

THE CHILDREN'S COUNCIL OF WATAUGA COUNTY, INC.

2013-2014

ANNUAL REPORT TO THE COMMUNITY

Since 1977, the Children's Council has been serving our community and acting as a voice for our youngest citizens. We believe that every child deserves the opportunity to develop to his or her fullest potential in a community that supports, nurtures, and empowers children and families. We are committed to taking the lead in building a strong foundation for children's learning and development by strengthening families, the early childhood system, and the wider community. We invest our resources in quality early childhood programs and services for our youngest and most vulnerable children to have the opportunity for healthy development. Thank you for your continued support and contributions.

inspire



Children at local child care center during a Children's Council sponsored Angel Bear Yoga Class

225 Birch Street, Suite 3
Boone, NC 28607
828-262-5424 (phone)
828-264-8008
www.thechildrenscouncil.org



EDUCATE
SUPPORT
INSPIRE





Early Education is Economic Development

"Proven early childhood investments, including high quality pre-k education for three and four-year old children, promote productivity growth and job creation in the near term and cultivate a better future workforce.

In the short run, early education and care programs help secure skilled workers and raise their productivity and earnings by:

- attracting highly skilled workers with young children, who are more likely to settle where quality services are most available
- giving employees peace of mind so they can be more productive on the job and less absent; and
- boosting demand for well-qualified teachers, who, in turn, tend to spend their earnings locally.

Over the longer term, effective early childhood programs enable children to become more creative, adaptable, team-ready employees. The majority of brain development happens between birth and age five, and early experiences have a profound impact on lifelong success.

~Attracting, Developing and Maintaining Human Capital: A New Model for Economic Development, Issue Brief, PwC Center on the States Partnership for America's Economic Success

We believe that young children are the foundation of our community and the responsibility of their success lies with all of us. We hope to inspire the larger community to action, on behalf of all children, to advocate for high quality care, support for new families, and a well compensated and professional early childhood workforce.



Letter from the Director:

It is with great pleasure to present the 2013-2014 Annual Report of the Children's Council of Watauga County. I am honored to be a part of this non-profit agency serving families and young children in our community. We are a public-private 501(c)(3) that serves as the Smart Start agency for Watauga County and has the unique responsibility of investing in evidence-based and evidence-informed programs and services for children ages birth - 5 years old to ensure that all children have the resources they need to succeed. I am also happy to report the increased grant funding we have received to expand our family support programs within the county. From supporting our child care community to serving as the hub for parenting resources, the board and staff are committed to building a strong, comprehensive service delivery system for children and families in our community. We thank you for your continued support and contributions in helping to make our community one that supports and invests in children.

~Crystal Kelly, Executive Director

OUR MISSION

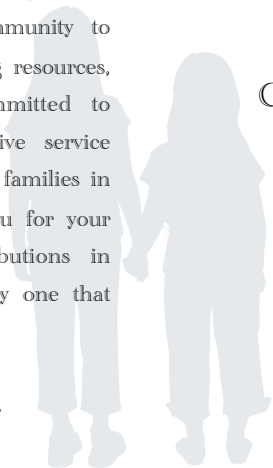
The mission of the Children's Council of Watauga County is to build a strong foundation for children's learning and development by strengthening families, the early childhood system, and the wider community.

OUR VISION

We believe that every child deserves the opportunity to develop to his or her fullest potential in a community that supports, nurtures, and empowers children and families.

CORE VALUES

- Innovation
- Professionalism
- Accountability
- Caring
- Giving
- Colaboration
- Respect
- Family-Friendliness



First 2000 Early Investment A LIFETIME OF RESULTS

There are only 2,000 days between the time a baby is born and when that child begins kindergarten.

Experiences during that time have a lasting impact on later learning, health and success.



Investment

Every dollar invested in early childhood education produces a 10% per annum return on investment.

Economy

Participants in high quality early childhood programs have increased median earnings by as much as 36%, pay more taxes and depend less on welfare.



Science

In the first few years of life, 700 new neural connections are formed every second.



Worker Readiness

Research shows that the learning and development that occur in a child's earliest years have a strong impact on later outcomes, including the mastery of skills a productive worker needs.



Health

High quality early childhood programs improve nutrition and health.



Education

High quality early childhood programs increase graduation rates by as much as 44%; NC's graduation rate was 65% before Smart Start; now 77.7%.



Jobs

Early education programs make it possible for 380,000 North Carolinian parents to work.



Crime

Enriched early childhood programs appear to reduce future crime, and in the long run, they are the most cost-effective way to reduce crime.

Join North Carolinians as part of the First 2,000 Initiative at www.first2000days.org

Early Care & Education

Impact on the Community

- **23** early childhood classrooms participated in activities designed to increase or maintain their star rating of their center. Those providers cared for approximately **367** children
- Watauga County has **23** licensed child care facilities in our community. **65% of them are 4 stars or above**
- **55** training sessions were offered and **384** teaching staff attended trainings or workshops offered by the Children's Council
- **96** NEW members joined the Resource Corner and over **850** materials were checked out
- **306** children received kindergarten readiness materials in partnership with Watauga County Schools
- **20** child care providers received salary supplements totaling **\$45,356.00** over the course of the year
- **95%** of WAGE\$ participants work in four and five star centers

Technical Assistance and Training Child Care specialists provide on-site modeling of appropriate child development practices, offer consultation for providers facing compliance issues, and educate providers on the Early Childhood Environmental Rating System (ECERS). Monthly workshops and trainings are offered for providers in an effort to promote a healthy, safe, and appropriate environment for children.

Monthly Newsletter and Calendar Each month an informative newsletter and calendar is distributed to providers, families, and the community to increase awareness of current child care issues, parenting tips, and happenings.

Annual Early Childhood Conference Held each year in the fall, the Quest for Quality conference provides a forum for early childhood professionals to gather and earn credit hours, share best-practices, and build our community of professionals who care for young children.

Resource Corner The in-house library contains books and materials and hands on learning kits/props as a resource for early childhood college students, child care providers, families, and the community.

Kindergarten Orientation Packets All children entering kindergarten receive orientation gift bags with readiness literature, paint, glue, pencils, scissors, clay, and crayons to help parents and children with this transition.

WAGE\$ This program provides education-based salary supplements to low paid teachers and directors working with children between the ages of birth-5.

Did you know?

"There are only 2,000 days between the time a baby is born and when he or she will begin kindergarten. High quality early childhood programs increase high school graduation rates by as much as 44%"
www.first2000days.org



Family Support

Family Literacy Program This program offers on-site GED classes with free child care, transportation, parenting education and support, and lunch for students.

Diaper Bank The Children's Council maintains the county's only free diaper bank to provide diapers to local families in need. This program is community supported and all diapers come in through diaper drives and monetary donations.

Angel Bear Yoga Children's yoga program offered monthly to area child care centers.

Adolescent Parenting Program This program serves pregnant and parenting teens between the ages of 13 and 19 to support them staying in school, delaying a second pregnancy, and provide support with home visits and group meetings.

Circle of Parents Weekly support groups offered for single parents and families working towards recovery. This is an open group that encourages leadership and mutual self-help.

Incredible Years Parenting Class This class is offered to the parents of children 3-12 years old that fosters healthy development in young children through 14 week long series focusing on strengthening parenting competencies.

Triple P--Positive Parenting Program One-on-one parenting consultation for families seeking help with typical child behaviors. Ideal for parents with children ages 3-12 years.

I Love to Read This early literacy program fosters healthy brain development in young children, parent-child bonding, and early literacy skills critical for school success by engaging parents in a routine of daily book cuddling with their children. "Book clubs" meet weekly in community based settings.

Reach Out and Read This program provides developmentally appropriate books to Blue Ridge Pediatrics and the Watauga County Health Department so that every child receives a new book at their well child visit.

Child Care Subsidy-Distributed through a partnership with Watauga County DSS, this program offers funds for working parents with young children to obtain child care in a high quality, 4 or 5 star center.

"I wish to take a moment to express how much I enjoyed the Incredible Years Class! It is not easy raising children and there are no two alike. This class has taken my views to a different level in ways to help my children become better prepared for their future and mine. I wish this class was offered to all new parents for it has been a valuable experience." ~ Jeff and Pam

Smith

Impact on the Community

- **21** parents enrolled in our onsite GED program and **6** graduated. There were **19** children in the children's program.
- Over **250** families received diapers from our diaper bank totaling over **39,000** diapers
- **343** children and early childhood educators participated in our Angel Bear Yoga program
- **10** teens were enrolled in our parenting program and received a total of **60** home visits and **24** group meetings and community outings
- **43** parents attended Circle of Parents group meetings and reported increase in family functioning and knowledge of parenting/child development
- **41** parents, representing **35 families**, attended Incredible Years class and showed an increase in appropriate discipline, clear expectations, and positive parenting
- **43** children and **32** parents attended community book clubs; **6** of the book clubs were for spanish speaking families
- **3214** books were distributed through local pediatricians to over **2500** young children
- Over **\$140,000.00** was awarded to working families as a child care subsidy to attend 4 or 5 star child care facility
- Over **500** children received FREE school supplies at the Back to School Festival

Board of Directors 2013-2014

OFFICERS

Bruce Kaplan, Chair
 Amber Bateman, Secretary
 Gary Moss, Finance Committee Chair
 Jaime Kinner, Programs and Services Chair

MEMBERS

Renee' Battle, NC Pre-K
 Caroline Dollar, Child Care Center
 Maggie Farrington, Smoky Mountain LME
 Lori Henson, Family Child Care Home
 Paul Holden, Watauga County Schools
 Billy Kennedy, County Commissioner
 Meggan Knight, Business Leader
 Lynn Lefever, Caldwell Community College
 Cindy McGaha, Appalachian State University
 Allison Meade, Parent
 Felicia Norris, Family Child Care Home
 Sherry Street-Tobin, Local Interagency Coordinating Council

Staff 2013-2014

Crystal Kelly, Executive Director
 Charisse Cuthbertson, Contracts and Financial Manager
 Lorrie Looper, Early Literacy Coordinator (through March)
 Lee Marshall, Child Care Resource and Referral Coordinator
 Mary Scott, Early Literacy Coordinator (March -- June)
 Moriah Stegall, Adolescent Parenting Program Coordinator
 Robin Triplett, Family Services Coordinator
 Lynette Walker, Parent Educator

Contracted Staff

Gary Childers, Parent Educator
 Elizabeth DeSanto, Child Care
 Kati Hamm, Parent Educator
 Wanda Harrell, Child Care
 Elizabeth Jones, Child Care
 Katie Kyles, Workstudy student
 Birdie McKinney, Child Care
 Jeannie Parsons, Resource Specialist
 Hellem Quivera, Child Care
 Monica Saner, Workstudy student
 Mollie Simmonds, Child Care
 Hunter Varipapa, Technical Assistance

FY 2013 -2014 Financial Report Information

ADMINISTRATION:	\$122,941.15
PROGRAM COORDINATION & EVALUATION:	\$11,465.00
CHILD CARE SUBSIDY:	\$141,776.00
EARLY CARE & EDUCATION:	\$152,524.97
FAMILY SUPPORT:	\$299,954.76
OTHER INCOME (DONATIONS/FUNDRAISING):	\$27,619.18
TOTAL:	\$756,281.06

COLLABORATING FUNDERS

Smart Start Allocation:	\$429,981.00
NCDHHS – Social Services:	\$111,160.80
NCDHHS – Health Services:	\$50,000.00
Contracts with other agencies:	\$27,922.23
Private Contributions:	\$26,370.77
Appalachian District Health Dept:	\$23,000.00
High Country United Way:	\$22,800.00
High Country Women’s Fund:	\$17,000.00
Program Income:	\$15,221.79
Iredell Partnership for Children:	\$12,211.55
NCPC:	\$8,612.92
Appalachian Women’s Fund:	\$4,000.00
Valle Country Fair:	\$4,000.00
Blue Ridge Electric:	\$2,500.00
Boone Service League:	\$1,000.00
Watauga Community Foundation:	\$500.00

