



# IMPACT REPORT FOR 2022

In 2022, the Children's Council celebrated 45 years of serving families and children in our community.



# HOW OUR DONORS MAKE A DIFFERENCE

With the support of our donors, we served 2,452 people last year through our programs and services.

1,825 children

+ 441 parents

+ 186 early childhood educators

= 2,452 Served

## Our team of trained parent educators and early childhood professionals:

### CONDUCTED

277 home visits with local families to provide parenting support and education. We worked one-on-one with children to engage them in child development activities, conducted developmental assessments, and taught their parents how to support their healthy growth and development.

### HELD

over 180 group meetings and training classes for parents and early childhood professionals.

### DISTRIBUTED

nearly 70,000 diapers to children in our community.

### SERVED

over 1,000 children through early childhood literacy programs.

### PROVIDED

high-quality, early childhood education to 95 children enrolled in the NC Pre-K program and nine children who participated in the Dual School program for English language learners.

### SUPPORTED

increased the wages of lead teachers in local licensed child care programs.

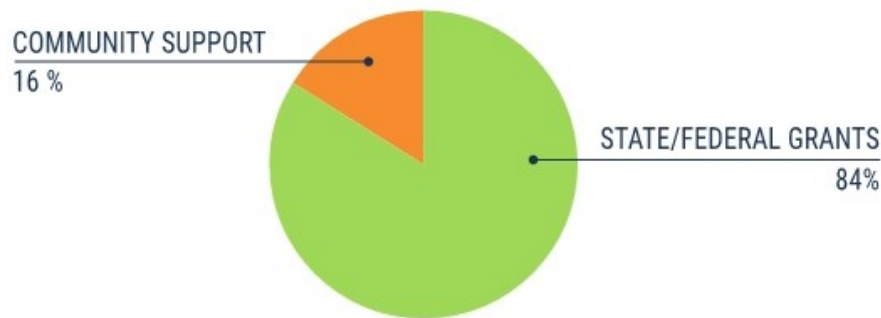
# FINANCIAL INFORMATION

TOTAL REVENUE ..... \$2,070,694

TOTAL EXPENSES ..... \$1,911,372

NET ASSETS ..... \$494,910

## INCOME SOURCES

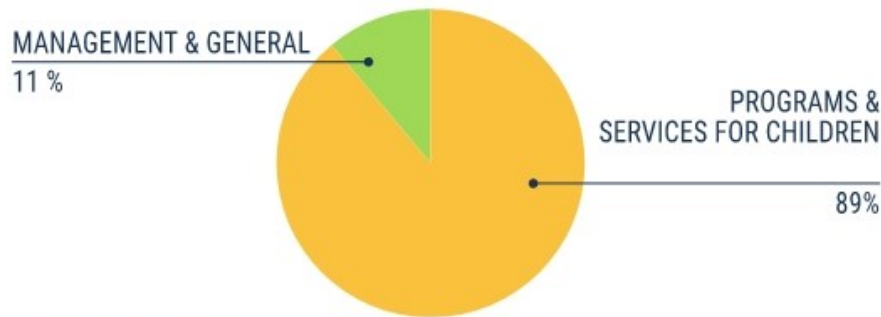


## BREAKDOWN OF EXPENSES



89 CENTS

portion of every dollar we spend on programs for children in our community



## KEY FUNDING PARTNERS



# OUR WHY

The early childhood phase from infancy to five years of age is the single most vulnerable, teachable, and definable point in a person's life. Infant's brains form rapidly during these first few years of life. In fact, there are twice as many brain synapses occurring in two-to-three-year old's brain than that of an adult.

The more a child is exposed to stimuli, like language and positive interactions with caregivers, the stronger those synapses become. A child's interactions and surroundings during this time have a dramatic effect on the pace and strength of these advances.

**A baby's brain makes 1 MILLION neural connections EACH SECOND from birth to age 3!**

**Brain development is influenced by a child's relationships, experiences, and environments.**

**90% of brain development occurs before age 5.**

Our hope is that every child can live in nurturing environments where they are safe and happy, and where their healthy growth and development are supported.



# OUR VISION & MISSION

Early childhood is an extraordinary time for everyone. The Children's Council of Watauga County's primary purpose is to provide a strong foundation for all children and their families.

## 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.

## OUR MISSION

Our mission is to **build a strong foundation for children's learning and development** by strengthening families, the early childhood system, and the community.

The mission is rooted in our passion for empowering families, providing resources and education for child caregivers, and offering outreach and partnership opportunities to our community at large.



**OUR LITTLEST LEARNERS ARE OUR GREATEST INVESTMENT!**



# OUR PROGRAMS

The Children's Council offers programs and services to support parents and other adults who are raising a young child, as well as educators who care for young children in child care centers.

## PARENT EDUCATION & FAMILY SUPPORT PROGRAMS

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

**Adolescent Parenting Program**

**Parents as Teachers**

**Triple P - Positive Parenting Program**

**The Incredible Years**

**Circle of Parents**

**Family Connects**

**Diaper Bank**

**Family Navigation**

## EARLY CARE & EDUCATION PROGRAMS

Services that produce high-quality, early childhood education for children and support the local early childhood workforce:

**NC Pre-K**

**Child Care Resource & Referral**

**Pathways to Accreditation**

**Dual Subsidy Quality Enhancements**

**Early Childhood Literacy Programs**

## EARLY CHILDHOOD LITERACY PROGRAMS

Programs that promote early childhood literacy skills and encourage parents and caregivers to read daily with their children:

**D.U.A.L. Preschool**

**Raising a Reader**

**Dolly Parton Imagination Library**

**Resource Library**

In addition to the programs and services for families and caregivers, we also lead and direct various initiatives to convene stakeholders around common agendas related to strengthening the early childhood system and community development.



# OUR NEW INITIATIVES

## LAUNCHED PARENTS AS TEACHERS IN 2022

In our Parents as Teachers program, we serve a wide range of families from teen parents to grandparents raising their grandchildren. Parents as Teachers (PAT) is an evidence-based home visiting program for parents of children birth to age three. Trained parent educators who visit families in their homes at least twice a month to discuss their child's development and to teach and model parenting skills and techniques. Families also benefit from monthly group gatherings with other parents of like-aged children and connections to community resources. Parent educators conduct annual development assessments on each child in the program and, when needed, makes referrals to help families access



Scan QR code to watch the video about this program.



## NEW IN 2023!

### Spring 2023

#### **Support Group for Fathers**

For his fall 2022 internship, board member Wes Berry gathered a group of local fathers to provide mentoring and support to one another. The program was well received and will continue in 2023 under the leadership of one of the dads from the group.

### FALL 2023

#### **Home Based Child Care Network**

The majority of young children in our community are cared for in a home-based setting during the day while their parents work. Funding from the Blue Cross Blue Shield Foundation will provide support to home-base caregivers by establishing a home-based child care network.

