestled at the base of Bishop Peak and has maxed out its enrollment at 60 students with over 160 waitlisted. Kim shares with us the possibility of expansion in the months to come. When asked what her advice is to budding entrepreneurs, she says, "Don't listen to people who tell you not to grow. Keep doing it! Every time I was told I could not do it, I did..." We are honored to support businesses like Kim's that stand for lasting change and empowerment to our communities' diversely beautiful people and we look forward to her growth in the coming years.



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