



FY25 Advancement Update



June 2025



FY25 Funds Available for Use

FY25 Status	General Operating	Project & State Specific	Pass Through	Events	Individuals	Total Support for National Center Operations (GOS + PSS)
FY25 Goal	\$1,042,000	\$761,250	\$3,381,429	\$389,000	\$350,000	\$1,803,250
Received/Committed To Date	\$722,050	\$702,083	\$2,841,429	\$386,500	\$116,739	\$1,424,133
% of Goal Reached to Date	69%	92%	84%	99%	33%	
<i>Renewals</i> : Pending/To Be Submitted	0	0	0			
<i>New Prospects</i> : Pending/To Be Submitted	\$50,000		\$-			\$50,000
% of Goal Reached to Date (Received/Committed+ Pending/To Be Submitted)	74%					
FY25 Goal: Government		\$135,000	\$120,000			
Government: Received/Committed		\$126,500	\$120,000			\$126,500
Government: To be Submitted/Pending/Awarded	\$-					

FY26 Funds Available for Use

FY26 Status	General Operating	Project & State Specific	Pass Through
Received/Committed To Date	\$439,090	\$200,410	\$1,923,706

FY25 Development Goals

Setting the Stage for Philanthropic Strategy + Growth

PC+ Organizational Goals FY25

Goal #1 Deliver, Measure, and Innovate - Increasing investment in research

Goal # 2 Implement & Scale - Scaling through continuous improvement

Goal #3 Expand Reach and Resources - Securing sustainable Funding sources

Department Goal		Driving towards Org Goal # ____
Development	Meet operational budget \$5,980,729 (P/T \$2.5)	3
	Retain 45% of all donors from FY24 40% individuals 50% orgs	3
	Create a FY26 rolling prospect list of \$5M in new financial asks	3
Devo Comms Operations	Launch of accurate, comprehensive, and meaningful donor data base for use in revenue planning for FY26 by April 2025. FY25 Donors transitions to new database only. FY24 donors trasntions by EOY	1,3
	FY26 Goal - Support of team wide adoption of the input of the system and adoption of the output of the system	2

FY26 Development Goals

Philanthropic Strategy + Growth Plan

PC+ Organizational Goals FY26		
Goal #1 Deliver, Measure, and Innovate - Increasing investment in research		
Goal # 2 Implement & Scale - Scaling through continuous improvement - Key Focus Regions - PA, CA, MA, NY		
Goal #3 Expand Reach and Resources - Securing sustainable funding sources - Key Focus Regions - PA, CA, MA, NY		
	Department Goal	Driving towards Goal # ____
Development	Raise Budget by end of FY26	3
	Create financial flexibility in budget by raising (xx) GOS support by FY26	3
	Retain 60% average of all donors from FY25 45% individuals 75% institutional	3
	Moves Management Move 10% of all donors to increase their gifts in FY26	3
	Identify + Vet + Solicit Prospect Asks of \$7.5M for FY26	2,3
	Identify + Vet + Solicit Prospect Asks of \$10M for FY27	2,3
Devo Comms Operations	Achieve full team adoption of accurate data entry and effective utilization of system insights to improve decision-making and overall performance	1,2,3
	Achieve 95% data accuracy and integrity within the CRM.	1
	Increase GOS revenue through major gift + institutional prospect identification and qualification	2,3
	Support a 2% increase in donor retention rates from FY25 through better segmentation and personalized outreach.	3
Government Affairs	Identify county, municipal, and state funding opportunities in MA, NY, PA, and CA	3
	Build-out a multi-year state and local advocacy strategy	1
	Build visibility in governments at the state and local levels	2

FY26 Marketing + Communications Goals

PC+ Organizational Goals FY26		
Goal #1 Deliver, Measure, and Innovate - Increasing investment in research		
Goal # 2 Implement & Scale - Scaling through continuous improvement - Key Focus Regions - PA, CA, MA, NY		
Goal #3 Expand Reach and Resources - Securing sustainable funding sources - Key Focus Regions - PA, CA, MA, NY		
Department Goal		Driving towards Goal # ____
Communications	Standardization of Communications Processes	
	Establish streamlined systems for content intake, workflow management, and content performance tracking across all channels.	2
	Creation of Modular, Foundational Content for Internal + External Use	
	Produce a core library of reusable, department-specific communications assets to improve clarity, consistency, and stakeholder engagement.	3
	Grow Brand Awareness	
	Strengthen external visibility and internal alignment around brand identity, language, and storytelling strategy.	1, 2, 3

FY26 Philanthropic Strategy

**Presentation of full strategy scheduled for Oct Board Meeting*

- **Utilizing FY25 Foundation Setting**

- Team Reorg
 - Creation of Clarity/Roles
- Addition of Marketing + Communications
- Creation of CRM Sales Pipeline + New CRM Software
- Goals Setting
 - Direction + Accountability
- New Roles
 - Sr. Manager, Gov't Affairs
 - Director, Marketing + Communications
- Budgets
- Growth Strategy + Tactics
- Financial Modeling

- **FY26 Priorities**

- Deep Dive into Donor History
- Identifying and Mitigating Risk
- Developing Prospect Pipelines + Sales Plans
- Donor Retention/Growth
- Major Giving Program
- Comprehensive Stewardship Plan
- Storytelling – Business Case
- Infrastructure Supports + Technology

Phases of Work & Deliverables

By the end of the engagement, we aim to equip ParentChild+ with a plan for growth in Philadelphia and the Bay Area and tools to pursue additional funding.

PHASES

Phase 0: Project Intake & Set-Up

(1 week: Jun 2-6)

- Gather background materials
- Schedule interviews
- Schedule core team meetings

Phase 1: Assess Current State

(3.5 weeks: Jun 9-Jul 11)

- Conduct 10-12 interviews with workstream leaders, key staff, and other relevant stakeholders
- Review background materials on current work in Philadelphia and the Bay Area
- Prepare for and facilitate workshop to review and discuss Phase 1 findings and plan for phase 2

Phase 2: Growth Modeling & Scenario Planning

(5.5 weeks: Jul 7-Aug 15)

- Develop a dynamic financial growth model that incorporates different growth scenarios
- Conduct working sessions with relevant staff to develop growth assumptions, review growth scenarios, and refine the model
- Facilitate a training on the financial model, so it can be a tool for future use

Phase 3: Funder Cultivation Planning

(3 weeks: Aug 18-Sep 12)

- Research prospective private and public funders in the Bay Area and Philadelphia to support ParentChild+'s growth goals
- Build a pitch deck for prospective funders, in collaboration with ParentChild+ team
- Facilitate a project closeout session to share final deliverables

DELIVERABLES

- Kickoff meeting materials

- Project plan with key milestones and deliverables
- Workshop pre-read with synthesis of interview findings
- Facilitation of workshop

- Excel-based dynamic financial growth model
- Summary of each growth scenario, including growth assumptions, strategic investments and costs, and revenue needs
- Interactive training session

- Synthesis of findings related to potential sources of funding
- PowerPoint pitch deck for prospective funders, informed by an interactive working session

High-Level Proposed Project Plan



Holiday
Pause



Enabling
Activities



Milestone /
Deliverable

	JUN				JUL					AUG				SEP
	2-6	9-13	16-20	23-27	30-4	7-11	14-18	21-25	28-1	4-8	11-15	18-22	25-29	1-5
Phase 0 Project Intake & Set-up	★ Kickoff													
Phase 1 Assess Current State		★ Interviews (10-12 total) <i>Doc review</i>	★ Early Themes Discussion			★ Phase 1 Workshop								
Phase 2 Growth Modeling							★ Growth Model — Working Sessions — (3-4 total) <i>Model development and refinement</i>			★ Model Delivery & Training				
Phase 3 Funder Cultivation Planning												<i>Funding research & pitch deck development</i>		★ Final Pitch Deck & Closeout Meeting
Core Team Meetings (Wed.)		• 60 min	• 60 min	• 60 min		• 60 min	• 30 min	• 30 min	• 30 min	• 30 min	• 30 min	• 60 min	• 60 min	• 60 min

Any other milestones or events we should track?
(e.g., Board meetings, vacations, 60th anniversary planning, fundraising events)

ParentChild+

Legacy Fund + Events Updates

60+
Years
of Possibilities

June 2025





Infinite Possibilities: A Legacy Campaign *Honoring Sarah Walzer*

Fundraising Update:
\$56,500 Pledged

60+
Years
of Possibilities

FY25 Golf + Tennis Outing Rescheduled

Event Goal: \$140,000

Budget Goal: \$99,000

Progress to Goal: \$62,500

Current Paid: \$26,500

Current Pledged: \$36,000

Left to Raise Goal: \$77,500

Left to Raise Budget: \$36,500

Golf foursome goal: 22

Progress to goal: 12

Tennis player goal: 20

Progress to goal: 7

ParentChild+ Golf + Tennis
Outing

October 21, 2025

Wykagyl Country Club
New Rochelle, NY

FY26 Gala – Save the Date Static – General Audience



FY26 Gala – Save the Date Video – General Audience

FY26 Gala – Save the Date Video – Gen Z





ParentChild+ Hill Day 2025 Recap

Inaugural Hill Day Event: Advocacy in Action





The Vision Behind Our First Hill Day

Elevate	Elevate ParentChild+ on the national stage
Build	Build relationships with key lawmakers and staffers
Advocate	Advocate for increased support for early childhood home visiting
Center	Center the voices of families and early learning specialists

Advocacy Prep + On the Hill

Pre-Hill Day training & orientation with Advocacy 101

5 meetings with Congressional offices in Massachusetts, New York, Pennsylvania, North Carolina, and Ohio

Site coordinator and national center staff shared their stories

Policy asks: Increased funding, support for home visiting expansion, community resources and connections

Group photo in front of the Capitol steps

What We Shared with Lawmakers

Home visiting works: High ROI, school readiness, family empowerment

ParentChild+ reaches families often left out of traditional services

Families and home visitors are experts in what works

How we are currently funded in our program states

Upcoming invitations to ParentChild+ visits

Ask: Increased federal support for evidence-based, culturally responsive programs. Support our Congressionally Directed Spending Requests in New York and Pennsylvania

Internal Wins: Celebrating Our Collective Impact

- Cross-site collaboration and relationship building
- Powerful storytelling by families and site leaders
- Staff growth in advocacy and public speaking
- Set the stage for future national and local policy engagement



What's Next: Keeping the Momentum Going



- Follow-up with Congressional offices
- Share stories from Hill Day with local communities
- Train additional staff on policy and advocacy
- Plan for Local Capitol Days 2026-2027
– even bigger, even louder!

Thank You, Team!

- This milestone was made possible by your passion, preparation, and belief in families
- Together, we're building systems that truly see and serve every child

