

ParentChild+

Equal Possibilities From The Start

ANNUAL REPORT

2023

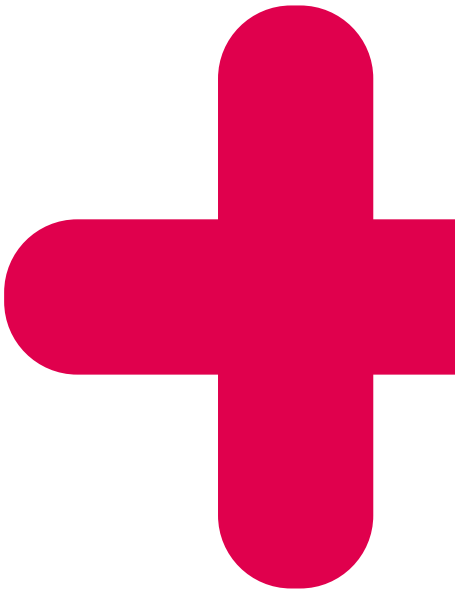
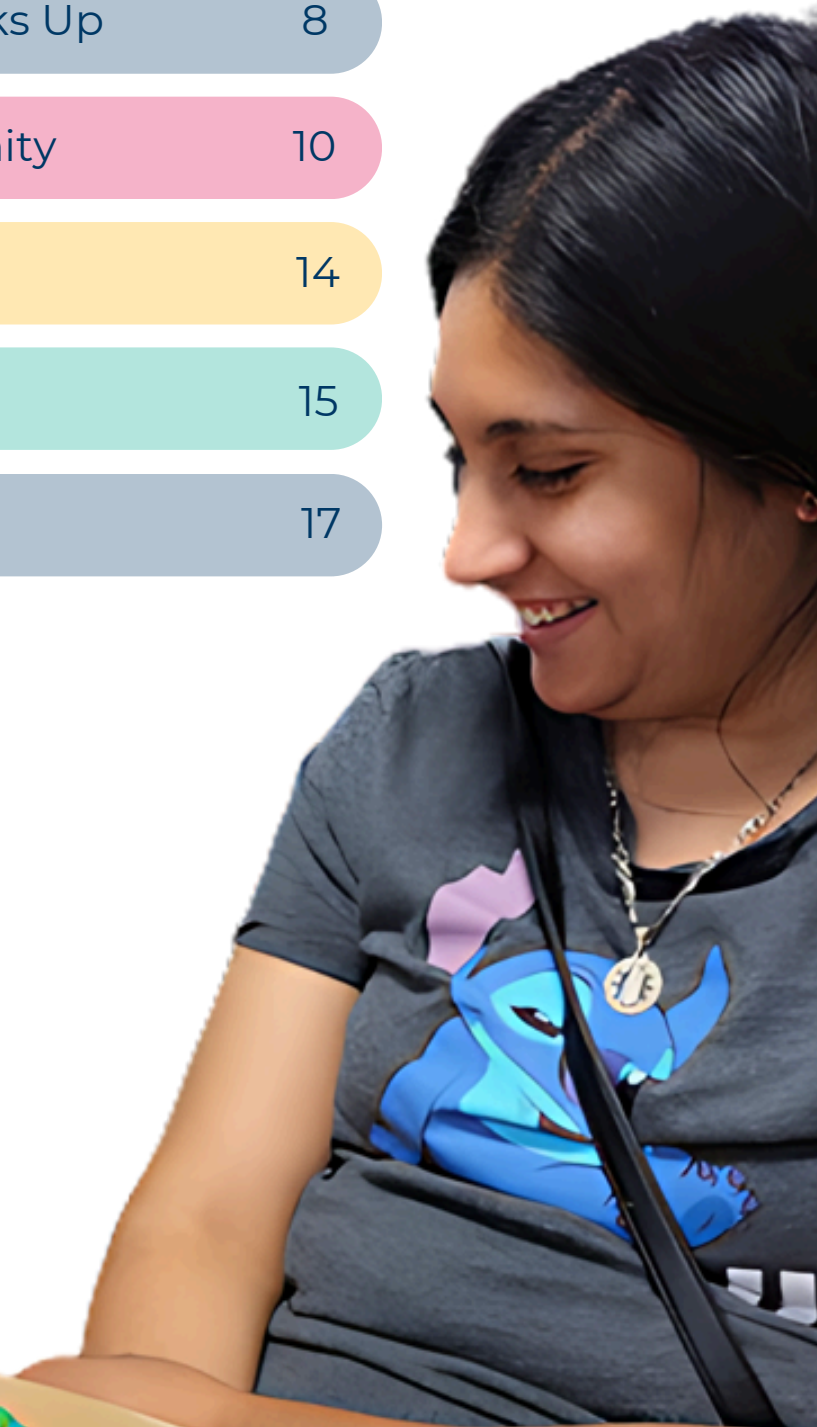


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Our Message To You

REFLECTIONS ON AN EXCITING YEAR

Dear Friends and Supporters -

We are excited to share with you ParentChild+'s 2023 journey of continued impact and growth. In June 2023, the Board of Directors adopted a three-year strategic plan that will guide our activities with a renewed commitment to equity, learning, and growth. The foundation of our strategy, a deep-seated belief in racial equity, is the impetus for our commitment to equal opportunities from the start. The three main goals of our strategic plan are:

- **Deliver, Measure, Innovate:** Drive evidence-based innovation through high-quality research and robust supports for program delivery.
- **Implement and Scale:** Further invest in capacity building and enhance program development.
- **Expand Reach and Resources:** Grow the number of families/caregivers engaged by unlocking new funding channels and partnerships.

As we pursue these three strategic goals, advancing racial equity is at the forefront of all our decisions and actions. By putting our equity commitment at the center of our early childhood caregiver and family models, research, and site and site staff support, we will have a deep and lasting impact.


To this end, we are on the move towards our goals. In 2023, we completed over 280,000 visits with families either in their homes or virtually. We welcomed three new members to the Board of Directors: Christine Choi, Hardik Shah, and Danielle Siriani, who bring a wealth of knowledge and talent for corporate engagement, public relations, and communications to help us expand our reach. We have also hired three new National Center staff to support the Training, Research, and Home-Based Child Care (HBCC) teams to increase capacity for program scale and increase quality across the network. Thanks to GreenLight Baltimore's support, we will be expanding to the City that Reads this spring. And, as we write this letter, the Research and Training teams are criss-crossing the country on a series of site visits. We cannot wait to share their learnings with you.

This annual report reflects not only the breadth and impact of our work, but the commitment and skill of more than 1,000 staff in homes and communities across the country supporting caregivers and families on their own paths to success.

Your support is directly connected to our success. Thank you for being on this journey with us to a future full of equal possibility.



Jim Molloy
President of the
Board of Directors



Sarah E. Walzer
Chief Executive
Officer





Strategic Goals:

In the spring of 2023, Mackenzie Scott's Yield Giving Fund gave ParentChild+ an amazing \$5 million gift. We are committed to being careful stewards of these funds and worked closely with Boston Consulting Group, our pro bono consultant, to update our strategic plan with a focus on utilizing these funds to expand, enrich, and enhance our work:

- Increasing our research base,
- Investing in innovative projects critical to the reach and impact of the program,
- Investing in our technology infrastructure,
- Increasing and diversifying our funding sources, and
- Bolstering our reserves.

Guiding all of this work are four key research priorities:

- Evaluate and codify the implementation and impact of the HBCC model,
- Build an updated comprehensive system for continuous quality improvement across our program network,
- Enrich evaluation of the impact of the family home visiting model using an innovative, equity-based community voice research framework, and
- Complete rigorous research that meets federal funding priorities.

This wonderful gift is enabling us to immediately move forward with long-term projects that were on our wish list and are key to both investing in and highlighting the success and value of our work. The ability to increase our staff and make critical upgrades to our database and website are the stuff of non-profit capital and capacity dreams.

With this targeted use of the Scott funds, we are able to better leverage your support, utilizing general operating funds to grow our work in new communities, expand both our models with innovations, and build out our equity framework in both our internal operations and program implementation, with a particular focus on our unique role in supporting immigrant, refugee, and now newly-arrived families. And we can't wait to tell you all about it!



Strategic Goals:

PROGRAM EXPANSION + INNOVATION



Baltimore

Thanks to support from the GreenLight Fund, we are coming to Baltimore! This expansion follows on our successful GreenLight partnerships in Philadelphia, Charlotte, and San Jose/the Bay Area. We expect to be working with 100 Baltimore families through both program models by the end of this calendar year. Our first implementation partner, New Song Community Learning Center, is delighted to start:

We are on a mission to change the perception of Sandtown-Winchester and the greatness of our young people. Partnering with ParentChild+ helps us achieve this mission by starting the stories at an early age.

**—Jayson Green, ED/CEO,
New Song Community Learning Center**

HBCC Growth in Nassau County, NY

Council 1869 awarded us a \$1 million grant over five years to support HBCC work implemented in conjunction with our partner, Nassau BOCES. This grant will expand our work to 80 HBCC providers at the site, working with 16 providers a year where both ParentChild+ models are already active. Of the Nassau BOCES families and providers we currently work with, 80% are Latine, 18% are Black, and 85% speak a language other than English at home. Families experience housing insecurity at a rate of 39%, and 68% have annual household incomes of less than \$20,000 a year. This gift will allow for a significant HBCC expansion in the County, creating a strong network of engaged and supported child care providers equipped to support families in their communities.

Ongoing Randomized-Control Evaluation in Philadelphia

In partnership with the Changing Brain Lab at the University of Pennsylvania and thanks to support from the William Penn Foundation, ParentChild+ is working with families in Philadelphia to learn how our Family Home Visiting Model (formerly One-on-One model) impacts children's healthy development and school readiness.

The Brains & Early Experiences Study is following 200+ families enrolled in either our Family model or FamilyNutrition+, our control curriculum. The study is ongoing, and we look forward to sharing the findings in the years to come.

A Pipeline to Possibility in Massachusetts

Since August 2022, the Wellington Management Foundation has been supporting a two-year pilot establishing a pipeline for ParentChild+ adult participants in the Family Home Visiting model to become home-based child care providers. This work is happening in the cities of Somerville, Peabody, Salem, and Worcester. After surveying Family model participants for interest, 10 are now working with Early Learning Specialists in the HBCC Model. They've received \$1,500 stipends, extensive information on and connections to local resources, support, and licensing information, and are working towards opening their own home-based child care programs.

Strategic Goals:

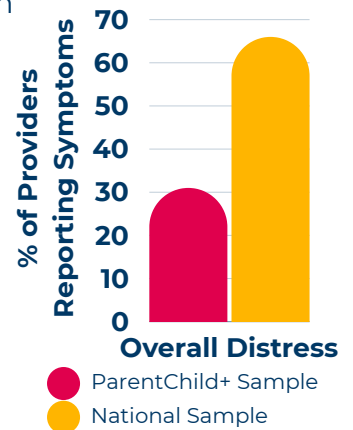
DELIVER, MEASURE, INNOVATE



Rapid Response

In partnership with [RAPID EC Survey](#) and [HomeGrown Child Care](#), we conducted research on recruiting home-based child care providers for home visiting and the impact of the support home visiting with caregivers can provide. Key findings indicated that :

- Compared to the national sample, ParentChild+-enrolled HBCC providers showed increased well-being. They were less lonely, anxious, depressed, stressed, and generally less distressed than their national peers.
- Additionally, provider retention in a home visiting program was supported by:
 - Having as few barriers to entry as possible (coming to their home during the work day and providing learning materials)
 - Specialists who are a language and cultural match



Family Satisfaction Survey

In 2023 with support from Tipping Point Community and in partnership with Listen4Good, we conducted a new Family Satisfaction Survey with 256 ParentChild+ families in our Family Model across the country. Based on their responses, we are proud to report that our Net Promoter Score is 90%! This score means 90% of our families are likely to recommend us. For more insights from our families, read the full report [here](#).

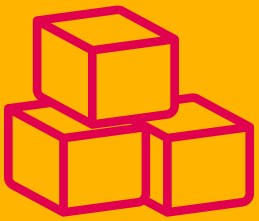
Research from the Ground Up:

With the adoption of our updated strategic plan, our research team has embarked on a multi-phased plan to put our priorities into action. In this initial planning and capacity building phase, Research and Program Support teams are traveling around the country conducting site visits and focus groups to engage perspectives and experiences from the field, as we:

- Establish National Best Practices and Coaching Frameworks
- Increase Site-Level Research Participation Capacity for both:
 - Internal implementation and fidelity analyses
 - External, scientifically robust analyses of program impact

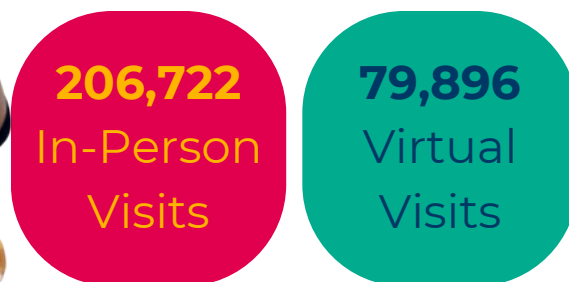
A family from our Austin, TX site welcomes local staff and the National Center's Dir. of Learning + Fidelity on a visit.





Strategic Goals: IMPLEMENT & SCALE

Our family and home-based child care models operate in 17 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.

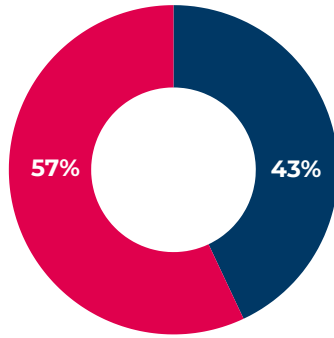




Adding up to Reach & Impact:

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

Children's Ethnicity



- Not Hispanic and/or Latino
- Hispanic and/or Latino

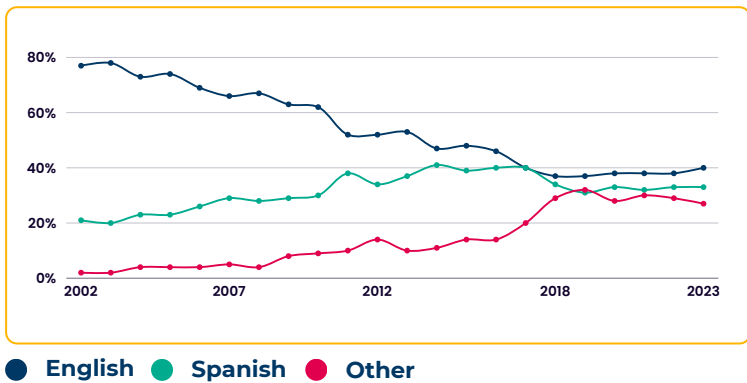
The Research and Evaluation team, in partnership with the Race Equity Committee, is currently working to craft demographic categories that better reflect our community.

Children's Race

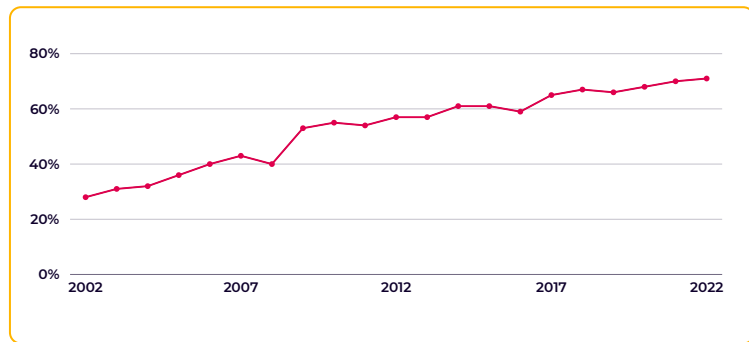
- ... Native Hawaiian/other Pacific Islander ... <1%
- ... More than one race ... 2%
- ... American Indian/Alaskan Native ... 2%
- ... Asian ... 9%
- ... White ... 10%
- ... Black/African American ... 29%
- ... Other ... 47%

We have always been in and of the community. Nationally, over 30% of our home visiting staff are former program participants.

Language spoken at home (2002-2023)



Adults born outside the United States (2002-2022)



Families speak over 30 different languages at home including: Spanish, Arabic, Bengali, Haitian-Creole, Hmong, Japanese, Polish, Tamil, Telugu, Lao, Ukranian, and Yoruba

In the last 20 years, the percentage of adults in our program born outside the United States has increased by 2.5 times to 71%.



ParentChild+ Speaks Up

As advocates and champions for early learning and equity, our State and Regional Directors stay busy! Below are just a few of the activities they've been up to in the last year:

Malkia Singleton Ofori-Agyekum,

Mid-Atlantic Regional Director

This fall, Malkia was on a panel of experts for Philadelphia Health Partnership's Health Equity Action series: The Power of Relationships to Foster Early Childhood Health and Development. She also traveled to Boston to be on a panel for the Vital Villages National Community Leadership Summit.



Pamela Williams,

Washington State Director

In 2023, Pam was educating people around the world about unconscious bias and colorism, from the ParentChild+ National Conference all the way to Dublin for the World Association for Infant Mental Health's 18th World Congress. She was also featured in Start Early's blog with her piece, *Exploring Unconscious Bias and Colorism in Infant and Early Childhood Mental Health*



Whitney Evans,

California State Director

Whitney and our SOMOS Mayfair partner site in San Jose, CA were featured in this Mercury News piece highlighting the challenges of the COVID-19 pandemic and the ways virtual and hybrid visiting have worked to support families. Whitney also authored an op-ed about the importance of child care as infrastructure that you can read here.

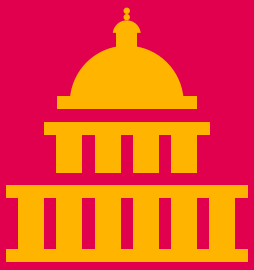


Andre Eaton,

New York State Director

Andre was a panelist at the NY Book Forum's series, *A Lapse in Literacy: How We Fight Back*. You can listen to the recording of the first panel here! Andre also traveled to Albany, NY to participate in the Schuyler Center for Analysis and Advocacy's Panel on ending child poverty in NY State.





ParentChild+ Speaks Up: IN STATE HOUSES

A critical aspect of our work is advocacy, representing our values and supporting early childhood and anti-poverty funding, programs, and policies.

In New York, State Director Andre Eaton has been a long-time advocate for equitable funding for early childhood and literacy programs, serving on the Governor's Early Childhood Advisory Council (ECAC) and co-chairing its Race Equity Committee.

Massachusetts State Director Carol Rubin and local site staff were in Boston to advocate for state-level funding for the vast network of over 40 ParentChild+ sites in the state. Thanks to their efforts, we were awarded \$4.25 million for FY24, an increase from the prior year! Pictured below is Carol surrounded by MA site staff from both our Family and HBCC models.



Meet our Community:

CREATIVITY AT WORK

We are excited to share some special stories from families and staff across our network from this past year.

Julie is a mom of three living in California. She had already participated in a number of supportive programs, but was looking for more help in her role as her children's first teacher. She began ParentChild+, was paired with Ms. Vivian, her Early Learning Specialist, and soon found the support and community she was looking for.



"With Ms. Vivian's experience as a teacher, she provided me with so many great ideas about how to interact with my son and reinforced teaching points. The materials offered such a great variety of activities, and it was fun to see my son start to find his favorites."

-Julie, mom of 3

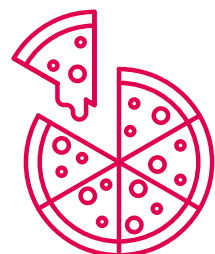
ParentChild+ staff around the country are always finding wonderful ways to bring creativity and joy to their work.

Families at a California site attend a regular community program together to extend their exploration of the curricular materials. After one program featuring a felt pizza toy, this Early Learning Specialist helped create an in-home pizza parlor!

In Washington, at a staff training, the ParentChild+ state staff facilitated an exploration of new inexpensive curricular items at IKEA to get the creative juices flowing.

"We wanted to do a creative, hands-on activity addressing the concerns of choosing quality VISM [curricular materials] and staying on budget. IKEA was the perfect place to show that everyday items can be used in a fun way to support children's learning."

-Marcella Taylor, Program Manager in WA



Meet our Community:

REPRESENTATION IN HBCC

In Philadelphia, we facilitated a six-part workshop series on *Windows, Mirrors and Doors: The Importance of Diverse Representation in Children's Books for Family Child Care Providers*.

The series gave child care providers the opportunity to reflect on the power and importance of diverse representation in books for young children, and the impact of representation on the well-being and social-emotional development of children. We shared ParentChild+'s [Book Content Analysis](#) and [Anti-Bias Checklist](#), and providers were given opportunities to apply the checklist to books reviewed during each workshop.

At the end of the workshop, providers were invited to share about their personal experiences through a research project at the National Center. The project sought to explore the experiences of women of color who are child care providers in Philadelphia. Participants were interviewed about their lives and work experiences in the early childhood education and care space, as well as their time in the ParentChild+ *Windows, Mirrors and Doors* workshop series.

Providers shared thoughts and stories reflecting on the themes of connection, empowerment, and a desire to continue to learn and improve their practice. At the end of the research study, we asked the providers to select an object (book, toy, etc.), of significance to their experiences as women of color and early childhood professionals, and took their portraits with those items. The six participating providers received their portraits and a draft report on the study's findings.

While we continue to process their feedback and the learnings from this project, we cannot overstate the enthusiasm we, the site staff, and the providers share for continuing to find ways to support home-based child care providers in learning with and from each other.



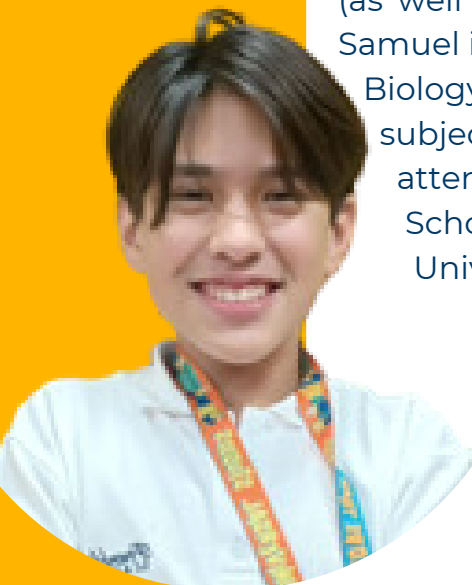
+ Meet our Community:

READY TO SUCCEED

Samuel and his mom, Alexandra, began ParentChild+ in 2014 at the Guatemalan-Maya Center in Palm Beach County, Florida. While in the program, Alexandra discovered Samuel's special interest in hands-on activities like building with blocks.

With this knowledge, she was able to support his learning and development when he entered school (as well as be an advocate for the program). Today, Samuel is an 8th grader and an advanced student in Biology, History, and Spanish. Samuel's favorite subject in school is business, and he hopes to attend the prestigious Alexander W. Dreyfoos School of the Arts and go on to New York University.

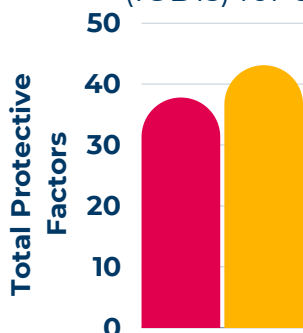
ParentChild+ community-based partners maintain lasting connections with families and continue being their cheerleaders long after they graduate from the program. Thanks to the Guatemalan-Maya Center, we were able to catch-up with Alexandra and Samuel, who is his school's newest chess champion! We can't wait to see where he goes next.



(Mom) Alexandra works at a private shipping store where she has contact with many immigrant families. She likes to inform them about the program's benefits and refer them to us.

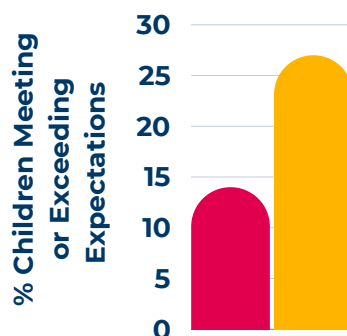
—Amanda Escalante, Program Director in FL

Data from our Charlotte, NC Bilingual Preschool site highlights the social-emotional and early literacy benefits children receive from the program. Compared to those who did not participate in the program, ParentChild+ children had higher levels of social-emotional strengths (Total Protective Factors) and scored higher on Individual Growth and Development Indicators (IGDIs) for early language and literacy.



We see the children are starting [preschool] at a higher level than the kids that have not participated in ParentChild+.

—Iggy Austin, Family Program Manager in NC



● Non-ParentChild+ Participants
● ParentChild+ Participants

● Non-ParentChild+ Participants
● ParentChild+ Participants



Meet our Community:

NEXT STEP COLLEGE

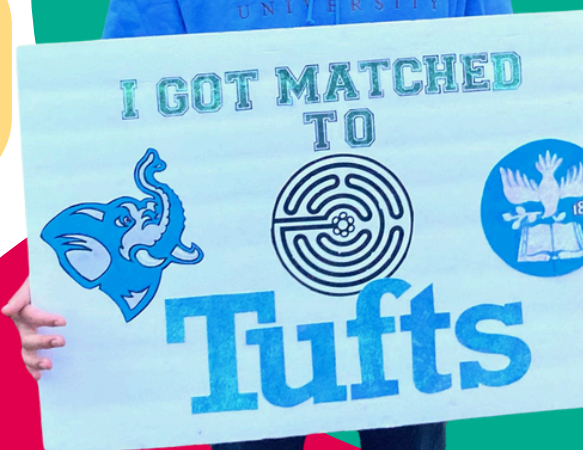
“We were the beginning of his education journey,” ParentChild+ Program Coordinator Mariam Hurley explains about former participant, Jordan, now a high school senior in Marlborough, MA. She had recently received a message from Jordan’s mom, Blanca, telling her that “Jordan just found out, and we wanted you to be one of the first people to know, that he got a full scholarship to Tufts University.”

Mariam was Jordan’s Early Learning Specialist, visiting him and his mother twice a week for 92 visits in their apartment over a decade ago. “In the beginning, mom just watched and soaked in everything,” Mariam explains. Blanca and her husband came from Mexico and were raising their four children in Marlborough. Trying to raise her son in a brand-new place, culture, and language, Blanca took her time finding her footing. When later re-enrolling in the program with Jordan’s younger brother Justin, Mariam remarked “it was like mom had this new confidence that was, ‘I’m ready to take charge!’”. Blanca was soon mentoring other parents from similar backgrounds in playgroups Mariam organized. “I just remember how grateful I was. She’s become such an advocate for us,” Mariam says of Blanca’s support both of the program and with other moms.

ParentChild+ staff live in the communities they work in, and often maintain long-term connections with families, especially when their children are schoolmates. When it came time to look at colleges, Mariam was there with Jordan and his family, “He was looking at some of the big, competitive schools. And when he focused on what would be best for what he wants to do, Tufts was up there...There’s always been obstacles, but they’ve always wanted better for their children and encouraged them to shoot for the moon.”

Mariam, now a long-time coordinator, reflected that, “the biggest piece of this work to me is focusing on the parent and really connecting with that parent: showing the importance of education, being involved, and what they’re capable of with a young child. Once you flip that switch, the sky’s the limit.”

We are so excited to see Jordan continue on this educational journey at Tufts this fall, and wherever he chooses to go next. The sky’s the limit!



Events - Thank you for all your support!

The 2023 Golf Outing was a hit! Thank you to those who joined us for a day of fun in the sun supporting Equal Possibilities from the Start. We can't wait to see you all out on the course again!



We threw our first in-person Gala since the pandemic and it felt so wonderful to be together again! We are so grateful to our fabulous Gala Committee, sponsors, and friends who came to show their support. We exceeded our goals and are looking forward to an even bigger bash with all of you next year.



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FY23 Audited Financials

Support

	2023	2022
Grants-Foundation*	\$8,427,137	\$5,075,021
Grants-Government	\$300,125	\$38,434
Donations-United Way	\$4,575	\$4,533
Donations-Individuals	\$279,423	\$590,690
Donations-Corporations	\$7,066	\$17,171
Grants released from restrictions	\$646,416	--
	\$9,664,742	\$5,725,849

Revenue

Honoraria	\$10,244	\$11,825
Site training and replication fees	\$320,593	\$242,730
Special Events	\$83,347	\$57,687
Investment and other income	\$223,845	\$336,096
	\$638,029	\$648,338

Total	\$10,302,771	\$6,374,187
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Expenses

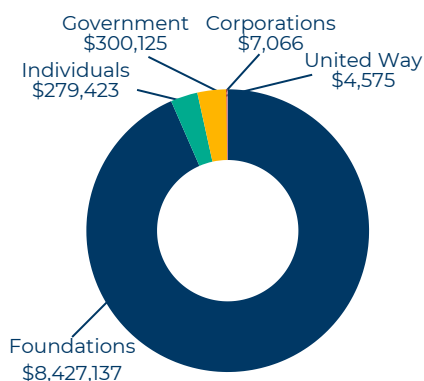
Program	\$5,124,221	\$5,596,670
General and administrative	\$292,275	\$225,100
Fundraising	\$198,985	\$100,870
	\$5,615,481	\$5,922,640

NET ASSETS-beginning of year	\$2,311,476	\$2,872,087
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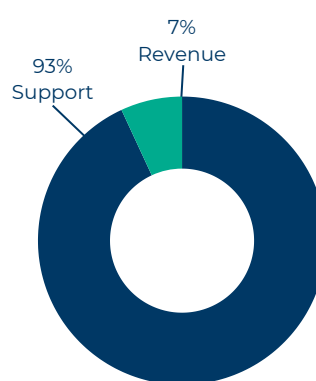
NET ASSETS-end of year	\$6,889,766	\$3,110,392
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*total includes one-time \$5,000,000 gift from Yield Giving

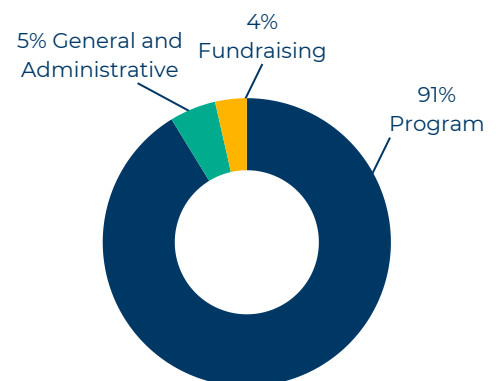
Contribution Summary



Income Summary



Expense Summary



Thank you!

ParentChild+'s Board, Staff,
Providers, Families, and
Communities thank you for your
support.

For more information about our
work, visit
www.parentchildplus.org.

