



A BOLD VISION FOR OUR FUTURE

ANNUAL IMPACT REPORT 2017-2018



TO OUR COMMUNITY

Dear Friends of the Children's Council,

It has been an exciting time at the Children's Council this past year. The Board of Directors would like to thank everyone who has contributed to helping our organization achieve its mission. Whether you donated money, volunteered your time, attended a program or connected a family to our services, we believe that you are an important piece of the puzzle. Through your continuous support, we know that together we will be able to make a positive impact on children and families.

Our staff makes up one of the best in this field and the culture that has been built within this team has catapulted the Children's Council to be the amazing organization that it has become. The Board of Directors is grateful for the team we have at our agency. It is through them that our mission and vision are realized.

As we move forward, we are excited to continue to provide services for children, families and early childhood education facilities. We look forward to the partnerships that we have with each of you that will help us continue to make an impact in our community. Thank you once again for partnering with us and supporting the Children's Council.

Anthony Brumfield, Board Chair



Working on the Annual Impact Report to the community brings me great joy as I am able to see the enormous impact that our programs and services bring to young children, their families and the early childhood educators in Watauga County. Our staff and board are excited to share some of these stories from the past year with you! As you flip through the pages, you will learn about the many programs we offer, see some of the smiling faces we are able to help, and view the data that enables us to know that what we are doing is working.



At the Children's Council we believe in **innovation** and have started some of our own programs based on gaps that we noticed in our community. We also value **evidence-informed and evidence-based programs** because they have years of implementation and research behind them proving that they work. Most of our programs are based on the Protective Factors Framework, which helps to reduce the likelihood of child abuse and neglect and to build parents' confidence and knowledge of child development as well as assist them in finding crucial networks of peers and support.

Thank you for going on this journey with us! I invite you to be more involved by volunteering, donating, attending our events, following us on Facebook or joining our newsletter. You can find out more about all of these options on our website: www.thechildrenscouncil.org
We hope to see you soon!

Mary Scott, Associate Director & Interim Executive Director

Over the past year, the Children's Council has continued to grow to serve as the hub for early childhood programs and family support for Watauga County. Our understanding of brain development and early childhood science creates an urgency to establish supports for **all families**. With **almost 50% of infants and toddlers living in poverty** in our community, we know that many of them are at risk for disruptions in their development, leading to other problems down the road. We believe we can change the trajectory for many of our children through strong investments in upstream approaches of prevention, many of which you will see in the pages of this report. This year, we were fortunate to have been selected as one of 29 communities **across the country** to receive funding through the **National Association of Counties** and the **Pritzker Children's Initiative** to help us build a comprehensive early childhood system in our community. This opportunity provides a two-year fellowship for me to dive deep on what it would take to develop and execute a local action plan for early childhood in Watauga County. As I step into this new role, I am confident that the council will continue to flourish under the leadership of the board and our seasoned staff and the steadfast commitment to our bold vision. Thank you for your ongoing support and investment in this organization. I am excited for the building momentum for local investments to create a new future for Watauga County, starting with our youngest citizens.



Crystal Kelly, Director of Strategic Initiatives

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Jeannie Parsons, Resource Specialist
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Hellem Stamm, Bilingual Parent Educator
Keila Hernandez-Sullivan, Bilingual Parent Educator
Moriah Stegall, CCR&R Program Assistant
Tasha Fuller, Nurtured Beginnings Program Coordinator
Sophie Rudisill, Moms for Moms Parent Educator
Mat Powell, Front Desk and Child Care
Lindsey Sullivan, Child Care

CONTRACTED STAFF 2017-2018

Wes Berry, Incredible Years Facilitator
Jennifer Phillips, Incredible Years Facilitator
Kati Hamm, Circle of Parents Facilitator
Shawna Duvall, Circle of Parents Facilitator
Margaret Hawkinson, Parent Educator
Terry McIntosh, Child Care
Stephanie Torrie, Child Care
Renee Milligan, Child Care

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
Collaboration
Respect
Family-Friendliness

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.

EARLY CARE AND EDUCATION

- * **Quality Support Program** The Quality Support Program offers free professional development trainings, resources and technical assistance to early childhood educators, directors, staff and families who are enrolled in the Quality Support Program. Quality Support Specialists utilize evidence-based assessment tools (CLASS and PAS) to help child care centers increase the quality of their programs and the quality of their interactions.
- * **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.
- * **Resource Corner** The in-house library contains books, materials and hands-on learning kits as a resource for early childhood college students, child care providers, families, and the community.
- * **WAGES** This program provides education-based salary supplements to early childhood teachers and directors working with children between the ages of birth-5.
- * **NC Pre-K** The North Carolina pre-kindergarten program (NC Pre-K) provides high quality educational experiences for eligible four-year-olds in order to enhance their kindergarten readiness. In Watauga County we had 5 NC Pre-K classrooms.
- * **D.U.A.L. School (Diverse Unified Appropriate Learning)** Boone's Bilingual Preschool serves 3-4 year olds and is made up of four English-speaking and four Spanish-speaking children who are actively engaged in a developmentally appropriate curriculum.
- * **Back to School Festival** The Children's Council serves as the fiscal manager and is involved in the executive planning of this event that offers school supplies, backpacks, clothing, shoes and haircuts to all children in Watauga County.
- * **Children and Baby Fair** The Children's Council hosted it's annual Children and Baby Fair in conjunction with The Week of the Young Child. The fair offered educational materials and lots of fun for parents, early childhood professionals and children.

“Decades of research indicate that the early years of life are a period of exponential brain development, characterized by great opportunity and vulnerability, dependent on the relationships and environment in which the child is growing.”

IMPACT ON THE COMMUNITY



278

...children impacted by their 32 Early Childhood teachers who participated in our Quality Support Program

153

...Early Childhood Teachers attended trainings and workshops offered by our agency.

154

...NEW members joined the Resource Corner and over 800 materials were checked out.



29

...child care providers received salary supplements through the WAGE\$ program over the course of the year.



1200

Over 1200 children received free supplies at the Back to School Festival.

135

...children in 8 preschool classrooms received a weekly rotating bag of Raising A Reader books.

FAMILY SUPPORT

- * **Family Literacy Program** This program offers GED and ESL classes with free child care, transportation, parenting education and support.
- * **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.
- * **Adolescent Parenting Program (APP)** 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 that encourage leadership and mutual self-help, open to any parent.
- * **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 a 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 3-18 years.
- * **Raising A Reader** High quality books are provided to NC Pre-K and Headstart students to be rotated on a weekly basis throughout the school year to assist in kindergarten readiness.
- * **Dolly Parton Imagination Library** Each month a new, free book is mailed to any registered child in Watauga County from birth up to five years of age.
- * **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.
- * **Nurtured Beginnings** A program that provides one to three free, in-home visits to parents of newborns up to 12-weeks-old, along with resources, a free meal, goodie bag, baby blanket and a postpartum depression screening.
- * **MOMS for MOMS** A perinatal and postpartum distress support group that aims to provide nonjudgmental peer support for mothers experiencing perinatal and postpartum distress in an effort to improve maternal mental health.

The Children's Council provides me with so many resources: fun and creative toys to borrow and return for free (Resource Corner), a free book once a month (Imagination Library), baby bucks rewards for attending activities that help me! I spend the baby bucks to get toiletries and supplies. D.U.A.L. School is a happy, caring, creative place where my child is growing in skills (social, motor and cognitive) and confidence. Smiling faces greet us at every turn. Our family is so well supported here. Oh! Free yoga, dinner and child care every week! Amazing!

Children's Council parent

IMPACT ON THE COMMUNITY

255

...home visits were made with the Nurtured Beginnings and APP Programs.

87%

...of Moms for Moms post partum support group survey respondents reported that their attendance in the group empowered them and increased their confidence as a mother.

\$121,776

Over \$121,776 was awarded to working families as a child care subsidy to attend a 4 or 5 star child care facility.

40

...parents enrolled in our Family Literacy/GED program.

257

...families received diapers from our diaper bank totaling over 70,347 diapers.

700

Over 700 Positive Parenting consultations conducted.



128

...parents attended Circle of Parents group meetings and reported an increase in family functioning and knowledge of parenting/child development.

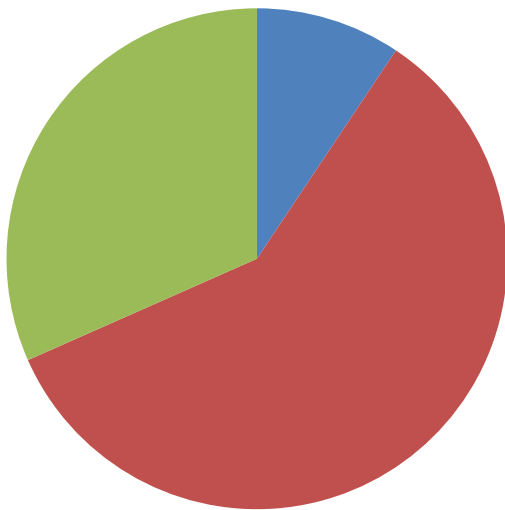
32

...parents attended Incredible Years classes and showed an increase in appropriate discipline, clear expectations, and positive parenting.

11,248

...new, high-quality books were distributed to 1,332 children through the Reach Out and Read and Imagination Library programs.

EXPENSE BREAKDOWN 2017-2018



\$1,382,460.00

- **ADMINISTRATION - 9%**
\$129,473.00
- **EARLY CARE AND EDUCATION - 59%**
\$815,708.00
- **FAMILY SUPPORT AND COMMUNITY OUTREACH - 32%**
\$437,279.00

COLLABORATING FUNDERS

| | |
|---|---------------|
| North Carolina Partnership for Children: | \$ 438,055.00 |
| North Carolina Division of Child Development & Early Education: | \$ 481,602.00 |
| Private Contributions/Fundraisers: | \$ 170,167.00 |
| North Carolina Division of Social Services: | \$ 135,843.00 |
| North Carolina Division of Public Health: | \$ 65,235.00 |
| App Health Care: | \$ 40,000.00 |
| High Country United Way: | \$ 20,078.00 |
| Iredell Partnership for Children: | \$ 12,980.00 |
| Women's Fund of the Blue Ridge: | \$ 10,000.00 |
| Valle Country Fair: | \$ 5,000.00 |
| Watauga County: | \$ 2,500.00 |
| Blue Ridge Electric: | \$ 1,000.00 |

TOTAL: \$1,382,460.00

APPRECIATION

Our board of directors and staff would like to extend a heartfelt "thank you" to all of the many individuals, businesses, churches and organizations who have given to The Children's Council this year. Whether the donations have been in the form of goods, services, time, energy, ideas or money, we are stronger and able to have a larger impact because of YOU! For more information about how to get involved with our work or to join the giving circle, please visit: www.thechildrenscouncil.org



828.262.5424

www.thechildrenscouncil.org

