

# THE CHILDREN'S COUNCIL OF WATAUGA COUNTY, INC.

## 2014 - 2015

### 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.

# Educate



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EDUCATE  
SUPPORT  
INSPIRE





## Early Education has strong Bipartisan Support

### DID YOU KNOW?

“Seven in ten North Carolina voters support a proposal that would increase federal investment to help states provide more access to high-quality early childhood programs for low- and moderate-income families. This includes 51% of Republicans, 67% of Independents and 88% of Democrats.

North Carolina voters were equally supportive of investing in the state’s early childhood education programs. Three-quarters of state voters support expanding access to the NC Pre-K and Smart Start programs so that more children in the state can participate in them. This registers overwhelming support among the electorate with relatively little opposition, as 74% support it and only 24% oppose it.

Voters also support programs that strengthen families, like voluntary home visiting and parent education programs. 70% of North Carolina voters support these programs, including a majority of Republicans (54%), Independents (64%) and Democrats (86%).

There is even stronger support for investments in teacher training and classroom resources— with overwhelming majorities across the political spectrum. Nearly nine in ten voters (88%) support investments so that all preschool and early elementary school teachers are able to teach each child in a way that meets his or her individual needs. This includes 81% of Republicans, 86% of Independents and 94% of Democrats.”

— From the NC Early Childhood Foundation



### Letter from the Director:

Another year has passed and we are pleased to share with you the 2014-2015 Annual Report. Over the past year, The Children’s Council has expanded it’s reach by becoming the contract administrator for the North Carolina Pre-Kindergarten program. Through partnerships with Watauga County Schools and Appalachian State University, we oversee high quality Pre-K classrooms for at-risk children across our county. In addition to our commitment to increase the quality of the early childhood service delivery system, we also continue to heavily invest in family support and provide parenting classes, support groups, resources for working parents, emergency assistance, and home visiting programs for high risk families. Our agency is committed to raising the bar for children and families in Watauga County and we welcome you to join our mission. The early years are the most critical for establishing a strong foundation for future development. We are committed to promoting safe, stable, nurturing relationships and environments for children to thrive. Thank you for your continued support.

~Crystal Kelly, Executive Director

### OUR MISSION

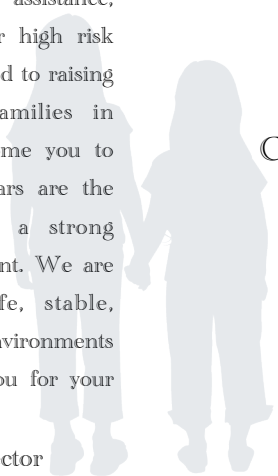
The mission of the Children’s Council of Watauga County is to build a strong foundation for children’s learning and development by strengthening families, the early childhood system, and the wider community.

### 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
- Collaboration
- Respect
- Family-Friendliness



## Early Care & Education

### Impact on the Community

- 22 early childhood classrooms participated in activities designed to increase or maintain their star rating of their center. Those providers cared for approximately 134 children.
- Watauga County has 24 licensed child care facilities in our community. 70% of them are 4 stars or above.
- 52 training sessions were offered and 309 teaching staff attended trainings or workshops offered by the Children's Council.
- 157 NEW members joined the Resource Corner and over 690 materials were checked out.
- 26 child care providers received salary supplements totaling over \$49,000.00 over the course of the year.
- 92% of WAGES participants indicate this program encourages them to stay in their program and pursue higher education.
- 86 children attended the NC PreK program in one of our five classrooms.

**Technical Assistance and Training:** Quality Support 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 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.

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

**NC PreK:** The North Carolina Pre-Kindergarten Program (NC Pre-K) provides high quality educational experiences for income-eligible four-year-olds, in order to enhance their kindergarten readiness.

*"Without the Children's Council, I would be lost. They assist my families in need with parenting classes, a diaper bank, early literacy education and so much more. I attend many great trainings organized by them every year. The provider appreciation dinner is also a highlight and means so much to local early educators. .... the bottom line is that they are the cornerstone of our early childhood community here in Watauga County." ~Christelle Marsh, Early Childhood teacher*



## 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.

*"I would not have been able to attend and complete my GED without the Childcare. The staff was awesome in helping me reach my goals. I am coming back 1 day a week and tutoring other students in math. Giving back makes me feel so good."*-Malinda Lewis

**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:** 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 open for any parent who wants to come! This is an open group that encourages leadership and mutual self-help.

**Incredible Years Parenting Class:** 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.

*"The Incredible Years class changed everything for us: our perspective, our techniques, our confidence, our overall mood. We are a better family now and I think we will just keep getting better."* - Brooke Hester

**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:** Early literacy program that 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 and through all NC PreK classrooms.

**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 each well child visit from 6 months to 5 years.

**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.

*"Went for toddler time - Lochlan had a blast and so did I! Great meeting moms in the area and having a free playtime activity. We will definitely go back!"*—Elizabeth Fowler

## Impact on the Community

- 16 parents enrolled in our onsite GED program and 3 graduated. There were 20 children in the children's program.
- Over 220 families received diapers from our diaper bank totaling over 30,000 diapers.
- 150 children and early childhood educators participated in our Angel Bear Yoga program.
- 21 teens were enrolled in our parenting program and received a total of 179 home visits and 20 group meetings and community outings.
- 71 parents attended Circle of Parents group meetings and reported increase in family functioning and knowledge of parenting/child development.
- 23 parents attended the Incredible Years class and showed an increase in appropriate discipline, clear expectations, and positive parenting.
- 120 children participated in our community book clubs.
- 2000 books were distributed through local pediatricians to young children during their well child visits.
- Over \$140,000.00 was awarded to working families as a child care subsidy to attend 4 or 5 star child care facility.
- Over 700 children received FREE school supplies at the Back to School Festival.



# Board of Directors 2014 — 2015

## OFFICERS

Bruce Kaplan, Chair  
 Allison Meade, Chair Elect  
 Maggie Farrington, Secretary  
 Gary Moss, Finance Committee Chair  
 Jaime Kinner, Programs and Services Chair

## MEMBERS

Carrie Afanador, Children's Ministry Director  
 Anthony Brumfield, Fatih Representative  
 Stephanie Bunch, Appalachian District Health Dept.  
 Lori Henson, Family Child Care Home  
 Paul Holden, Watauga County Schools  
 Billy Kennedy, County Commissioner  
 Tina Kesler, CDSA representative  
 Meggan Knight, Business Leader  
 Lynn Lefever, Caldwell Community College  
 Cindy McGaha, Appalachian State University  
 Sheila Parker, Watauga County DSS  
 Sherry Street-Tobin, Local Interagency Council

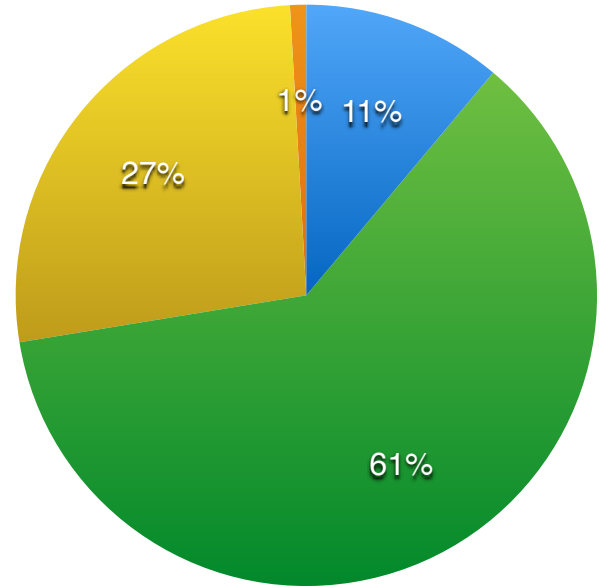
## Staff 2014-2015

Crystal Kelly, Executive Director  
 Charisse Cuthbertson, Contracts and Financial Manager  
 Wanda Harrell, Child Care  
 Katie Kyles, Workstudy student  
 Lee Marshall, Child Care Resource and Referral Coordinator  
 Birdie McKinney, Child Care  
 Jeannie Parsons, Resource Specialist  
 Hellem Quivera, Child Care  
 Monica Saner, Workstudy student  
 Mary Scott, Early Literacy Coordinator  
 Moriah Stegall, Adolescent Parenting Program Coordinator  
 Robin Triplett, Family Services Coordinator  
 Hunter Varipapa, NC PreK Coordinator  
 Lynette Walker, Parent Educator

## CONTRACTED STAFF

Gary Childers, Parent Educator  
 Caroline Dollar, Child Care  
 Kati Hamm, Parent Educator  
 Mollie Simmonds, Child Care  
 Sue Vannoy, Parent Educator

- Administration
- Family Support
- Early Care and Education
- Community Outreach



## COLLABORATING FUNDERS

~Smart Start Allocation:	\$427,116.00
~North Carolina Division of Child Development and Early Education:	\$424,890.00
~North Carolina Department of Health and Human Services:	\$101,970.00
~North Carolina Division of Public Health:	\$59,802.00
~Private Contributors and Fundraising:	\$48,092.00
~Mitchell Yancey Partnership for Children:	\$32,394.00
~Appalachian District Health Department:	\$30,000.00
~Iredell Partnership for Children:	\$15,278.00
~Women's Fund of the Blue Ridge:	\$15,500.00
~High Country United Way:	\$13,500.00
~North Carolina Partnership for Children:	\$8,758.00
~Valle Country Fair:	\$2,500.00
~Boone Service League:	\$1,000.00
<b>TOTAL:</b>	<b>\$1,180,800.00</b>

Thank you to our local and state sponsors who have provided financial support over the past year. We are also grateful for the numerous groups and individuals that give generously to the Children's Council's programs and services. Your investment helps us towards the greater vision of a community that supports, nurtures and empowers children and families. For more information about how to get involved with our work or to join the giving circle, please visit [www.thechildrenscouncil.org](http://www.thechildrenscouncil.org).



Gary T. Moss Jr., CFP® &  
Patricia L. Smith, CFP®, ChFC®, CLU®

