

Partnership for Children  
 Smart Start Demographics  
 FY 2024-25

Draft  
 7/31/2025

| Smart Start Funded Programs                                  | Number of Participants |                    | Race                                      |           |                           |   |            |                            |            |                             | Ethnicity |              |
|--|------------------------|--------------------|---|-----------|---------------------------|---|------------|----------------------------|------------|-----------------------------|-----------|--------------|
|  | Adults                 | Children Supported | American Indian/ Alaska Native            | Asian     | Black or African American | Native Hawaiian or Other Pacific Islander | White      | Multiracial or Mixed Races | Other Race | Total: Responding to Race ? | Hispanic  | Non-Hispanic |
| Family Connects  | 1630                   | 1630               | 12  | 20        | 431                       | 2   | 186        | 46                         | 84         | 781                         | 78        | 929          |
| Kaleidoscope   | 93                     | 129                | 0   | 2         | 26                        | 0   | 27         | 7                          | 1          | 63                          | 7         | 55           |
| Parents for Higher Education*                                | 40                     | 53                 | 3   | 1         | 5                         | 0   | 6          | 1                          | 0          | 16                          | 2         | 1            |
| WAGE\$   | 235                    | 4376               | 4   | 3         | 164                       | 0   | 29         | 4                          | 3          | 207                         | NR        | NR           |
| <b>Subtotal</b>  | <b>1998</b>            | <b>6188</b>        | <b>19</b>                                 | <b>26</b> | <b>626</b>                | <b>2</b>                                  | <b>248</b> | <b>58</b>                  | <b>88</b>  | <b>1067</b>                 | <b>87</b> | <b>985</b>   |
| <b>Percent</b>   |                        |                    | <b>2%</b>                                 | <b>2%</b> | <b>59%</b>                | <b>0%</b>                                 | <b>23%</b> | <b>5%</b>                  | <b>8%</b>  | <b>100%</b>                 | <b>8%</b> | <b>92%</b>   |
| Consumer Ed and Referral                                     | 1127                   | NR                 | <b>No Race / Ethnicity Data Available</b> |           |                           |   |            |                            |            |                             |           |              |
| ECE Technical Assistance and Coaching                        | 111                    |                    |   |           |                           |   |            |                            |            |                             |           |              |
| DCDEE-Approved Training                                      | 995                    |                    |   |           |                           |   |            |                            |            |                             |           |              |
| CCHC Technical Assistance and Coaching                       | 43                     |                    |   |           |                           |   |            |                            |            |                             |           |              |
| CCHC DCDEE-Approved Training                                 | 218                    |                    |   |           |                           |   |            |                            |            |                             |           |              |
| DSS Subsidy  |                        |                    |   |           |                           |   |            |                            |            |                             |           |              |
| Lending Library  | 91                     | 17                 |   |           |                           |   |            |                            |            |                             |           |              |
| Dolly Parton Imagination Library                             |                        | 14067              |   |           |                           |   |            |                            |            |                             |           |              |
| <b>Total</b>   | <b>4583</b>            | <b>20720</b>       |   |           |                           |   |            |                            |            |                             |           |              |
| <b>Number of Children 0-5 in Cumberland Co</b>               |                        | <b>28688</b>       |   |           |                           |   |            |                            |            |                             |           |              |
| <b>Estimated Proportion Touched by a Smart Start Program</b> |                        | <b>72%</b>         |   |           |                           |   |            |                            |            |                             |           |              |

Notes:

- DSS Subsidy:** DSS likely serves many of the same children monthly. The range of children paid per month is from a low of 90 to a high of 448 (max amount). We do not get an unduplicated count at this point in the year, which could increase the amount of children of served.
- Dolly Parton Imagination Library:** The 14,067 is a placeholder based on last year's data on the number of children receiving books.
- Demographic Update for 2025-26:** Addition of the MENA category - Middle Eastern / Northern African
- There is potential for duplication of adults and children served depending on programs they may access.

**Kaleidoscope Play and Learn (KPL)  
Planning and Evaluation Program Review  
FY 2018-19 through FY 2024-25**

**CONTRACT ACTIVITY DESCRIPTION (FY 2024-25)**

Kaleidoscope Play and Learn will provide gatherings of parents and young children that offer activities to promote children's development through play and adult social support. Weekly groups will be held at various locations throughout Cumberland County for caregivers and children from birth to five. Facilitator(s) will offer structured activities, model developmentally appropriate interactions with children and caregivers, and facilitate social exchanges among the caregivers who attend.

**Budget and Output Data**

| Fiscal Year                         | Program Budget                  | Budget Expended | % Budget Expended | # Children Served | # Parents/Guardians Served | Total Participants | # KPL Sessions  | # KPL Facilitators | Per Participant Cost | Participating Sites  |
|-------------------------------------|---------------------------------|-----------------|-------------------|-------------------|----------------------------|--------------------|-----------------|--------------------|----------------------|--|
| FY 2018-19                          |                                 |                 |                   |                   |                            |                    |                 |                    |                      |  |
| FY 2019-20                          |                                 |                 |                   |                   |                            |                    |                 |                    |                      |  |
| FY 2020-21                          |                                 |                 |                   |                   |                            |                    |                 |                    |                      |  |
| FY 2021-22 <sup>1</sup><br>\$41,300 | \$41,300                        | \$32,101.00     | 78%               | 46                | 38                         | 84                 | NR              | 1                  | \$382.15             | Virtual Fascinate-U Children's Museum                        |
| FY 2022-23                          | \$73,325                        | \$48,040.00     | 66%               | 127               | 105                        | 232                | NR              | 1                  | \$207.07             | Spring Lake Library<br>Fascinate U CM<br>Clark Park<br>CCPFC |
| FY 2023-24                          | \$47,000                        | \$21,376.00     | 45%               | 60                | 49                         | 109                | NR              | 1 <sup>1,2</sup>   | \$196.11             | Spring Lake Library<br>Fascinate U CM<br>Clark Park<br>CCPFC |
| FY 2024-25<br>\$42,000              | <del>\$42,000</del><br>\$29,800 | \$16,371.70     | 45%               | 129               | 93                         | 222                | 76 <sup>4</sup> | 2 <sup>3</sup>     | \$73.75              | Fascinate U CM<br>Clark Park<br>CCPFC                        |

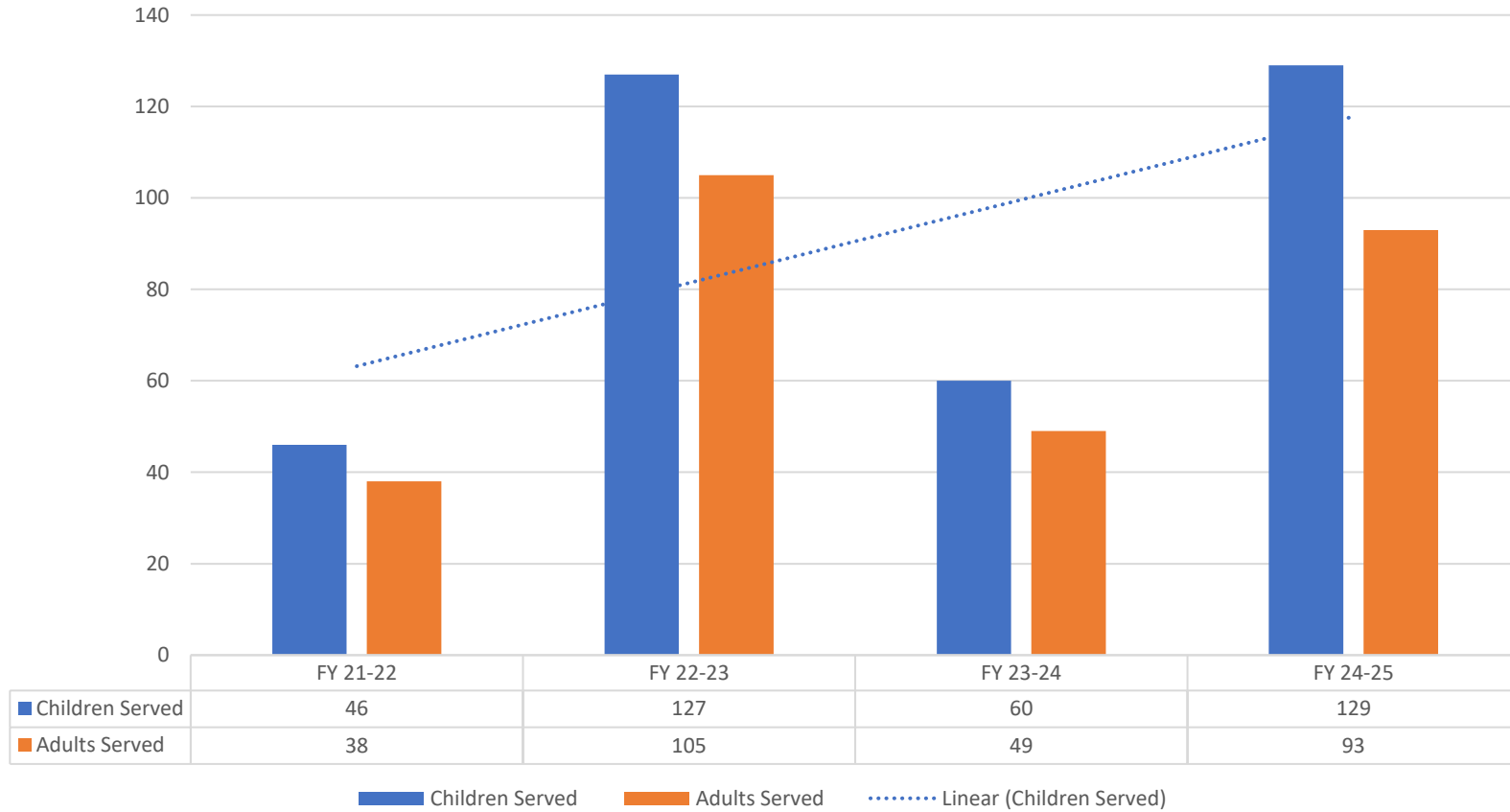
**NOTES:**

1. In 2023-24, the KPL Coordinator/Play Facilitator worked part-time on KPL and part-time as an ECE Coach.
2. Two facilitators trained in Spring 2024.
3. In 2024-25, two facilitators worked part-time as facilitators. The primary KPL Coordinator left in 3<sup>rd</sup> quarter. Additional coaches trained in Spring 2025. Total KPL sessions not tracked until FY 2024-25 (e.g. Not Reported or NR).
4. In 2024-25, there were 139 scheduled KPL sessions, of which there was 0 attendance for 59 sessions (of which 17 were cancellations by PFC), leaving a total of 76 sessions with participants.

<sup>1</sup> KPL was first approved for funding in the RFP Allocation cycle for FY 2021-22 through FY 2023-24.

**Kaleidoscope Play and Learn (KPL)  
 Planning and Evaluation Program Review  
 FY 2018-19 through FY 2024-25**

Kaleidoscope Play and Learn - Children and Caregivers Served,  
 FY 2021-22 to FY 2024-25



**Kaleidoscope Play and Learn (KPL)  
Planning and Evaluation Program Review  
FY 2018-19 through FY 2024-25**

**Demographic Responses:**

| <b>Fiscal Year and Allocation</b> | <b># Caregivers completing Demographic Responses<sup>2</sup></b> | <b>Total # Adults</b> | <b>Hispanic/Latino<sup>3</sup></b> | <b>Non-Hispanic / Latino</b> | <b>American Indian or Alaska Native</b> | <b>Asian</b> | <b>Black or African American</b> | <b>Native Hawaiian or Other Pacific Islander</b> | <b>White</b> | <b>Multiracial or Mixed Race</b> | <b>Other Race</b> |
|-----------------------------------|--|-----------------------|------------------------------------|------------------------------|---|--------------|----------------------------------|--|--------------|----------------------------------|-------------------|
| FY 2018-19                        | <b>Not Reported</b>  |                       |                                    |                              |   |              |                                  |  |              |                                  |                   |
| FY 2019-20                        |  |                       |                                    |                              |   |              |                                  |  |              |                                  |                   |
| FY 2020-21                        |  |                       |                                    |                              |   |              |                                  |  |              |                                  |                   |
| FY 2021-22                        |  |                       |                                    |                              |   |              |                                  |  |              |                                  |                   |
| FY 2022-23                        | 79   | 79                    | 11                                 | 69                           | 1                                       | 2            | 16                               | 0  | 44           | 5                                | 11                |
| FY 2023-24                        | 49   | 49                    | 6                                  | 43                           | 1                                       | 0            | 9                                | 0  | 30           | 3                                | 6                 |
| FY 2024-25                        | 63   | 93                    | 7                                  | 55                           | 0                                       | 2            | 26                               | 0  | 27           | 7                                | 1                 |

<sup>2</sup> NCPC added required demographic profiles of participating families to outputs in Family Service programs beginning in FY 2022-23.

<sup>3</sup> Hispanic / Non-Hispanic is considered ethnicity and is not counted in the race demographic.

**Kaleidoscope Play and Learn (KPL)  
Planning and Evaluation Program Review  
FY 2018-19 through FY 2024-25**

**Outcome Data: Source – KPL Caregiver Survey**

| <b>KPL OUTCOMES</b> |   |   |   |   |   |
|---------------------|---|---|---|---|---|
|                     | <b>KALEIDOSCOPE PLAY &amp; LEARN CAREGIVER FEEDBACK FORM<br/>QUESTIONS</b>  | <b>TOTAL<br/>Responses<br/>FY 21-22</b> | <b>TOTAL<br/>Responses<br/>FY 22-23</b> | <b>TOTAL<br/>Responses<br/>FY 23-24</b> | <b>TOTAL<br/>Responses<br/>FY 24-25</b> |
| 1                   | Item c. - Number of respondents selecting "About the same" for "I understand what to expect from children at different ages."           | 3                                       | 0                                       | 0                                       | 1                                       |
| 2                   | Item c. - Number of respondents selecting "A little more" for "I understand what to expect from children at different ages."            | 4                                       | 2                                       | 2                                       | 0                                       |
| 3                   | Item c. - Number of respondents selecting "A lot more" for "I understand what to expect from children at different ages."               | 4                                       | 2                                       | 1                                       | 2                                       |
| 4                   | Item h. - Number of respondents selecting "About the same" for "I give the child in my care opportunities to learn and try new things." | 0                                       | 1                                       | 0                                       | 1                                       |
| 5                   | Item h. - Number of respondents selecting "A little more" for "I give the child in my care opportunities to learn and try new things."  | 3                                       | 1                                       | 1                                       | 0                                       |
| 6                   | Item h. - Number of respondents selecting "A lot more" for "I give the child in my care opportunities to learn and try new things."     | 7                                       | 2                                       | 2                                       | 2                                       |
| 7                   | Item m. - Number of respondents selecting "About the same" for "I talk to or share ideas about caring for children with another adult." | 1                                       | 0                                       | 1                                       | 1                                       |
| 8                   | Item m. - Number of respondents selecting "A little more" for "I talk to or share ideas about caring for children with another adult."  | 3                                       | 1                                       | 0                                       | 0                                       |
| 9                   | Item m. - Number of respondents selecting "A lot more" for "I talk to or share ideas about caring for children with another adult."     | 4                                       | 3                                       | 2                                       | 2                                       |
|                     | <b>Number of respondents</b>  | <b>12</b>                               | <b>4</b>                                | <b>3</b>                                | <b>7</b>                                |

**NOTES:**

1. The decline in the number of respondents resulted in the development of an automated survey system as part of the new KPL Salesforce module. We anticipate responses to increase significantly, and the system will automatically unduplicate multiple responses.
2. Survey responses in FY 2024-25 did not increase as expected using the automation. P&E will consider alternatives to get more responses in FY 2025-26.

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| FY 2019-20                          |                                 |                 |                   |                   |                            |                    |                 |                    |                      |  |
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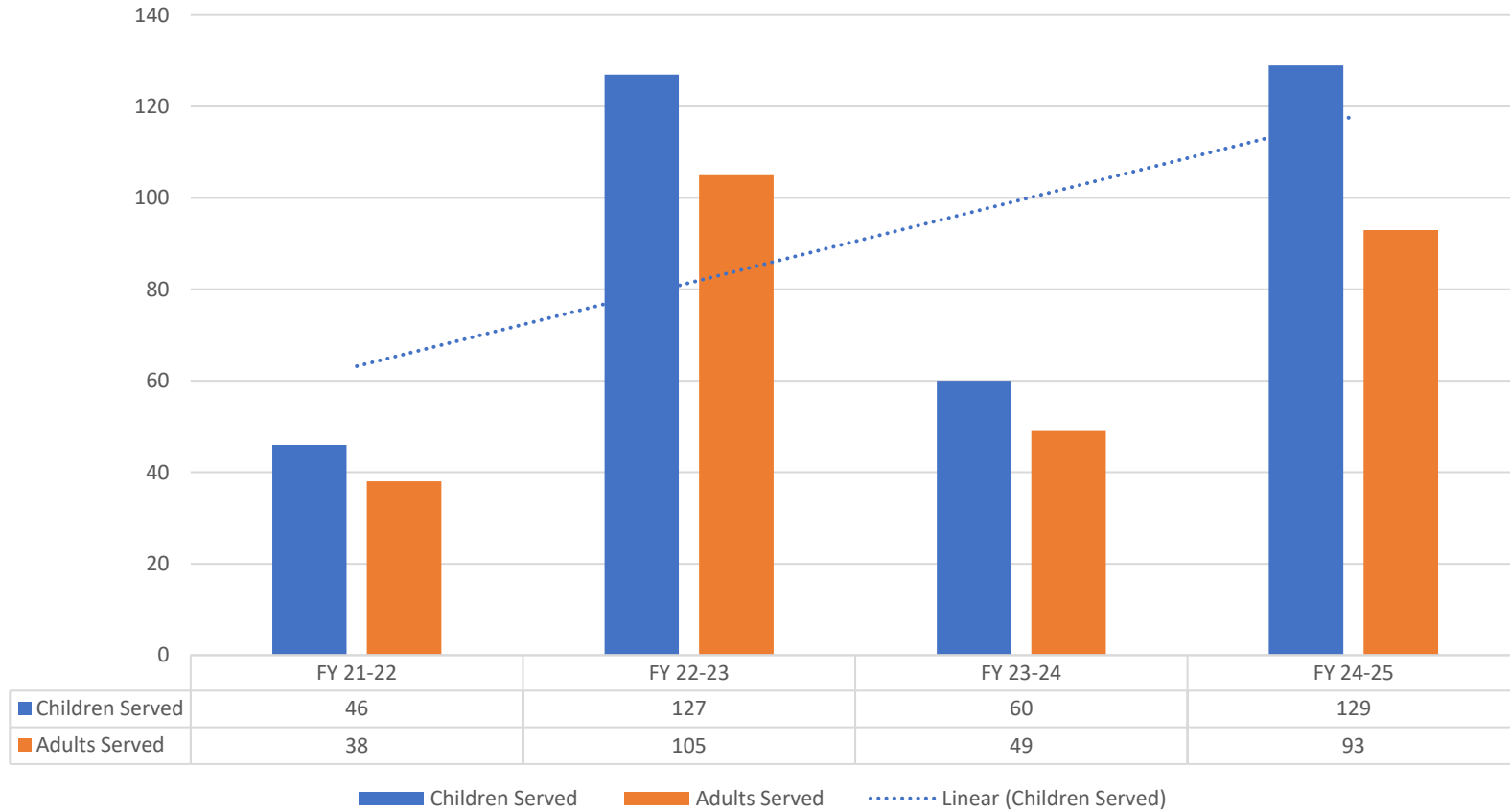
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|-----------------------------------|--|-----------------------|------------------------------------|------------------------------|---|--------------|----------------------------------|--|--------------|----------------------------------|-------------------|
| FY 2018-19                        | <b>Not Reported</b>  |                       |                                    |                              |   |              |                                  |  |              |                                  |                   |
| FY 2019-20                        |  |                       |                                    |                              |   |              |                                  |  |              |                                  |                   |
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|---------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|
|                     | KALEIDOSCOPE PLAY & LEARN CAREGIVER FEEDBACK FORM QUESTIONS   | TOTAL Responses FY 21-22 | TOTAL Responses FY 22-23 | TOTAL Responses FY 23-24 | TOTAL Responses FY 24-25 |
| 1                   | Item c. - Number of respondents selecting "About the same" for "I understand what to expect from children at different ages."           | 3                        | 0                        | 0                        | 1                        |
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