

# ParentChild+

Equal Possibilities From The Start

Annual  
Report  
FY 2022



# OUR MESSAGE TO YOU

## Reflections on an Exciting Year



Dear Friends-

This has been a year of opportunity, innovation, and reflection. As the country began to emerge from the pandemic, we have been able to reflect on how we can expand and enhance our work with families, the role virtual and hybrid home visiting will play in our future, and how best to continue embedding an equity framework in our internal operations and program implementation. We are committed to meeting all families and caregivers where they are most comfortable, follow their lead in program development, and support them in achieving their goals.

Building on our learnings over the past three years, we have developed new strategic priorities to guide the growth of ParentChild+. As an organization founded on using research to drive opportunity and a leader in the home visiting field, we are engaging with this legacy by partnering with communities to weave a tapestry of school readiness supports. Our multi-cultural, multi-lingual approach enables us to work with a diverse array of families and caregivers, including immigrants and refugees from four continents and over 100 countries.

### Strategic Priorities



#### **Deliver, Measure, Innovate**

Drive evidence-based innovation through high quality research and technology-supported program delivery.



#### **Implement and Scale**

Further invest in capacity building and enhance program development.



#### **Expand Reach and Resources**

Grow number of net families engaged by unlocking new funding channels.

Thanks to an incredible \$5 million gift from Mackenzie Scott's Yield Giving, we can now realize our strategic priorities sooner than we had ever envisioned by expanding the national center's capacity to conduct robust evaluations of program innovations and supporting our network with pioneering training resources and advanced technological supports. We are putting our big ideas in motion and building out our infrastructure to make real, systemic change at a pace we had only dreamed was possible.

Thank you to all our supporters, funders, partners, and champions for working with ParentChild+ to ensure that every day we can bring children, families, and communities even more and better opportunities from the start.

Sarah E. Walzer  
Chief Executive Officer

Jim Molloy  
President of the Board of Directors

# Who we are



Our Mission is to ensure that all children regardless of their race, socio economic status, or zip code have equal possibilities from the start--we work with families, caregivers, and communities to support not only early literacy and school readiness, but early opportunities. Together we are inspired by the thought that the more we work together now to level the playing field, the closer we get to an equitable future for all children.



ParentChild+'s One-on-One and Home Based Child Care (HBCC) models are based on four unique pillars:

- **Reaching families/providers where they are** in their homes, twice a week and centering adults as experts in their own lives.
- **Building trust** by hiring locally for experience and prioritizing cultural match over credentials. Our materials are chosen to reflect the identities, values, and experiences of our families and providers.
- **Supporting adult-child interaction** with individualized learning materials and practice-based coaching that honors adults' personal goals and leaves space for reflection and continued growth.
- **Facilitating strong community connections** between families/providers and local resources including food, housing, medical, and educational services.



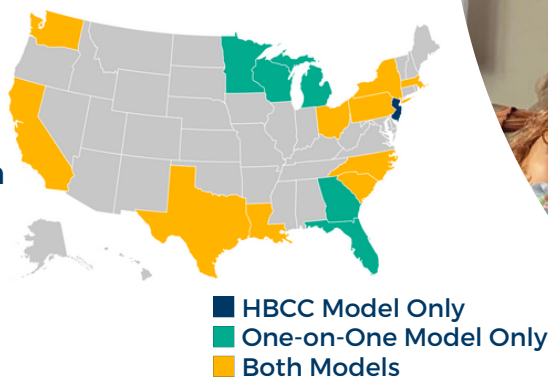
To learn more about us or our work, please visit [www.parentchildplus.org](http://www.parentchildplus.org).





# Who we work with

Our models operate in 16 different states and 5 countries outside the U.S. **Partnering with community-based agencies, we operate 150 sites** that connect with families and child care providers.



10,616

Total children reached in both models



278,676

Total One-on-One visits completed



1,462

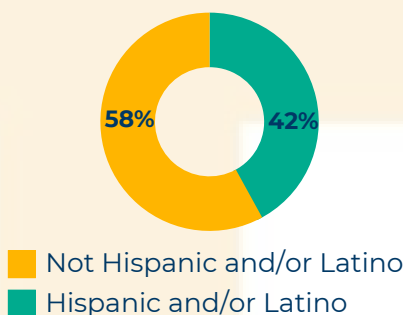
Total child care providers and families in the HBCC Model



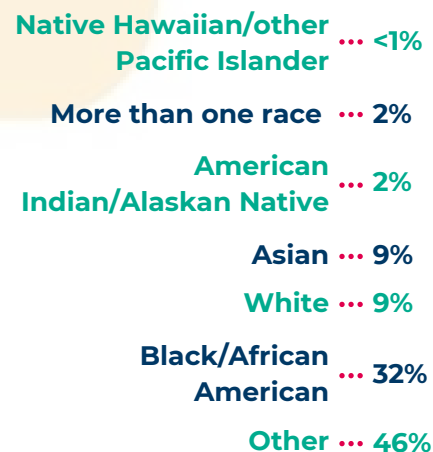
Families received **over 140,000 educational toys and culturally relevant books** in our One-on-One program. HBCC providers received **21,930 books and guide sheets**. In addition to learning materials, our Early Learning Specialists made **referrals and service connections for families, with 48% of those to material and/or food/nutrition assistance**.

Families enrolled in home visiting programs are 1.6x more likely to drop out of the program if the language does not match their own. Because of our community and experience-based hiring practices, **88% of our families speak the same language in their visits as they do in their homes**.

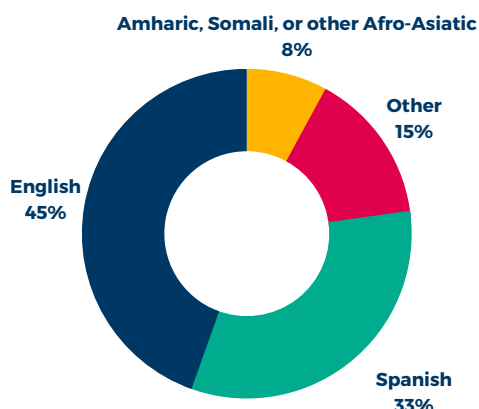
## Children's Ethnicity



## Children's Race



## Language Spoken During Home Visit



As we continue to expand our reach we are committed to ensuring equal possibilities for all families:

- From 2021 to 2022, our One-on-One Model increased the number of children reached by 9%.
- We are proud to say that as of 2022, in the last 20 years the number of adults in our program who are from outside the United States has increased by 2.5 times to 71%.**
- Of the children we work with, 91% are children of color and 62% of families speak a language other than English at home.**

# Stories from Our Year

On this page and the next, we invite you to read about the everyday magic of home visiting, how we continue to shape our practice with research and intention, and where we hope to go with our communities and families in the future.



## Introducing the King of Kindergarten:

This past school year, Jahaad MacNair (pictured left with his mom, Khalesha McKie) was elected King of Kindergarten by his peers and classroom teachers.

To be King, Jahaad had to demonstrate a love of learning, leadership, and kindness towards others. We know that **ParentChild+ children are 50% more likely to be prepared for kindergarten, score 2x higher on social-emotional skills than their peers, and enter school performing 10 months above their chronological age.** Jahaad is what that looks like in action! He and his mom just wrapped up filming on a special video series modeling reading skills for school-age children that we hope to share with other program alums. [Watch the video](#) to hear from the King, his teacher, and his mom.



## Data-Driven Innovation



### ChildTrends Report:

Read the brief on the needs of families and staff doing virtual visits [here](#). Key takeaways:

- Using an inductive, equity-based framework ensured prioritization of family and community voices.
- Hybrid visit models work, families appreciate the flexibility, but more study should be done to optimize content for remote visits.
- While some challenges in implementation remain, the Reflection Record opened-up new opportunities for connection, learning, and intentional skill-building for families.

### HBCC Model:

In partnership with [Home Grown](#), and later with support from the [Annie E Casey Foundation](#), we have done intensive qualitative research on how to support engagement and recruitment of HBCC providers and ways to deliver effective professional development to providers and our Early Learning Specialists. Some findings include:

- Connection to community resources is critical to sustained provider success.
- Professional development should be tailored to fit individual needs.
- Model should be rooted in relationship-based and reflective coaching.



# Stories from Our Year



## Community Connection

Pictured left is the Pindle family on the day of King's adoption by his grandmother. King enrolled in our Philadelphia program after his mother was killed in the same accident that left him paralyzed. Our staff accommodated the family's intensive care needs when other programs did not. Because of his family's perseverance and participation in ParentChild+, King and his family could demonstrate to the court their commitment to education and King's learning and development. He has since grown into a chatter box and is maneuvering his wheelchair like a pro at home with family.

## Program Improvements--This year we have worked hard to drive change across our network. Here are some of the things we've accomplished:

- Shift in assessment tools to externally validated, culturally relevant measures.
- Aligning program goals with assessment measures by creating feedback loops between program staff and program participants.
- Enhancing data quality assurance measures including more regular check-ins with the Research team that have significantly improved data collection.
- Anti-Bias Curriculum analysis and [Checklist](#) developed to help guide material selection.
- Ongoing study of shift to hybrid visit setting to best meet the needs of parents and staff.
- Move toward a practice-based coaching framework.



## Innovations on the horizon--There is so much we are looking forward to! Below are some highlights we look forward to in the next year:

- Increased research and data collection capacity, including making needed improvements to the data system to better align with program goals.
- Expansion of services and reach in both HBCC and One-on-One Models to more sites across the country.
- Equity-based, participatory, rapid cycle research to better inform program innovation and development in real-time so that the National Center and our program sites can move together to realize better outcomes for our staff and our communities.
- Strategic pursuit of government funds to better-sustain our sites.



# Deepest thanks to our individual donors!

(FY22)

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## **\$25,000 and greater**

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New Jersey  
Vanguard Strong Start for Kids  
W Clement and Jessie V Stone Foundation  
Wellington Management Foundation  
Wells Fargo Bank  
William Penn Foundation





# FY22 Audited Financials

## Support

	2022	2021
Grants-Foundation	\$5,075,021	\$3,754,635
Grants-Government	\$38,434	\$52,400
Donations-United Way	\$4,533	\$6,268
Donations-Individuals	\$590,690	\$493,655
Donations-Corporations	\$17,171	\$18,905
	<b>\$5,725,849</b>	<b>\$4,325,863</b>

## Revenue

Honoraria	\$11,825	\$22,050
Site training and replication fees	\$242,730	\$223,320
Special Events	\$57,687	\$60,675
Investment and other income	\$336,096	\$267,915
	<b>\$648,338</b>	<b>\$573,960</b>
<b>Total</b>	<b>\$6,374,187</b>	<b>\$4,899,823</b>

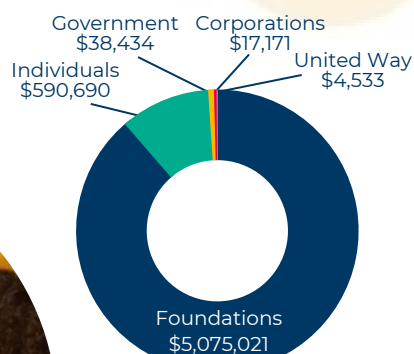
## Expenses

Program	\$5,596,670	\$4,651,923
General and Administrative	\$225,100	\$218,172
Fundraising	\$100,870	\$36,637
<b>Total</b>	<b>\$5,922,640</b>	<b>\$4,906,732</b>

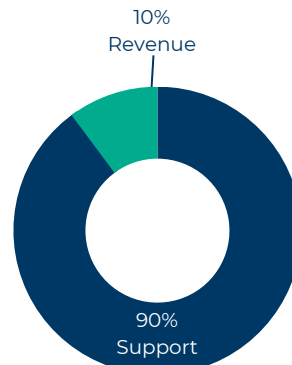
## Change in Net Assets

NET ASSETS-beginning of year	\$2,872,087	\$2,529,201
<b>NET ASSETS-end of year</b>	<b>\$3,110,392</b>	<b>\$2,872,087</b>

### Contribution Summary



### Income Summary



### Expense Summary

