

Preparing children for  
**GLOBAL**  
Success!



# Annual Report

FY13-14

[www.smartstartofmeck.org](http://www.smartstartofmeck.org)

# GREETINGS!

Smart Start of Mecklenburg County (SSMC) would like to present the FY13-14 Annual Report. It was a year of many changes, and with five prior years of consecutive state cuts, the Board and staff increased fundraising efforts.

In the spring, Smart Start hosted the 3rd annual Teddy Bear Breakfast, raising over \$13,000. In the fall, Smart Start hosted a new fundraising event, Toast for Tots at 5Church, an after-hour event of light hors d'oeuvres and drinks in uptown Charlotte. PNC sponsored the event, which raised over \$35,000.

Smart Start joined the First 2000 Days campaign, which is from a child's birth to the first day of kindergarten. These years are the most critical in a child's development, providing a strong or weak foundation for all future learning. When we invest in a child's First 2000 Days, we create the best outcomes in education, health, and economic well-being for everyone.

The North Carolina Partnership for Children (NCPC) hosted six faith-based summits across the state and SSMC participated in the summit held in Concord with a number of Charlotte representatives. Smart Start began rolling out First 2000 Days presentations to various organizations across Mecklenburg County, training other "Champions for

Children" to spread the message to their personal and professional networks. By the end of the fiscal year, Smart Start had reached over 500 people with the First 2000 Days message and trained over 80 Champions.

Smart Start created new social media strategies through Google+ and Pinterest to reach more young parents in different ways. Subscriptions to our digital newsletter increased by 8% and interactions through our website more than doubled. Additionally, Smart Start opened its blog to guest posts from collaborating partners in our community.

Smart Start continues to strive in our goal of preparing children for GLOBAL success!

Sincerely,

*Barbara K. Bascom*

Barbara K. Bascom  
Current Board Chair



*Jane W. Meyer*

Jane W. Meyer  
Executive Director



# HEALTH

Early identification and treatment for health conditions (whether physical, mental or socio-emotional in nature) can positively impact a child's life for years to come. Smart Start funds programs to reduce health risks, identify children with unmet health concerns, and help young children obtain needed services to be successful by the time they enter kindergarten.

## Funded Programs

- Guiding Parents to Services (GPS)
- Polliwog Project
- Presbyterian Hospital Early Childhood Intervention

265 community professionals learned about Autism Spectrum Disorder

106 Families with children were served who are on the Autism Spectrum between the ages of birth to five

36 Autism Spectrum Disorder workshops and presentations were given to parents and professionals, including 14 workshops that were in Spanish

449 infants and children were referred to Children's Developmental Services or the Health Department from Presbyterian Hospital's Early Intervention Specialists



# EARLY CHILDHOOD EDUCATION

The Learning Collaborative students read 3,000 books during its annual Read-a-Thon and 85% of parents developed skills to foster their child's speech and language development

98% of child care directors participating in Rewarding Excellence reported a strong connection between receiving monthly bonuses for their facility and maintaining high quality care for enrolled children

After working with a Child Care Health Consultant, 99% of child care facilities' care plans showed improvement

Nearly 70% of preschool-age children and babies in Mecklenburg County live in families where all caregivers work outside the home. Therefore, over 75% of Smart Start's funding is invested in Early Childhood Education, including subsidy.

An average of 752 children received Smart Start-funded child care subsidy each month, enabling them to enroll in 4 and 5 star early childhood education programs



# EARLY CHILDHOOD EDUCATION (Cont.)

90% of Directors' Leadership Academy participants reported significant gains in marketing knowledge, skills and ability following a 15-hour customized course offered through the Metropolitan College at Johnson C. Smith University

92% of child care centers and family child care homes in Reach for the Stars applied for a higher rating after receiving group training, customized technical assistance and classroom materials and equipment

96% of Star Guard teachers enrolled in specialized Social and Emotional Competencies Training increased their knowledge and implemented new teaching strategies

## Funded Programs

- Charlotte Bilingual Preschool
- Child Care Health Consultants
- Child Care Subsidy
- Directors' Leadership Academy
- Early Childhood Teacher Education
- Easter Seals UCP Children's Center
- Healthy Futures Starting in the Kitchen
- Infant Toddler Quality Initiative
- Lakewood Preschool Cooperative
- North Carolina Pre-Kindergarten (NC Pre-K)
- Reach for the Stars
- Smart Start Education Award & Textbook Support
- Smart Start Rewarding Excellence
- Star Guard: Quality Maintenance Initiative
- The Learning Collaborative
- Thompson Child Development Center



# FAMILY SUPPORT

1,581 children participating in **Raising A Reader** took home each week a bag of age-appropriate, high quality picture books to read with their parents

83% of families participating in Making Parenting a Pleasure in **Family Education and Support** reported an increase in confidence and ability to handle the day-to-day challenges of raising a child

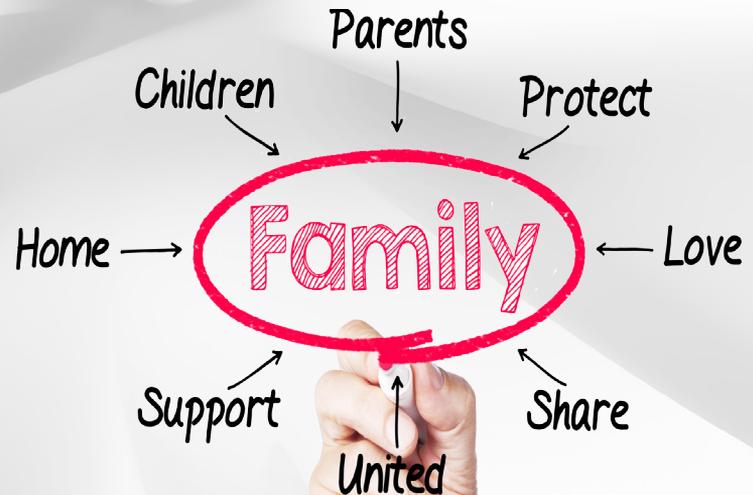
**Smart Start Healthy Families Mecklenburg** a child abuse prevention program, stated that 99% of mothers with children, enrolled for at least 3 months had no substantiated reports of abuse/neglect and showed positive parent-child interaction

100% of **YMCA Parents as Teachers** families who participated in 75% of their personal visits reported that the program helped them be their child's best first teacher

93% of new families receiving child care referrals through the **Resource & Referral** program indicated a preference for 4 and 5 star care

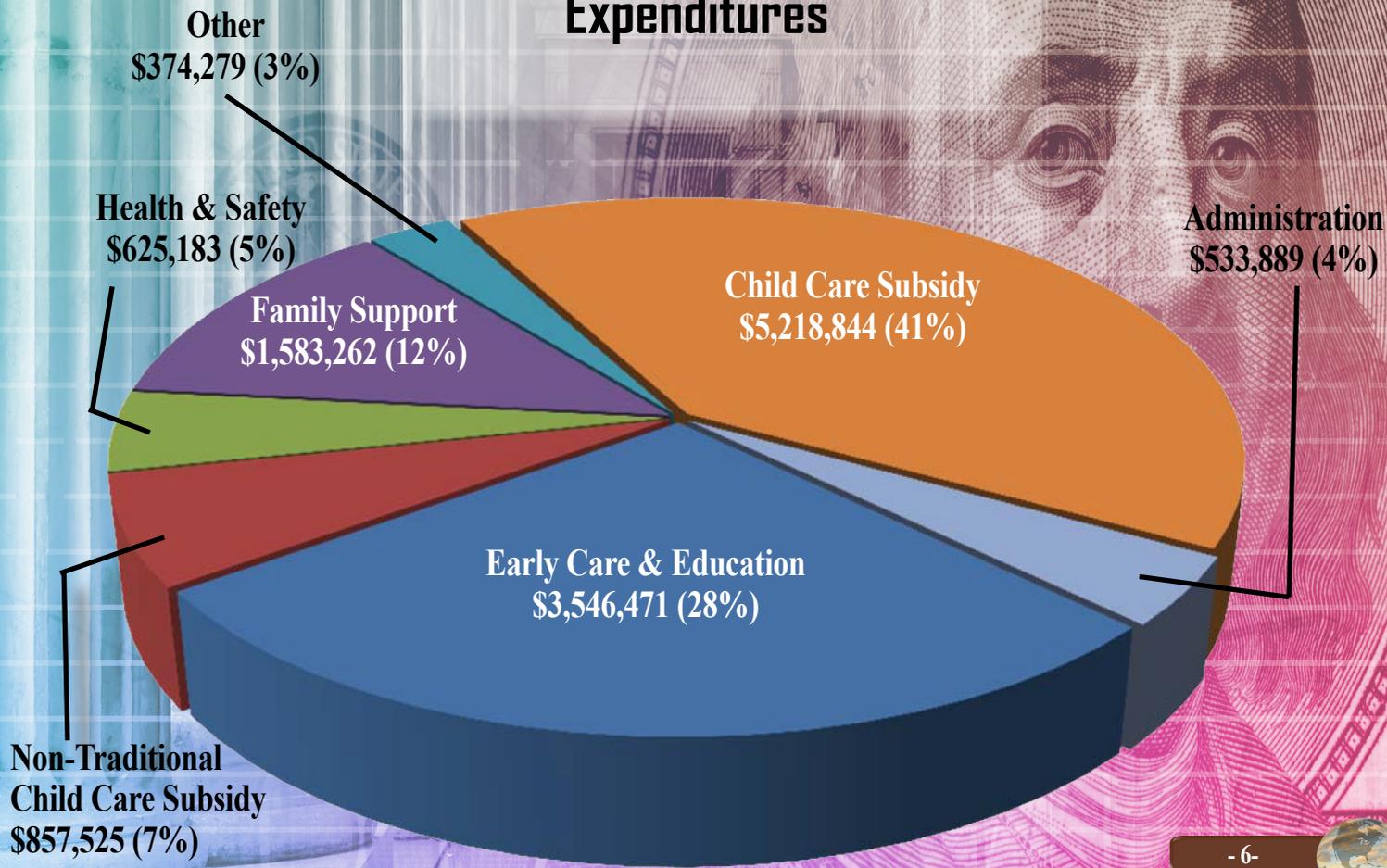
## Funded Programs

- Family Education and Support
- Nurse-Family Partnership
- Raising A Reader
- Resource and Referral
- Right Start...Parent for Life
- Safe Journey's Parents As Teachers
- Smart Start Healthy Families Mecklenburg
- YMCA Parents As Teachers



# FINANCIAL REPORT

## Fiscal Year 2013-2014 Expenditures



# PARENT COMMUNITY EDUCATION & OUTREACH



Subscribe!

Smart Start  
Blog

Learn how you can  
make a difference.



Subscribe to Smart Start's blog at [www.smartstartofmeck.org](http://www.smartstartofmeck.org) for the latest news and updates in early childhood education. Learn about programs on health and family support to benefit families with children birth to five. Blog posts include articles on parenting tips, nutrition, early intervention, literacy, Autism, and transitioning into kindergarten.

Smart Start offers local agencies the opportunity to submit blog articles that targets our readers and educates them on local services for families with young children and ways to better advocate for their child(ren). If you are interested in submitting future articles, please contact Jennifer Taylor at [jtaylor@smartstartofmeck.org](mailto:jtaylor@smartstartofmeck.org).

## Recognizing First 2000 Days Champions for Children

This year, Smart Start joined the statewide First 2000 Days campaign to educate community leaders on the importance of the first 2000 days of a child's life. Smart Start staff have given presentations and trained community leaders to carry this critical message to their personal and professional networks. Many of our Champions have given this presentation, written blogs, posted information and links on Facebook and Twitter.



Early Investment  
A LIFETIME OF RESULTS

### About the First 2000 Days

Brains are built, not born. Because brains are built from the bottom up, much like the foundation of a house, the First 2000 Days is from a child's birth to the first day of kindergarten. These years are the most critical in a child's development, providing a strong or weak foundation for all future learning, behavior and health. When we invest in a child's First 2000 Days, we create the best outcomes in education, health and economic well-being for everyone.

To inquire about scheduling a presentation or how to become a Champion, contact Jennifer Taylor at [jtaylor@smartstartofmeck.org](mailto:jtaylor@smartstartofmeck.org).

## Charlotte's First 2000 Days Tree of Champions



[www.first2000days.org](http://www.first2000days.org)



# DONORS, SPONSORS & GRANTORS (FY13-14)

- Charlotte School of Ballet
- Chick-fil-A - Southend
- Digital Red
- Family Dollar



North Carolina Partnership for Children

- First United Methodist CDC
- Fifth Third Bank
- Holy Trinity Greek Orthodox Cathedral
- Lakeshore Learning



- Matthews Country Day
- NC Early Childhood Foundation
- SunTrust Foundation
- Thompson Child & Family Focus
- U.S. Foods



*Thank you for supporting Smart Start!*

Please Note: Private donors are not listed.



# BOARD OF DIRECTORS (FY13-14)



Darrel Cunningham



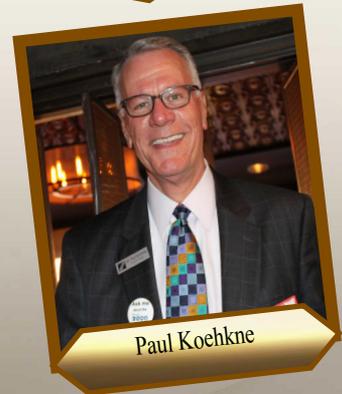
Sherry Hinton



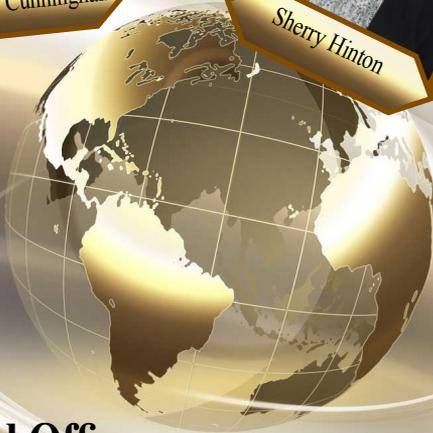
Janice Price



LaWana Mayfield



Paul Koehnke



## Board Members

**Stephanie Civers**  
Stephanie's Sheltering Arms Day Care

**Dr. Vivian I. Correa**  
UNCC

**Darrell Cunningham**  
Mecklenburg Dept. of Social Services

**Sherry Hinton**  
Mathews Country Day

**Pearlynn Houck**  
Robinson Bradshaw & Hinson, P.A.

**Angela Jones**  
Carolinas Healthcare

**Jared Keaton**  
Bethlehem Center of Charlotte

**Dr. Paul Koehnke**  
CPCC

**LaWana Mayfield**  
City Councilwoman

**Dr. Marcus Plescia**  
Mecklenburg County Health Dept.

**Janice Price**  
First United Methodist CDC

**Kim Ratliff**  
County Commissioner

**Dr. Cheryl Richards**  
Northeastern University

**Dedrick Russell**  
WBTU

**Nancy Wright**  
Duke-Energy

## Board Officers

**Kelly Stewart, Chair**  
The Federal Reserve Bank

**Barbara Bascom, Vice Chair & Secretary**  
PNC Bank

**Jonathan McLester, Treasurer**  
Greer Walker LLP



# SMART START STAFF (FY13-14)



Jane Meyer  
Executive Director



Barbara Rein  
Evaluator/Program  
Manager



Catherine Etters  
Fiscal Officer



Cory Pharr  
Partnership  
Coordinator



Dr. Dianne Alexander  
GPS Coordinator



Eunice Murray  
Staff Accountant



Jennifer Taylor  
Public Education  
Manager



Lee Henderson  
Senior Program  
Manager



Rahel Gashaw  
Senior Staff  
Accountant



Rosemary Bernauer  
MAC Accountant





of Mecklenburg County  
601 E. 5th St., Suite 500  
Charlotte, NC 28202  
[www.smartstartofmeck.org](http://www.smartstartofmeck.org)

Postage