



# PARENT-CHILD HOME PROGRAM

A PROVEN BEGINNING FOR SCHOOL SUCCESS SINCE 1965



2010 ANNUAL REPORT

# Table of Contents

1 .....	A Letter from our Executive Director and Board President
2 .....	PCHP Wins Social Impact Exchange Competition
3 .....	Reaching Families in Need 2010
4 .....	Events 2010
5 .....	Summary of Financial Activities
6 .....	Thank you to our Supporters
7 .....	Parent-Child Home Program Sites



## **Snapshot of Success:**

Kayonna Woodbury's two children graduated from The Parent-Child Home Program and she went on to become a Home Visitor herself in Florence, SC!

"This program has been wonderful to my family. It gave me a better understanding of how to deal with everyday stresses of life. Being in a low income family is somewhat difficult. You are not always able to afford books or puzzles that you know your children need. Being that the Parent Center provides those things for you for free is a blessing."



# A Letter From Our Executive Director & Board President

## Board of Directors

### **Eric Hess, President**

Direct Edge, Jersey City, NJ

### **Sonia W. Hamstra, First Vice President**

AIG Asset Management, New York, NY

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Manhasset Parent-Child Home Program  
Hempstead, NY

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Stony Brook, NY

### **Charles L. Butts**

Former Ohio State Senator, Cleveland, OH

### **Catha Day-Carlson**

New York, NY

### **Brenda Di Leo, Past President**

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### **Tracy Dodd, SPHR**

CA Technologies, Islandia, NY

### **Melissa Skoog Dunagan**

Skoog Productions, LLC, Chicago, IL

### **Lisa Filomia-Aktas**

Ernst & Young LLP, New York, NY

### **Hillary A. Frommer, J.D.**

Farrell Fritz, P.C., New York, NY

### **Julian A. Gomez, J.D.**

Sojitz Corporation of America

New York, NY

### **Joan F. Kuchner, Ph.D.**

Stony Brook University, Stony Brook, NY

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Merrill Lynch, New York, NY

### **James M. Molloy**

Barclays Capital, New York, NY

### **Marlene M. Motyka**

Deloitte Financial Advisory Services LLP

New York, NY

### **Robert C. Munroe**

McKinsey & Company, Los Angeles, CA

### **Kristian M. Whalen**

Vestar Capital Partners, New York, NY

### **Tanya Zaben**

Tanya Zaben Design, New York, NY

## National Center Staff

### **Sarah E. Walzer, J.D.**

Executive Director

### **Michele Morrison, M.Ed.**

Training and Program Support Director

### **Mary L. Durel, M.Ed.**

National Expansion Director

### **Cesar Zuniga, M.S.**

Research and Evaluation Director

### **Amy S. Hamper-Gilmore**

Site Certification and Training Associate

### **Melissa Biles, M.A.**

Senior Research Associate

### **Dina Shahverdi**

Office Manager

### **Pema Domingo-Barker**

Communications & Outreach Associate

## Regional Coordinators

### **Nancy Ashley**

Washington/Oregon Regional Coordinator

### **Andre Eaton, MSW**

New York Regional Coordinator

### **Beth Fagan**

Ireland Regional Coordinator

### **Carol Rubin**

Massachusetts Regional Coordinator

In June 2010, we won the Growth Philanthropy Network/Social Impact Exchange's Business Plan Competition! Developing the growth plan was critical for the next phase of our expansion, and winning the competition provides great visibility. We also received a \$50,000 grant and nine months of consulting from The Whelan Group, focused on putting together a fund development plan to support our growth.

Even in this challenging economic environment, with state budgets, foundation grants, and corporate donations being reduced, we managed to expand the Program. We opened sites in two new states, Texas and Arizona, and added new sites in Pennsylvania and New York. In addition, our first site in Ireland was certified as our Ireland regional training center and has already trained a second site in the Dublin area. We did, and will continue to, face funding challenges – our Massachusetts funding was cut by 40% this year, and funding was reduced in Pennsylvania, California, and South Carolina as well.

National Center staff continued to speak at conferences, on radio shows, and with state and local officials interested in the Program. This year's highlights included: presentations at a Texas early childhood research conference, the Association of Maternal and Child Health Programs annual conference, and a national conference on homeless families; a live broadcast of the National Dropout Prevention Center's monthly radio show; and, bringing new Program voices to the forefront, presentations by a parent graduate and a local site Coordinator to the Massachusetts Early Education and Care Board

We were delighted to receive a federal ARRA grant through Massachusetts to fund Parent-Child Home Program staff to develop and deliver workshops for family child care providers across the state. The workshops focused on literacy and school readiness activities for family child care settings.

After many years of working with other national home visiting and early childhood programs, we are pleased that the health care legislation signed in March 2010 includes \$1.5 billion for home visiting over the next 5 years. While the first two years of funding is quite small, it will provide an opportunity over time for states to expand home visiting initiatives.

2010 provided wonderful opportunities to work with our corporate supporters. We were delighted to present the Program to participants in Ernst & Young's Issues on My Mind event for corporate women, and received a generous donation from the event. We participated for the first time in Deloitte Impact Day – a group of Deloitte volunteers held a wonderful celebration for the first Parent-Child Home Program graduates at our Women's Prison Association site in New York. The volunteers did arts and crafts activities with the families, and each child left with a special graduation backpack.

In May 2010, we celebrated the 10th anniversary of our state funding in Massachusetts, the 10th anniversary of many of our MA sites, and the 40th anniversary of two of our oldest sites, Pittsfield and Newton/Needham/Wellesley. The MA Secretary of Education, the Commissioner of Early Education and Care, a number of state legislators, a school superintendent, and a program graduate who is now an assistant principal in Pittsfield all spoke about the value of the Program.

2010 also saw the arrival of five new board members – Hillary Frommer, J.D., Farrell Fritz, P.C.; Marlene M. Motyka, Deloitte Financial Advisory Services LLP; Lisa Filomia-Aktas, Ernst & Young LLP; Tracy Dodd, CA Technologies; and Catha Day-Carlson. We are delighted to be working with them. They are each already making wonderful contributions to the organization. We also had four board members retire this year after providing invaluable service over the course of many years – Nina Ambrosino, Stephanie Dietz, Dede

Frank, and Thea Kelly, were all fabulous board members and we are enormously grateful for all their support for the Program.

We look forward to reaching more families in 2010-2011, and thank all of you for supporting the Program and its goal of ensuring that all children have the opportunity to enter school ready to be successful students.



Eric Hess, Board President  
Sarah Walzer, Executive Director

# The Parent-Child Home Program Wins Growth Philanthropy Network/Social Impact Exchange Business Plan Competition

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The Parent-Child Home Program was selected from among eight finalists who presented their business plans at The Social Impact Exchange Conference on June 17th-18th.

The winners received a total of more than \$250,000 in financial and consulting services. Consulting is provided by Public/Private Ventures, a national leader in creating, strengthening and reproducing model programs, and The Whelan Group, specialists in financial planning, fundraising and capacity building services to growth-oriented nonprofits.

The awards were conferred at the Social Impact Exchange's 2010 Inaugural Conference on Scaling, where more than 400 funders, investors, high net-worth individuals, philanthropy advisors, academics and nonprofit leaders convened for two days in June.

The Parent-Child Home Program staff and board worked very hard to develop a strong three-year scaling plan that will expand our evidenced based school readiness home visiting services to families and children in need across the country and continue to build capacity at the National Center," said Sarah E. Walzer, Executive Director, The Parent-Child Home Program, Inc.

## Why Families need The Parent-Child Home Program:

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**Children who do not know the alphabet when they enter kindergarten are behind in reading at the end of kindergarten.**

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**62% of immigrant families with children under the age of three are low-income.**

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**Businesses spend over \$ 3.7 billion every year to teach their employees basic skills in reading, writing, math and English.**

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**44% of children under the age of 3 (5.6 million children) live in low-income families.**

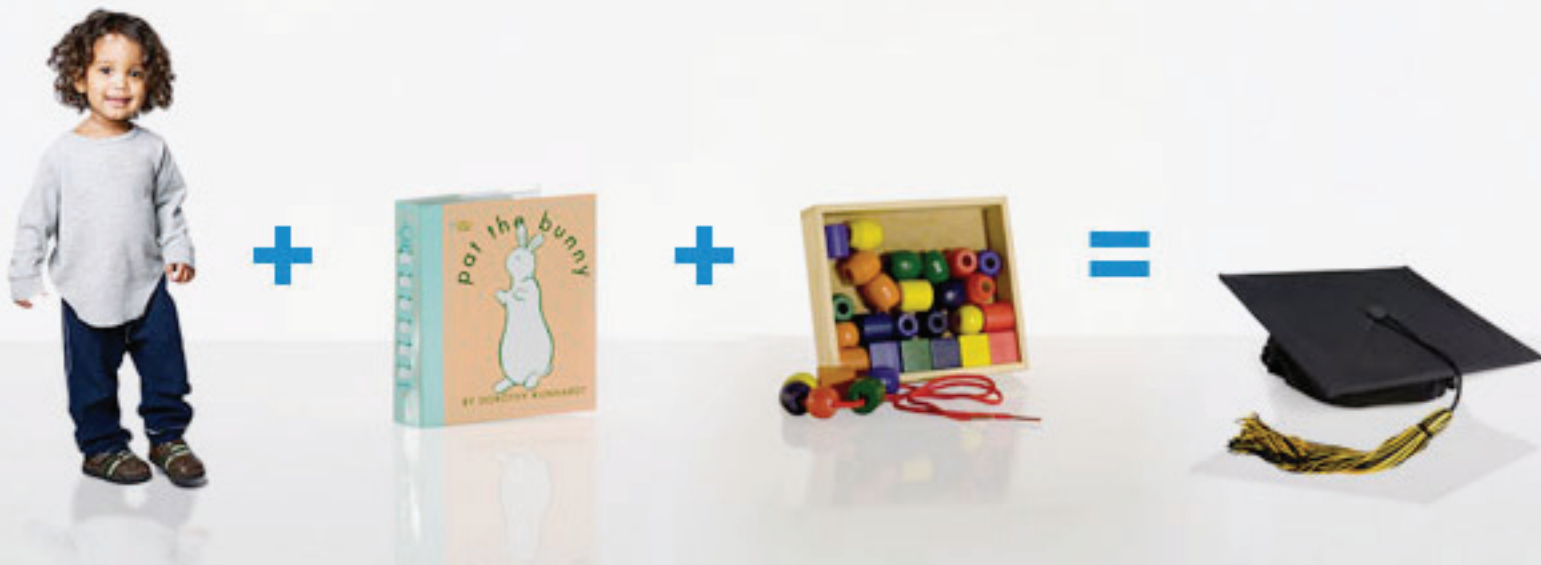


## National Center Mission Statement

The Parent-Child Home Program's National Center provides training, technical assistance, oversight and quality control for Program replication sites. The Center is dedicated to advocacy and outreach in order to increase the number of communities the Program serves and the number of children and families served in our current communities.

## Program Mission Statement

The Parent-Child Home Program, a research-proven home visiting model, prepares young children for school success by increasing their language and literacy skills, enhancing their social-emotional development, and strengthening the parent-child relationship.



Children who complete the 2-year Program are nearly 20% more likely to graduate high school than their peers.

## Diverse Partners Reaching Families in Need



**WASHINGTON:** The Business Partnership for Early Learning successfully completed its \$4M five-year demonstration project in Seattle, and the United Way of King County launched a \$25M initiative to offer The Parent-Child Home Program to every eligible family in King County who would like to participate. 88% of the families served in Seattle have incomes under \$25,000/year and 69.4% do not speak English at home. The highlights of the five-year demonstration project included significant increases in parent-child verbal interaction and children graduating from the Program with the skills they need to be successful in school.



**FLORIDA:** Funded by the Children's Services Council (CSC) of Palm Beach County and managed by the Palm Beach County Literacy Council, The Parent-Child Home Program is partnering with five local agencies: ASPIRA of Florida, serving Hispanic families; The Guatemalan-Maya Center, serving families from Guatemala many of whom are Mayan speaking; Minority Development and Empowerment, serving Haitian families; NOAH, serving families living in The Glades (a farming community); and the Sickel Cell Foundation, serving African-American families.



**MASSACHUSETTS:** The first MA Parent-Child Home Program sites opened in Pittsfield and Newton in 1970. Since 2000, the Massachusetts Parent-Child Home Program has received support from the state budget and it now maintains 30 sites serving over 80 cities and towns across the state. In 2010, with additional support from private funders, 800 families received over 36,800 home visits. One-third of the Massachusetts staff is bilingual, speaking 10 different languages, and 25% of MA Home Visitors were Parent-Child Home Program parent participants.





### Massachusetts 40th Anniversary Event

May 5, 2010 – The Massachusetts Parent-Child Home Program celebrated 40 years of Program success in Pittsfield and Newton/Needham/Wellesley/Waltham, and the 10th anniversary of state funding for the Program in 20 other communities. The event, which took place at the State House, featured remarks by Massachusetts Secretary of Education Paul Reville and Early Education and Care Commissioner Sherri Killins. State legislators from many of the communities being honored attended the event to congratulate their local programs.



### Deloitte Impact Day: A First Graduation

June 11, 2010 was the first Graduation Day at the Women's Prison Association's Brooklyn Parent-Child Home Program site. Graduates and their families shared the day with a group of volunteers from the World Financial Center offices of Deloitte LLP. This was the 11th annual day of service for Deloitte employees, who joined in the graduation festivities providing play, reading, and art activities for Program graduates and their families.

### Our National Conference

May 17-18, 2010: Long Island Marriott Hotel & Conference Center

Executive Director Sarah Walzer opened the event with a discussion of the new federal home visiting legislation. Other guest speakers included Amy Hatkoff, Author, Filmmaker and Child and Family Advocate, who gave the Phyllis Levenstein Memorial Lecture: "You Rock My World: Inside the Hearts and Minds of Toddlers". Keynote speaker Patricia H. Manz, PhD, Associate Professor at Lehigh University, who is conducting an evaluation of PCHP in Philadelphia, presented "Balancing Scientific Rigor and Community Partnerships".

## The Parent- Child Home Program in the News

THE BUFFALO NEWS

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CentralJersey  
.com

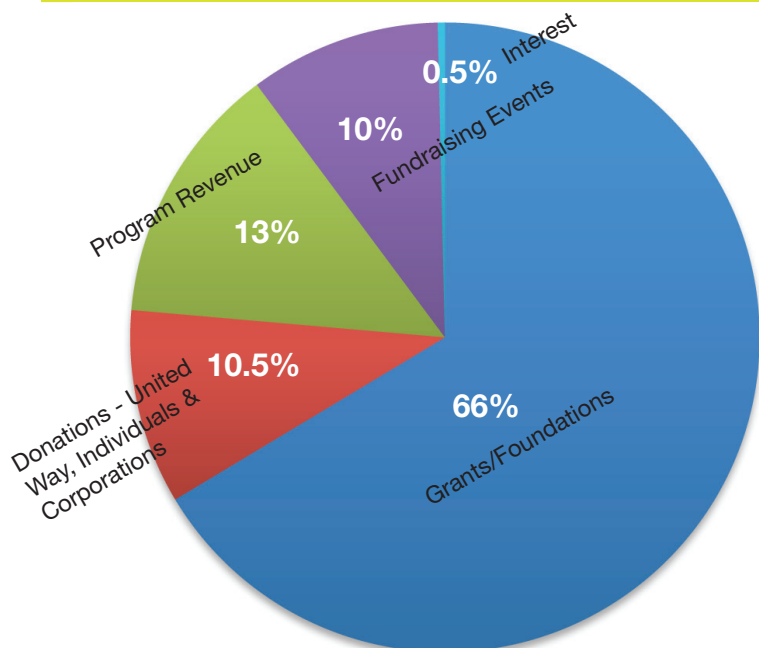
THE IRISH TIMES

Communities&Banking

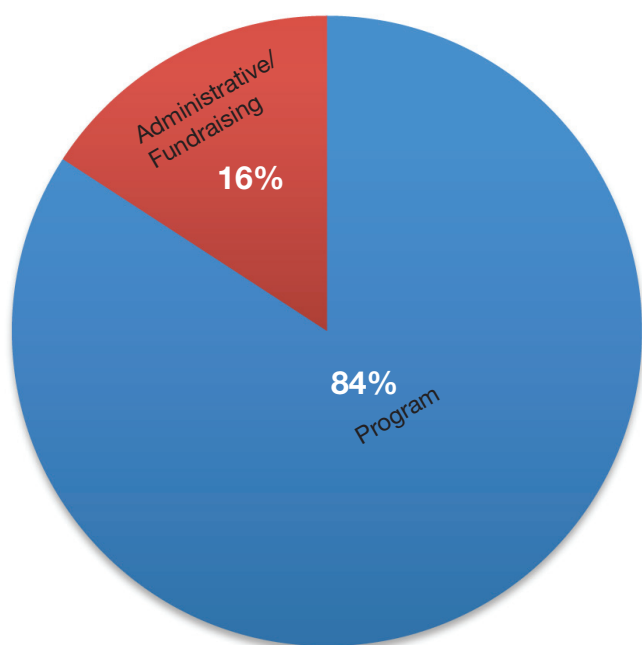
The Boston Globe

THE HUFFINGTON POST

# 2010 Financial Highlights



Support & Revenue		2010	2009
Grants/Foundations		\$ 767,255	\$ 745,477
Donations – United Way, Individuals & Corporations		\$ 115,563	\$ 124,992
Program Revenue		\$ 155,188	\$ 173,736
Fundraising Events		\$ 113,499	\$ 137,100
Interest		\$ 4,249	\$ 18,983
Total		\$ 1,155,754	\$ 1,200,288



Costs & Expenses		2010
Program		\$ 1,027,645
Administrative/Fundraising		\$ 193,128
Total		\$ 1,220,773

Net Assets	2010	2009
Beginning of Year	\$ 1,024,296	\$ 1,256,612
End of Year	\$ 959,277	\$ 1,024,296
Change in Net Assets	\$ (65,019)	\$ (232,316)

Complete Audited Financial Statements for this and previous Fiscal Years are available upon request from The Parent-Child Home Program Inc.

[info@parent-child.org](mailto:info@parent-child.org)

# Thank You to Our 2010 Supporters

Thank you to all those who have supported The Parent-Child Home Program's national center in 2009-2010. Your support enables the Program to reach out to new families in new communities, as we strive to ensure that all children have the opportunity to enter school ready to be successful student.

## FOUNDATION SUPPORTERS

Rauch Foundation  
The William Penn Foundation  
The Horace Hagedorn Foundation  
The Marx Family Foundation  
Youth I.N.C.  
W. Clement & Jessie V. Stone Foundation  
Edith Glick Shoolman Children's Foundation  
State Street Foundation  
Ludcke Foundation  
Stella and Charles Guttman Foundation  
Linden Foundation  
Long Island Community Foundation/Amy and Horace Hagedorn Fund  
Ratshesky Foundation  
The Lenny Zakim Foundation  
Clipper Ship Foundation  
Pamela & Richard Rubinstein Foundation  
Doreen Downs Miller Foundation  
Frederick Weber Charitable Fund

## CORPORATE

Revenue Management Solutions, LLC  
Bank of America  
Vestar Capital Partners  
Braverman, PLLC  
Fidelity Charitable Gift Fund OH  
United Way of Long Island  
United Way of New York City  
Combined Federal Campaign

## MATCHING GIFTS

Goldman Sachs & Co.  
AIG  
Deutsche Bank  
Chubb & Sons  
JPMorgan Private Bank

## INDIVIDUAL DONORS

*\$50,000 and above*  
Abby and George O'Neill

*\$10,000 and above*

Kim and Greg Lippmann  
Kris Whalen  
John Corrado

## *\$5,000 and above*

Dede and George W. Frank Jr.  
David Franasiak  
Emily and Daniel Weingeist  
Kenneth Tropin  
James and Lauren Molloy  
Terry Whalen

## *\$2,500 and above*

Julian Gomez  
Eric Hess  
Sonia Hamstra  
Juliet Gal  
Lisa Filomia-Aktas  
Dale Ponikvar  
Marlene Motyka  
Hee H. Lee and Ellie Mai  
Douglas Penick  
Stephanie Nickerson

## *\$1,000 and above*

Anonymous  
Judith and Michael Walzer  
Tai and Davis Terry  
Melissa Skoog  
Lisa and Howard Landsberg  
Bary Berman and Ivy Bell  
Soumyo Sarkar and Chinyu Huang Sarkar  
Sandy Szakach  
David and Janet Offensend  
Sherri King  
Ana Frances and Benjamin Weber  
Martha and David Zornow  
Robert Munroe  
Alice and Richard Kulka | *In memory of Phyllis Levenstein*  
Anne Peretz  
Sarah Min and Mathew Pincus  
Norman Alpert

## *\$500 and above*

Anonymous  
Sam and Susan Tillinghast  
Dan O'Connell  
Sandra K. Bertsch  
Terry T. Guylay  
Tom DeMarco  
Clair and Christopher Marx | *In honor of Tai Chang Terry*  
Jane and David Spencer  
Peter and Helen Haje  
Adam Sheer and Alyssa Zeller  
Brenda Di Leo  
Linda Schreiber  
Betty Bardige  
Steven Oh  
Melanie Davis  
Beth Chapin  
Charlie Butts  
Chris Dunagan  
Jim Kelley

## *\$250 and above*

Sarah Walzer and John Barrett  
Joan Kuchner  
Doris and Stanley Kertzner  
Ian and Christina Winchester  
Stephanie Dietz  
Dovie R. Wylie  
Sandra Lazo and Donald H. Layton  
Hope and John Reese  
Joseph Varvaro and Pietrina Scaraglino  
Everett Miles  
Dorothea Kelly  
Richard Balzarini  
Sandra and Robert Ruple  
Fred Wistow  
Jeff Schneider  
David Bainbridge  
Barbara Baskin

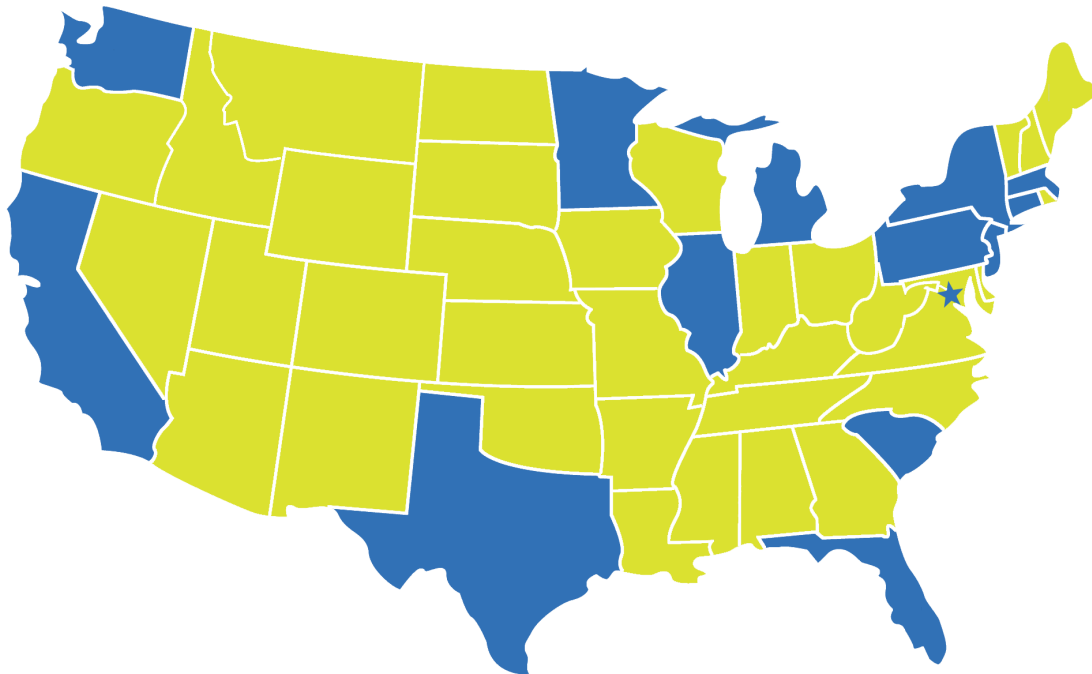
## *To \$249*

Anne Donovan Bodnar  
Liz Callahan Downes  
Timothy Reed  
Virginia D. Hoynes  
Stuart B. and Lisa P. Young  
Donald and Lauren Wilkinson  
Nancy and Burton Malkiel  
Zeenat A. GhorSigg  
Carolynn and Michael Wiplich | *In memory of Phyllis Levenstein*  
Alice Rosenfeld | *In memory of Phyllis Levenstein*  
Evelyn Kirschenfeld | *In memory of Dr. Seymour Kirschenfeld*  
Kim Jayun | *In honor of Elizabeth Olsson's birthday*  
Patricia Egipciano | *In honor of Elizabeth Olsson's birthday*  
Mary Chang | *In honor of Elizabeth Olsson's birthday*  
Anonymous | *In honor of Elizabeth Olsson's birthday*  
Judith and Lewis Leavitt | *In memory of Sally Walzer*  
Elena Kagan  
Michele and Alan Morrison  
Patricia and John Peters  
Dr. Judith and Arnold Wishnia  
Tara and Henry Read  
Linda and Charles Gruhn  
Doris Master  
Phylia and Marvin Kohl  
Diane and Antonio Sesin  
Phyllis and Sanford Bolton  
Donald Cook  
Norma C. Rettet | *In honor of Doris Kertzner*  
Marjorie and Lorence Long  
Verna Madden  
Joyce and Roy Skoog  
Curtis Darby and Mark Ginsberg

Barbara Krasne  
Julia Lager Mesulam  
Mary and Dr. Douglas Jacobs  
Simona and Theodore Vessilev  
Jules and Paula Lewis  
Sandra Lewis  
Naomi Feldheim | *In Memory of Rachel Feldheim* | *In memory of Phyllis Levenstein*  
Renee Meer | *In memory of Dr. Sam Meer* | *In memory of Phyllis Levenstein*  
Geraldine and Dennis Spink | *In honor of Dede and George W. Frank*  
Dara and Bruce Baird | *In honor of Barbara Baskin*  
Dr. Jean Griffin  
Mary Jane and John Belt  
Phyllis and Elliott Rosen  
Howard Rosenblatt  
Bradley Clements and Jonathan Moore  
Julie and Seth Harris  
Judith Simansky  
James Kane  
Jennifer and Michael Lewis  
Ann Freedman  
Ashley and David Berk  
Robert Preatorius  
Bunny and Fred Avril  
Doris and Stanley Kertzner | *In memory of Rory Freeman*  
Leslie and Roger Lifson  
Glen Fine and Beth Heifetz  
Rob Dorman  
Stuart Davies  
Brian O'Connor  
Lynne Whipple  
Brian Whalen  
Richard Maggiotto  
Erin Russel  
Tara Kostandoff  
Victor Cohen  
Anil Shrivastava  
John Whipple  
Brian Calamari  
Brian Schwartz  
Partick Kane  
Henrik Brun  
Chris Durbin  
Sonja Greskovic  
Todd Khoury  
James Elrod  
John Stephens  
Gilbert Jason Sutherland  
Spencer Hoffman  
Gregory and Sonal Parr  
Ginny Hoynes  
Tara Kostandoff



# Where We Are: Program Replication Sites



## NATIONAL SITES

**ARIZONA:** Phoenix

**CALIFORNIA:** Los Angeles, Modesto, Santa Ana

**CONNECTICUT:** Greenwich

**DISTRICT OF COLUMBIA:** Ward 5

**FLORIDA:** Monticello, Palm Beach County-ASPIRA, Palm Beach County-Guatemalan-Maya Center, Palm Beach County-Minority Development & Empowerment, Inc., Palm Beach County-NOAH, Inc., Palm Beach County- Sickle Cell Fdtn. of Palm Beach County, Wauchula  
**ILLINOIS:** Chicago - Carole Robertson Center for Learning, Chicago - Gads Hill Center

**MASSACHUSETTS:** Barre, Boston/Dorchester, Brookline, Cambridge, Clinton/Nashoba, Framingham, Greenfield, Lawrence, Leominster, Lowell, Lynn, Marlboro, Medford, New Bedford, Newton/Needham/Wellesley, North Adams, Northampton, Pittsfield, Plymouth, Quincy, Salem, Shirley, Somerville, Springfield, Taunton, Waltham, Ware, Wareham, Watertown, Worcester

**MICHIGAN:** Ferndale, Pontiac

**MINNESOTA:** Minnetonka

**NEW JERSEY:** Milltown

**New York:** Brooklyn - Excellence Early Learning Academy, Brooklyn - SCO, Brooklyn/Brownsville - SCO, Brooklyn - Women's Prison Association, Buffalo -The Belle Center, Buffalo - King Urban Life Center, Buffalo - Jericho Road Ministries, Centereach, Center Moriches, Child Care of Nassau County, East Ramapo, Freeport, Great Neck, Mastic Beach, Nanuet, Nassau BOCES, North Rockland, Oyster Bay, Port Washington Library, Queens- SCO, Roslyn, Shirley, Suffolk Homeless Project, Westbury, Westchester County

**PENNSYLVANIA:** Armstrong County, Beaver County, Bedford County, Blair County, Cambria County, Chester/Montgomery Counties, Columbia County, Easton, Erie, Fulton, Juniata & Mifflin Counties, Greene County, Hanover, Huntingdon, Indiana County, Lancaster, Luzerne County - South, East, West, Lycoming - Clinton, McKees Rocks, Monessen, Naticoke, Northumberland, Scranton, Philadelphia, Phillipsburg

**SOUTH CAROLINA:** Camden, Charleston County School District, Dorchester SD#2, Dorchester SD#4, Florence SD#1, Florence SD#2, Florence SD#3, Florence SD#4, Florence SD#5, Georgetown, Horry County Schools, Lancaster, Lexington SD#1, Richland School District, Williamsburg County Schools

**TEXAS:** Dallas-Cooke, Grayson, Fennin, Hunt, Palo Pinto, Somervell, Johnson, Hood Counties

**WASHINGTON:** Seattle - Southwest Youth & Family Services, Seattle - Neighborhood House/Rainier Vista Area, Seattle - Neighborhood House/New Holly Area, Seattle - Atlantic Street/Rainier Beach Center, Yakima

## INTERNATIONAL SITES

**BERMUDA:** Hamilton

**CANADA:** Brandon (Manitoba)

**IRELAND:** Dublin, Inchicore

*Site list accurate at time of publication, please check <http://parent-child.org/about-us-where-we-are.html> for updated information.*



# Bring the Program to Your Community

We partner with many local organizations, including school districts, charter schools, social service agencies, hospitals and community health centers, public libraries, and universities, to bring the Program to communities everywhere.

## Contact Us

The National Office:  
1415 Kellum Place, Suite 101  
Garden City, New York 11530-1690  
[info@parent-child.org](mailto:info@parent-child.org)  
t. 516-883-7480  
f. 516-883-7481

Press and Media:  
[media@parent-child.org](mailto:media@parent-child.org)

## Visit our website at [www.parent-child.org](http://www.parent-child.org) to:

- Donate Online
- Shop through our Amazon.com link
- Find out how you can participate in our various events using our Event Calendar (including upcoming site coordinator training sessions)
- Find your local site
- Find out how to bring the Program to your community