



# ANNUAL REPORT

## 2018-2019

## THE NEED

### IN SOUTH CAROLINA:

**42%**

of people live in a childcare desert, where there are more than three times as many children as licensed child care slots

**53%**

of children ages 3 and 4 are not enrolled in nursery school or preschool



### IN CHARLESTON COUNTY:

**23,970**

children under age 5

**39.2%**

of young children live in poverty or low-income households

**51%**

of kindergartners are considered "not ready" for school

## OUR MISSION

To improve the quality of child care, expand early education programs, provide access to health services, and offer family support. We work to ensure Charleston County's youngest children reach school healthy and ready to learn.

## OUR APPROACH



High quality programs and services for children and families



Intensive training, resources and support for childcare providers



Strategic partnerships and community education

## OUR IMPACT

**3,420**

number of children and adults served by Charleston County First Steps in 2018-2019

## JOIN US

We rely on a community of partners, donors, and volunteers – **people like you** – who believe in a brighter future for children and families in our community.

## OUR STORY



## OUR GOALS

As the third most populous county in South Carolina, Charleston has recently experienced tremendous growth. This growth has brought new businesses and expansion to existing industries. So, how do we plan to staff these new jobs?

As employment opportunities continue to grow, we must develop and provide a talented workforce. Development of the hard and soft skills needed to become successful in the workplace begins early in life. We want to insure these future employees, our children, become ready for school and life. To do this, we must often think “outside of the box”. Move from the traditional way of doing things.

Successful partnerships with Magnolia Gardens, Children’s Museum of the LowCountry and Beidler Forest, have provided opportunities for our children and their families to learn in safe and nurturing, but non-traditional, environments.

In support of our mission to ensure Charleston County's youngest children reach school healthy and ready to learn, the Charleston County First Steps Partnership Board developed the following strategic goals as part of its Comprehensive Plan for 2018-2020:

- Expand program services in order to reach children in rural areas and families with extenuating circumstances.
- Ensure that all partnership child care centers are high quality and that all children and families receive high quality services.
- Increase parent engagement and training to ensure parents function as their child’s first teachers and as leaders in their community.
- Strengthen Local Portal and Community Convener efforts in order to support and enhance high quality child care programs.
- Develop a solid fundraising plan that includes diverse funding streams ... grants, special events, donor solicitation, etc.

I have thoroughly enjoyed being a part of the First Steps board. Since becoming a member, I have been enlightened to the awesome things that are done for families in the community.

**Susan Dew, Lowcountry Department of Health and Environmental Control ( DHEC)**

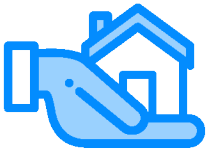


# PARENTS AS TEACHERS



*an evidence-based program*

Parents as Teachers (PAT) is a home visiting program designed to build strong communities, thriving families and children who are healthy, safe and ready to succeed. PAT services include:



Personal visits from a parent educator at least twice monthly



Monthly group connections with other PAT families



Screenings and assessments to identify developmental concerns



Connections to outside resources that families may need to succeed



## PAT IN THE NEWS

PAT recently received the highest rating from the federal Prevention Services Clearinghouse. This recognition validates the effectiveness of Parents as Teachers as a strategy for improving parenting practices, promoting early detection of developmental delays and health issues, preventing child abuse and neglect, and enhancing school readiness and success.

## PAT IN CHARLESTON COUNTY 2018-2019

69

families served

78

children served

1,234

total home visits

**"Your program is outstanding! I appreciate all of the help provided for my son. I want to thank Kanya and her team for playing an important role in my child's life." –**

**Mary, PAT parent**



Parents as Teachers.  
*Model Affiliate*

# PARENTS AS TEACHERS-EARLY HEAD START



*an evidence-based program*

Parents As Teachers - Early Head Start (PAT-EHS) is an Early Head Start home-based option that includes all of the components of a traditional Parents As Teachers program. The program is implemented through a partnership with Charleston County School District.

## PAT-EHS NEWS



PAT –EHS implements family partnership agreements that provide an individualized focus for each enrolled child and family. The agreements define goals and skills that will be incorporated into their child's curriculum

## PAT-EHS IN CHARLESTON COUNTY 2018-2019

**28**

families served

**35**

children served

**474**

total home visits

“ It was so nice having someone come once a week and help me teach my children. Our educator was always supportive of me and I made goals for myself and my family. ”

**Barbara, PAT- EHS parent**



Parents as Teachers®  
*Model Affiliate*



# PARENTS AS TEACHERS COMMUNITY IMPACT



*an evidence-based program*

## Reaching Milestones: Successful Chatter

### Parents As Teachers



Speech and communication are very important tools in a child's success at home and in school. Parent Educators utilize assessments and tools to track the child's developmental milestones. Brianna and her mother Lorena were referred by BabyNet to Parents As Teachers in 2017. They were immediately placed with Anabeliz, a bilingual Parent Educator who started visits but was adamant about rescreening Brianna because mom was still concerned about her speech. Brianna was able to return to BabyNet, and began speech services. Anabeliz recalls the first visit with Brianna, "I visited to explain how the program works. She just looked at me and hugged me. It was as if she was saying, 'You are the one who is going to help me'." Brianna would not make a sound, not even when she was crying or laughing." Today, Brianna is a happy little girl who interacts with other people and talks nonstop.

## Strength-Based Support

### Parents As Teachers Early Head Start



Parents As Teachers connects research-based information to parents' goals and needs. This connection focuses on a strength-based approach that guides parent educators to build on family strengths and create a family environment that promotes positive child development. Melody, an EHS Home Visitor, was there to assist Barbara with setting and accomplishing her goals. She visited with the family once a week with activities and resources in tow. "I didn't even know home-based was a thing and I loved it. She forced me to think about what I wanted and what I could achieve. She even helped me to make my goals smaller and accomplishable. I am now 3 semesters into an Associates Degree in Computer Programming and I am feeling pride in myself again, and am excited for the future.", stated Barbara.



Parents as Teachers.  
*Model Affiliate*



# CHILD CARE QUALITY ENHANCEMENT



*an evidence-based program*

Many private child care centers strive to provide high quality care but lack the resources often available to publicly-funded early childhood programs. Our Child Care Quality Enhancement (QE) program aims to produce measurable improvements in the quality of care provided to young children.

Our services include:



Rigorous quality assessments



On-site technical assistance at least twice monthly



Funding for equipment and materials



Training and workforce development



Coordination with community partners

## QE BY THE NUMBERS 2018-2019

4

child care providers served

96

number of TA visits provided

137

number of children 0-5 enrolled in provider classrooms

The QE program offers awesome insight on how to take your childcare center to the next level. The program should be a must for all centers. It is certainly a win-win opportunity! Thank you for allowing our center to participate.

Elouise and Wilnetta Spivey  
Co-Directors, Johns Island Early Childhood Christian Academy



## Early Head Start - Child Care Partnership



*an evidence-based program*

Early Head Start is a research-based program that provides intensive comprehensive child development and family support services to low-income infants and toddlers and their families. As part of the federal Early Learning Initiative, the Early Head Start Child Care Partnership grant allows us to partner with local childcare centers to provide full-day, year-round high-quality child care to families to promote self-sufficiency so that children can enter school healthy and ready to learn.

### EHS-CCP BY THE NUMBERS 2018-2019

183

children served

153

families served

6

providers served



Enrolling my children into EHS-CCP was one of the BEST choices I've made for them. They are learning new things everyday. I love the way they interact with their peers. They love coming to school.

EHS-CCP Parent





## CHILD CARE TRAINING



*an evidence-based program*

High-quality child care hinges on high-quality professional development that meets the needs of the local child care workforce. Our training programs are certified through the SC Center for Child Care Career Development and include topics in the areas of nutrition, health and safety, curriculum, child guidance, professional development and program administration. Our 2018-2019 trainings included:

**Instructional Support: Concept Development**

**Art and Creativity**

**LENA (Language Environment Analysis) Grow**

**Active Supervision**

**Teaching Strategies Gold Assessment**

**Ethics for Early Childcare Educators**

**Cognition: Math Development and Scientific Reasoning**

## TRAINING BY THE NUMBERS 2018-2019

44

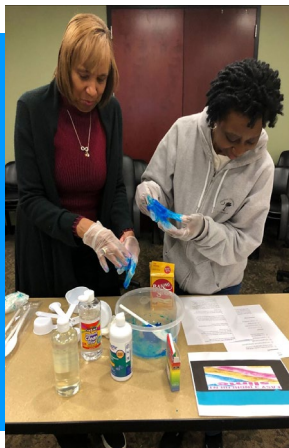
total training attendance

8

child care teachers and  
directors served

6

number of training  
sessions offered



Center staff incorporating the five areas of STEAM (Science, Technology, Engineering, Art, Math) through hands-on learning at a training session.



## CHILD CARE SCHOLARSHIPS



*an evidence-based program*

For many families in Charleston County, the cost of quality child care is out of reach. Our scholarship program makes payments to child care providers to care for children from low-income families so their parents can return to school or work.

Many families with children transitioning out of the Early Head Start-Child Care Partnership program at age 36 months no longer had access to affordable, high quality child care services. This gap in support and services could potentially put a child at risk for losing previously acquired school readiness skills.

The Child Care Scholarship program covered one additional year of child care costs for income-eligible children whose parents attended school or worked at least 20 hours per week. Scholarship funds were paid directly to approved ABC Quality child care providers,

### SCHOLARSHIPS BY THE NUMBERS 2018-2019

6

number of children  
served

4

number of providers  
served

6

number of  
developmental  
screenings provided

**100% the money paid to child care providers  
goes back into our local economy to benefit the  
citizens of Charleston County.**



# RAISING A READER



*an evidence-based program*

Raising a Reader is an evidence-based early literacy and parent engagement program that has demonstrated it can improve the reading readiness skills of children entering school. The program fosters family engagement and literacy behaviors, promotes connections with local libraries and develops early language and literacy skills in young children.

## RAISING A READER BY THE NUMBERS 2018-2019

**374**

families served

**369**

children served

**33**

classrooms served



**St. James-Santee Head  
Start families celebrate  
Raising A Reader**



# FAMILY LITERACY PROGRAM



*an evidence-informed program*

In partnership with Trident Literacy Association, our Family Literacy program fosters a love of learning in both children and parents. Adults develop the language and literacy skills needed to support their children's early development, and children gain the foundational skills needed to succeed in school.

The Early Childhood program is available to GED and ESL students with preschoolers between the ages of 18 months and 4 years old.

## FAMILY LITERACY BY THE NUMBERS 2018-2019

34

children served

27

families served





## COMMUNITY PARTNERSHIPS

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Addressing the needs of young children is a shared endeavor. In addition to providing services to families and support for child care providers, Charleston County First Steps mobilizes partners and community members to ensure all children in Charleston County begin school ready to succeed. We

serve as a:

### LOCAL PORTAL

connecting preschool children and  
their families to services

### CONVENER

of community stakeholders to develop an effective  
and comprehensive early childhood system

### CHAMPION

of the importance of school  
readiness to our children's future

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## OUR PARTNERSHIPS BY THE NUMBERS 2018-2019

25

Number of Partners

14

Number of Partners Providing  
Direct Services to Children  
and Families

“Trident Technical College and Charleston County First Steps work together to create an educated and professional workforce in early care and education. An educated workforce results in less turnover of staff, more joy, and better outcomes for children.”

Dick Latham, Academic Program Coordinator, Child and Youth Studies Department



## COMMUNITY PARTNERSHIPS

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In addition to the services and resources provided directly to the children and families we serve, several partners support our agency in many other ways. We thank the following community partners for your support in helping our programs be successful:

Begin with Books

Beidler Forest

Be Well Care Well (MUSC)

BI-LO (Edisto Island)

Black Expo South

Botany Plantation Heritage Preserve (SCDNR)

Bundles of Joy-Diaper Bank of the Lowcountry

Charleston County School District

Children's Museum of the Lowcountry

City of North Charleston

Dee Norton Lowcountry Center

Edisto Island Serpentarium

HALOS

Healthy Blue SC

Humanities Foundation (ShelterNet)

Lowcountry Food Bank

Magnolia Gardens

Mass Mutual

MUSC College of Nursing

Palmetto Community Action Partnership

Palmetto Goodwill

Resource Partners, LLC

SC Small Business Development Center

Trident Technical College

Trident United Way 2-1-1 Helpline





## OUR SUPPORTERS

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Through partnerships and collaborations, as well as financial support from grants and contributions, Charleston County First Steps leverages state dollars to enhance and expand services to children and families.

### FUNDING SUPPORT

Patriots Management \$200

Young Leaders Conquering Obstacles \$100

Charleston County First Steps Board of Directors \$820

City of Charleston \$1,500

Charleston County School District Early Head Start-PAT \$117,250

Office of Head Start \$1,354,912

### IN-KIND SUPPORT

Foundations for Families

Nia Infant & Toddler Child Development Center

Harvest Pointe Child Development Center

John's Island Early Childhood Christian Academy

First African Evangelical Church Day Care

Hidden Treasures Child Development Center

Academy Kingdom Child Development Center

Charleston County School District

Kaplan Early Learning Company

University of South Carolina Center for Community Literacy

## JOIN US

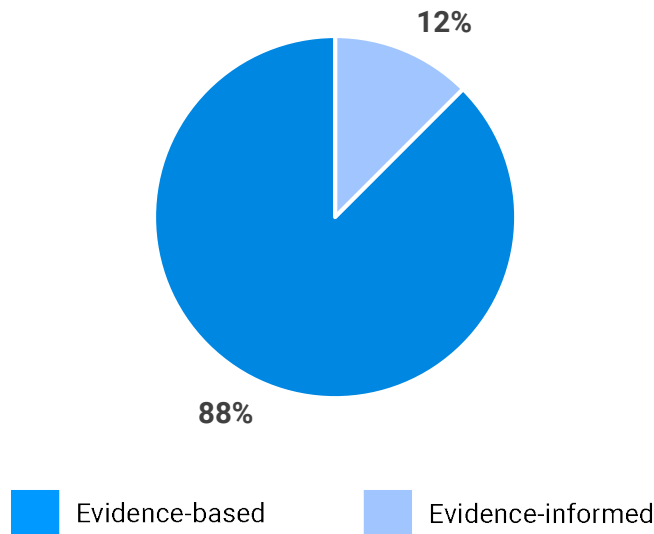
For more information on partnership opportunities, visit our website at  
[www.charlestonfirststeps.org/](http://www.charlestonfirststeps.org/)



## FINANCIAL HIGHLIGHTS

### OUR INVESTMENT IN QUALITY

#### Expenditures of State Funds by Program Type



### ESTIMATION OF COST SAVINGS

Since inception, Charleston County First Steps has leveraged **\$14,694,436** from sources outside of state government.

That's **\$0.92** for every state dollar.

### SUMMARY OF EXPENDITURES BY STRATEGY

	State Funding	Federal Funding	Private Funding	In-Kind Contributions	Total
Parents As Teachers	\$434,380		\$1,549	\$15,564	\$451,493
Child Care Quality Enhancement	\$74,421		\$8,798	\$5,530	\$88,749
Child Care Training	\$42,363		\$6,557		\$48,920
Early Head Start- Parents As Teachers	\$	\$119,056			\$119,056
Trident Literacy	\$10,626				\$10,626
Raising A Reader	\$36,509				\$36,509
Childcare Scholarships	\$17,500				\$17,500
Early Head Start-Child Care Partnerships	\$5,000	\$1,923,588		\$400,658	\$2,329,246
Administrative Support	\$155,192		\$8,437	\$27,478	\$191,107
<b>Total Expenses</b>	<b>\$775,991</b>	<b>\$2,042,644</b>	<b>\$25,341</b>	<b>\$449,230</b>	<b>\$3,293,206</b>





## LEADERSHIP

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Lisa Van Dort, Parent Educator

Monique Branagan, Fiscal Specialist

Anabeliz Melendez, Parent Educator

Sarah Burgess, Human Resources Specialist

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Tarsha Wheaton, EHS-CCP Program Director

Shermic McCants, ERSEA Specialist

Crystal Davis, PAT Program Director

Kristen Snider, Curriculum Coach

Marilyn Pyatt, Lead Curriculum Coach

Linda West, Family Services Specialist

Melody Delisa, EHS Parent Educator

Marjorie Harris, Family Services Specialist

Jacqueline Sibley-Jones, EHS Parent Educator

Berta Winn, Parent Educator

Kanya Hammond, Parent Educator

Chiante Bailey, Curriculum Coach

## CONTACT US

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