

The Children's Council



ANNUAL REPORT

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From the Director:

With another year as executive director of this organization, I am humbled by the outpouring of support we have received from community members, area businesses, philanthropic groups, and collaborating agencies who share in our commitment to build a community where all children are supported to live a healthy, happy life and come to school ready and prepared to learn. We know the importance of the earliest years in building a foundation for lifelong success and believe that this investment in families will improve the quality of life for all of us. We pride ourselves on being the place for parents and professionals to turn to for support, resources, and a welcoming place to learn and explore.

The Children's Council of Watauga County has a long history of serving children and families in our community. Throughout the years, we have responded to the needs presented by collaborating agencies and community stakeholders through innovative programming to serve our most vulnerable children. As we continue to grow and change, we are committed to providing leadership and advocacy surrounding the needs of all children and families in our county. Thank you for your continued support of our work. Our comprehensive focus on early care and education, family support programs and services, literacy, health, and community outreach and networking allows us to build a stronger system for young children. We are grateful for all of you that help make this happen!

Warm Regards,

*Crystal Kelly
Executive Director*

Vision:

The Children's Council positively affects every child in Watauga County.

Mission:

We build upon the strengths of children, families, and educators by investing resources, information, and training towards promoting the future health and success of our greatest community asset – Our Children.

Services and Programs

Annual Services Report

- A total of 1,109 childcare spaces were maintained.; 934 children were enrolled in regulated child care
- 30 early childhood classrooms participated in activities designed to increase or maintain the star rating of their center and those providers care for 349 children.
- 57 training sessions were offered and 284 childcare providers participated in trainings offered by CCWCI.
- 106 NEW members joined the Resource Corner and over 500 materials were checked out
- 306 children received kindergarten readiness bags
- 20 childcare providers received salary supplements and those providers care for 348 children.
- 72 NC Pre K spaces were maintained through Watauga County Schools
- 17 childcare centers, 8 school age centers, and 9 family childcare homes operated this past fiscal year. 32/34 of these homes and centers have a star rating of 3, 4, or 5.
- 23 families received home visits through the Parents as Teachers program
- 26 parents attended GED classes and 4 graduated in 2013. 28 children received childcare for their parent to attend classes
- 55,000 diapers were distributed serving 143 families with young children
- 94 group sessions were offered to the community
- 15 parents attended intensive parenting classes
- 2874 books were distributed through local pediatricians to 2775 young children

Early Care & Education

Childcare Referrals Trained childcare specialists maintain a database on local childcare providers in conjunction with the regional call center. Parents can learn of available spaces and also obtain information on choosing quality care and on the star rating system.

Technical Assistance Childcare 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).

Training Childcare Providers Periodic workshops and training 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 childcare issues, 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, childcare 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.

NC Pre K Classrooms in four of the county's elementary schools serve four year old children that will be entering kindergarten the following year at no cost. The Children's Council supports this program through funding and technical assistance.

Family Support

Parents As Teachers Families with at risk children are visited monthly by a qualified full time educator. Information on children's cognitive, social, and emotional skills is conveyed and presented on an individual basis.

Family Literacy Program This program offers on-site GED classes with free childcare, transportation, 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.

Angel Bear Yoga Children's yoga program created to nurture the spirit of a child while fostering a sense of wonder and deep appreciation for nature offered monthly to area childcare centers and onsite.

Incredible Years Parenting Class This class is offered to the parents of children 2-5 years old that fosters healthy development in young children through 14 week long series focusing on strengthening parenting competencies and promoting effective strategies for managing children's difficult behaviors.

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.

Program Coordination The Children's Council collaborates with county agencies, organizations, and businesses to implement and maintain many programs in the community. Monetary support, technical assistance, and consultation are provided.

Childcare Subsidy-Distributed through a partnership with Watauga County DSS, this program offers funds for working parents with young children to obtain childcare in a 4 or 5 star center.

FY 2012 – 2013 Financial Report Information

Administration:	\$121,296.08
Program Coordination & Evaluation:	\$13,063.00
Child Care Subsidy:	\$162,926.00
Early Care & Education:	\$117,467.75
Family Support:	\$135,286.00
Other Income (Donations/Fundraising)	\$25,896.44
TOTAL :	\$575,935.27
Collaborating Agencies:	
Smart Start/North Carolina Partnership for Children	\$449,836.68
Mitchell/Yancey Partnership for Children- Admin	\$24,368.40
United Way	\$19,500.00
Private Contributions	\$17,328.20
Appalachian District Health Department:	\$11,000.00
Program Income:	\$10,817.75
Donations/Fundraising	\$10,679.24
NC Division of Child Development:	\$10,805.00
High Country Women's Fund:	\$8,100.00
Town of Boone	\$8,000.00
Appalachian Women's Fund	\$3,000.00
Valle Country Fair	\$2,500.00
TOTAL of Collaborating Funders:	\$575,935.27





"Experts tell us that 90% of all brain development occurs by the age of five. If we don't begin thinking about education in the early years, our children are at risk of falling behind by the time they start Kindergarten."

- Robert. L. Ehrlich



"The program makes me feel that there is somebody who cares about what I do with my kids and they help me do it better. This program is the best help our children can have before going to school." ~Parent



Watauga County Statistics 2012-2013

1 in 4 children are living below the poverty level...but the good news is...

- **80%** of children enrolled in Medicaid received well child visits
- **78%** of children who receive subsidy are enrolled in 4 or 5 star centers
- **74%** of low income children are enrolled in early care and education programs (e.g., subsidized child care, Head Start, NC Pre-K, or Title 1 public school pre-kindergarten)