

**Partnership CAD Report for Partnership for Children of Cumberland  
County, Inc. for Fiscal Year 2020 - 2021**  
**Activity Descriptions**

**Cumberland**  
**Fundraising, Activity ID# 990**  
PSC:9200  
EC Profile ID:A10

[[Local partnership fundraising activities will support expenses related to securing support, both in-kind and cash, to meet the required Smart Start program match. Fundraising efforts may include grant applications, corporate and individual solicitation, corporate sponsorships and donor engagement efforts. Fundraising expenses may include but are not limited to registration fees for fundraising and grant writing courses and workshops, subscriptions to grant catalogs, printing costs for fundraising collateral, direct mail solicitations, contracts with professional grant writers or fundraising consultants, staff time spent fundraising or grant writing and travel, supplies, and related costs for allowable expenses as outlined by Smart Start.]]

**Cumberland**  
**Administration, Activity ID# 999**  
PSC:9100  
EC Profile ID:A10

Partnership for Children of Cumberland County, Inc. is a not-for-profit agency established to ensure that children under six years of age benefit from, and have access to, high quality early childhood education and development services. The Local Partnership board is made up of community leaders from business, government, education, churches, non-profits, communities, human services agencies, child care providers and families. The Local Partnership will be responsible for developing a collaborative strategy to meet the needs of children and families in Cumberland County. The Local Partnership will administer, oversee, and coordinate implementation of the local annual plan, including subcontracting for services as needed.

**Cumberland**  
**WAGES, Activity ID# 720**  
PSC:3107  
EC Profile ID:EDU10

The Child Care WAGE\$ Project provides child care professionals with education-based salary supplements. To encourage consistency, installments based on half of the annual award are issued after each six-month period the participant completes in the same child care program. Because these supplements reward education and continuity of care, children benefit from more stable relationships with better educated teachers. The consistent care of an educated provider is fundamental to quality, and quality child care leads to future success in

school and life. This project impacts children by helping to improve the quality of care they receive. Supplements are issued to teachers; directors and family child care providers based on education attained. The key goal of the Child Care WAGES Project is to improve early care and education services. The primary performance standard that the Child Care WAGES Project is to improve early care and education services. The primary performance standard that the Child Care WAGES Project addresses is turnover. Preschool teacher turnover will be reduced. A secondary performance standard is that teacher education and compensation will be increased as a result of WAGES.

**Cumberland**

**Child Care Resource and Referral, Activity ID# 001**

PSC:3104

EC Profile ID:PLA40

CCR&R staff support childcare providers through technical assistance (TA), professional development advising, structured learning events, and the mobile resource unit. Families are supported through consumer education and referral services. Additionally, a lending library for families and early childhood professionals to have access to and borrow learning and instructional materials. TA and structured learning events will be offered to all childcare facilities in the county. TA will be provided using a variety of assessment tools (e.g. ERS, PAS, and BAS). Childcare facilities may receive a one-time bonus for achieving a specific goal, such as a star level increase to four or five stars or an assessment score increase as documented through pre- and post-assessment. Higher education supports may be provided in the form of financial assistance to cover tuition, books and activity fees. An additional higher education support may include the provision of education bonuses for the completion of three semester credits with a GPA of 3.0 or better. The CCR&R hosts external meetings to engage community stakeholders, such as the CCR&R Advisory Committee and DCDEE Childcare Consultants. Other services will include data collection/analysis and public awareness regarding early childhood issues. As allowable according to the cost principles, Smart Start funds may be used for meeting/structured learning event expenses, topic related materials, assessment tools, food, and other contracted services to include presenters. If funding is available, committee member(s) may attend trainings.

**Cumberland**

**PFC Child Care Subsidy, Activity ID# 002**

PSC:2341

EC Profile ID:PLA50

[[Financial assistance will be paid on a direct per child basis for subsidy for families eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). Data will be reported into the state-level Smart Start Reporting System (SSRS) on a monthly basis.]]The subsidy program will provide services to children unable to receive support through the Cumberland County Department of Social Services who meet specific criteria or at the discretion of the PFC President (TANF).

**Cumberland**

**Planning, Monitoring and Evaluation, Activity ID# 007**

PSC:5603

EC Profile ID:FS30

The Planning, Monitoring and Evaluation activity will develop and maintain relationships with service providers, and provide services critical to program accountability including: (1) Needs and Resource Assessment: Conduct needs and resource assessment to inform programmatic priorities, developing a strategic plan based on community needs, researching evidence for effective program selection to best meet community needs, and selection of evidence-based and evidence-informed activities that best meet the needs and priorities. (2) Collaboration and Coordination with Community Partners: Engage all sectors to accelerate positive movement on critical community issues and effect enduring systemic change. (3) Programmatic and Financial Monitoring: Ensure comprehensive programmatic and financial monitoring of Smart Start funded evidence-based and evidence-informed activities. (4) Program Evaluation: Employ an integrated performance management approach that uses long-term goals in parallel with tracking indicators and annual performance goals. (5) System Integration: Centralized information management / centralized database that helps identify gaps in services and opportunities for increased collaboration and funding. (6) Technical Assistance: Build the capacity of organizations to achieve mission-driven results approaches. A Mandatory DSP In-Service will be held at the beginning of each fiscal year for the Smart Start funded grantees and food may be provided. Smart Start funds will support the following positions: Vice President of Planning and Evaluation, Quality Assurance Specialist, Administrative Specialist, and a partial fiscal monitor. Contingent on funding contracted services such as temps and data management consultants may be utilized.

**Cumberland**

**PFC Child Care Subsidy Administration, Activity ID# 021**

PSC:2361

EC Profile ID:PLA50

This activity will provide services to support the implementation of child care subsidy including program administration; family outreach and application; eligibility determination; payment processing; annual recertification; and reporting, etc.

**Cumberland**

**PFC Child Care Subsidy Non-TANF/CCDF, Activity ID# 022**

PSC:2347

EC Profile ID:PLA50

[[Financial assistance will be paid on a direct per child basis for subsidy for families who are not eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). Data will be reported into the state-level Smart Start Reporting System (SSRS) on a monthly basis.]] **The subsidy program will provide services to children of families in crisis or in need of registration support who meet program requirements (non-TANF). (CURRENTLY IN REVISION PROCESS)**

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**Cumberland**

**Family Resource Center, Activity ID# 027**

PSC:5506

EC Profile ID:FS30

The Family Resource Center (FRC) will serve 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 FRC will provide a highly coordinated system of family services and supports for the purpose of improving family well-being. The Information & Referral Assistant (IRA) will establish and maintain rapport, and will provide appropriate information and referrals to connect families to services. Family intake will be conducted to assess each family's needs using a comprehensive and culturally responsive process. The FRC Manager, and related program staff, will utilize a variety of formal and informal mechanisms to facilitate coordination of services among community partners. The FRC will encompass the following evidence-based/evidence-informed family support programs, activities, and strategies to include: Diaper Bank of North Carolina, Dolly Parton Imagination Library, Nurturing Skills for Families Programs, and Nurturing Parent Program for Parents and their Infants, Toddlers & Preschoolers. The Program Features as listed in the Smart Start Resource Guide of Evidence-Based and Evidence-Informed Programs and Practices will be utilized in the design, implementation, and evaluation of the FRC services. Additionally, the IRA will seek I&R certification through the Alliance of Information and Referral Systems (AIRS). Funds will be used to support an FRC Manager and Information Referral Assistant, and as funds allow, attendance at the AIRS Conference and/or participation in AIRS Online Training Courses.

**Cumberland**

**Community Engagement and Development (CED), Activity ID# 030**

PSC:5517

EC Profile ID:FS30

The Community Engagement and Development (CED) activity will raise public awareness about programs and services available for families with young children in Cumberland County as well as connect families to services. The Community Engagement Administrator, with support from Community Engagement Liaisons, will deploy strategies to increase PFC's brand awareness by ensuring consistency in branded materials (1). The CED activity will also support and strengthen the early childhood system through stewardship of local resources, and build awareness and support for early childhood development and health (2, 3, 4, 5 and 6). The CED activity will maximize and leverage Smart Start dollars by bringing partners and their resources to the table to serve children and families. The CED activity will host external meetings, and early childhood events involving the public and food may be provided. Contingent on funding contracted services such as temps, technology, and communication consultants may be utilized. Multiple funding streams will be used to support the staffing, purchase of materials and coordination of this activity.(1) Keeper of the brand: deploy strategies to increase PFCs brand awareness by ensuring consistency in branded materials.(2) Community Presentations (by CE staff or SMEs)(3) Community Outreach Events

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(coordinated, participated or attended by CE)(4) Produce/curate content for newsletters, website content, and social media posts(5) Volunteer recruitment and opportunities(6) Community Relations: Engaging with local partners where one or more early care profile indicator was raised, addressed, and working to improve through collective efforts.

**Cumberland**

**All Children Excel (ACE), Activity ID# 031**

PSC:5505

EC Profile ID:FS30

All Children Excel (ACE) provides tertiary treatment and secondary prevention parenting services. The Nurturing Parent curricula [PF1] targets families whose children are at risk or have experienced abuse and/or neglect. The program also collaborates with community partners focused on primary prevention parenting education. Non-cash grants for books may be given to parents participating in the program. Staffing may include the Counseling Manager and 2 Counselors. Training may be provided on-site or at community learning events and may include food, topic related materials, site rental, and outside presenters.

**Cumberland**

**Family Connects, Activity ID# 032**

PSC:5413

EC Profile ID:FS30

The Partnership for Children of Cumberland County will initiate a contract with Family Connects International in support of planning and initial implementation of the Family Connects model, in Cumberland County within a three-year period commencing July 1, 2018. The program is designed for universal community coverage in order to promote community-wide change for families. Over the three-year period, the Cumberland Family Connects Team will follow a 6-step process to achieve initial program certification. All steps include regularly scheduled communication with the Family Connects International team at Duke University and build in a step-wise approach. Within the first year of contracting, it is expected that all deliverables within the first step of program certification. Step 1: Readiness Assessment & Implementation Plan Development. This phase encompasses stakeholder engagement, organizational modeling, community-level mapping and readiness assessment leading to a final site implementation plan. Step 2: Program Installation. In this phase, program staff will train in the model development to support initiation of services to families. This will include installation of the locally run database for program documentation and reporting. Step 3: Initial Implementation In this phase, local providers implement the Family Connects model and receive ongoing consultation for clinical home visits (fidelity and reliability checks) and community engagement and alignment activities. Step 4: On-site Assessment and Initial Program Certification. Within this phase of implementation, observation and review by the Family Connects International team will be scheduled in Cumberland County upon successful completion of the Initial Implementation phase. Step 5: Full Operation. All components of the program will be in effect and operating throughout this phase of the project and will be assessed through standard data collection and reporting protocol as defined by Family Connects International. Step 6: On-site Review. Following 6-12 months of full operations,

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with timing determined by the Family Connects International and local teams, an on-site audit will occur. Meetings/trainings may be provided on-site or at community learning events and may include food, topic related materials, site rental, and outside presenters. Contingent on funding contracted services such as temps and may be utilized.

**Cumberland**  
**Child Passenger Safety Car Seat, Activity ID# 033**  
PSC:5506  
EC Profile ID:FS30

The Child Passenger Safety Seat Program will facilitate Car Seat Safety classes and distribute appropriately sized safety seats to eligible Cumberland County residents with children ages birth to five. Money received from parent fees will be used to purchase additional safety seats. All participants receiving a child safety seat must attend a Car Seat Safety class; which will be held at the PFC Family Resource Center during office hours and facilitated by a Certified Child Passenger Safety Technician. Car Seat Safety classes will consist of instructions and demonstration on proper installation and use. Prior to completing the Car Seat Safety class, all participants must demonstrate proper installation procedures to the Child Passenger Safety Technician. The Child Passenger Safety Technician will maintain certification from the National Highway Traffic Safety Administration.

**Cumberland**  
**NC Pre-K Enhancements, Activity ID# 034**  
PSC:2342  
EC Profile ID:PLA50

[[Financial assistance will be paid on a direct per child basis for the purpose of enhancing the NC Pre-K rate for children enrolled in and being served through NC Pre-K and whose families are eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). Does NOT include wrap-around care. Data will be reported as directed by DCDEE.]]<br />PFC will use one time available funds to enhance rates for private NC Pre-K child care providers. Enhancements are pro-rated for partial attendance months. (Currently, not in contract)

**Cumberland**  
**NC Pre-K Enhancements (Non-TANF), Activity ID# 035**  
PSC:2348  
EC Profile ID:PLA50

[[Financial assistance will be paid on a direct per child basis for the purpose of enhancing the NC Pre-K rate for children enrolled in and being served through NC Pre-K and whose families are not eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). Does NOT include wrap-around care. Data will be reported as directed by DCDEE.]]<br />PFC will use one-time available funds to enhance rates for private NC Pre-K child care providers. Enhancements are pro-rated for partial attendance months. (Currently, not in contract)

**Cumberland**

**DSS Child Care Subsidy, Activity ID# 760**

PSC:2340

EC Profile ID:PLA50

[[Financial assistance will be paid on a direct per child basis for subsidy for families eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). This activity will be implemented through the state-level subsidy contract and will be governed by a Memorandum of Understanding between the Local Partnership and the Local Purchasing Agency (LPA).]]

**Cumberland**

**Spainhour Subsidized Child Care, Activity ID# 210**

PSC:2347

EC Profile ID:PLA50

[[Financial assistance will be paid on a direct per child basis for subsidy for families who are not eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). Data will be reported into the state-level Smart Start Reporting System (SSRS) on a monthly basis.]]The program will provide up to 20 children non-TANF child care subsidy to assist with access to high quality, inclusive infant/toddler child care.

**Cumberland**

**Parents for Higher Education (PFHE) Subsidy, Activity ID# 218**

PSC:2341

EC Profile ID:PLA50

[[Financial assistance will be paid on a direct per child basis for subsidy for families eligible for Temporary Assistance for Needy Families (TANF) or the Child Care and Development Fund (CCDF). Data will be reported into the state-level Smart Start Reporting System (SSRS) on a monthly basis.]]The Parents for Higher Education (PFHE) subsidy is provided to parents that meet the following eligibility criteria: children ages birth to five; earn less than 200% of federal poverty level; do not qualify for or are unable to receive funding through Cumberland County Department of Social Services; are in school at Fayetteville Technical Community College; and, willing to enroll their child receiving child care subsidy in a 4 or 5-star facility.

**Cumberland**

**Kindermusik & Music Therapy, Activity ID# 220**

PSC:5417

EC Profile ID:H10

Kindermusik will provide one-on-one training and coaching in utilizing music in daily lesson plans by modeling during 7 weekly sessions for classes of at-risk pre-kindergarten children and their teachers. Each teacher and child will receive Kindermusik curriculum materials including a parent/child magazine with story and CD allowing parents and children to build upon classroom experiences. Preschool teachers/assistants will learn methods through

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observing all class presentations so that concepts and musical activities can be integrated into the teacher's daily lesson plans. The music professional/licensed Kindermusik Instructor will explore ideas and help develop activities with the preschool teacher utilizing music through numbers, shapes, colors, and letters; explore ways to share music in the child's world in the classroom and at home; and may provide follow-up consultation with preschool teachers to explore ways of enhancing daily experiences with the children. Music Therapy will be provided through one-on-one training and mentoring to improve teacher practice by a contracted Music Therapist for special needs preschoolers at Dorothy Spainhour and special needs preschoolers in Early Intervention classes for 8 week and 16 week series classes. If available, children ages 3 and 4 at Dorothy Spainhour may receive a Kindermusik home kit.

**Cumberland**

**Circle of Parents Support Program, Activity ID# 232**

PSC:5505

EC Profile ID:FS30

The Autism Society of Cumberland County will provide family support services to children with Autism Spectrum Disorders (ASD) in Cumberland County. This activity will serve children ages birth through five or their siblings with the Circle of Parents Curriculum. Support services provided may include resource, referral, parent education/training, support groups, conference scholarships, monthly newsletters, or resource directories. Services may be delivered by Autism Society of Cumberland County staff, board members, or parent and community volunteers. The program will fund a part-time Director of Programs and Outreach and a part-time Administrative Coordinator. Services may be provided at limited daytime and evening hours at various community locations. A childcare worker will be contracted to provide childcare services during weekly support group meetings, exceptions include but not limited to holiday, weather-related, or staffing issues. Refreshments will be provided at program sessions.

**Cumberland**

**Parents for Higher Education (PFHE) Subsidy Admin Support, Activity ID# 256**

PSC:2361

EC Profile ID:PLA50

This activity will provide services to support the implementation of child care subsidy including program administration; family outreach and application; eligibility determination; payment processing; annual recertification; and reporting, etc.



**Cumberland**

**Assuring Better Child Health and Development (ABCD), Activity ID# 259**

PSC:5410

EC Profile ID:H10

Cumberland's ABCD project is working to establish cross-system coordination for developmental screening across primary health care and appropriate referral/service linkage to further promote early learning, readiness for school, and parent education. The Assuring Better Child Health and Development (ABCD) model improves the quality of child development services in primary care medical practices by enhancing developmental screening and referral for children ages birth-5 in the context of the medical home. The project will provide training and on-site technical assistance to medical practice sites to facilitate the identification of children who may benefit from early intervention services. Services will be provided to physicians and their staff at various times to support the integration of standardized, validated developmental screening and referral into designated well-child visits, the provision of information and education to families regarding their child's development, and collaboration with community partners to ensure follow-up to the practices regarding referral and treatment plans. The project will also develop and disseminate appropriate materials to participating practices including a community resources directory or referral handouts. Services will be implemented with model fidelity by a qualified ABCD Coordinator.

**Cumberland**

**Reach Out and Read (ROR), Activity ID# 262**

PSC:5523

EC Profile ID:FS20

[[This activity will collaborate with medical care practices to provide pre-literacy opportunities for children and their parents. The participating trained medical care providers will voluntarily incorporate Reach Out and Read (ROR), an evidence-based model, into young children's regular pediatric checkups or well-child visits. The medical care providers will implement ROR in their practices according to the National ROR guidelines. During each of the routine visits, children will receive a new, culturally- and developmentally-appropriate book to take home and read with their parents. The medical care providers will discuss the importance of reading, model reading a book aloud to the child, and encourage parent-child interactions as part of pre-literacy and language development. The program begins at the child's 6-month checkup and continues through age 5, with a special emphasis on children growing up in low-income communities. Medical practices will participate in the parent survey period and submit parent surveys to ROR Carolinas.]]<br />This activity will provide a Project Coordinator to support the medical practice with book ordering, data collection, literacy rich waiting room development, and overall program coordination.<br />

**Cumberland**  
**DSS Child Care Subsidy Support / admin, Activity ID# 750**  
PSC:2360  
EC Profile ID:PLA50

This activity will provide services to support the implementation of child care subsidy including program administration; family outreach and application; eligibility determination; payment processing; annual recertification; and reporting, etc. This activity will be implemented through the state-level subsidy contract and will be governed by a Memorandum of Understanding between the Local Partnership and the Local Purchasing Agency (LPA).