



A BOLD VISION FOR OUR FUTURE

**ANNUAL
REPORT
2016-2017**



FROM THE BOARD CHAIR

Dear Friends,

It is hard to believe that the Children's Council of Watauga County has been nurturing, educating and supporting young infants, children, and their families for **40 years!** The Children's Council has grown from a small, single-vision grassroots organization in 1977 to offering over 20 services and programs in 2017. Some of the newest programs include D.U.A.L. School (Boone's only bi-lingual preschool); Dolly Parton Imagination Library (free, high-quality books for children); and Nurtured Beginnings (free home visiting program for new parents). Each of these programs were made possible solely from community support!

The number of children and families receiving excellent service from the staff at the Children's Council has continued to increase. Along with the higher number of participants in our programs comes a greater need to increase funding. The Children's Council has been extremely diligent in the stewardship of the funds it receives. Because of this stewardship, fundraising has increased year after year, which is going right back into these much needed programs.

The future of the Children's Council looks extremely bright. In my opinion this is due to two main reasons. First and foremost, the staff. This organization has such a seasoned, well educated, caring staff that utilizes their passion day in and day out to support thousands of parents, children and caregivers each year. Second is the countless donors and board members that contribute in various ways to the organization through the volunteering of their time and through financial support. At a time when funding is decreasing across the board from federal and state agencies, the supporters of the Children's Council have stepped up. For that, we are grateful and humbled by the generosity of so many. This gives us hope and excitement for what the next 40 years will bring for the children of Watauga County.

Gary Moss



FROM THE DIRECTOR

We are excited to share the success of our programs with you in our 40th Anniversary Annual Report to the Community! Over the past year, the board and staff have explored new models for our work together so that we can have the greatest impact for children, families and early education teachers. We have come together to imagine a community where children have what they need, beginning at birth, to enable them to reach their fullest potential. We strive to blend our passion and our purpose together and are rooted in the belief that **all** children deserve **safe, stable, and nurturing** relationships and environments. We believe this vision can become a reality in Watauga County through community partnerships and alliances around this common goal. Through our work within the childcare community, the county schools, social service agencies, other child serving nonprofits, and with families and caregivers of young children, we are strengthening this vital foundation for our children. Thank you for your interest and investment in this organization so that we can direct our resources towards our greatest community asset: Our Community.

Crystal Kelly



BOARD OF DIRECTORS 2016-2017

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STAFF 2016-2017

Crystal Kelly, Executive Director
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Charisse Cuthbertson, Contracts and Financial Manager
Morgan Shuler, Administrative Assistant
Taylor Bowers, Administrative Assistant
Mary Scott, Program and Outreach Coordinator
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Tess Kurtz, Child Care Resource and Referral Assistant
Robin Triplett, Family Services Coordinator
Jeannie Parsons, Resource Specialist
Hellem Quivera, Bilingual Parent Educator
Sophie Dansereau, D.U.A.L. School Lead Teacher
Tasha Fuller, Nurtured Beginnings Program Coordinator
Matt Powell, Front Desk and Child Care
Lindsey Sullivan, Child Care
Makayla Hull, Child Care

CONTRACTED STAFF 2016-2017

Sue Vannoy, Incredible Years Facilitator
Miranda Schooley, Incredible Years Facilitator
Jennifer Phillips, Incredible Years Facilitator
Wes Berry, Incredible Years Facilitator
Kati Hamm, Parent Educator
Maggie Hawkinson, Parent Educator
Renee Milligan, Child Care
Merritt Rogers, Child Care
Cheyenne Levinson, Child Birth Educator
Lauren Stengele, D.U.A.L. School Program Coordinator

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 PreK** 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.

“ Research on brain development is changing how we think about the early years. It has produced new insights on interacting with a child, managing behavior and preparing children to enter school healthy and ready to learn. ”

IMPACT ON THE COMMUNITY



337

...children impacted by their 24 Early Childhood teachers who participated in our Quality support Program

225

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

167

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



29

...child care providers received salary supplements totaling \$41,378 over the course of the year.



800

Over 800 children received free supplies at the Back to School Festival.

128

...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 parents.
- * **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 PreK 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 through 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.

"This is one of the best programs for our community in terms of early education. I love the books that come in both English and Spanish. Even though I do not speak Spanish, I try to expose my child to it because I know the value of speaking multiple languages. I feel very lucky that our community has access to this program. Some of our very favorite books have come from this program. Thank you!"

Imagination Library parent

IMPACT ON THE COMMUNITY

239

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

100%

...of Moms for Moms Post-partum support group survey respondents reported that the group helped them to perform their daily responsibilities better.

\$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.

33

...parents enrolled in our Family Literacy program and 4 graduated with their GED. There were 26 children in the children's program.

293

Over 293 families received diapers from our diaper bank totaling over 47,687 diapers.

700

Over 700 Positive Parenting consultations conducted.



72

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

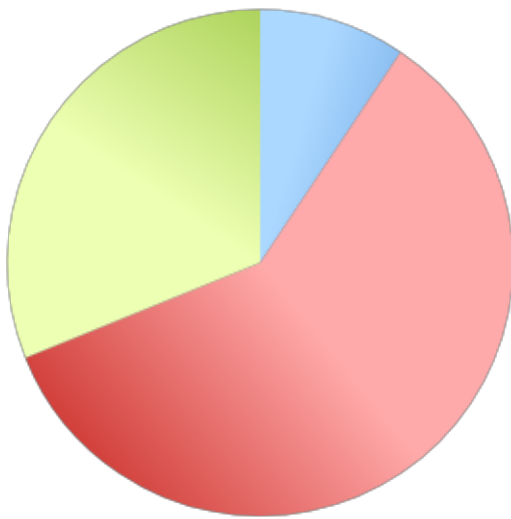
24

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

12,600

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

EXPENSE BREAKDOWN 2016-2017



\$1,257,589.00

- ADMINISTRATION - 9%
- EARLY CARE AND EDUCATION - 60%
- FAMILY SUPPORT AND COMMUNITY OUTREACH - 31%

COLLABORATING FUNDERS

North Carolina Partnership for Children:	\$435,810.00
North Carolina Division of Child Development & Early Education:	\$420,516.00
North Carolina Division of Social Services:	\$114,873.00
North Carolina Division of Public Health:	\$59,940.00
App Health Care:	\$39,904.00
High Country United Way:	\$15,642.00
Iredell Partnership for Children:	\$12,034.00
Blue Ridge Partnership for Children:	\$7,327.00
Blue Cross Blue Shield of North Carolina Foundation:	\$5,000.00
Valle Country Fair:	\$5,000.00
Blood, Sweat, & Gears:	\$5,000.00
Women's Fund of the Blue Ridge:	\$5,000.00
North Carolina Early Childhood Foundation:	\$1,000.00
TOTAL:	\$1,127,046.00

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



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