

A map of New Hanover County, North Carolina, serves as the background. It features several red location pins connected by a network of black lines, symbolizing connections. The pins are located near Castle Hayne, Wrightsboro, Wilmington, Wrightsville Beach, Silver Lake, Sea Breeze, Carolina Beach, and Kure Beach. The text 'SMART START OF NEW HANOVER COUNTY' is positioned in the upper right, and 'Annual Report 2016 - 2017' is below it. The main title 'Making Connections' is in large red font, followed by 'For a Better Future:' and a bulleted list of 'Children', 'Families', and 'Community'. At the bottom right is the 'Smart START' logo featuring a bridge and the text 'NEW HANOVER COUNTY' with red dots on either side.

SMART START

OF NEW HANOVER COUNTY

Annual Report
2016 - 2017

Making Connections

For a Better Future:

- Children
- Families
- Community



• NEW HANOVER COUNTY •

Reflections

Smart Start of NHC Board of Directors 2016-2017

Tracy Meadows - President
Cliff Barnett - Vice-President
Khadijia Tribié Reid - Secretary
Benjamin Baldwin - Treasurer

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Amy Wangler
Karen Weaver
Patty White
Michelle Winstead
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Smart Start of NHC Staff

Jane Morrow
Aimee Allen
Beth Bowen
Mebane Boyd
Mindy Davis
LaKeasha Glaspie
Krista Green
Debbie Harrell
Stephanie Harris
Alanna Holmes
Kim Klein
Flavia McKeithan
La'Toya Parker
Laura Pollard
Natalie Pond
Kelly Puzon
Matt Schaeffer
Krista Turner
Brianna Walsh
Liat Weingarten

Dear Friends –

As we reflect on last year, we are proud of all we accomplished. We added a Circle of Parents support group for parents of children with special needs or special health needs, we grew our annual pledge breakfast, and we continued to provide quality family strengthening programming, supports for enhanced early education systems, and helped working families afford quality childcare.

We have worked to focus on our core mission to build bridges to the community. We have expanded our community partner trainings in family support curriculums, grown outreach and education services, and have made new connections to the business community.

We never grow tired of emphasizing the importance of a child's first 2,000 days and the amazing development that occurs when children have reliable, nurturing adults to foster their growth. Our work supports the parents, early educators, health providers and other caregivers and community supports who can help a child flourish. The data, stories and photos you will see in this report reflect not only our staff and board's commitment to young children, but also our community's dedication to child well-being so we can together build a prosperous, successful future for all.

Jane Morrow
Executive Director

Clifford Barnett
Board President

Our Success

Our 2nd Annual Family Festival was a great success, with increased attendance numbers and sponsorships which enabled us to purchase more materials to give to parents. Notably, we distributed laminated “vroom” activity cards in the reusable bags donated by Lakeshore to each family that checked in at the check-in table.



Children learning through play at Family Festival 2016

Several children came back repeatedly to the Rethink Your Drink table at a community outreach event to prove their knowledge about how much sugar is in the drinks. One little girl even quoted how many grams of sugar were in a Mountain Dew drink to a friend that she brought by the booth, showing how proud she was of the knowledge she had gained regarding sugary drinks.

Emergent Literacy

29

of parents who participated in group sessions designed to increase their child's early literacy skills while enhancing family communication skills

478

of children in 26 classrooms that participated in a school-to-home book rotation system through the child care site they attended

4,671

of books distributed to families during well-child check-ups

30

of outreach events and activities in which ssnhc staff participated

557

of posts to social media of information related to families with young children

Community Awareness

30

of community agencies and organizations with which Smart Start has collaborated to coordinate services for families and children

Our Success

The information I learned in Triple P Level 4 has helped me to maintain a positive tone when I give instructions to my child, and has allowed me to become more self-aware. I have learned that giving my child 5 seconds to comprehend my instructions gives him more time to choose to obey, and me more opportunities to praise my child.

~ Parent in Triple P level 4 Group



Parents and children at Blockfest

Families participating in Parents As Teachers have been connected to many community resources including the WAVE Transit for bus passes, The Diaper Bank of the Lower Cape Fear, ESL Classes, Children's Developmental Services Agency (CDSA) for additional early intervention services, and community enrichment organizations such as the New Hanover County Library and Fit for Fun.

~ Parents As Teachers Consultant

Family Support

475

of home visits made by parent educators who also made 50 referrals to families to community services

83

% of parents who indicated they gained a better understanding of what they can do to help their child learn new skills and behaviors

100

% of parents who participated in an in-home visiting program who showed an increase in the following areas: knowledge of child development, social-emotional support, and nurturing and attachment

95

% of young parents who participated in parenting education and subsequently graduated from high school and reported significant improvements in the relationship with their child

36

of support family members (ex. grandparents) who participated in a parent support program for teen parents

154

of parents who attended either an on-going parent education session or a one-time seminar

Early Care and Education

Thank you so much for your help in regards to finding child care. When we talked on the phone a few months ago, I was not employed. Luckily, I am now! So, yay great news!! I just wanted to thank you again. Out of all agencies/depts./programs I have contacted in the past few months --YOU have been the most helpful and considerate.

~ Parent of CCR&R Services



TODDLER PLAYING IN THE SSNHC RESOURCE ROOM

The Smart Start Behavior and Inclusion Support staff have been so helpful in providing strategies to reduce several challenging behaviors in my classroom, including the use of a visual schedule and transition cards.

~ Early Childhood Educator

218

of families who received financial assistance with help affording child care

47

of early educators who received support with the use of a universal early childhood curriculum and assessment tools in their classroom

32

of early child care sites that received technical assistance to ensure that policies and practices reflect high quality standards

75

% of children who received child care subsidy who were enrolled in 4 and 5 star-rated child care sites

210

of early educators who received a Dedication to Education Bonus based on educational qualifications

28

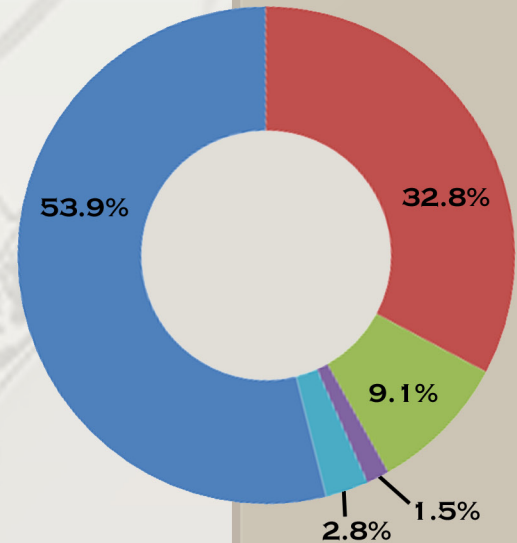
of child care centers whose early educators/classroom teachers received support related to children's challenging behaviors and/or the inclusion of children with special needs

Financial Accountability

Revenue Sources

Smart Start Funding	\$1,353,545
Smart Start Subsidy Funding	\$824,474
Public Sector Grants	\$228,199
Private Sector Grants	\$37,230
Donations/Income	\$69,451
Total Cash Revenue	\$2,512,899

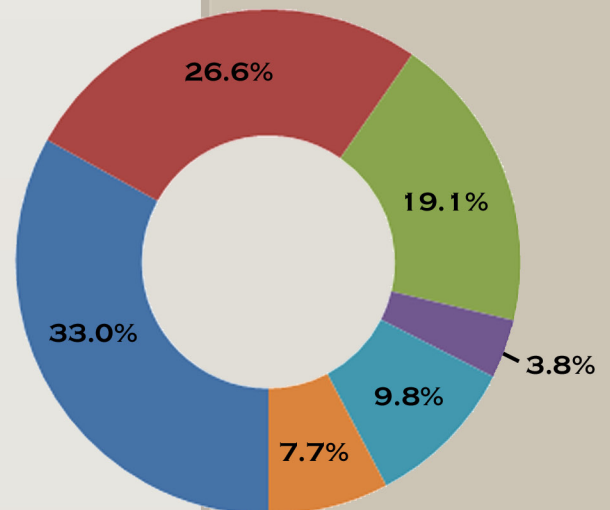
Additional In-kind Goods and Services \$143,679



SMART START FUNDING
SMART START SUBSIDY
PUBLIC SECTOR GRANTS
PRIVATE SECTOR GRANTS
DONATIONS/INCOME

Expenditures

Child Care Subsidy	\$825,859
Family Strengthening Services	\$476,733
Early Care & Education Services	\$665,371
Administration	\$193,086
Early Literacy Services	\$94,861
Program Support & Outreach	\$244,103
Total	\$2,500,013



CHILD CARE SUBSIDY
EARLY CARE AND EDUCATION SERVICES
FAMILY STRENGTHENING SERVICES
EARLY LITERACY SERVICES
PROGRAM SUPPORT AND OUTREACH
ADMINISTRATION

Funders and Donors

In 2016-2017, Smart Start of NHC was fortunate to have 339 individuals, corporations, foundations, private and public sector grants providing funding, volunteer time, and in-kind support to our agency.

Our Primary Funding comes from the NC Department of Health and Human Services for:

- Smart Start funding operated through the NC Partnership for children,
- Children's Trust Fund programming operated through the NC Department of Social Services, and
- Child Care Resource and Referral services operated through Southeastern Community College.

Other major funders of parenting services and supports include the New Hanover County Department of Social Services, The United Way of the Cape Fear Area, and Trillium Health Resources.

Donations

\$2,500 and above

GE Hitachi Nuclear Energy • NHC Sheriff's Office
New Hanover Regional Medical Center
PNC Bank Grow Up Great • Publix Super Markets Charities
StarNews Media • South State Bank • TechSoup
UNCW Watson College of Education and College of Health and Human Services • WECT

\$1,000 to \$2,499

Anonymous • AT&T • James and Roxana Atwood • Brian Causey
Carolina Gymnastics Academy, Inc. • Corning, Inc.
Diaper Bank of North Carolina • Duke Energy Progress • Kidsville News
Flavia and Mac McKeithan • Tailwind MC

\$240 to \$999

AAI Pharma Services Learning Center • Alpha Mortgage • Anonymous
Sybil Baldwin • Barnes and Noble • Avery Bates • Davis Brannan
Cape Fear AEYC • Cape Fear Community College • Carolina Pediatrics
Carousel Center • Child Development Center • Children's Museum of Wilmington
Coastal Children's Center, Inc. • Lisa and Hank Estep • James H. Faison
Diane Fowler • Stephanie Goodwin • Greater Wilmington Business Journal
Joy Guenther • Harbor UMC Preschool • Harold W. Wells & Sons, Inc.
Benjamin Harris • Hendrick Toyota Scion Wilmington • Lakeshore Learning
Land Rover • Learning Express • Justin Lewis • Masonboro Baptist Church
Jane Morrow • Shirley Morrow • Pierre Naude • NC Aquarium at Fort Fisher
Janet and Fred Nelson • NHC Schools Early Childhood Education Program
North Carolina Community Foundation • North State Bank Mortgage
Parkway Volvo of Wilmington • Harper and Plunkett Peterson • Pope Real Estate
Jennifer Pullum • Quad City High Performance Coatings • Rhine Law Firm, PC
Richardson Orthodontics • Elizabeth Schrader • Cheryll Schramm • SPEC
Laura Sterner • Stevens Fine Homes • The Bridge Church • The Forte Institute
Matt Thompson • Two Guys Grille • University of Mount Olive
Aquenetta Wheeler • Holly Wilcher • Winslett and Walls Dental Excellence

** in cash and in-kind*

THANK YOU!

Join Us

Highlights In Pictures



Family Festival 2016



Provider Appreciation Day 2017



First 2000 Days Summit 2017



2016 Board Retreat

WAYS TO SUPPORT CHILDREN IN NEW HANOVER COUNTY

SPEAK UP ABOUT CHILDREN'S ISSUES

Show your support for young children by speaking with your local leaders, civic groups, friends, family, or faith-based community. Invite Smart Start to speak at an event.

VOLUNTEER YOUR TIME

Contact us to find ways to take part in community events, fundraisers, or share your expertise about business, childhood education, public health, public relations, social media, etc. by joining our board or an advisory committee.

MAKE A DONATION

Help us build connections for children and families in our community by making a tax-deductible donation.

TITLE: ☐ MR. ☐ MRS. ☐ MS. ☐ DR.

NAME: _____

ADDRESS: _____

E-MAIL: _____

TELEPHONE #: _____

☐ I am interested in a Smart Start presentation for my organization.

☐ I work for a matching gift company.

Name of Company _____

Amount of
donation:

\$ _____

Please check one of the following:

_____ Payment in full enclosed (cash or check payable to Smart Start of NHC)

_____ I pledge \$_____ per month. Please invoice me.

_____ QR code/online giving (per month options available)

