



# STRONG FAMILIES STRONG COMMUNITY

IMPACT REPORT

2018-2019

Supporting families and child care providers since 1993.



Advancing Children's Well-being

Strengthen the Early Care and Education System

Empowering Families

At the Partnership for Children of Cumberland County, we focus on support for families with children birth to 5 years old. Our vision is to live in an economically prosperous community where families are successful, and children thrive. Our priorities are Advancing Children's Well-being, Strengthening the Early Care Early Education System, and Empowering Families.

Established in 1993, we are a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations, and grants.

Every child deserves a champion - an adult who will never give up on them, who understands the power of connection, and insists that they become the best that they can possibly be.

~ Rita Pierson, Educator



## Advancing Children's Well-being

Every child deserves the right conditions to learn and develop, to form a positive self-image and a respected identity. They deserve to have their basic needs met, a positive relationship with family and friends, a safe and suitable home and community environment, and equal opportunity to take part in programs that allow them to thrive. External influences play a significant role in determining a child's overall happiness and well-being. These factors include **economic status, education, physical and emotional health, family, and community condition.**

Children, families, society, employers, communities, and the nation as a whole, all benefit from children having a solid foundation for their overall well-being from the start. Fostering a healthy, successful future workforce is essential to everyone's well-being.

## Family Support Services

Our **National Child Passenger Safety Certification** trained staff provided training in child passenger safety car seat use for 85 families and their children to enhance road safety. Our **Child Passenger Safety Seat Program** is designed to reduce improper seat installation and the use of recalled, out of date, or not in working order car seats.

The **Eva L. Hansen Learning Library** empowered 249 parents, caregivers and early child care professionals with opportunities to borrow educational developmental books, toys, and learning materials. In cooperation with the **Cumberland County Public Library**, we offer **Story & Art Time and Play Dates**. A total of 1,122 children (99% under the age of 5) received services through an on-site library visit or at their child care through a provider who used library materials.

In America, 1 in 3 families struggles to afford diapers for their children. In collaboration with the **Diaper Bank of North Carolina**, through the **Truckload of Hope** program, more than 655,000 diapers have been distributed in Cumberland County since 2017. The program serves an average of 450 families with an estimated 855 children on a monthly basis to help them meet this basic need for their children.



The **Collaborative Transition to Kindergarten CarMax Grant** provided support for a community focus on children's successful transition to kindergarten through training, technical assistance, community engagement, and family education. The program included three **Pre-Kindergarten Parent Academies** for 173 parents, as well as meetings and training for 64 community members, child care center directors, and administrators' competencies contributing to children's school readiness.



85 families received **Car Seat Safety** training



1,122 children were served in the **Learning Library** through its 249 adult members



655,000 diapers were distributed by the **Truckload of Hope** program in Cumberland County



## Literacy Support

**Dolly Parton's Imagination Library** is a book gifting program that mails free books to children from birth until they turn 5, no matter their family's income. Partnership for Children and **Smart Start**, together with **United Way of Cumberland County** are working to ensure children in our community develop a love of reading early on. Over 7,000 children in Cumberland County participated in the program.

We partner with **Carolina Collaborative Community Care (4C)** to enrich the home literacy environment by providing books during well-child health visits. A total of 2,466 at-risk young children through two medical practices participated in the **Reach Out and Read** program. Survey results of participating parents indicate an increase in reading to children daily as a result of participation in the program.

## Early Childhood Health

Through our partnership with **Carolina Collaborative Community Care (4C)** we work to strengthen the developmental screening and referral practices of 20 pediatric provider practices and at least 48 providers through the **Assuring Better Child Health and Development (ABCD)** program. During 2018-19, an estimated 23,432 children ages birth to five received developmental screenings at their well child visits. Record reviews showed that 119 children received service referrals for at least one other developmental and/or medical service as a result of their well child assessments, and 70 completed their referrals.



During 2018-19, Partnership for Children began a planning process with **Family Connects International** (Duke University) to implement a **universal newborn home visiting program** for Cumberland County parents of newborns, regardless of income or socioeconomic status. The program's focus is to increase child well-being by bridging the gap between parent needs and community resources and has been shown to improve parenting

behavior and reduce emergency medical care for infants.

In collaboration with community partners through **Strengths in Overcoming Adversity through Resilience (SOAR)**, a total of 2,448 people across the county saw one of 80 screenings of the film **Resilience: The Biology of Hope** from 2017-18 through 2018-19. This is an initiative of the **Child Abuse Prevention Plan** for Cumberland County.



## Increasing Parent's Knowledge of Child Care Options

A total of 1,627 parents of infants, toddlers, and preschoolers, received services from the Partnership's **Child Care Resource and Referral Consumer Education** program to increase parent's knowledge in identifying quality child care by providing best practice child care consultation grounded in a parental choice model.

## Early Care & Education Capacity

We administer the **NC Pre-K program** through a network of 68 partnering sites with 105 classrooms supported by over 200 teachers. During 2018-19, 1,797 children received a high-quality preschool program to help prepare them for transition to kindergarten.

Through our partnership with **Kindermusik & Music Therapy**, we work to enrich the brain development of 447 at-risk preschoolers, of which 104 (23%) from military families and 33 have

Individualized Education Plans (7%). The program empowered 58 teachers in 29 classrooms by modeling during seven weekly sessions, as well as providing 447 child home kits (17 in Spanish).

As part of **Kindermusik** outreach, Music Therapy early intervention services were provided to 242 children in 15 Cumberland County Schools and at **Easter Seals UCP Dorothy Spainhour Center**. The program worked with 47 teachers and sent home 93 home kits with students.

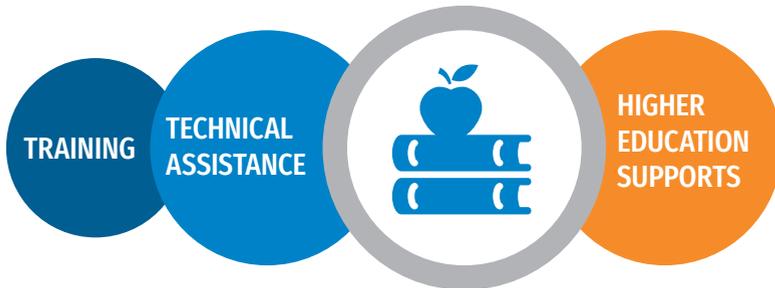


Scientific research shows that the most important components of a high-quality child care program are the educational levels of staff and the activities that occur on a daily basis with children. No matter the age of the child, staff education and program environment make a difference.

~ NC Division of Child Development & Early Education



## Strengthen the Early Care and Education System in Our Community



Strengthening the effectiveness of early childhood services, states, and communities must build a comprehensive system with an array of services that links young children and their families to the support they need. The Partnership provides education, training, and technical assistance to improve overall facility conditions through assisting in steps to increase star ratings of facilities advocating for increased compensation, reducing turnover, and providing assistance in accessing professional development. All actions profoundly impact the strength of early care and education, which directly affects every child in the classroom.

**31,491** children birth through age five lived in Cumberland County in 2018

### Cumberland County Child Care Demographics

As of June 30, 2019, there were 84 licensed Family Child Care Homes with 100 employees in Cumberland County serving 339 children birth to five years of age. Of the 84 Family Child Care Homes, 39 were 4 or 5 star licensed (46%).

During the same period, there were 215 licensed Child Care Centers with 1,411 employees serving 6,971 children birth to five years of age. Of the 215 sites, 127 were 4 or 5 star licensed (59%).

There were an estimated 31,491 children birth through age five living in Cumberland County in 2018, of which an estimated 23% received care in a licensed child care programs, including Family Child Care Homes, based on the data above.



## Training

The education of our teaching professionals is one of the most important elements of providing quality child care. Due to the involvement they have in a child's well-being, nurturing, and development. Their knowledge and skills, or lack thereof, influence a child's readiness to enter school prepared.

Continued training for teaching professionals is essential to the overall level of quality of early care and education

Improving the education levels of teachers helps reduce the high turnover often experienced in child care facilities and public schools. A total of 976 direct teaching staff attended non-credit based early childhood education training or workshops through our **Professional Development Center**. By improving the education levels of teachers, we are raising the overall quality of child care facilities.

## Higher Education Supports

Financial assistance was provided to 133 child care providers to help them complete their college course work. Of those participating, 71 earned at least 3 semester credit hours in early childhood with at least a 3.0-grade point average. This support enhances teacher education, which is passed on to children in the classroom, aides in retention, continuity of care, and is a component of higher star rating for the facility.



**53%** of child care providers earned 3 credit hours of higher education in early childhood studies and maintained a 3.0 GPA

**86%** of WAGE\$ teachers remained at their facility reducing turnover



In collaboration with **WAGE\$ of the Child Care Services Association**, we provided education-based salary supplements for 271 direct teaching staff from 115 child care centers or family providers impacting 5,016 children through financial incentives. Supplementing wages rewards teacher education and continuity of care. Children ages birth to five benefit from more stable relationships with better educated teachers. Of those participating, 86% of WAGE\$ teachers in Cumberland County remained at their facility.

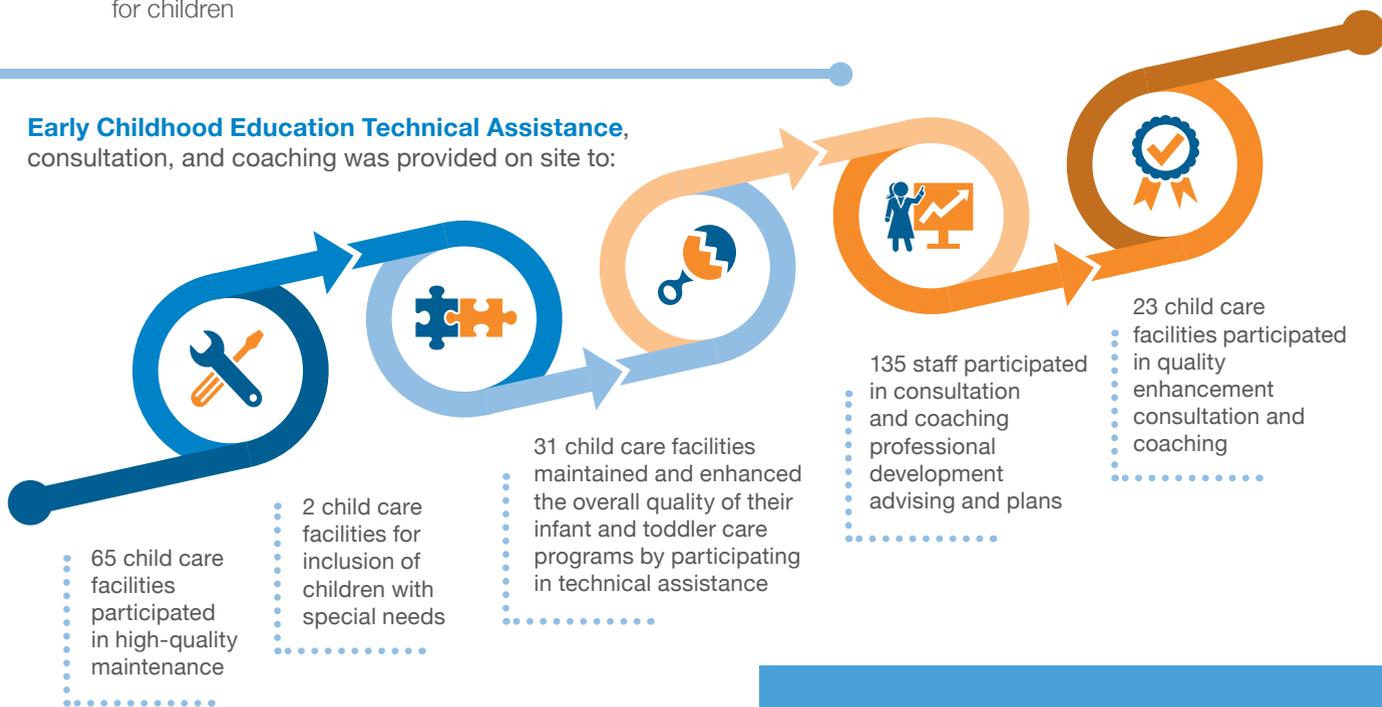
# Technical Assistance

Technical assistance provided to early childhood education teachers creates many valuable opportunities, including:

- Providing an ongoing mechanism for establishing and reviewing professional development goals
- Allowing for one-on-one training and coaching
- Serving as a bridge between group training and actual staff practices
- Providing support and mentoring to reduce staff stress, burnout, and turnover
- Ensuring quality programming and quality care for children

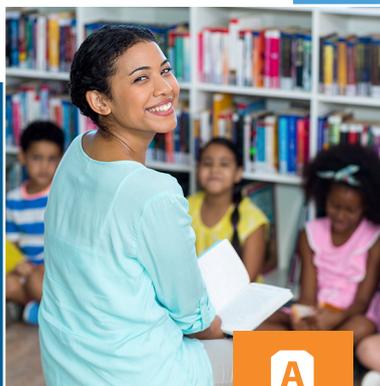


**Early Childhood Education Technical Assistance, consultation, and coaching was provided on site to:**



“The child care WAGE\$ program is very important to me and my family because it has helped me to stay in business for 19 years.”

~ Cumberland, Family Child Care Provider



“I am extremely grateful that the Parents for Higher Education Program chose me to help. Without them, I do not know what I would have done during this semester. I am achieving my goals. This is a wonderful opportunity and if I could recommend it to everyone, I would.”

~ Bryton Carlisle, FTCC Student



# Empowering Families

When families feel **empowered** with knowledge and tools, and **supported** with programs of child care and education affordability (subsidy), education and support, they can build nurturing and safe homes for their children, and support their development. Family empowerment fortifies their strengths to promote child safety, success, health, and overall well-being.



## Child Care & Education Affordability (Subsidy)

In collaboration with the **Cumberland County Department of Social Services** through a state-level subsidy contract, **\$2,230,306** was allocated to support more than an estimated **3,400 low-income families** who met specific service criteria in accessing child care subsidies.

Parents of 39 children received support to offset the cost of child care to help them meet educational goals through a partnership with **Fayetteville Technical Community College – Parents for Higher Education** program. FTCC Students with children 0 to 5 years of age (not in Kindergarten) may qualify if they are unable to receive funding



through Cumberland County DSS and earn less than 200% of the Federal Poverty Level (FPL).

Partnership for Children's **Child Care Subsidy** program provided financial assistance for the purchase of child care for 114 children to offset the cost of child care to help them meet

employment, education, crisis care or other needs.

We partnered with the **Easter Seals UCP Dorothy Spainhour Center** to provide subsidy support to assist with access to high-quality, inclusive child care for 36 infants and toddlers, including 12 children with special needs.



## Education for Families

The **All Children Excel (ACE)** program provided support for 63 parents/guardians who participated in parenting education and 409 total home visits through the **Nurturing Parent Program**. Participating families are at risk of children being removed or have already had their children removed and are court ordered to complete this parenting education program to make the family unit whole.

Achieving far better outcomes for young children facing adversity requires that we also:

- Support the adults who care for them to transform their own lives.
- Strengthen the capacity of the community to support families raising children under challenging circumstances.

~ **Jack P. Shonkoff, M.D., Director, Center on the Developing Child, Harvard University**



## Support for Families

Funding from the **Mid-Carolinas Area Council on Aging**

allows us to provide support for kinship care providers with our **Grandparent Support Group**.

The support group meets monthly during the school year. It provides a way for grandparents and other kinship care providers to share stories and tips, spend time with others who are in similar situations and learn about services available in the community. In 2018-19 this support provided an opportunity

for 31 caregivers of 64 children under age 18 to come together. While predominantly grandparents are 55-75 years old, 25% are over age 75.

We partnered with the **Autism Society of Cumberland County** to deliver the **Circle of Parents Support Group**, which connected 22 families facing similar challenges through support to help address family needs for their children with Autism Spectrum Disorders.



**17,918** children and families visited the **Family Resource Center** seeking services or attended classes and events.

The **Family Resource Center** serves as a community hub for connecting families with children birth to age 5 to the information, resources, and services they need to support their child's optimal health and development. The center provides a highly coordinated system of family services and supports to improve family well-being.

Housed within the center are like-minded organizations that align with the goals and mission of the Partnership to strengthen the availability of services to meet the needs of families in the community.

“The Circle of Parents group helped me because I was lost in the new world I entered. This group is a breath of fresh air to me. I see the parents of other children and I think to myself that I'm not alone in this. The group has helped me be comfortable in who my son is and comfortable with myself as his mom.”

~Circle of Parents parent



# FY 2018-2019 Financials\*



## Total Receipts

### Receipts:

- \$5,517,276 State Awards & Contracts
- \$7,490,223 Federal Awards
- \$169,053 Private Contributions & Events Fundraising
- \$3,972 Interest & Investment Earnings
- \$465,565 Other Receipts

**Total Receipts \$13,646,089**



## Total Expenditures

### 90.7% Spent on Programs:

- \$823,624 Child Care & Education Affordability
- \$1,896,457 Child Care & Education Quality
- \$846,380 Family Support
- \$247,600 Health & Safety
- \$8,441,194 NC Pre-K

### 8.1% Spent on Support:

- \$673,079 Management & General
- \$422,443 Program Planning, Coordination & Evaluation

### 1.2% Spent on Other:

- \$107,215 Service Activities
- \$52,877 Refund of Prior Year Grant

**Total Expenditures \$13,510,869**

## Volunteer Support

Our organization's success depends on the many contributions our volunteers make each year. Volunteers supplement and enhance our daily work, assist with planning and strategic direction, and help out at special events.



**542**

Total Number of  
Volunteers



**2,578**

Total Hours  
Donated



**5**

Average Hours  
per Volunteer



**\$61,518**

Estimated Value of Volunteer Time

The equivalent to 1.36 staff members.



\* Financial data has been audited. To view our FY 18/19 financial audit, please visit [ccpfc.org/corpdocs](http://ccpfc.org/corpdocs)



Help us achieve our vision of living in an economically prosperous community where families are successful, and children thrive by giving today.  
[ccpfc.org/donate](http://ccpfc.org/donate)



**910-867-9700 / [ccpfc.org](http://ccpfc.org)**  
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*Partnership for Children is a 501(c)(3) non-profit organization supported by public and private funds through Smart Start, NC Pre-K, tax-deductible donations and grants.*

