

Annual Report 2015-2016



Each Child. Every Community.

Ensuring that all children enter school healthy and ready to succeed.



Mecklenburg Partnership for Children
601 E 5th Street, Suite 500, Charlotte, North Carolina 28202
www.smartstartofmeck.org | 704-377-6588

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Year in Review

A Letter from Our Current & Past Board Chair

Smart Start works on a fiscal year so this letter encompasses July 1, 2015- June 30, 2016. We are so proud of our board and staff's work to support this community as we remain focused on the mission of improving early childhood opportunities for all children in Mecklenburg County to be ready for kindergarten success. While continuing to support our existing health, family support and early childhood education programs, this year we are excited to have been able to expand early literacy efforts as well as partnering with ZFIVE to conduct meaningful community conversations with parents of young children.

This year, Smart Start announced the expansion of our financial and administrative support of Reach Out and Read clinics to include Biddle Point Medical Clinic, Randolph Pediatric Clinic, and two Mecklenburg Health Department sites, all of which serve high numbers of Medicaid patients. Reach Out and Read is a pediatrician-driven literacy program that provides children with age-appropriate books during well child visits. Advancing this literacy initiative, we also successfully expanded our partnership with the Hearts Beat as One Foundation to register families in additional "high-risk" zip codes for Dolly Parton's Imagination Library - a program that provides children with a book each month beginning at birth until they enter kindergarten at age five. Both of these programs work to promote a love of reading by helping to create literacy-rich environments in the homes of children that might not otherwise have a home library.

In November 2015, Smart Start and ZFIVE - a community of people that all work to support social and emotional health of children zero to five - identified a wonderful tool, *The Raising of America Signature Hour* by California Newsreel. The documentary set the catalyst for meaningful and significant conversations with a diverse population of parents of young children, civic, faith and public leaders about stressors that families with young children juggle daily to provide affordable, high quality childcare. A video of findings is located on the Smart Start website. The findings were forwarded to Senator Jeff Jackson and Senator Jeff Tarte who Co-chair the NC Early Childhood Bipartisan Task Force for use on statewide level.

It is important to note that the 5th Annual Teddy Bear Breakfast entertained over 400 parents and young children as they danced to the music of Don Jonas and Chip Meyer, were spellbound by performances from the Charlotte School of Ballet and Drills of Hope Marching Team, and listened intently to storyteller Donna Washington's tale of *The Gift Bear*. As always, attending children selected and adopted a uniquely dressed stuffed animal and took home a new copy of *Tumble Bumble* to read to their critter before bedtime.

By developing new partnerships with community leaders, increasing families' access to books, and facilitating conversations with parents, we hope to make a positive impact on the lives of children. On behalf of the Board and our staff, thank you to everyone who supports Smart Start of Mecklenburg County in our mission to improve the lives of young children and their families in our community.

Sincerely,



Barbara K. Bascom

Barbara K. Bascom
Past Board Chair



Carrie Reeder-Petkavitch

Carrie Reeder-Petkavitch
Current Board Chair

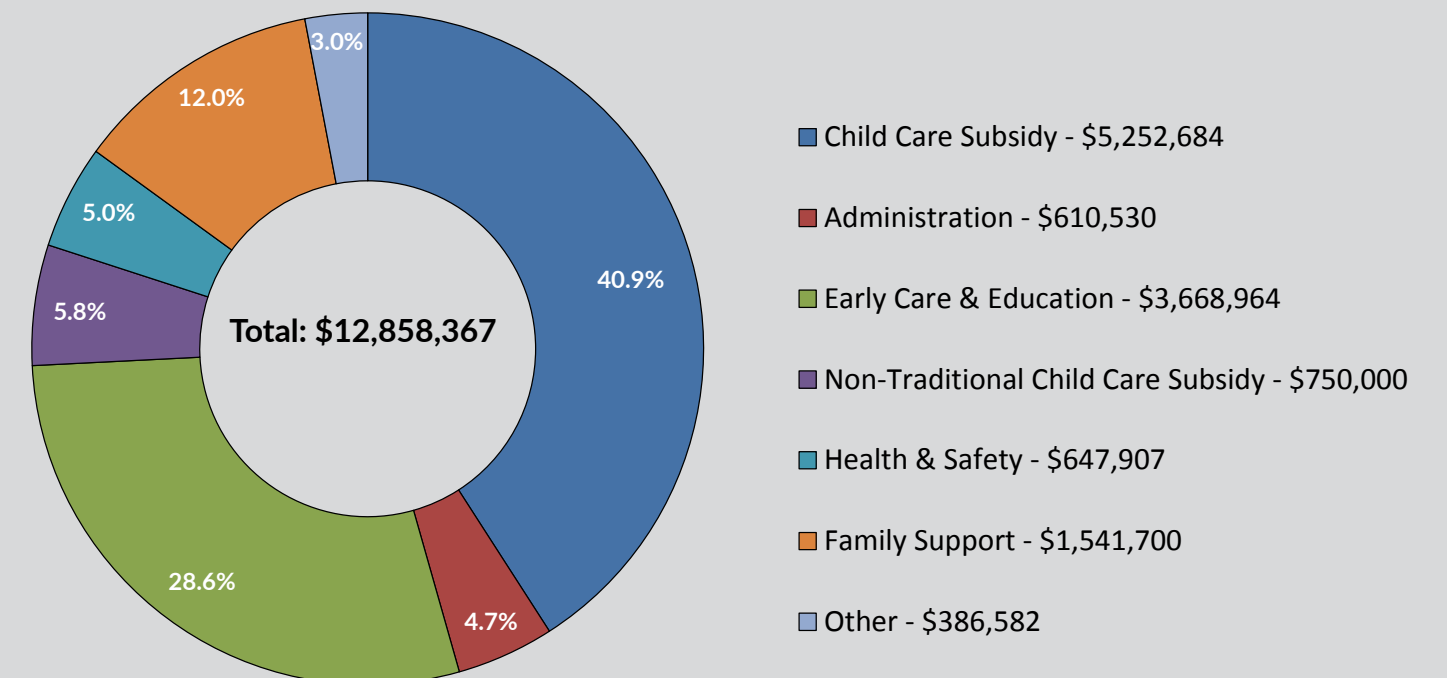
Financial Report

Smart Start of Mecklenburg County distributes both public and private dollars to fund Evidence-Based & Evidence-Informed programs that support children from birth to 5 years old. All of our programs work toward the mission of preparing every child to be ready to learn when they enter kindergarten.

Fiscal Year 2015-2016 Revenue

Revenue	Amount
State Awards and Contracts	\$7,439,125
Federal Awards	\$ 66,896
Private Contributions	\$ 63,949
Special Fundraising Events	\$ 15,854
Other Revenue	\$ 54,334
Subsidy	\$5,252,684
Total Revenue	\$12,892,842

Fiscal Year 2015-2016 Expenditures



Health

Early intervention and treatment for physical, mental and socio-emotional conditions provide long lasting positive impacts on a child's life. Smart Start of Mecklenburg County funds programs to identify children with unmet health needs, and helps them obtain services. Our programs extend beyond the pediatrician's office to involve parents, families, and child care providers.



183
Families seeking autism services received one-on-one consultation and support by the GPS Coordinator.

Programs:

- ABCD - Assuring Better Child Health & Development
- Early Childhood Intervention - Novant Health Presbyterian Medical Center
- GPS - Guiding Parents to Services - Smart Start
- Polliwog Project - Thompson Child & Family Focus

389
Children ages 0-3 referred to the Children's Developmental Services Agency or Mecklenburg County Coordinated Care for Children by Early Interventionists at Novant Health.

1,545
Hours that Polliwog has provided of specialized therapy to children

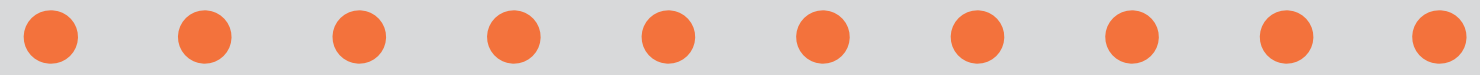
Family Support

Offering encouragement and support, empowering parents to be confident leaders in their children's lives.

1,386
Children participated in Raising a Reader Program

Programs:

- Family Education and Support - Thompson Child & Family Focus
- Nurse-Family Partnership - Care Ring
- Raising A Reader - Child Care Resources Inc.
- Reach Out & Read - Smart Start
- Resource & Referral - Child Care Resources Inc.
- Safe Journey's Parents as Teachers - Communities In Schools
- Smart Start Healthy Families Mecklenburg - Mecklenburg County Health Dept
- YMCA Parents as Teachers - YMCA of Greater Charlotte



Kara's Story Smart Start Healthy Families Mecklenburg

Kara was admitted to the program when she was 13 years old, pregnant and living in a maternity home. Kara and her baby were placed in Foster Care when her baby was two months old. After three years in Smart Start Healthy Families Mecklenburg (SSHFM), Kara turned sixteen years old, ended the school year with straight "A's" and is now a junior in high school. Her case worker describes Kara as being very focused. She is an advocate for children in Foster Care and serves as a board member of Strong Able Youth Speaking Out (SAYO). Kara was selected to go abroad and selected to go to Raleigh to support children in Foster Care, but was unable to go because the county would not pay for either trip. She recently completed the "Be Collegiate Camp" at Johnson C. Smith University. The success of Kara is truly admirable.



(Name has been changed to protect identity)

Early Childhood Education

80% of Smart Start of Mecklenburg County's funding went to programs in early care and education in Fiscal Year 15-16. These programs help parents afford quality child care and encourage child care providers to strive to provide the highest quality care possible.

Programs:

- Charlotte Bilingual Preschool
- Child Care Health Consultants - Mecklenburg County Health Dept
- Child Care Subsidy - Mecklenburg County Dept. of Social Services & Child Care Resources Inc.
- Directors' Leadership Academy - Child Care Resources Inc.
- Dolly Parton Imagination Library
- Early Childhood Teacher Education - Central Piedmont Community College
- Healthy Futures Starting in the Kitchen - Central Piedmont Community College
- Infant Toddler Quality Initiative - Child Care Resources Inc.
- Lakewood Preschool Cooperative
- North Carolina Pre-Kindergarten - Charlotte-Mecklenburg Schools
- Reach for the Stars - Child Care Resources Inc.
- Smart Start Education Award
- Smart Start Rewarding Excellence
- Star Guard: Quality Maintenance Initiative - Child Care Resources Inc.
- The Learning Collaborative
- Thompson Child Development Center



72

Child Care Administrators were served through the Director's Leadership Academy.

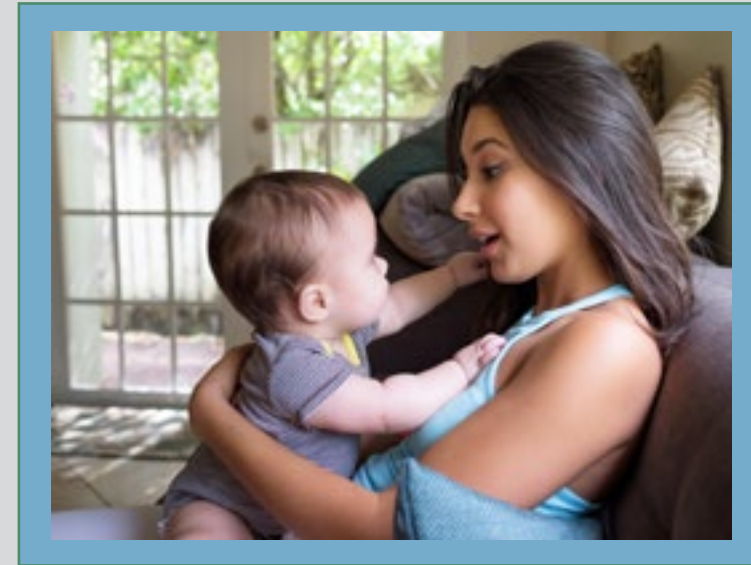
5,411

Children enrolled in child care facilities received an on-site consultation from a Child Care Health Consultant.

66

4 & 5 star child care facilities participated in the Smart Start Rewarding Excellence program.

Jessica's Story Child Care Resources Inc. & Safe Journey



Jessica, a Spanish speaking teen mother called Child Care Search at Child Care Resources Inc. (CCRI) for assistance after being referred by the Mecklenburg County Department of Social Services. Jessica was finishing her junior year in high school and 7 months pregnant. She felt overwhelmed, worried and depressed when she initially called. She was unfamiliar with resources for help, including not knowing how to find child care for her soon-to-be-born baby girl. Jessica also stated she didn't feel comfortable visiting providers because of the language barrier.

The bilingual parent counselor talked to Jessica in her native language which immediately helped Jessica feel more at ease. Jessica was informed about child care subsidy and was determined to be eligible and placed on the waiting list. The parent counselor provided referral information for Safe Journey Adolescent Parenting Program and Mecklenburg County Early Head Start programs. The parent counselor completed a contact form for CCRI's Early Head Start program to initiate that intake process.

After discussing the types of care available for an infant, the star-rated license and quality indicators, Jessica decided to pursue higher star rated child care centers and family child care homes. After the call, the parent counselor searched for programs that met Jessica's needs and preferences and conducted an enhanced referral, calling providers to see if they had vacancies. After identifying several programs with openings for an infant, the parent counselor mailed the referral list to Jessica along with resource information and three Spanish brochures: *Quality Counts*, *Compliance Counts*, and *Planning Counts*.

During a follow-up call completed a few weeks later, Jessica started the process with Safe Journey. She had also visited the child care facilities utilizing the Spanish quality checklist brochures which she found to be very helpful, and was able to find a 4-star child care center for her infant. Jessica was grateful for the guidance and resources provided by the parent counselor and was relieved to have found a program. She also mentioned that she was happy to be able to finish her high school education so that she can provide a better future for her daughter.

(Name has been changed to protect identity)

178

Preschoolers attended three Smart Start funded half-day preschools (Charlotte Bilingual Preschool, The Learning Collaborative, Lakewood Preschool Cooperative).

Thank You!

Because Smart Start of Mecklenburg County is a private nonprofit, we rely on both public and private dollars to fund our programs. Thanks to the generous donations from our supporters, we were able to extend our reach even farther to children and families in our community. To learn more about how to support Smart Start of Mecklenburg County, visit us at www.smartstartof-meck.org

Grants

- ABC - Assuring Better Child Health & Development - Race to the Top
- Ann Dunlap Hendrix Charitable Fund
- BCBSNC Foundation Shape NC
- Charlotte Mecklenburg Community Foundation
- Foundation for the Carolinas
- Hearts Beat as One - Dolly Parton's Imagination Library
- NC State University - Natural Learning Environment Preventing Obesity by Design 3
- Reach Out & Read

Sponsors



In-Kind Donations

- BYB Brands
- Central Piedmont Community College
- Digital Red
- First United Methodist CDC
- Hearts Beat As One Foundation
- Holy Trinity Greek Orthodox Church
- Matthews Country Day
- PNC Bank
- South End Chick-fil-A
- US Foods

Board of Directors

The Smart Start of Mecklenburg County Board of Directors is a unique group of elected officials, community and business leaders committed to young children in Mecklenburg County.

Board Officers

Chair
Barbara Bascom
PNC

Treasurer
Tim Theesfeld
Community Advocate

Vice Chair
Carrie Reeder-Petkavitch
PricewaterhouseCoopers LLP

Secretary
Nancy Wright
Duke Energy

Board Membership

Bo Boylan, PhD
Ravenwood Consulting Group, Inc.

Robert McCarter
Community Advocate

Stephanie Civers
Stephanie's Sheltering Arms Day Care

Will Myer
Rodgers Builders, Inc.

Vivian I. Correa, PhD
University of North Carolina at Charlotte

Marcus Plescia, MD, MPH
Mecklenburg County Health Department

Darrell Cunningham
Mecklenburg County Dept. of Social Services

Janice Price
First United Methodist CDC

Courtney DeTemple
Providence Preparatory School

Cheryl Richards, PhD
Northeastern University-Charlotte

Sherry Hinton
Matthews Country Day

Matthew Ridenhour
Mecklenburg Board of County Commissioners

Angela Jones, MLS
Carolinas Health Care System

Dedrick Russell
WBTV

Jared Keaton
Bethlehem Center of Charlotte

Sarah P. Shifflet
Community Advocate

Dr. Paul Koehnke
Central Piedmont Community College

LaWana Mayfield
Charlotte City Council

Smart Start of Mecklenburg County Programs

Assuring Better Child Health & Development (ABCD)
704-377-6588

Guiding Parents to Services (GPS) - 704-377-6588

Early Childhood Intervention at Novant Health
Presbyterian Medical Center- 704-384-4000

Polliwog Project - 704-817-1615

Family Education & Support - 704-376-7180 ext. 162

Nurse-Family Partnership - 704-248-3737

Raising A Reader - 704-376-6697

Resource and Referral - 704-348-2181

Reach Out & Read - 704-377-6588

Safe Journey's Parents as Teachers - 704-943-9432

Smart Start Healthy Families Mecklenburg
704-336-5074

YMCA Parents as Teachers - 704-995-1471

Charlotte Bilingual Preschool - 704-535-8080

Child Care Health Consultants - 980-314-9342

Child Care Subsidy - 704-376-6697

Directors' Leadership Academy - 704-376-6697

Dolly Parton's Imagination Library - 704-377-6588

Early Childhood Teacher Education - 704-330-4762

Healthy Futures Starting in the Kitchen
704-330-2722 ext. 7672

Infant Toddler Quality Initiative - 704-376-6697

Lakewood Preschool Cooperative - 704-391-0600

North Carolina Pre-Kindergarten (NC Pre-K)
980-343-5950

Reach for the Stars - 704-376-6697

Smart Start Education Award - 704-377-6588

Smart Start Rewarding Excellence - 704-377-6588

Star Guard: Quality Maintenance Initiative
704-376-6697

The Learning Collaborative - 704-377-8076

Thompson Child Development Center - 704-817-1600

Parent and Community Education - 704-377-6588



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