

GREENVILLE COUNTY



Getting children ready for school.



Nurse Family
Partnership

Community Education:
Palmetto Basics

BabySteps

Childcare Training:
Palmetto Shared
Services Alliance

Childcare Scholarships

Annual Report

2017-18



OUR VISION:

Families, early childhood educators, and community partners are equipped with the tools and resources needed to ensure children enter kindergarten ready to succeed.

www.GreenvilleFirstSteps.org

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Director Message

By “Planting a Seed” we can feed the state.

Several years ago, the Greenville First Steps board of directors re-examined our investments, and decided to get out of the Direct Service role. The 2008 budget crisis hit, and at the time, we had nearly 30 fulltime employees on our roster, and were providing a host of direct services (either as a sole provider, or cofounded through a partnership with the Greenville School District).

“The board had to take a step back, and say, are we a direct service provider, or do we exist to strengthen the work already being done in our community,” recalls Grady Patterson, Greenville First Steps board chair.

As a result, we began exploring ways to increase the capacity of our partners. We wanted to plant a seed that would grow within successful existing community partnerships



In 2009, we have helped bring Nurse Family Partnership to Greenville. Through a partnership with the Duke Endowment, we helped recruit investors in the nation’s first pay for success funding program (where private investors are reimbursed as government entities see cost savings from effective intervention programs). To date, Nurse Family Partnership has grown from a regional project offered by GHS to serving thousands of families across South Carolina.

In 2015, we worked to build and launch the Palmetto Shared Services Alliance, a statewide non-profit aimed at helping provide much needed back office supports and cost savings to childcare providers. Through a grant from Greenville First Steps, this initiative was taken statewide, and is now serving childcare provider across the state, helping them save money through shared buying power, and through free access to nationally recognized subject matter experts on HR/Legal/Personnel matters.

In 2017 we partnered with Pickens First Steps to launch the Palmetto Basics, a community awareness campaign, that fosters community involvement in understanding the importance of early interventions with our youngest learners, and celebrates the work being done in our community. This project, recently featured on NPR, is available for statewide partners at no cost.

As Greenville First Steps looks towards its 20th anniversary, we hope to celebrate the efforts taken in the past 2 decades to improve education outcomes for generations of young children, and are proud that our work is replicable throughout South Carolina.

OUR MISSION:

We will serve as a convener of early childhood champions to coordinate services to measurably improve the early childhood development of all children in Greenville County.

Derek Lewis
Executive Director

Find Greenville First Steps:





THE NEED

School readiness **depends on the capacity of caregivers** to provide children with consistent, nurturing, and responsive relationships in safe, stimulating learning environments, **continuously**, starting at birth. Unfortunately, these quality early childhood experiences happen for too few children in Greenville County.

How are Greenville County's children doing?	What early learning programs are available for children in our county? Last year:	Where can families access child care in our county?
32,094 are under age 5	120 attended Early Head Start as infants and toddlers	148 licensed child care centers
15.3% live in poverty	333 attended free preschool or Head Start as 3-year-olds	55 licensed group/family homes
15.1% of babies born in 2016 were to moms without a HS diploma	1,613 4-year-olds attended free full-day public school 4K or Head Start	30% participate in the state's Quality Rating System (ABC Quality)
8.2% Of babies born in 2016 were born at a low birthweight	2,142 0-5 year olds received early intervention or special ed.	32 providers are rated B or higher by ABC Quality
37.1% of last year's kindergartners demonstrated readiness	N/A were served by 	1,600 families received assistance with affording child care last year
<i>Kids Count data provided by:</i> 	<i>Data provided by:</i> 	

THE GOALS

Our partnership's work, in collaboration with state and local partners, is focused on advancing Greenville County towards these strategic goals in support of the **Profile of the Ready Kindergartner**, South Carolina's description of school readiness:

1. Improve graduation rates for teenage mothers and ensure they have access to supports and resources to be successful parents
2. Increase access for families to high quality, stable, sound childcare environments
3. Improve birth outcomes for Greenville County children
4. Improve literacy outcomes for children 0-5
5. Integrate school readiness messaging within Greenville County Community partners
6. Diversify revenue to ensure organizational sustainability.

THE IMPACT

In 2017-18, Greenville County First Steps provided:

- ✓ **479 children** and **468 adults** with **intensive support** to equip parents and caregivers with the confidence and competence to be a child's first and best teacher, and strengthen their family's health, economic, and overall well-being (**Nurse Family Partnership and Child Care Scholarships**)
- ✓ **527 staff** working in **100** child care providers, Head Start centers and preschool classrooms with training, technical assistance, resources and support, **helping them better meet the needs of children in their care** (**Child Care Training**)
- ✓ financial assistance to help **130 children** 0-5 **attend quality child care** so their parents can work or attend school (**Child Care Scholarships**)
- ✓ **40,944 books** to spark the love of reading for children (**Raising a Reader, Community Events, Book Distribution**)
- ✓ a total of **450 children** and **13,970 adults** were impacted by Greenville County First Steps programs, resources, activities and events.

School Readiness Outcomes

What is the KRA?

In 2017-18, kindergartners across the state were given for the first time South Carolina’s newest assessment of school readiness: the **Kindergarten Readiness Assessment**, or KRA. The KRA provides a snapshot of students’ abilities at the beginning of the school year, in four domains: Social Foundations, Language and Literacy, Mathematics, and Physical Development and Well-Being. Here are the results locally and for the state:

Greenville County Schools (5,597 children)			
Domain	Emerging	Approaching	Demonstrating
Social Foundations	28%	28%	44%
Language&Literacy	25%	42%	33%
Mathematics	29%	35%	36%
Physical Dev&WB	27%	35%	36%
OVERALL	26%	37%	37%

SOUTH CAROLINA (54,927 children)			
Domain	Emerging	Approaching	Demonstrating
Social Foundations	28%	27%	45%
Language&Literacy	23%	43%	34%
Mathematics	31%	38%	31%
Physical Dev&WB	28%	24%	48%
OVERALL	26%	38%	36%



- 1. Language and Literacy:** reading, writing, speaking, and listening
- 2. Mathematics:** counting, comparison, and sorting
- 3. Physical Well-Being & Motor Development:** dexterity, muscular coordination, and balance
- 4. Social Foundations:** following rules, asking for help, task persistence and other skills necessary to function within the kindergarten classroom

Demonstrating Readiness: student demonstrates foundational skills and behaviors that prepare him/her for instruction based on kindergarten standards.

Approaching Readiness: student demonstrates some foundational skills and behaviors that prepare him/her for instruction based on kindergarten standards

Emerging Readiness: student demonstrates limited foundational skills and behaviors that prepare him/her for instruction based on kindergarten standards

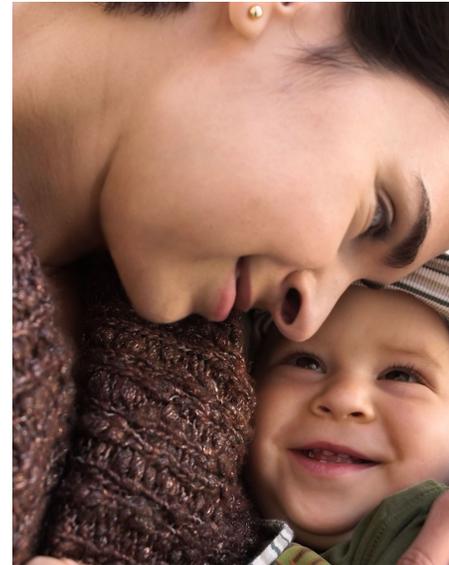
Nurse-Family Partnership

Helping vulnerable first-time mothers empowers them to achieve a better life for themselves and their children.

Program Description

Nurse-Family Partnership (NFP) helps transform the lives of vulnerable first-time mothers and their babies. Through ongoing home visits from registered nurses, low-income, first-time moms receive the care and support they need to have a healthy pregnancy, provide responsible and competent care for their children, and become more economically self-sufficient. From pregnancy until the child turns two years old, Nurse-Family Partnership Nurse Home Visitors form a much-needed, trusting relationship with the first-time moms, instilling confidence and empowering them to achieve a better life for their children – and themselves.

In Greenville County, Nurse-Family Partnership is implemented through Greenville Health System.



Greenville First Steps serves families in greatest need. Among our NFP families:

- 100% ... live in poverty
- 54% ... use WIC

NFP by the Numbers, 2017-18

Children Served	339
Number of Home Visits	6,127

In August 2017, NPR.org published an article about South Carolina's Nurse-Family Partnership Pay-for-Success funding. Greenville First Steps is one of 5 major funders of this statewide initiative.

This year, our NFP program:

- ✓ At 18 months postpartum, 65% of participants have either completed or are in process to gain a high school diploma
- ✓ 98% of mothers reported not using alcohol at 36 weeks pregnancy
- ✓ 91% of mothers reported not smoking at 36 weeks pregnancy

Thank you to our NFP partners!

- Greenville Health System
- Children's Trust of SC

Evidence of Effectiveness:

Nurse-Family Partnership meets the First Steps legislation's definition of an **evidence-based** program.



Community Education

In order to thrive, children need nurturing, responsive relationships and a supportive learning environment, both within and outside the home.

Program Description

Palmetto Basics:

Greenville First Steps understand how hard being a parent can be. There is a lot of pressure to know exactly what you are supposed to do to help your child be successful. Greenville First Steps, together with over 50 community partners, began to explore a way to create a unified message around what parents can do to help their children be better prepared for school. After months of research, community-wide meetings, and collaborative work, Greenville First Steps helped launch the Palmetto Basics.

The Palmetto Basics are five fun, simple, and powerful ways to help all our children become the happiest and most successful they can be. The Palmetto Basics include

1. Maximize Love, Manage Stress
2. Talk, Sing, and Point
3. Count, Group, and Compare
4. Explore Through Movement and Play
5. Read and Discuss Stories

These five basics simplify all of the existing messaging families hear regularly. By taking a collaborative approach, encouraging local businesses, nonprofits, churches, childcare centers and schools to use the Palmetto Basics as they talk to families with young children, the message is quickly and easily spread to families by those they trust.

Modeled after the Boston Basics, the Palmetto Basics are part of a multi-city network spreading the message about the Basics. For more information, visit www.PalmettoBasics.org

The library has been doing a lot for years and years with early literacy. When the Palmetto Basics came out, we realized these are all the things we believe in and that we've been doing for so many years. The Basics allow us to connect throughout the community and have the same message for parents as other organizations. – Ashley Snelgrove, Greenville County Library System



Community Education by the Numbers

Materials Distributed	46,250
Individuals at Community Events	14,677
Books Distributed	40,944
Palmetto Basics Champions	215

This year, our Community Education program, the Palmetto Basics...

- ✓ Supported 215 local churches, childcare centers, nonprofits, schools, neighborhoods, and businesses as they integrated the Palmetto Basics into their existing programs
- ✓ Distributed over 40,000 books to organizations in Greenville County who work with children and families

Thank you to our EI&R partners!

- Primrose School of Greenville
- Bon Secours St Francis Health System
- Greenville County Library System

Family Literacy - BABYSTEPS

Parents are their child’s first and best teachers.

Program Description

BABYSTEPS is a 7-week summer enrichment program funded by Greenville First Steps and operated by Little Steps. The program provided educational, social, and community resources to 12 teens that were either pregnant or new mothers. Program participants rotated through classes focusing on educational tutoring, labor and delivery, infant care, nutrition, peer group counseling, and parenting. In addition, teens were provided with the opportunity to go on field trips in Greenville County.

This year, BABYSTEPS provided an opportunity for participants to earn a class credit through Greenville County School District’s Distance Learning option. Through partnerships with the Greenville Health System, Greenville County School District, Greenville Technical College, Small Impressions Child Development Center, the summer BABYSTEPS participants added valuable information to their “toolbox” to be better parents, stay in school, graduate, and raise a happy, healthy, and ready to learn child.

Teens earned Baby Bucks during classes and were able to “shop” in the Little Steps baby boutique to receive essential items such as diapers, baby and maternity clothes, strollers, high chairs, and toys. Throughout the summer and during the following school year, all BABYSTEPS participants who had a child were given a full scholarship to a pre-approved high quality childcare center



Babysteps participants take a tour of Unique Kidz at Davis Academy and learn what to look for and questions to ask when seeking quality childcare.

Family Literacy by the Numbers 2017-18

Adults Served	14
Children Served	10

This year, our Family Literacy program:

- ✓ 100% of participants in BabySteps are one step closer to high school graduation
- ✓ 100% of participants learned about choosing quality childcare and were offered childcare scholarships
- ✓ 100% of participants indicated they felt better prepared to help their child be more successful

Thank you to our partners!

- Little Steps
- Greenville County School District

Palmetto Shared Services Alliance (Child Care Training)

Those who care for young children need high-quality, accessible, and affordable professional development.

Program Description

Greenville First Steps contracts with Palmetto Shared Services Alliance (PSSA) to provide childcare training opportunities in Greenville County. PSSA is a system of online and onsite supports designed to save time, money, and improve over-all quality of childcare and afterschool programs. The Palmetto Shared Services Alliance was developed by Greenville First Steps, with support from SC Department of Social Services and Institute for Child Success.

The Palmetto Shared Services Network has three specific impacts:

1. **Help providers save money:** Childcare providers, through shared buying power and access to industry relevant prepared resources can cut expenses
2. **Help providers save time:** Childcare providers, like any other small business owners, are typically not professionally trained accountants, HR specialists, Legal experts, or tax specialists. Access to subject matter experts and free downloadable resources will allow providers to focus on their area of expertise – Childcare quality improvement
3. **Improve Access to High Quality Childcare:** Shared services providers are asked to sign an MOA that commits they will reinvest all saved time and resources into quality improvement measures in their center (e.g., more training, more staff supervision, more age appropriate resources)



Palmetto Shared Services Alliance Executive Director set up and ready to train and support childcare centers in Greenville County .

Training Sponsored by Greenville First Steps, 2017-18

Topic:	Sessions:
ECD 101 for High School Students	One Session
ECD 109 for College Students	One Session
Palmetto Shared Services Overview	One Session
Shared Services Business Practices	One Session

Training by the Numbers, 2017-18

Total Training Attendance	527
Child Care Teachers and Directors Served	527
Number of Training Sessions Offered	29

This year, our Training program provided:

- ✓ 527 early childhood staff with high quality training, impacting 100 providers
- ✓ 15 hours of certified training and 14 hours of registered training for staff to meet annual re-certification requirements

Thank you to our Training partners!

- Palmetto Shared Services Alliance
- Institute for Child Success
- SC DSS
- SC-CCCCD

Evidence of Effectiveness:

Child Care Training and Professional Development meets the First Steps legislation’s definition of an **evidence-based** program.



Child Care Scholarships

Too many families in Greenville County cannot afford quality care for their children.

Program Description

Access to quality child care is essential for children while away from their primary caregivers. Yet, of those families income-eligible for child care assistance in South Carolina, only a small fraction receive it due to lack of funds. In the absence of nurturing and consistently available family, friends or neighbors, parents are faced with few - or no - affordable care options.

Greenville First Steps serves families in greatest need. Among our scholarship families:

- 73% ... live in poverty
- 34% ... didn't graduate from high school
- 14% ... were teen parents
- 24% ... had developmental delays

In addition to regular monitoring of child care providers that receive First Steps scholarships, First Steps conducts at least one developmental screening each year with scholarship children and connects families to needed services within the community.

At Greenville First Steps, childcare scholarships are awarded to teen parents, parents enrolled in Nurse Family Partnership, and parents enrolled in a pre-approved work force development program.

The United Way of Greenville and the Greenville Health Authority both match funds from Greenville First Steps to further our ability to serve these families.

As a single mother, completing a degree with a low to moderate income, Greenville First Steps has made it possible for Gabriella to attend the 4K program.

--Kayla, Gabriella's Mother



Gabriella and her mother Kayla with Gabriella's teacher at St. Anthony of Padua Catholic School.

Scholarships by the Numbers, 2017-18

Children Served	130
Providers Served	21

This year, our Scholarship program:

- ✓ Provided 130 children with scholarship assistance so their parents could work or attend school
- ✓ Supported 21 small businesses in Greenville County by subsidizing child care tuition for families who would not otherwise be able to afford quality care
- ✓ Provided 40 hours of training for scholarship parents in topics such as the importance of early literacy and the Palmetto Basics

Thank you to our Scholarship partners!

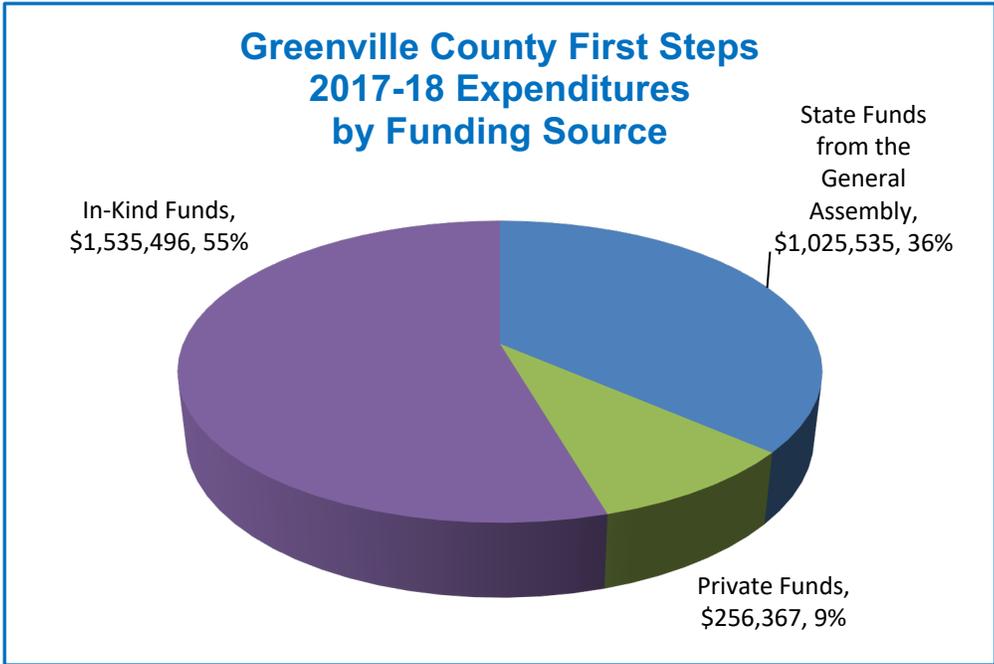
- Palmetto Shared Services Alliance
- Sunshine House Early Learning Academy
- St Anthony of Padua Catholic School
- Big Blue Marble Academy

Evidence of Effectiveness:

Our partnership's Child Care Scholarship strategy is considered *evidence-based* because it is connected to the following evidence-based programs: Childcare Training, Parents as Teachers



Financial Impact



Total 2017-18 Expenditures: \$2,817,398

State Funds Leveraged in 2017-18*: 175%

*Percentage of state dollars matched by additional federal, private, and/or in-kind funds

2017-18 Expenditures by Strategy

	State \$	Federal \$	Private \$	In-Kind \$	Total \$	% of 2017-18 Expenditures
Community Education	\$260,495		\$35,280		\$295,776	10%
Nurse-Family Partnership	\$115,833		\$30,000	\$1,535,496	\$1,681,329	60%
Palmetto Shared Services Alliance	\$0		\$76,418		\$76,418	3%
Scholarships	\$312,900		\$53,255		\$366,155	13%
Childcare Training	\$70,000				\$70,000	2%
BabySteps	\$0				\$0	0%
Administrative Support	\$86,270				\$86,270	3%
Program Support	\$180,036		\$61,414		\$241,450	9%
TOTAL EXPENDITURES	\$1,025,534	\$0	\$256,367	\$1,535,496	\$2,817,398	

Since inception, Greenville County First Steps has leveraged \$15.3 million from sources outside of state government. That's \$0.71 for every state dollar.

Thank you supporters!

Through partnerships and collaborations, as well as financial support from grants and contributions, Greenville First Steps leverages state dollars to enhance and expand services to children and families.

Funding Support

State of South Carolina: \$1,025,534
(through *South Carolina First Steps*)

United Way of Greenville: \$150,000

Individual Donations: \$16,688

Bon Secours St Francis: \$12,500

Greenville Health Authority: \$90,000

Primrose: \$10,000

Rental income: \$12,000



Greenville First Steps staff joins Little Steps staff at the Greenville Health Authority Inaugural Grant Celebration.

In-Kind Support

Matching Funds for Nurse-Family Partnership
provided by:

The Duke Endowment

BlueCross BlueShield of SC Foundation

The Boeing Foundation

The Edna McConnell Clark Foundation

New Partnership for Youth LLC

Social Finance US



Executive Director, Derek Lewis, speaks at the Palmetto Basics Champion Workshop featuring Dr Laura Jana, acclaimed author, who wrote *The Toddler Brain* and spoke to the crowd about brain development.

How your support helps children in Greenville County:

- ✓ \$25 helps fill a childcare classroom's bookshelf
- ✓ \$360 helps a low-income family afford quality childcare for one month
- ✓ \$500 provides a year long scholarship for a Greenville Childcare center to access Palmetto Shared Services Alliance

HOW TO GIVE: Visit GreenvilleFirstSteps.org and click **DONATE NOW** to support our cause.

Save the Date!

December 14, 2018: Annual Meeting

Spring 2019: 20th Anniversary Celebration

Support Greenville First Steps today through a tax-deductible donation or volunteer!

Greenville First Steps Board of Directors

Name	Position	Board Category
Grady Patterson – Chair	Technical Director, Verus Research	Legislative Appointee
Lauren Briles – Vice Chair	Owner, Primrose School of Greenville	Childcare
Karen Allen	Youth Services Manager, Greenville County Library	County Library
Karen Andrews, PhD	Director Early Intervention and Support Services, Greenville County Schools	School District
Gina Blohm	Dir of Development, Community Foundation of Greenville	Philanthropy
Stacy Burr	Associate Professor, USC Upstate	Educator
Meredith Burton	Child Development Center Director, Furman University	Childcare
Kelly Byers	Council Member, Travelers Rest City Council	Local Elected Official
Jonathan Cote	Attorney, Womble Carlyle	Legislative Appointee – Senate
Tommy Flinn	Vice President, PNC Financial Services Group	Business
Michelle Greco	Manager, Child Abuse Prevention Program, GHS	Health System
Anna Hall	Assistant Professor, Clemson University	Educator
Eric Hassman	Partner, Carbyne Capital Partners	Parent of Young Child
Cal Hurst	Regional Vice President, TD Bank	Parent of Young Child
Leonard Kupersmith	Headmaster, Christ Church Episcopal School	Educator
Jessica McDowell	Upstate WIC Program Director, SC DHEC-Region 2	DHEC
Jennifer Portwood	Associate Manager, Office of the Gvl County Auditor	Legislative Appointee – House
Nancy Powers	Developmental Pediatrician, GHS Developmental Pediatrics	Healthcare
Julie Press	Tax Senior, Elliott Davis LLC	Business
Melissa Roper	Program Instructor-Early Care and Education, Greenville Technical College	Educator
Cynthia Sosebee	Community Partnership Facilitator, SHARE Head Start	Head Start
Stacie Stegall	Recruiting Manager, DHG Search	Parent of Young Child
Danny Varat	Chief of Staff, Lieutenant Governor's Office	Legislative Appointee – Senate
Jeremy Watts	Teacher Education Division Chair, Bob Jones University	Educator
Tiffany Whitney	Pregnant and Parenting Specialist, Greenville County Schools	School District

What is First Steps?

At the state level and in every county, First Steps leverages state funding with other public and private resources to help South Carolina’s children enter kindergarten healthy and ready to succeed. First Steps programs and services support families as their child’s first and most important teacher and are customized to meet the unique needs of local communities, grounded in strong evidence, fueled by stakeholder collaboration, and accountable for results.

First Steps Goals

- (1) provide parents with access to the support they might seek and want** to strengthen their families and to promote the optimal development of their preschool children;
- (2) increase comprehensive services** so children have reduced risk for major physical, developmental, and learning problems;
- (3) promote high-quality preschool programs** that provide a healthy environment that will promote normal growth and development;
- (4) provide services** so all children receive the protection, nutrition, and health care needed to thrive in the early years of life so they arrive at school ready to succeed; and
- (5) mobilize communities** to focus efforts on providing enhanced services to support families and their young children so as to enable every child to reach school healthy and ready to succeed.

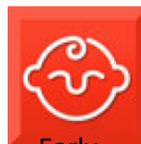
First Steps Building Blocks of Quality Early Childhood Programs and Services



Healthy Start



Family Strengthening



Early Intervention



Quality Child Care



Early Education



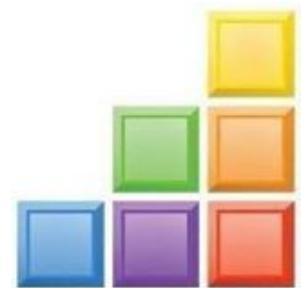
School Transition

From Greenville to Charleston, Abbeville to York, First Steps local partnerships serve as ...

Local portals connecting preschool children and families to services

Conveners of community stakeholders to address the needs of young children and their families

Champions of the importance of school readiness to our children’s future.



for South Carolina First Steps:
scfirststeps.org

for Greenville County First Steps:
www.GreenvilleFirstSteps.org

PROJECT PERSONNEL TIME CALCULATION: This document was developed using reports provided by SC First Steps, Greenville First Steps, SC Center for Child Care Career Development, SC Department of Social Services, and the Palmetto Shared Services Alliance. This annual report, required by SC First Steps, was created through a commitment of 75 hours of staff time by Greenville First Steps staff. In addition, during FY18, Greenville First Steps Staff spent 300+ hours of staff time collecting, verifying, and entering client, program and center data – as required by SC First Steps – to be used in this and other local and statewide reports.