

Be the  
**HEARTBEAT  
OF YOUR  
COMMUNITY-**  
Join Us!



**ANNUAL REPORT 2018-2019**



a partner in the  
smart start network



On behalf of the board of directors and the Partnership team, I am pleased to present our Annual Report for Fiscal Year 2018-2019. The following pages are an overview of our accomplishments this year on behalf of the children and families of McDowell, Polk, and Rutherford counties.

As we begin to prepare this report each year, we look for a phrase that exemplifies the spirit of our efforts. This year we've chosen "Heartbeat of Your Community" because it reflects the role our team plays infusing children and families with knowledge and life skills. We aspire to be the steady heartbeat that helps them thrive.

In addition to the daily, hands-on work of our dedicated team, the agencies and funders we collaborate with give life to our programs and services. Their support is the heartbeat of everything we do and accomplish.

As always we want to express our appreciation to the NC General Assembly for their continued support of our partnership and the entire Smart Start Network. We also received support this year from RHI Legacy Foundation and the Community Foundation of WNC. Their support along with generous individual donors have enabled us to provide important health screenings, expand the Dolly Parton's Imagination Library, and strengthen our strategic planning process.

The annual report also presents an opportunity to reflect and recognize the results we are achieving along with opportunities to grow. Currently, our board of directors is developing a five-year plan to guide us as we expand our programming to serve more families. The board has surveyed program participants and others impacted by our work for their perspective and ideas. They are carefully evaluating each program and our results in years past. Ultimately, this information will become an exciting road map for the future and will be presented later this year.

It has been an eventful year, and we are seeing demonstrable impact on the lives of the children and families who participate in our programs. It is a thrill to see them progress and build a foundation for sustained success. I want to thank and recognize our board of directors and staff for their hard work and dedication to results.

If you have any questions as you read this report or want to learn how you can turn your intentions into action, please contact me at (828) 245-8673 or [barry@pfcfoothills.org](mailto:barry@pfcfoothills.org).

With kind regards, Barry



**Barry Gold**  
*Executive Director*



*Legislative Networking Event with Western Region Smart Start Directors and Senator Ralph Hise, Senator Chuck Edwards, and Representative Josh Dobson.*



## BOARD OF DIRECTORS

### **Kris Edwards - Chair**

NFP Coordinator  
McDowell County Representative

### **Mark Franklin - Vice-Chair**

Director of Customized Training and Development,  
Isothermal Community College  
Rutherford County Representative

### **Kathy Taft - Secretary**

Community Volunteer  
Polk County Community Volunteer

### **Tracy Davis - Treasurer**

Rutherford Cooperative Extension Agent  
Rutherford County Representative

### **Alison Baldwin**

Community Volunteer  
McDowell County Community Volunteer

### **Sherry Bright**

Executive Director, Family Resources of RC  
Rutherford County Representative

### **John Carroll**

Director, Rutherford County DSS  
Rutherford County Representative

### **Cathleen Cullen**

Program Coordinator  
ABC Quality Rating and Improvement System  
Division of Early Care and Education South Carolina

### **Phyllis Davis**

Public Dental Hygienist, NC Oral Health Section  
McDowell County Representative

### **Jen Pace Dickenson**

Youth Services Librarian  
Polk County Public Library

### **Keith Jamison**

Registered Nurse, Julian F. Keith Drug Abuse  
Treatment Center  
McDowell County Representative

### **Nickey Lewis**

Director of Preschool, Rutherford County Schools  
Rutherford County Representative

### **Dr. Alice McCluney**

Early Childhood/School Age Education Instructor,  
Isothermal Community College  
Rutherford County Representative

### **Suzanne Metcalf**

Consultant/Advocate  
Polk County Community Volunteer

### **Jennifer Morgan**

Director, Glenwood Part-Day Program/Family  
Resource Center  
McDowell County Representative

### **Gail Parton**

Retired Child Care Provider  
Rutherford County Representative

### **Suzanne Ramsey**

Finance Officer, McDowell County Schools  
McDowell County Representative

### **Lisa Sprouse**

Director, McDowell County DSS  
McDowell County Representative

### **Dr. Keith Stephenson**

Senior Pastor, 2nd Baptist Church  
Rutherford County Representative



## HEARTBEAT OF OUR COMMUNITY

We all know how a heartbeat sounds and feels. And that it gives us life. We at Partnership for Children of the Foothills and our affiliated agencies and programs are dedicated to serving as the Heartbeat of Our Community – to be the constant, rhythmic beat that infuses life into the hopes, dreams, and success of the children and families we serve.

Those who interact with children hold a very special privilege in their hands. How children develop and grow during the first 2,000 days of life impacts their overall well-being, success in academics, and development into their optimal self. Helping children thrive can be as easy as providing positive, nurturing interactions, facilitating high-quality early care and education, along with offering good nutrition and healthcare. Through the caring, steady delivery of services, the playing field can be leveled for the benefit of all children.

Partnership for Children of the Foothills invests in young children, families, and educators in Polk, Rutherford, and McDowell counties with a focus on strengthening families, the early education system and our communities, while also building a strong foundation for school and life success.

Our results and accomplishments are rooted in our support of childcare teachers and improving the quality of care our young children receive, investment in early literacy, building a culture of health, and a commitment to strengthening families. Our goal is to reach every child in each of our counties and engage them and their families through these tenants:

- Support of Teachers
- Support of Quality Child Care
- Support of Families
- Support of Health
- Support of Early Literacy

These programs are made possible by Smart Start of North Carolina, a nationally recognized, award-winning early childhood initiative designed to ensure young children enter school healthy and ready to succeed. Smart Start is a public-private initiative that provides early education funding to the state's 100 counties. The funds are administered locally through nonprofit organizations such as our own.

**In collaboration with local agencies and organizations, Partnership for Children of the Foothills invests more than \$2.2 million annually into our local economy by supporting programs for children and families.**

**CHILD CARE QUALITY SUPPORT FOR  
EARLY EDUCATION**

The Partnership provides childcare training, technical assistance, and resources for early childhood educators working in licensed childcare facilities, which serve children from birth to five years old. These include in-service training workshops, technical assistance visits, on-site training, and support to centers and homes preparing for Environmental Rating Scale assessments. The program also supports centers and homes preparing for re-assessment and aids directors in helping teaching staff reach professional development goals.

**TRAINING:**

- 83 training workshops were sponsored, delivered, or facilitated by the program.
- 198 direct teaching staff participated in at least one of the scheduled training workshops.
- 1,250 training calendars were distributed directly to teachers and directors in licensed facilities.

**TECHNICAL ASSISTANCE:**

- 50 licensed centers and childcare homes received direct technical assistance
- 108 themed kits were delivered to classroom teachers
- 44 classrooms received assistance in preparing for the Environmental Rating Scale
- 66 teachers utilized at least one of the Partnership's activity kits to enhance indoor/outdoor learning.

**CIRCLE OF PARENTS**

Circle of Parents is a parent support group funded by the Partnership for Children of the Foothills. Through peer-to-peer leadership and support at weekly

meetings, those in a parenting capacity may, over time, gain self-esteem, overcome isolation, and improve their parenting skills by exchanging support and positive parenting suggestions. Families work toward the common goal of building strength in the areas of family management, communication, nurturing, and positive discipline.

**MCDOWELL COUNTY**

- 3 Circle of Parents Groups
- 59 parents/guardians
- 0 children attended
- McDowell COP participants at Eastfield Elementary showed an increase in parent knowledge on pre/post-survey with the average score for the group increased from 5.08 on pre-survey to 5.93 on post-survey

**POLK COUNTY**

- 2 Circle of Parents Groups
- 27 parents/guardians
- 13 children attended
- Polk COP participants showed an increase in parent knowledge on pre/post survey with the average score for the group increased from 5.57 on pre-survey to 6.35 on post-survey

**RUTHERFORD COUNTY**

- 3 Circle of Parents Groups
- 39 parents/guardians
- 61 children attended
- Rutherford COP participants showed an increase in parent knowledge on pre/post-survey with the average score for the group increased from 4.7 on pre-survey to 6.31 on post-survey

**CIRCLE OF  
PARENTS FOR DADS**

Parenting is a journey - it can be rewarding, challenging, and sometimes a bit lonely. Circle of Parents provides a place to connect with one another for support, friendship, and advice. Dads need this kind of support just as much as moms, so this year Family Resources of Rutherford County added Circle of Friends groups just for dads. These groups meet weekly and free childcare is provided.



*Circle of Parents Dads Group  
Meets in Forest City*

**DOLLY PARTON'S IMAGINATION LIBRARY**

Dolly Parton's Imagination Library (DPIL) currently services more than 60 percent of ALL birth to five-year-old children living in McDowell, Polk, and Rutherford counties. Parents or guardians complete a simple application to enroll their child. From that point until the child turns five years of age, he or she will receive a high-quality book in the mail monthly. The books are free and addressed directly to the child. Each book is carefully chosen by an international book committee of educators and childhood professionals to be appropriate for the child's age. Dolly Parton's Imagination Library started in 1995 and has mailed out more than 126,000,000 books. Currently, DPIL mails one million books every month.

**In the fiscal year 2018-2019, 44,069 books were delivered to children in McDowell, Polk and Rutherford counties.**

**CHILDREN ENROLLED BY COUNTY**

McDowell .....	1,309
Polk .....	516
Rutherford .....	2,009



**OUTCOMES – SURVEYED PARTICIPANTS AFTER A YEAR IN THE DOLLY PARTON IMAGINATION LIBRARY PROGRAM**

PERCENT OF CHILDREN	McDowell Before/Now	Polk Before/Now	Rutherford Before/Now
Reading Daily	41% / 69%	41% / 64%	40% / 63%
Look at their books on their own frequently	26% / 58%	33% / 57%	27% / 61%
Ask their parent or guardian to read to them frequently	21% / 50%	32% / 53%	27% / 50%



*McDowell High School Trunk or Treat Event/Dolly Parton's Imagination Library Promotion*

**DOLLY PARTON IMAGINATION LIBRARY**

We make it easy for families to get a head start and ignite a love of reading in their little one through our partnership with Dolly Parton's Imagination Library. We enjoy one of the highest participation rates in the state and continue to work diligently to enroll more children. From birth through age five, children receive an age appropriate book in the mail each month, so they can build their own library of high-quality books. As they develop a love of reading, children develop literacy skills that position them for academic and life-long success.



## MOTHERLEARN

The MotherLearn program is a collaborative effort between Isothermal Community College, Family Resources of Rutherford County, and Partnership for Children of the Foothills. This family literacy/adult education program for qualified Rutherford County parents with young children is offered three days a week, four hours a day. While mothers attend GED/adult education classes with a certified instructor, early childhood teachers provide on-site, developmentally appropriate activities and quality care for their children, ages six weeks through five years, in an adjacent room.

- 130 Nurturing Parenting sessions
- 19 parents participated
- 5 parents graduated this year.
- 26 children enrolled in on-site childcare for MotherLearn/Nurturing Parenting

## WAGES

### RUTHERFORD COUNTY

Child Care WAGE\$ is an education-based professional development supplement program for teachers, directors, and family childcare providers. Because these supplements reward education and continuity of care, children birth to five years benefit from stable relationships with more knowledgeable educators.

- 77 childcare professionals were issued supplements

## SUBSIDIZED CHILDCARE - DEPARTMENT OF SOCIAL SERVICES (DSS)

### MCDOWELL COUNTY

- DSS Subsidy Administration
- DSS Subsidy (Vouchers and enhancements)

### POLK COUNTY

- DSS Subsidy (Vouchers)

### RUTHERFORD COUNTY

- DSS Subsidy Administration
- DSS Subsidy (Vouchers and enhancements)

North Carolina Partnership for Children (NCPC) instruction received in 2019 outlined that the NCFast subsidy reporting system had an accuracy concern. Therefore, the Partnership for Children of the Foothills annual report will not be attempting to report these subsidy program summaries for 2018-2019.

## THE PART-DAY PROGRAM – MCDOWELL COUNTY

Serving children ages two through four years old who are not enrolled in a regulated childcare or public pre-school setting, the Part-Day Program has built on an existing program at Glenwood Elementary School and launched a new program at Old Fort Elementary School. Provided by McDowell County Schools, the format consists of up to 16 three- and four-year old children meeting three times weekly for up to 4.5 hours and 16 two- and early three-year old children meeting up to 3.5 hours two mornings weekly, with classes adjusted by age of those enrolled. In year one, there will be one classroom at each site.

### OUTPUTS:

- 4 children and 5 parents participated at Glenwood Elementary School
- 19 children and 7 parents participated at Old Fort Elementary School

## COMMUNITY OUTREACH AND EDUCATION PROGRAM

The community outreach and educational efforts of the Partnership are focused on creating greater community awareness of existing programs and services while increasing parent knowledge centered on the importance of early childhood development through topics like high quality early education, child health and safety, consistent physical activity, and proper nutrition.

The Partnership utilizes social media, participation in local events, advertising, press releases, and public speaking to provide appropriate information to families in our service area.

With an emphasis on the importance of reading aloud to children daily, the community outreach program also partners with the WIC program, doctor's offices, and schools to distribute customized board books to families with newborns and infants.

Opportunities to collaborate with other agencies around education and screening in each county are also consistently pursued.

### OUTPUTS:

- 270 parents of newborns increased parenting knowledge through the **Rock A Bye Baby** Reader distributed by the Partnership.
- 125 parents or guardians received an informative newsletter
- 569 parents or guardians increased parenting knowledge through **Read Aloud** information
- 5,737 parents or guardians received other targeted information through the Partnership.

### OUTCOMES:

- 567 surveys or statements indicated increased parent knowledge.

## FUNDED PROGRAMS AND SERVICES

Annually, Partnership for Children of the Foothills invests more than \$2.1 million into the local economy by supporting 15 programs at local agencies.

Partnership for Children of the Foothills (serving all three counties) “in-house” programs:

- Child Care Quality Support for Early Education (Child Care Training and Technical Assistance)
- Circle of Parents (Polk County)
- Community Outreach and Education
- Dolly Parton’s Imagination Library
- Health Education and Screening (Healthy Smiles, Vision, etc.) (McDowell and Rutherford counties)
- Partnership Administration
- Program Coordination and Evaluation

## CONTRACTED AGENCIES AND PROGRAMS

### MCDOWELL COUNTY

McDowell County Schools

- Circle of Parents
- Part-Day Program

McDowell County Department of Social Service

- Childcare Subsidy

### POLK COUNTY

Polk County Human Services Agency

- Childcare Subsidy

### RUTHERFORD COUNTY

Family Resources of Rutherford County

- ParentLearn
- Childcare Subsidy

### OTHER AGENCIES

Child Care Services Association

- WAGES
- Rutherford County



## FISCAL YEAR ENDED 2018-2019

### REVENUE & SUPPORT

Smart Start Grant .....	\$ 1,925,992.00
Cash Contributions .....	\$ 30,180.00
In-kind Contributions .....	\$ 201,586.00
Grants .....	\$ 29,465.00
Volunteer Hours .....	\$ 3,839.00
State Accounting Grant .....	\$ 14,490.00
<b>Total Revenue &amp; Support .....</b>	<b>\$ 2,205,552.00</b>

### EXPENDITURES

#### Programs & Supporting Services

Child Care Subsidy .....	\$ 813,265.00
Community Outreach and Education .....	\$ 59,359.00
Family Support .....	\$ 193,481.00
Literacy Programs .....	\$ 92,779.00
Part-Day Preschool .....	\$ 62,000.00
Program Coordination and Evaluation .....	\$ 92,816.00
Quality Support for Early Education .....	\$ 234,472.00
WAGE\$ Project .....	\$ 140,000.00
In-kind Expenditures .....	\$ 201,586.00
<b>Total Program Expenditures .....</b>	<b>\$ 1,889,758.00</b>
Management & General .....	\$ 219,006.00
Accounting Grant .....	\$ 14,490.00
<b>Total Expenditures .....</b>	<b>\$ 2,123,245.00</b>

## OUR PARTNERS



### DEPARTMENT OF SOCIAL SERVICES



## OUR TEAM

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## HOW CAN YOU HELP?

Partnership for Children of the Foothills helps families in McDowell, Polk, and Rutherford counties thrive. So that more children and families can benefit from our programs and services, become part of our community heartbeat by liking us on Facebook and helping us share our story.



## DENTAL HEALTH EDUCATION

We love to see healthy smiles, and this year our dental health program served more children than ever before. We also teamed with KidSenses Children's Interactive Museum to create a Fantastic Friday dedicated to program and once again provided important dental screenings. Funding for these screenings was provided through a grant by the RHI Legacy Foundation. By teaching children why and how to take care of their teeth, they learn that cavity prevention and tooth decay today leads to a healthy mouth for a lifetime.



*Dentist Dr. Ashley Lowery leads the Partnership's dental health effort.*



pfcfoothills.org



Partnership for Children of the Foothills

## CONTACT US:

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