

Our Story

Smart Start of Mecklenburg County Annual Report 2014-2015



Smart
START
of Mecklenburg County



Smart
S T A R T
 of Mecklenburg County

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

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Year in Review

A Letter from Our Executive Director and Board Chair

Dear Friends,

The year 2014 brought a wide variety of exciting and inspiring changes at Smart Start of Mecklenburg County, as well as a new perspective on the challenges faced by Mecklenburg's families. Although some might have been concerned by a recent Harvard study that ranked Charlotte last in the nation in upward mobility, we at Smart Start developed a laser-focused plan to help address upward mobility challenges facing our youngest generation and their families. In addition to advancing our existing health, family support and early childhood education programs, this year we leveraged the talents and generosity of community influencers to promote literacy and early intervention, as well as highlight the importance of the first 2,000 days of a child's development to new audiences.

First of all, we were thrilled to launch Reach Out and Read at CMC-North Park Family Medicine Clinic—a pediatrician-driven literacy program that provides children with age-appropriate books during well visits. Furthering our literacy initiative, we successfully forged a new partnership with the Hearts Beat as One Foundation to begin registering families in "high-risk" ZIP codes for Dolly Parton's Imagination Library (DPIL) - 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 addition, we launched the Assuring Better Child Health and Development program (ABCD), which works directly with pediatricians to encourage early intervention for children with cognitive and developmental delays by ensuring that all age-appropriate screenings are completed on time. Our Guiding Parents to Services program also worked with more families of children with autism find support and community resources earlier in their child's development, rather than waiting for them to enter the school system.

Men and women in law enforcement, as well as judges from Mecklenburg County, also participated in the First 2,000 Days Initiative (raising awareness about how children's earliest years have a lasting impact on later learning, health and success) by viewing a presentation and taking that information out into the community as they work directly with families and children during their day to day activities. Plus, to show our gratitude for our First 2,000 Days Champions for Children and encourage them to continue their commitment to raising awareness of the importance a child's first 2,000 days in our county, we were pleased to host our "Breakfast of Champions" event.

By developing new partnerships with community leaders, increasing families' access to books, and facilitating intervention as soon cognitive and developmental delays are discovered; we were able to make a bold and lasting impact on the lives of children during this fiscal year. 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
Board Chair



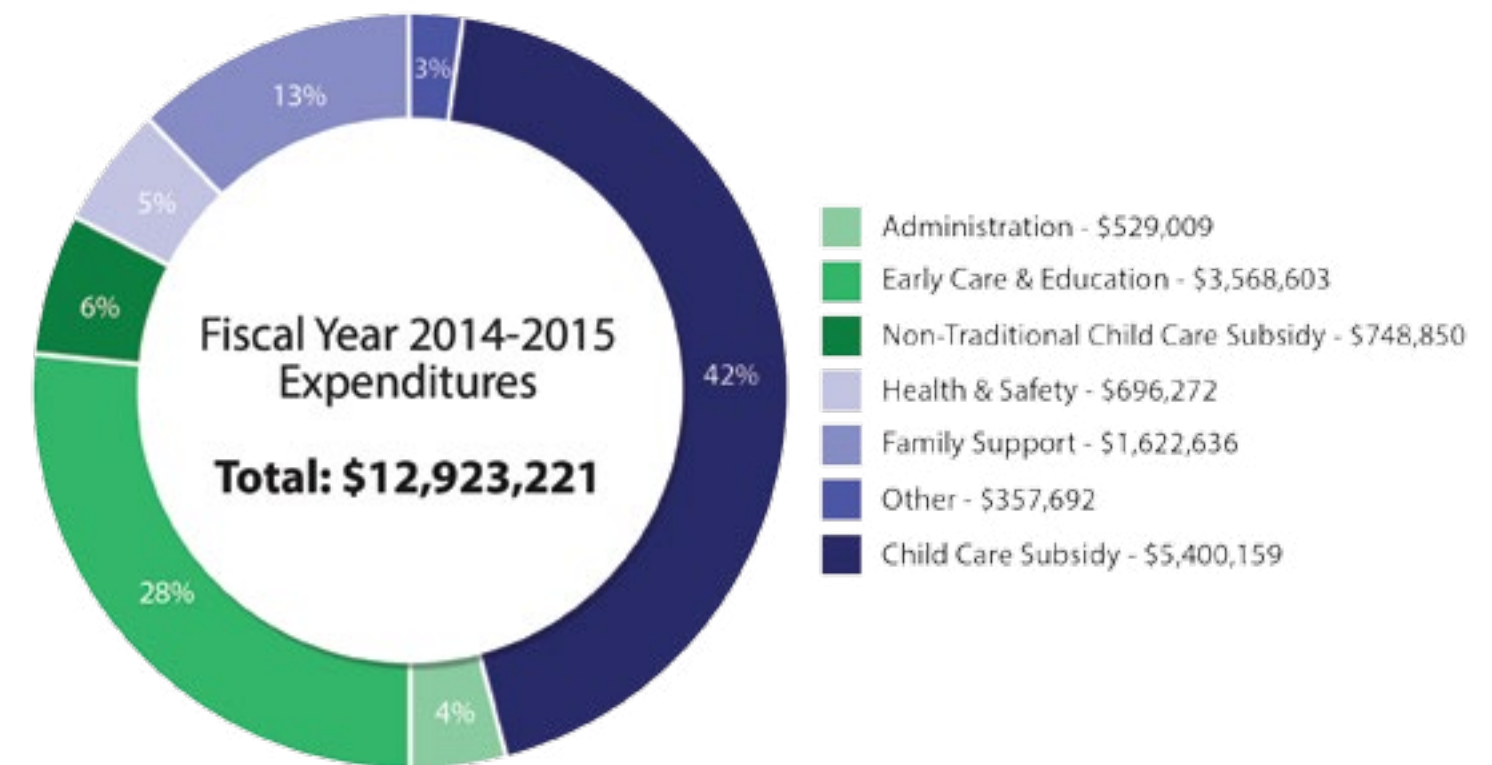
Jane W. Meyer
Jane W. Meyer
Executive Director

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 2014-2015 Revenue

| Revenue | Amount |
|-----------------------------|---------------------|
| State Awards and Contracts | \$7,425,321 |
| Federal Awards | \$39,766 |
| Private Contributions | \$28,769 |
| Special Fund Raising Events | \$37,474 |
| Other Revenue | \$58,273 |
| Subsidy | \$ 5,400,159 |
| Total Revenue | \$12,989,762 |



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.

Programs:

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

366

children referred to the Children's Developmental Services Agency or Mecklenburg County Health Department by the Early Interventionists at Novant Presbyterian Medical Center

6,291

Children enrolled to receive on-site services from the Polliwog Project

Family Support

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

Programs:

- Thompson's Family Education and Support
- Nurse-Family Partnership
- Raising A Reader
- Resource and Referral
- Right Start-Parent for Life
- Safe Journey's Parents as Teachers
- Smart Start Healthy Families Mecklenburg
- YMCA Parents as Teachers



Smart Start Healthy Families Mecklenburg program received national accreditation as a provider of high quality home visiting services to families who want to improve their child's health, nutrition and developmental outcomes.

2,582

children were served through Child Care Resources' Resource and Referral - helps parents select quality child care and refers families to relevant programs, financial assistance and community resources

98

teen moms served by Communities In School's Safe Journey Program - helping keep young moms in school with home visiting, leadership training, group meetings, and offering access to quality child care.



"I no longer feel isolated and alone."

Mary was referred to the Wisdom Circle by her grandson's outpatient therapist Katherine with Thompson Child & Family Focus. The Wisdom Circle is a group of grandparents who are the primary caretaker for their grandchildren. Initially, Mary was apprehensive. Feeling like a failure as a mother herself, she was hesitant to open up about her life. From the very first meeting Mary felt welcomed and accepted. Recently, Mary received full custody of her grandson and attributes her strength to the support and encouragement she received from the Wisdom Circle



Programs:

- Charlotte Bilingual Preschool
- Child Care Health Consultants
- Child Care Subsidy
- Directors' Leadership Academy
- Early Childhood Teacher Education
- Healthy Futures Starting in the Kitchen
- Infant Toddler Quality Initiative
- Lakewood Preschool Cooperative
- North Carolina Pre-Kindergarten
- Reach for the Stars
- Smart Start Education Award
- Smart Start Rewarding Excellence
- Star Guard: Quality Maintenance Initiative
- 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

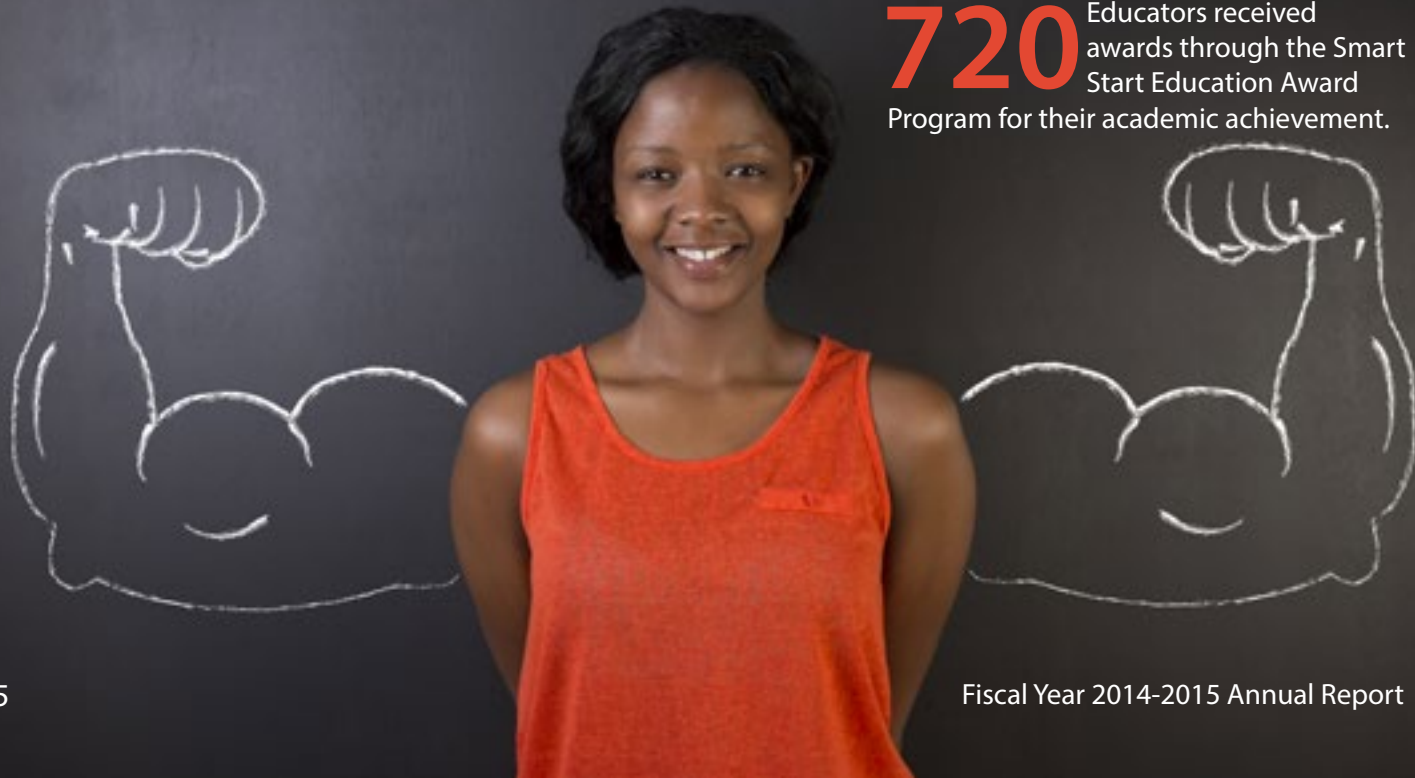
4 & 5 star child care facilities participated in the Smart Start Rewarding Excellence program.

Early Childhood Education

80% of Smart Start of Mecklenburg County's funding went to programs in early care and education in Fiscal Year 14-15. These programs help parents afford quality child care and encourage child care providers to strive to provide the highest quality care possible.

Empowering Early Childhood Educators

720 Educators received awards through the Smart Start Education Award Program for their academic achievement.



"Now they love going to school!"

-Karla - mom of twins Jay & Caleb

Twins Jay and Caleb are the oldest of Karla's 4 children and were starting kindergarten this fall. As a single mom without a high school diploma, Karla wanted to provide her children with the best possible start, but struggled to afford quality child care. The boys were born premature and had behavioral challenges in addition to speech and cognitive delays. When The Learning Collaborative began busing children to preschool from her neighborhood, Karla was excited to enroll them. Once Jay and Caleb began attending The Learning Collaborative, Karla was hesitant to seek out additional services for her children, fearing they would be labeled and have even more difficulty in school. The teachers and director at The Learning Collaborative stepped up and met with Karla for parent teacher conferences, helping her apply for behavioral intervention support, acquire health insurance, find a pediatrician, and speech therapist. Now that the boys are preparing to enter kindergarten, Karla is thrilled that not only has she learned so much as a parent, but her children are excited for kindergarten. Because of The Learning Collaborative, she feels confident that they are ready for "big school."



Smart Start of Mecklenburg County

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.smartstartofmeck.org

Individual Donors

Board of Directors

Grants

- Assuring Better Child Health & Development - Race to the Top
- BCBSNC Foundation Preventing - Outdoor Learning Environment for Preventing Obesity by Design
- BCBSNC Foundation Shape NC
- NC State University - Natural Learning Environment Preventing Obesity by Design 3
- NC Early Childhood Foundation - First 2,000 Days
- Hearts Beat as One - Dolly Parton's Imagination Library
- Reach Out & Read
- Literacy Grant - Walmart Community Grant

Sponsors



In - Kind

- Holy Trinity Greek Orthodox Church
- US Foods
- Digital Red
- Matthews Country Day
- Family Dollar
- PNC Bank
- Byron's South End

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

Vivian I. Correa, PhD - Designee for Chancellor Dubois
University of North Carolina

Secretary

Nancy Wright
Duke Energy

Board Membership

Stephanie Civers
Stephanie's Sheltering Arms Day Care

Marcus Plescia, MD, MPH
Mecklenburg County Health Department

Darrell Cunningham - Designee for Peggy Eagan
Mecklenburg County Dept. of Social Services

Janice Price
First United Methodist CDC

Courtney DeTemple
Providence Preparatory School

Matthew Ridenhour - Designee for Commission
Mecklenburg Board of County Commissioners

Sherry Hinton
Matthews Country Day

Carrie Reeder-Petkavitch
PricewaterhouseCoopers LLP

Angela Jones, MLS
Carolinas Health Care

Cheryl Richards, PhD
Northeastern University-Charlotte

Jared Keaton
Bethlehem Center of Charlotte

Dedrick Russell
WBTV

Dr. Paul Koehnke - Designee for Tony Zeiss Dean
Central Piedmont Community College

Sarah P. Shifflet
Community Advocate

LaWana Mayfield - Designee for Mayor 2015
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

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

Polliwog Project - 704-817-1615

Family Education and 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

Smart Start of Mecklenburg County

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704-377-6588 | www.smartstartofmeck.org