

# Annual Report 2011-2012

### Who We Serve

First Steps serves children pre-birth to 5 years old and their families who are at risk of not being ready for school.

Number of Greenville County children under 6: 39,900

Number of Greenville County children under 6 living in poverty: 7,222

Babies born each year in Greenville County to a mother without a high school diploma: 1639 (nearly 1 in 4)

### Our Featured Programs

Nurse Family Partnership Child Care Scholarships Community Awareness

### **Our Results**

This year we were able to leverage \$1.28 in grants, donation, and local support for every \$1 of state funds spent. No state funded entity has a greater level of local leveraging and impact

In 2012, Greenville First Steps engaged over 75 agencies in "Pinwheels for Prevention", a countywide Child Abuse Prevention campaign, including planting 20,000 pinwheels across the county.

### The Little Blue Truck: Lessons in Private/Public Partnerships

Derek Lewis, Executive Director derek@greenvillefirststeps.org

My son, William, and I have a favorite book: *the Little Blue Truck*. It's a great bedtime story about an overlooked little truck who agrees to help get a giant Dump Truck out of the mud. The little blue truck, always eager to help, pushes with all his might and then finds himself stuck too. Then all the animals pitch in, and help the Blue Truck and the Dump Truck out of their predicament.

Much has been made of the "New Normal" non-profits and agencies face as a result of the economic downturn. Writers have predicted the demise of non-profits, the elimination of agencies, and turning away of countless families from services they desperately need.

But, for Greenville First Steps, this time of crisis has been an opportunity.

Since 2008, our state funds have been reduced by nearly 25%. But, because of forward thinking leadership from our board, we have also increased services by over 35% during the same time. More families served with less state infrastructure. Part of the cost savings is due to some fiscal tightening at the office level, but much of it comes from a more collaborative approach. Take a program like Nurse Family Partnership. Since 2008, nearly \$2.3 million has been invested in this highly effective, results based program. But, less than 20% of that is from state funds. The rest come from a blend of partnerships including the United Way of Greenville County, the Duke Endowment, the Community Foundation of Greenville, and Greenville Women Giving.

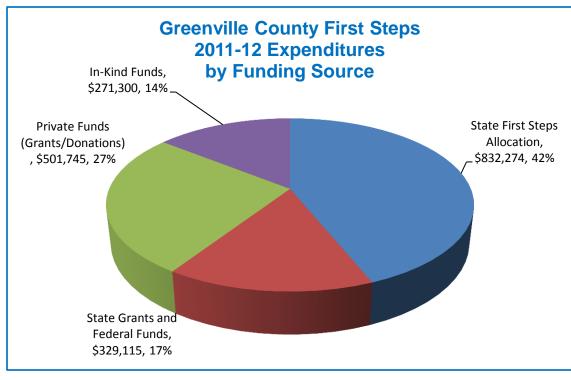
This year, through collaborative efforts, we raised over \$1.06 million in private and national support as a match to the state funds entrusted to us. For every \$1 in state funds, we leveraged \$1.28 in support, more than doubling the resources available for children and families.

Together, each partner brings what he/she can to the table, and we figure out how to make it work. Just like the animals helping the Little Blue Truck, we can get this community out of the mud, and back on track.

Board Chair Dr. Danny Varat Executive Director Derek Lewis 24 Cleveland St, Greenville SC 29601 (864) 239-3720 derek@greenvillefirststeps.org www.greenvillefirststeps.org

Building brighter futures for South Carolina's youngest learners.





### Total 2011-12 Expenditures: \$1,897,667

Private and Local Funds Leveraged\*: 128%

For every \$1 in state funds spent by Greenville First Steps \$1.28 in private and local support was leveraged!

	State \$	Federal \$	Private \$	In-Kind \$	Total \$	% of 2011-12 Expenditures
Nurse Family Partnership	\$51,000	\$262,455	\$437,495	\$86,000	\$836,950	44%
4K expansion in private centers	\$269,254	\$0	\$0	\$185,300	\$454,554	24%
Child Care Scholarships	\$261,268	\$25,000	\$25,000	\$0	\$311,268	16%
Child Care Training	\$100,337	\$2,910	\$0	\$0	\$103,247	5%
Countdown to Kindergarten	\$7,900	\$1,983	\$1,983	\$0	\$11,866	1%
Community Engagment	\$84,843	\$0	\$36,767	\$0	\$121,610	6%
Administrative Support	\$57,672	\$0	\$500	\$0	\$58,172	3%
TOTAL EXPENDITURES	\$832,274	\$292,348	\$501,745	\$271,300	\$1,897,667	

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

# Clara and Mitchell: An NFP success story

Clara was one of those teens who has it all together. A High School Junior, she already had her college career mapped out. Then, around Christmastime of her junior year, Clara realized that she was pregnant. Almost overnight, all of her plans, and dreams, seemed to come to a halt.

Luckily, Clara had a friend who had heard about a program called Nurse Family Partnership (NFP). Nurse Family Partnership is a program operated through the Greenville Hospital System University Medical Center, through a partnership between GHS and First Steps, that pairs first time moms with a GHS Nurse.



Clara was introduced to Lisa, the supervisor of the program. Lisa met with Clara, and talked with her about NFP. Clara was paired with a nurse, Samantha, who visited Clara in her home, every other week until Mitchell was born. Initially, the conversations were around things like smoking, and drinking, and preparing for being a new mom. But, as their relationship built a stronger bond, Samantha realized that Clara was most concerned about dropping out of school and not going to college. Clara struggled with the need to drop out of school to be a fulltime parent vs. the need to graduate from school.

Clara, and her parents sat up late nights, talking about how they could make it all work. Samantha knew about childcare scholarships that First Steps had available through the YWCA Child Development Center. Clara convinced her parents to let her stay in school, and place Mitchell at the YWCA. In exchange, Clara agreed to take parenting courses, and to graduate on time.

After graduating from High School, Clara found a scholarship at Greenville Technical College and began working on a degree in Nursing. She is now employed with the Greenville Hospital System, and credits that relationship with Samantha as being the thing that helped her realize that being a financially stable parent was a gift she could give her son that will benefit him for years to come. Nurse Family Partnership is funded through Greenville First Steps, the Duke Endowment, the Community Foundation of Greenville, Greenville Women Giving, and the United Way of Greenville County. Thanks to our community partners, over 250 moms, just like Clara, have changed their families lives for generations to come.

# Thank you to our partners!

### **Funding Support**

The Duke Endowment \$205,478 United Way of Greenville County \$77,000 Greenville Women Giving: \$50,000 SC Children's Trust (MIECHV funds): \$125,000 Individual Donors, Local Sponsorships: \$7,500

### Local Partnerships, Local Support

YMCA of Greenville \$49,000 Shannon Forest Christian School \$53,000 St. Anthony of Padua Catholic School \$83,000 Greenville Hospital System: \$86,000



### Kids Drive Greenville: Information is the key to community change

Earlier this year, Greenville First Steps, in collaboration with the SC Institute for Child Success, and the United Way of Greenville County launched: KIDS DRIVE GREENVILLE, an online portal that links families, educators, and the business community to information, activities, and resources available throughout our community.



Families can use a searchable database to find fun, free, engaging things to do. Business leaders can learn about the economic impact of investment in early childhood programs and services, and Childcare providers will be able to take online classes to improve the quality of instruction in their classrooms.

The first iteration of this community-wide approach came with the launch of the Pinwheels for Prevention campaign, a childabuse prevention month effort that included over 75 partner agencies, businesses, and churches sharing a single preventative message to our community.

Visit www.kidsdrivegreenville.com for more tips, activities, and information

Numbers Served by Greenville First Steps in 2011-12									
	Number of Children 0-5	Number of Parents/ Adult Family	Number of Early Childhood Staff	Number of Child Care Providers, Head Start Centers,	Number of Training Hours Provided to Early	Number of Staff Positions Supported Within First Steps		Number of Staff Supported Within Partner Organizations Using FS Funds	
	Served	Members Served	Trained	and Schools Served	Childhood Staff and Parents	FT/PT	Other	FT/PT	Other
Nurse Family Partnership	210	229	0	0	0	0	0	9	0
4K Expansion	72	72	8	4	80	.5	0	8	0
Child Care Scholarships	45	45	19	6	400	.5	0	0	0
Child Care Training	0	0	429	45	1500	0	0	0	0
Countdown to Kindergarten	35	35	0	3	169	0	0	0	0
Community Engagement	Measu	Measured through community indicators, not direct services		1	0	0	0		
TOTAL Number Served	362	381	456	58	2149	2	0	17	0



## Nurse Family Partnership



### **Program Description**

Nurse Family Partnership (NFP) is an evidence based, nurse home visitation program designed to improve the health, well-being and self sufficiency of low-income, first time parents and their children. NFP is an intensive intervention spanning a 2 ½ year timeframe. Home visits begin prenatally (every week for the first four weeks and every other week until birth) and continue through the second year of the child's life (visits range from weekly to every other week). However, visit frequency is flexible and can be altered if the nurse feels there is a need for more visits.

Bachelor's degree level nurses utilize Visit-to-Visit guidelines, clinical consultation, and intervention resources to implement the programs content in a way that is adaptable to each family.

Locally, NFP is a partnership between the Greenville Hospital System and Greenville First Steps. In 2012, NFP expanded to serve 175 families. Funding is provided by the Duke Endowment (7 year commitment), Greenville First Steps, SC Children's Trust, and the United Way of Greenville County (3 year commitment). Additional funding was provided through Hollingsworth Funds and Greenville Women Giving.

#### **Risk Factor Profile:**

% of parents without HS diploma	56%
% of parents Medicaid Eligible	100%
% parents recipients of TANF	75%

#### **NFP Outcomes**

- Increase parent knowledge of child development and improve parenting practices
- Provide early detection of developmental delays and health issues
- Prevent child abuse and neglect
- Increase children's school readiness and school success

### Why NFP Works

With over 30 years of peer-reviewed research nationally, this is one of the strongest evidenced based programs we have been involved in implementing. Our local NFP site is seeing outcomes that mirror nationally recognized Nurse Family Partnership Program Outcomes.-

#### First Steps Evaluation High Scope, 2009

"It was just amazing that someone from Nurse-Family Partnership was always there for me. I was never alone because I could always call Lisa for support or answers, whether good or bad. She was always there waiting to help me whenever I needed it."

#### -Jennifer

### Program Results 2011-12

- Successful implementation of national program adhering to stringent model fidelity
- Sound fiscal management allows for leveraging of private funds. First site in SC to grow to a 7 nurse team. In 2012 \$15 in local, private, and federal funds were raised for each \$1 of state funds invested.
- ✓ 75% of clients have returned to work or school within 12months of enrollment.

### NFP by the Number\$

	2010-11	2011-12
State Funds	\$373,068	\$51,000
Federal Funds	\$0	\$262,455
Private Funds	\$505,361	\$437,495
In-Kind Funds	\$70,000	\$86,000
Total	\$948,429	\$836,950
Families Served	167	229
Cost per Family	\$5,260	\$3654
Number of Visits	2485	2777
Cost per Visit	\$353.49	\$301.38

#### **Greenville County First Steps**



# Child Care Scholarships

### **Program Description**

Greenville First Steps and the United Way of Greenville County launched a scholarship initiative aimed at ensuring parents have access to high quality childcare centers.

Greenville First Steps provides scholarships to families who are NFP clients, teen moms hoping to remain enrolled in High School, and families planning to return to work.

Additionally, funding is available for families who meet the following criteria:

- Family must be eligible for, but not currently receiving DSS ABC vouchers
- Family must select a pre-approved center/family home provider with a level BB rating or higher
- Parent must be either enrolled as a student (HS or College) or employed at a minimum of 20 hours/week
- Parent must participate in a minimum of 2 hours/month of financial literacy, parenting, positive discipline or GED work.

Scholarships are provided directly to the center on behalf of family. Funds are awarded on a rolling basis. Funds are awarded on an annual basis (with funds planned to be spent by June 30, 2011).

% in Poverty	50%
% < HS Diploma	50%
% with Developmental Delays	50%

### Thank you to our partners!

YWCA of Greenville	Classy Kids
Gateway Academy	Unique Kids
UU World of Children	Little Wonders
United Way of Greenville Co	ounty

### Why Scholarships Work

Research shows that children from homes where parents who don't complete high school are 45% less likely to enter 3<sup>rd</sup> grade reading on grade level. Scholarships ensure that families are more likely to complete school, find work that can help sustain their families economic self-sufficiency, and ensure children are in high quality, safe, engaging care.

When Michael's dad left, there was no way I could work and take care of him. I needed help and First Steps made it possible for me to know Michael was happy and safe while I went back to work

-Rachel

### Program Results 2011-12

- 100% clients served received a developmental screening
- 100% clients attended a high quality childcare center
- 19 moms were able to return to High School or College or participated in NFP

	T
2010-11	2011-12
\$90,681	\$261,268
\$0	\$25,000
\$50,000	\$25,000
\$140,681	\$311,268
37	45
\$3,802	\$6,917
	\$90,681 \$0 \$50,000 <b>\$140,681</b> 37

### **Scholarships by the Number\$**

#### **Greenville County First Steps**



## 3K/4K w Parent Engagement

### **Program Description**

Greenville County First Steps partners with local childcare programs to serve low income, at-risk families through funding quality 3K/4K classrooms in Greenville County. Funded programs use High/Scope classroom curriculum, combined with a weekly home visit.

High/Scope research validated curriculum starts with the assertion that children's learning and development is best supported through an active, participatory process in which children have hands-on experiences with people, materials, events and ideas. In addition to being certified in High/Scope curriculum, certified teachers and their assistants are required to report in an online data system for accountability and measurement of outcomes.

Greenville County First Steps has partnered with local public, private and faith based centers to help serve at-risk families who are not enrolled in Head Start or School District funded 3K and 4K classrooms.

### Thank you to our partners!

- Shannon Forest Christian School St Anthony of Padua Catholic School
- YMCA of Greenville (Judson Community Center)

### Why 4K with home visits works

St Anthony of Padua Catholic School boasts a 97% High School graduation rate for children participating in school program. First Steps supports the 3K and 4K classrooms that build on that success

Thanks to First Steps, Neveah's teacher and I are great friends. I can ask her anything about Neveah's day and what has been going on.

Nevaeh's Mom

### Program Results 2011-12

- Stronger relationships between teacher and families. 70 Families received three home visits per month
- Regular screenings. 100% of families received a Dial 3 and ASQ screening, with results shared between teacher and family

#### 4K with home visits by the number\$ 2010-11 2011-12 State Funds \$267,414 \$269.254 **Federal Funds** \$0 \$0 **Private Funds** \$0 \$0 In-Kind Funds \$187,000 \$185,300 \$454,414 Total \$454,554

Families Served	70	72
Cost per Family	\$6492	\$6313
Total Completed visits	1556	1117
Cost per visit	\$256.15	\$406.94

#### **Greenville County First Steps**



**Getting children ready** 

Countdown to Kindergarten



Bringing parents and teachers together as partners sets the foundation for success in school.

### **Program Description**

Countdown to Kindergarten (CTK) is a First Steps program based on other successful school transition models from around the country. Its goals are:

- to increase the successful transition of South Carolina's most at-risk children into the K-12 school system;
- to increase parent involvement in the early grades (particularly in hard-to-reach communities), when children's learning is foundational for life success; and
- to increase public awareness of the importance of school readiness and provide ways for parents and communities to impact children's early school success.

#### **Program Components**

**Home Visitation.** Teachers make six visits over the summer to the homes of participating students and families. Visits are hourlong sessions whereby children and families are introduced to actual materials used in kindergarten and are given a Kindergarten Transition Toolkit (backpack filled with books, puzzles, clay, blocks, floor mats, etc.) to keep.

**Schools Served:** 

Welcome Elementary School

**Sue Cleveland Elementary School** 

#### AJ Whittenberg Elementary School

Partner school districts place as many CTK children as possible in their home visitor's classroom for kindergarten, thereby building upon the teacher-child and parent-teacher relationships built over the summer.

### Why CTK Works

Kindergarten teachers reported that **CTK children have** greater familiarity, confidence and excitement about attending kindergarten, and that **CTK parents are more** involved in school and more likely to contact them. CTK parents felt a stronger connection with their child's teacher, and saw in their children increased confidence and excitement about school. Teachers also said the CTK experience had a significant positive impact on their professional practice.

> First Steps Evaluation High Scope Educational Research Foundation, 2009

Thanks to Countdown, I get a head start on meeting families in their homes, and understanding how I can help them better succeed in school!

Ashley, Countdown Home Visitor, 5K teacher

### Program Results 2011-12

Leadership at AJ Whittenberg Elementary school, built upon the program by raising private funds to include additional families

### CTK by the Number\$

		2010-11		2011-12	
State Funds		\$34,09	91	\$7,900	
Federal Funds		ć	50	\$0	
Private Funds		\$31,68	35	\$1,983	
In-Kind Funds		ć	50	\$0	
Τ	otal	\$65,77	76	\$11,866	
Children Served		80		35	
Cost per Child		\$365		\$339	
Number of Visits		796		169	
Cost per Visit		\$82.63		\$70.21	

#### **Greenville County First Steps**



# **Community Engagement**

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

### **Program Description**

Working in partnerships with the United Way of Greenville County's School Readiness Council, First Steps helped develop the Greenville School Readiness Roadmap.

The Roadmap contains 12 community wide objectives that serve as targets for our community's efforts to create an environment that ensures children enter school on track and ready to succeed.

Using research identified by Clemson University, the Roadmap identifies the community-wide benchmarks that we are working to address.

One benchmark, Reducing the prevalence of abuse, neglect and toxic stress is being tackled by a coalition of over 75 agencies, churches, schools and businesses n our community.

First Steps played a role as a convener of those group, and helped launch the Pinwheels for Prevention campaign including the following components:

- A community wide message of the things every family can do to ensure children are safe and nurtured.
- The Pinwheel Gardens, where 20,000 pinwheels were planted as a symbol of our community's support of children and families.
- "Pinwheel Tales", a compilation CD of children's stories and songs that included tips to parents on engagement activities.
- A press conference including over 75 agencies, churches, and community leaders addressing child safety and well-being

### Thank you to our partners!

United Way of Greenville County
BiLo Charities
Michelin
Redemption World Outreach
GHS Children's Advocacy
SC institute for Child Success
Greenville County Schools

### Why Community Engagement Works

Greenville is an incredibly diverse community. That diversity leads to multiple entities developing multiple messages involving multiple partners. Greenville First Steps played a key role in Child Abuse Prevention month as a convener. They brought together multiple partners, helping to coordinate a single message that celebrated each partner's work, while strengthening the public's understanding of what they can do to help protect children in their home, neighborhood, or community.

-Phyllis Martin, United Way of Greenville County

### Program Results 2011-12

- 20,000 Pinwheels were distributed through 75 partner agencies. Funding for work was raised through sponsorships and donations
- Kids Drive Greenville was launched. A web portal that is accessible for children, families, and business leaders to understand the impact of early intervention and provide tips and tools for parents.
- Visit www.kidsdrviegreenville.com

# Community Engagement by the Number\$

Did not operate	\$84,843
	\$0
	\$36,767
	\$0
	\$121,610

#### **Greenville County First Steps**



# Child Care Training

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

### **Program Description**

Efforts to improve the quality of child care must include providing affordable, high quality training that meets the needs of the local child care workforce.

First Steps-sponsored training is certified through the SC Center for Child Care Career Development and includes topics in the areas of nutrition, health and safety, curriculum, child guidance, professional development and program administration. Best practices in training include not only the training, but also followup with supported practice in the classroom.

- Greenville County Child Care Association Conference. The GCCCA Conference allows over 400 childcare professionals opportunity for professional development and enrichment.
- Virtual Training Designs. In an effort to reduce costs associated with professional development, First Steps is partnering with USC upstate to develop a series of online virtual training platforms that would be deliverable across the state at little or no cost to the participant.
- Developmental Screenings. In partnership with GHS Children's Advocacy, we conducted Developmental Screenings on over 100 children, and trained Child Care providers how to use information from screenings to work with their children and parents.

### Thank you to our partners!

Greenville Hospital University Medical Center

Grenville County Child Care Association

USC-Upstate

### Why Training Works

Research shows that well trained and educated individuals in the child care workforce are **key to ensuring that children are both safe and in a setting to promote their healthy development.** 

> National Association of Child Care Resource and Referral Agencies

Thanks to First Steps, our annual conference was able to expand our offerings, ensuring more trainings are available

> Susan Keer, chair of Greenville Child Care Association

### Program Results 2011-12

- 429 participants at the Greenville Child care Association conference.
- 38 staff were instructed on developmental screening tools, and how to use them when working with families

### Training by the Number\$

	2010-11	2011-12
State Funds		\$100,337
Federal Funds		\$2,910
Private Funds		\$0
In-Kind Funds		\$0
Total		\$103,247
Child Care Staff Trained		429

**Greenville County First Steps** 



### **Greenville County First Steps Partnership Board**

2011-2012

Name	Position/Agency Represented	Board Category
Dr. Danny Varat	Board Chair	Legislative Appointee
Karen Allen	Greenville Library System, Youth Services Manager	Library System Appointee
Jamie V Bach	Parent of young child	Legislative Appointee
Linda Brees	Greenville Hospital University Medical Center, Director of Children's Advocacy	Hospital System
Keith Frazier	Department of Social Services, Greenville Director	DSS Appointee
Marty Garrison	First Presbyterian Academy, Director	Child Care provider
Lorraine DeJong	Furman University, Early Childhood Professor	Early Childhood Education professor
Julie Hartman	Bob Jones University, Early Childhood Professor	Early Childhood Education professor
Lillie Hall	SC Department of Health and Environmental Control	DHEC appointee
Hasker Hudgens	Redemption World Outreach	Faith Community
Jil Littlejohn	YWCA of Greenville, Executive Director	Child Care provider
Melinda Davis-Lux	Wyche, Burgess, Freeman PA, Shareholder	Business Community
Ashley Newton	BiLo Charities	Business Community
Stacey Peek	Grace Fellowship Baptist Church, Pastor	Faith Community
Jennifer Powers	Elliott Davis, LLC	Business Community
Cynthia Sosebee	SHARE Head Start	HEAD START appointee
Karen Sparkman	Greenville County Schools	School District Appointee
Carrie Woodward	Michelin North America	Transportation
Dr. Sandra Linder	Clemson university	Early Childhood Education professor
Meredith Burton	Furman University CDC Director	Child care provider
Stephanie Knobel	YMCA of Greenville: Judson Community Center	Child care provider

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

# Getting children ready for school.

### What is First Steps?

South Carolina First Steps to School Readiness was created in 1999 by the South Carolina General Assembly for the purpose of **having every child in South Carolina arrive at kindergarten ready to learn.** Sadly, many South Carolina children possess one or more risk factors that put them at **high risk** (greater than a 1 in 3 chance) **for "early school failure"** – either being retained or scoring below grade level in reading or math – by third grade.

First Steps exists to bring together efforts in early childhood at the state and local level, public and private, to focus and intensify services and assure the most efficient use of all available resources to serve the needs of South Carolina's young children and their families.

First Steps works to accomplish its mission through a state coordinating office and a network of county partnerships (46), each a private non-profit organization led by a board of early childhood stakeholders. With a modest recurring appropriation of state funding, First Steps leverages cash and in-kind resources at the federal, state and local level to improve services for young children in five strategy areas:

#### **Family Strengthening**

A parent is a child's first and best teacher.

#### **Healthy Start**

Children's development and ability to learn are profoundly impacted by their health.

#### **Quality Child Care**

Access to high-quality care is a critical component of a child's healthy development.

#### **Early Education**

Quality preschool opportunities set the stage for success in school.

#### **School Transition**

Preparing children and parents for a successful transition into fullday kindergarten.

Each First Steps county partnership determines how to spend its funds based on an annual needs and resources assessment and collaboration with community partners to **fill gaps in local services** for young children and their families. First Steps has proven its impact through strong program and fiscal accountability and independent evaluations every three years - a requirement of its enabling legislation.

All programs that receive First Steps funding - whether they are operated by a First Steps county partnership or a collaborating partner, such as a school district – must adhere to program standards that require programs to be research-based and operated with fidelity; staff who have appropriate qualifications, training, and supervision; services to be comprehensive and coordinated with available community resources; standard assessment instruments that document client outcomes; and programs that **target services to children most at risk** for not being developmentally ready for school.

#### www.greenvillefirststeps.org



First Steps is the lead agency for BabyNet, South Carolina's early intervention system for children under 3. Parents of children 0-2 years old with disabilities or suspected developmental delays should contact their local BabyNet office to schedule an evaluation.

#### Board Chair Dr. Danny Varat

#### Executive Director Derek Lewis

24 Cleveland St, Greenville SC 29601

(864) 239-3720

derek@greenvillefirststeps.org

www.greenvillefirststeps.org