



45
YEARS



CHILDREN'S COUNCIL OF WATAUGA COUNTY

ANNUAL REPORT | 2020-2021



2,730
CHILDREN,
PARENTS,
AND TEACHERS
SERVED

In 2022, we will celebrate our 45th year of serving young children and families in Watauga County. The board and staff are pleased to present this past years' accomplishments which would not have been possible without the support of our donors. We hope you will proudly celebrate with us - as these are our accomplishments together! We have much planned for 2022, including a birthday celebration that we hope you'll be able to attend.

EDUCATE

SUPPORT

EARLY CARE & EDUCATION PROGRAMS

Services that produce high-quality early childhood education, early childhood literacy development, and that support the local early childhood workforce.

PARENT EDUCATION & FAMILY SUPPORT PROGRAMS

Programs and services that provide parent education and support for families during their child's first years of life.

“ My biggest take-away was probably just the importance of early childhood. I really never thought about it until I took classes and then working with you – I never really thought about the importance of the ages zero to two. That’s my biggest take-away; and I have learned more about teaching because of you and the program, but I have also grown as a person and as a teacher. ~ Michelle, infant toddler teacher ”



212 PARENTS

and

13 EARLY CHILDHOOD EDUCATORS

received Triple P [Positive Parenting Program] support, impacting

355 CHILDREN.



1,029

CHILDREN

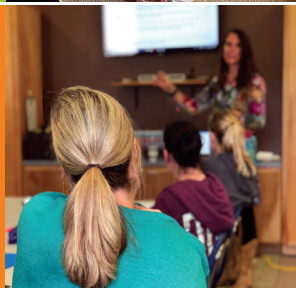
received books from the Dolly Parton Imagination Library.



250

EARLY CHILDHOOD EDUCATORS

received training and support.



19

TEEN PARENTS AND THEIR CHILDREN SERVED



70,210

DIAPERS WERE GIVEN TO LOCAL CHILDREN



8

STUDENTS

served in our on-site preschool program, Dual School.



79

CHILDREN

were served in our local NC Pre-K programs



30 PARENTS and 59 CHILDREN

participated in the Incredible Years program



46

PARENTS

participated in the Circle of Parents support groups.

18 CENTERS

are going above and beyond to improve the quality of their teacher-child interactions by participating in our Pathways to Accreditation program; producing higher quality programs.



“ Like any other parent, we didn't have our stuff together. Life gets in the way, and before you know it, your "babies" are growing up. We weren't perfect parents, and the IY classes didn't make us perfect, but it did make us better parents. Beforehand, I was quick to anger, shouting more than I wanted, and giving more commands than I could count. I played with my kids, but the engagement and connection wasn't as strong as I wanted it to be. Enter the Incredible Years classes. When you hear the lessons and read the book, it's like: Oh yeah, that makes sense. And it clicked with our kids, too. We played. We connected. We communicated. We praised, and we all grew for the better. ~ Andrea ”

FINANCIALS

FINANCIALS 2020-2021

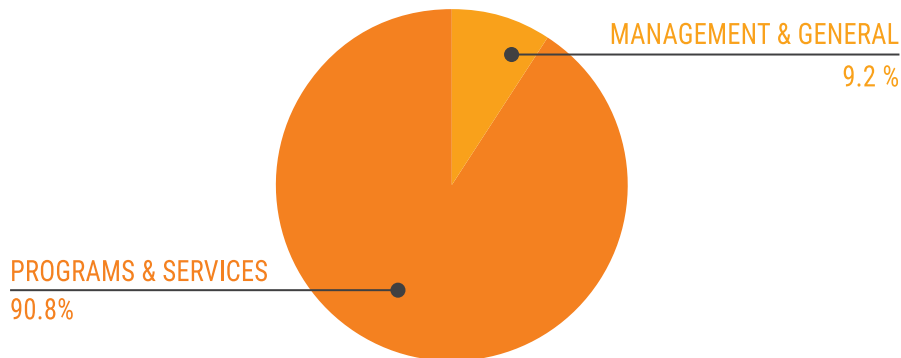
Total Assets	\$348,897
Total Liabilities	\$33,059
NET ASSETS/FUND BALANCES	\$315,838

FROM 990 - FY 20-21, ENDING JUNE 30, 2021, UNAUDITED

STATEMENT OF FUNCTIONAL EXPENSES

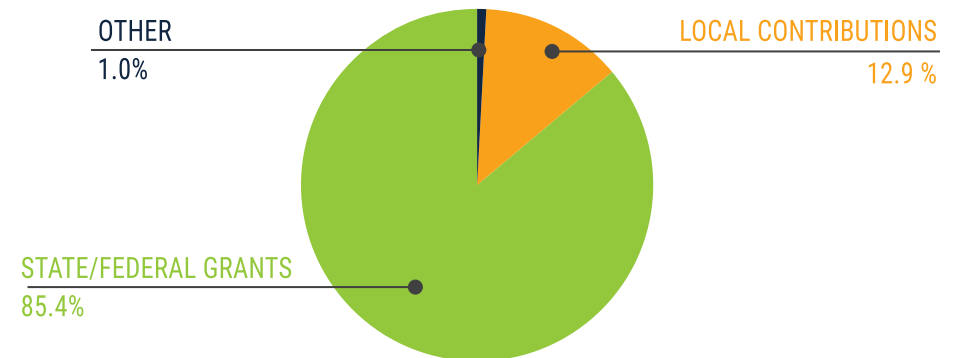
TOTAL EXPENSES	\$1,678,465	
Programs & Services	\$1,523,231	91%
Management & General	\$155,234	9%

FROM 990 - FY 20-21, ENDING JUNE 30, 2021, UNAUDITED



STATEMENT OF REVENUE

Total Revenue	\$1,625,721
Contributions & Grants	\$1,597,912
Program Service Revenue	\$9,987
Other	\$16,474
Investment Income	\$1,348





INSPIRE

INITIATIVES THAT ENGAGE OUR BROADER COMMUNITY ON BEHALF OF YOUNG CHILDREN.

23
STAFF WERE TRAINED IN RESOURCES FOR RESILIENCE



82
FAMILIES SERVED
During COVID we had to go to families when families couldn't visit our office. During the Fall of 2020, we loaded up our van and went to local neighborhoods, parks, and church parking lots to serve our community.



144
FAMILIES SERVED
Many families found themselves in crisis during COVID and we partnered with our fellow community agencies to provide case management services to help families link to necessary services and resources, and to make sure their needs were being met.



315
CHILDREN SERVED
Partnered with the Heath & Hunger Coalition who provided space for our diaper bank so families could access multiple community services in one location. We provided diapers, wipes and infant formula to 315 children.



PROVIDED STAFF LEADERSHIP AND FISCAL SPONSORSHIP FOR TWO LOCAL INITIATIVES:

WATAUGA COMPASSIONATE COMMUNITY INITIATIVE

An initiative to build a more trauma-informed and resilient community that is able to prevent, recognize and treat trauma by creating safe, stable, nurturing environments and relationships through education, advocacy and policy change.



ELEVATE WATAUGA

Watauga County's early childhood initiative which is committed to advancing the most promising prenatal-to-three policies and programs to create and expand systems of support for families—reaching every mother and child at or before birth—and increasing access to affordable, high-quality infant and toddler child care and learning environments in settings that meet the varied needs of families.



Established the

EARLY CHILDHOOD DEVELOPMENT & EDUCATION FUND FOR WATAUGA COUNTY, a fund where private and public dollars can be combined to support early childhood work in our community.



SERVE

PROGRAMS & SERVICES

- Adolescent Parenting Program
- Triple P - Positive Parenting Program
- The Incredible Years
- Circle of Parents
- Family Connects
- Diaper Bank
- Family Navigation
- NC Pre-K

- Child Care Resource & Referral
- Pathways to Accreditation
- Dual Subsidy Quality Enhancements
- Infant Toddler Initiative
- Dual Language Preschool
- Raising a Reader
- Dolly Parton Imagination Library
- Resource Library

KEY FUNDING PARTNERS

