



IMPACT REPORT: FY 22-23

2,777 We have served over 2,700 children, parents and early childhood educators over the past year.

20+ We have delivered over 20 different programs to children and families in our community.

204 We have trained 204 early childhood educators.



IN FISCAL YEAR ENDING JUNE 30, 2023:

- **2,085** children served.
- **81,000+** diapers distributed.
- **14** teens parents and their babies served.
- **358** postpartum nurse visits administered.
 - **67** trainings held for teachers.
- **839** children received over 10,000 books.
- **159** trained in how to read to their child to promote early childhood literacy skills.



Our Key Programs & Services

Parent Education & Family Support Programs

Programs and services that provide parent education and support for families during their child's first years of life.

Family Connects | Parents as Teachers | Adolescent Parenting Program | The Incredible Years | Circle of Parents: Babes on Blankets | Circle of Parents: Elevated Dads | Post-Partum Distress Support Group | Positive Parenting Program (Triple P) | Circle of Security | Who Needs a Change? Diaper Bank | Pregnancy Connects

Early Care & Education Programs

Services that produce high-quality early childhood education and that support the local early childhood workforce.

NC Pre-K | Child Care Resource & Referral | Pathways to Accreditation Quality Enhancement Program | DSS Child Care Subsidy | Dual School (a half-day preschool program for English Language Learners) | Resource Library

Early Childhood Literacy Programs

Programs that promote the development of early childhood literacy skills and encourage parents to read daily with their children.

Dolly Parton Imagination Library | Raising a Reader

Other Community Initiatives

- Blue Ridge Beginnings: Support for Home Based Childcare
- Regional Project to address the needs of children, birth to age 5, who are homeless, have been homeless, or who are at risk for homelessness.

New Initiatives:

We Launched Blue Ridge Beginnings in 2023!

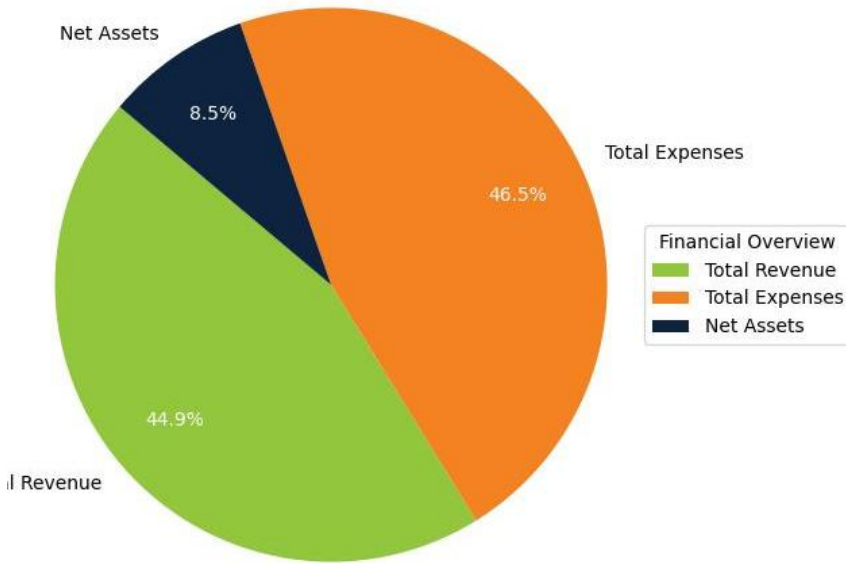
Creating a support network for local home-based childcare providers has long been a dream of the Children's Council. In 2023, thanks to a grant through Blue Cross

Blue Shield of North Carolina Foundation, that vision has finally become a reality! We were able to mobilize a dynamic group of home-based childcare providers to plan the launch of a county-wide support system for families and individuals that provide early education services in a home setting. This project will continue to grow into a full-scale program that elevates the early education of Watauga's children.

"Relationships are everything"

In our office, there are frequent reminders that the relationships we build in our day-to-day are what makes it possible for us to be there for families when crises hit. Take "P.L." for example; she had been coming to our diaper bank for her three children for years and had developed comfortable relationships with our staff. Late one Friday afternoon when our office was already closed, she called with a significant need. She and her three children had been forced out of their home at gunpoint by her father-in-law and she was not allowed to get any clothing, diapers or food out of the home for her children and had no place other than her vehicle for the 4 of them to sleep. She came to us first for diapers because, to a mother, the health of her children came first in her mind. Our staff took quick action to connect her with other partner agencies to make sure all her needs were met and we were able to use our crisis funding to make sure that, since the shelter was at capacity, she and her children had a safe place to sleep for the following week while she was getting all support services aligned. I am so grateful for this team of people who will drop everything outside of work hours to make sure that children are safe and provided for. You never know when a relationship you have built over diapers or children's books will be the thing that brings a person in when they don't know where else to go.

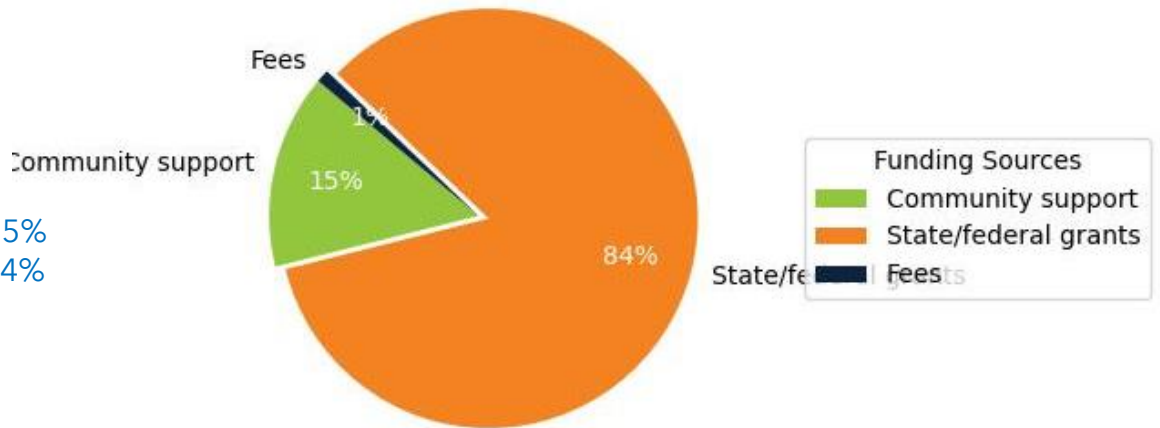
Financials:



Total Revenue: \$2,188,112
 Total expenses: \$2,267,153
 Net assets: \$415,869

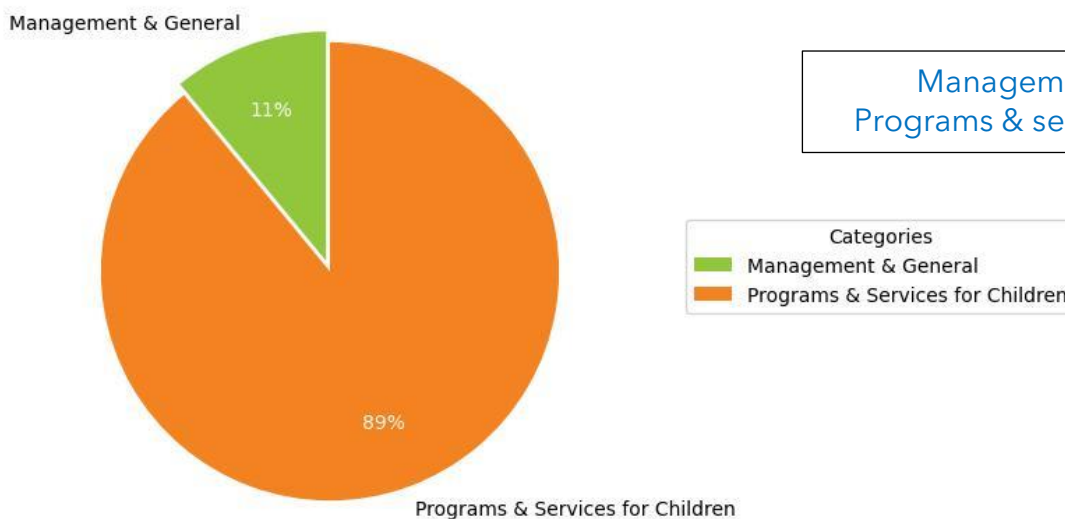
Income sources:

Community support: 15%
 State/federal grants: 84%
 Fees: 1%



Breakdown of expenses:

Management & general: 11%
 Programs & services for children: 89%



Key Partners:



**BlueCross BlueShield
of North Carolina**

Foundation

An independent licensee of the Blue Cross and Blue Shield Association



AppHealthCare
Caring for our Community