



## 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 RICHLAND COUNTY:

**24,036**

children under age 5

**47%**

of young children live in poverty or low-income households

**63%**

of kindergartners are considered "not ready" for school

## OUR MISSION

To help children arrive at 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

**3,573**

number of children and adults served by Richland 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.

1800 St. Julian Place, Suite 406 Columbia SC 29204 | 803-256-7237 | [richlandfirststeps.org](http://richlandfirststeps.org)

Data provided by:

## OUR STORY



At Richland First Steps we are in the relationship business. From the smallest interactions between a child and their caregiver to large scale partnerships between community agencies, we strive to improve the quality of *relationships* to meet the needs of our youngest citizens.

Our year's biggest story, the expansion of our Early Head Start (EHS) program, is a perfect example of the power of relationships to make community change.



One day, Pastor Scott W. Smoak of Virginia Wingard Memorial United Methodist Church was walking around an unused classroom area in the church building. He was trying to envision ways this space could be utilized once again to serve the community that surrounds the church.

At the same time, across town, the Richland First Steps management team was sitting down for its weekly meeting. The team was talking about how we could serve more families through a newly announced EHS expansion opportunity, especially in the St. Andrews community, an area of Richland County with limited First Steps programming. EHS Project Director Cari Moyer said that, in light of our success with locating EHS classrooms in existing church facilities, that it would be great to find a church in St. Andrews to partner with for expansion.



*Richland First Steps CEO Marcia Bacon signs a partnership agreement with Virginia Wingard UMC and the SC United Methodist Conference to serve families with young children*

Here's where the power of relationships came into play: Communications Specialist Sarah Conrad knew someone who pastored a church – Rev. Smoak at Virginia Wingard. Their daughters had been kindergarten classmates a decade before and the families had stayed friendly ever since. A quick email later, a couple of phone calls, and the ball was rolling – within a matter of weeks a partnership between Richland First Steps and Virginia Wingard UMC had been solidified. Our application for additional Early Head Start funding was approved and in late 2019, 54 new families will begin using our prenatal and classroom based EHS services.

Our partnership breathes new life into our church and provides an avenue of hope, love, and joy. Virginia Wingard UMC is committed to loving our neighbors and working together creating a future of hope for families in Richland County.

**Rev. Scott W. Smoak, Pastor, Virginia Wingard UMC**



## EVERYDAY EXCELLENCE

As you read this annual report, you'll find lots of facts and figures about the work we do at Richland First Steps. That's the *who*, *what*, *when*, *where*, and *why* of our efforts to improve school readiness; but the *how* – that's another part of the story worth telling. Our commitment to going beyond the rigorous standards of our evidence-based and evidence-supported programs is something special. Exceeding expectations in service of young children and their families is a daily occurrence, one that will yield rewards for generations to come.

PROGRAM STANDARD	CHILD CARE QUALITY ENHANCEMENT (ExCEL)		WHAT WE DO
	Classroom visits from Technical Assistance Provider		
	1.5 hour visits twice a month	3 hour visits each week	
	Incorporating school readiness goals into technical assistance plans		
	No requirement	Monthly; presented as part of Step Up to School Readiness, an organization-wide focus on common goals	
	EARLY HEAD START		
	Books provided to families		
	No requirement	One book each month to 96 families; Titles selected by Richland Library to meet needs determined by child assessment.	
	Classroom Caregiver educational requirement		
	Child Development Associate (CDA) credential	Associates Degree; 70% of caregivers have Bachelor’s Degree or above in Early Childhood Education or related field.	
	Infant Toddler Environment Rating Scale (ITERS) Score		
	A score of 4.5 (out of a possible 7) is considered “good.”	EHS classrooms average above a 5, with one classroom scoring 6.41 (out of 7)	
	PARENTS AS TEACHERS		
	Home visits to families		
	2 visits per month, 45 minutes each	weekly 60 minute visits	
	Professional development		
	12 hours annually	40+ hours annually	

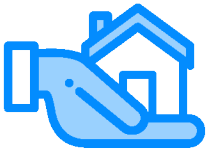


# PARENTS AS TEACHERS



*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 RICHLAND COUNTY 2018-2019

# 100

Families served

# 2,458

total home visits

The outstanding work of our home visitors has been recognized by the National Parents as Teachers organization who have named Richland First Steps a Blue Ribbon affiliate.



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

**22**

child care providers served

**429**

number of TA visits provided

**1382**

number of children 0-5 enrolled in provider classrooms

“What we give out comes around, and LOVE is all we have to give to our kids

~ Love Silvi, child care teacher



## 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 topics are certified through the SC Center for Child Care Career Development and include topics in the areas of health and safety, curriculum, growth and development, child guidance, and program administration. Our trainings can be done on-site at a center, at our annual conference, or in our Monday night training series at our office. A small sample of the trainings we offered in 2018-19 includes:

Curriculum	Health and Safety	Child Guidance
Bringing Science into the Classroom	Safe Sleep for Baby	Conscious Discipline
How to Implement SC Early Learning Standards in Your Lesson	Emergency Preparation in Child Care	Biting Sure Is a Pain
If These Walls Could Talk: Using Displays	4 Steps to Keep Kids Healthy	Conscious Discipline Book Study: Assertiveness

### TRAINING BY THE NUMBERS 2018-2019

**563**

total training attendance

**299**

child care teachers and  
directors served

**43**

number of training  
sessions offered



I learned that the child goes off your vibe-  
the teacher sets the vibe.

*Training participant*

Language Development and Communication - October 22, 2018.



# 4K

## FOUR-YEAR-OLD KINDERGARTEN



an evidence-based program

South Carolina First Steps provides eligible children with free enrollment in full-day four-year-old kindergarten programs. In coordination with First Steps local partnerships and more than 200 private, faith- and community-based preschool providers, First Steps 4K expands access to quality child care across the state.



### ELIGIBILITY

To qualify for enrollment, a child must:

- ✓ Be 4 years old on or before September 1
- ✓ Qualify for Medicaid or a free or reduced-price lunch program
- ✓ Live in one of 64 qualifying school districts

### FIRST STEPS 4K IN RICHLAND COUNTY\* 2018-2019

# 390

children enrolled

# 31

participating classrooms

### 4K NEWS

In fiscal year 2019-2020, South Carolina First Steps is launching a pilot program to expand 4K enrollment within underserved communities. Age- and income-eligible children residing in any SC school district may qualify for a slot in a participating center that also serves students from eligible districts.

*\* 4K offered locally through public-private partnership via SC First Steps and is not administered through Richland First Steps*





## EARLY HEAD START



an evidence-based program

Our Early Head Start program, funded by the [US Department of Health and Human Services](#) (US DHHS), was funded in December 2009 with money through the American Recovery and Reinvestment Act (ARRA) of 2009. This grant allowed for service to 96 families in the primary zip codes of 29203 and 29204. Over time, the zip code area has expanded to all zip codes in Richland County, north of Blossom Street. These families are served in two different program options – center-based and home-based. Classrooms are located on the campuses of Ridgewood Missionary Baptist Church and Reformation Lutheran Church. This program leverages \$1,513,044 in operations, training and match dollars to provide services to families.

*Early Head Start produces a standalone annual report that is presented to US DHHS after the program year concludes each August. If you would like to view a copy of the 2017-18 Early Head Start Annual Report, please visit <https://issuu.com/richlandfirststeps>*



*Richland First Steps Family Support Advocate Barbara Stephenson works with a family enrolled in the home-based Early Head Start program model.*



**Early  
Head Start**

## EARLY HEAD START BY THE NUMBERS 2018-2019

**119**

children served

**1,152**

books given to families

**52**

volunteers

**2,737**

home visit hours completed



# EARLY HEAD START



an evidence-based program

## EARLY HEAD START FAMILIES BY THE NUMBERS 2018-2019



# 100%

percentage of enrolled  
children with health  
insurance by year end

# 98%

percentage of enrolled  
children with an ongoing  
source of continuous,  
accessible health care

# 13%

children with an Individual Family Service Plan  
(IFSP) to address developmental delays –  
*Federal requirement is for 10%*

# 11

families identified as homeless  
(McKinney-Vento definition)



# 84%

families who received information and  
connection to a family service.

Services most used:

- health and health education;
- emergency/ crisis intervention such as meeting immediate needs for food, clothing and shelter;
- English as a second language training

*Teachers in Early Head Start classrooms understand the importance of play in early childhood development and provide many opportunities for exploration and fun.*



## PUBLIC AWARENESS



*an evidence-informed program*

**STEP UP TO SCHOOL READINESS** is an agency-wide initiative sponsored through a South Carolina First Steps Innovation Grant to increase awareness of the SC Early Learning Standards and to give parents and caregivers easy ways they can help their children achieve these standards by the time they reach school.



Each month, a new school readiness goal based on one of the Early Learning Standards was incorporated into lesson and work plans for Early Head Start classroom caregivers, home visitation Family Support Advocates, and child care Technical Assistance Providers. Parents and teachers received materials they could use to help reinforce the goal with their children. Sometimes these materials were new, like high-quality books, but often the materials were

made out of recycled objects that can easily be found in most homes. Using recycled materials helps to underscore one of our key beliefs: it doesn't take a lot of money or expensive learning toys to help your child succeed. Curiosity, inventiveness, and connection are more valuable than a mountain of electronic "learning toys."

### STEP UP TO SCHOOL READINESS BY THE NUMBERS 2018-2019

# 12

Monthly school readiness goals shared through all Richland First Steps programs and social media accounts

# 238

Number of children affected by the initiative within our agency

# 20

Classroom caregivers incorporating school readiness goals into their lesson plans



## COMMUNITY PARTNERSHIPS

---

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

---

## OUR PARTNERSHIPS BY THE NUMBERS 2018-2019

# 155

Number of mother/child dyads  
recruited for the USC LAUNCH  
study

# 3

Number of counties recruited –  
Richland, Lexington and Newberry





## OUR SUPPORTERS

---

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

### FUNDING SUPPORT

#### Individual Donors

*Midlands Gives  
Board [Book] Drive*

#### South Carolina First Steps

*Base Funding  
Innovation Grant- Step Up to School Readiness*

#### University of South Carolina Arnold School of Public Health

*LAUNCH- Linking Activity, Nutrition and Child Health*

#### US Department of Agriculture

*Child and Adult Care Food Program*

#### US Department of Health and Human Services

*Early Head Start*

### IN-KIND SUPPORT

Ridgewood Baptist Church  
Board and Policy Council Members  
Fortis University  
ECPI  
Kaplan Early Learning

Midlands Technical College  
Richland School District 1  
Ridgewood Missionary Baptist  
St. Michaels and All Angels Church  
Susanna Watson

## JOIN US

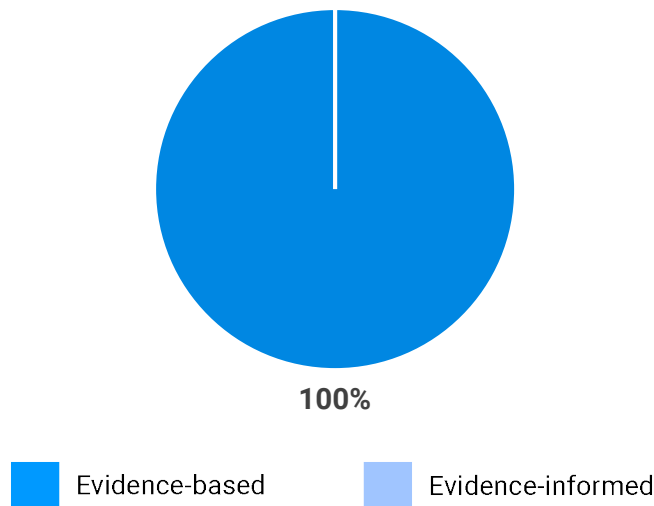
For more information on opportunities to help Richland First steps, visit our website at  
**[www.richlandfirststeps.org](http://www.richlandfirststeps.org)**



## FINANCIAL HIGHLIGHTS

### OUR INVESTMENT IN QUALITY

Expenditures by Program Type



### ESTIMATION OF COST SAVINGS

Since 2000, Richland County First Steps has leveraged **\$17,844,946** from sources outside of state government. That's **\$1.05** for every state dollar.

Since 2010, when we received our first Early Head Start grant, we have leveraged **\$1.90** for every state dollar.

### SUMMARY OF EXPENDITURES BY STRATEGY

	State Funding	Federal Funding	Private Funding	In-Kind Funding	Total
Parents as Teachers	\$214,445.34	\$0	\$1,318.53	\$1,764.00	\$217,527.87
Child Care Quality Enhancement	\$187,755.15	\$40,980.43	\$2,030.85	\$2,352.00	\$233,118.43
Child Care Training	\$46,839.18	\$0	\$1,172.09	\$0	\$48,011.27
Nurse Family Partnership	\$0	\$0	\$252.98	\$0	\$252.98
Early Head Start	\$184,776.06	\$1,183,456.78	\$0	\$37,594.57	\$1,405,827.41
Partnerships & Community Education	\$44,332.31	\$3000.00	\$0	\$0	\$47,332.31
Administrative Support	\$49,032.08	\$	\$1,255.55	\$	\$51,463.63
<b>Total Expenses</b>	<b>\$727,180.12</b>	<b>\$1,227,437.21</b>	<b>\$6030.00</b>	<b>\$42,886.57</b>	<b>\$2,003,533.90</b>



## LEADERSHIP

---

### BOARD OF DIRECTORS

Patricia Armstrong	Amanda Glowacki	Reese Palmer
Arlene Bowers Andrews	Jamie Gordon	Henrietta Robinson
Dr. Kate Ascetta	Ray Borders Gray	Tyeneisha Robinson
Gina Carter	Brandy Kerwin	Barbara Scott
Penny Dininny	Christine LeBlanc	Shawn Suber
Quinne Evans	David Lyon	Jane Wyatt
Christopher Felder	Davíd Martinez, PhD	
Rachael Fulmer	Msgt. Walter McDaniels	

### BOARD OFFICERS

Davida Price, Chair  
Rita Paul, Vice Chair  
Heather McCue, Secretary

*A Board that plays and learns together can do anything! Richland First Steps board members and leadership staff gathered for a showing of the film Resilience, a documentary about the impact of Adverse Childhood Experiences (ACEs), sponsored by Richland Library, Children's Trust, and Resilient Richland.*







## LEADERSHIP

### STAFF

Jill Aderholdt  
*Family Support Advocate*

Chevelle Artis  
*Center Director*

Marcia Bacon  
*CEO*

Robin Capers  
*Technical Assistance Provider*

Lydia Carnesale  
*Education Coordinator*

Jennifer Carter  
*Classroom Caregiver*

Dominique Clark  
*Classroom Caregiver*

Sarah Conrad  
*Communications Specialist*

Anett Espinosa  
*Family Support Advocate*

Imaikop Etim  
*Classroom Caregiver*

Renee Eubanks  
*Program Support*

Megan Fryar  
*Classroom Caregiver*

Brenda Gaskin  
*Education Accountability*

Gail Harrell  
*Center Director*

Nicole Harris  
*Classroom Caregiver*

Tonya Harvin-Pack  
*Intake Coordinator*

Shannon Helton  
*Family Support Advocate*

Trista Henderson  
*Classroom Caregiver*

Arianna Holoman  
*Classroom Caregiver*

Kelly Jones  
*Family Support Advocate*

Laran Jones-Gary  
*Family Support Supervisor*

Danaya Kennedy  
*Custodian/Dishwasher*

Lautofa Maloa  
*Classroom Caregiver*

Lakeema Maybank  
*Classroom Caregiver*

Charshina McMillian  
*Director of Early Care and Education*

Cari Moyer  
*Early Head Start Director*

Catherine Nolan  
*Technical Assistance Provider*

Cheryl Osborne  
*Family Support Advocate*

Nomaneka Parker  
*Classroom Caregiver*

Shanika Pinkney  
*Classroom Caregiver*

Crystal Rice  
*Training Coordinator*

Yanira Rivera Navarro  
*Family Support Advocate*

LaQuanisha Robinson  
*Classroom Caregiver*

Oona Romero  
*Family Support Advocate*

Bettye Sanders  
*Classroom Caregiver*

Beth Singletary  
*Director of Administration and Accountability*

Nikiyah Spearman  
*Family Support Advocate*

Barbara Stephenson  
*Family Support Advocate*

Amber Tanner  
*Classroom Caregiver*

Sammantha Truesdale  
*Health Coordinator*

Theressa Wilson  
*Classroom Caregiver*

Joanna Zaleski  
*Technical Assistance Provider*

## CONTACT US

1800 St. Julian Place, Suite 406, Columbia, SC 29204 | 803-256-7237 | [richlandfirststeps.org](http://richlandfirststeps.org)

