



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)

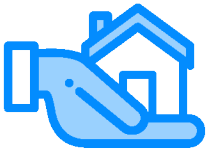


PARENTS AS TEACHERS



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

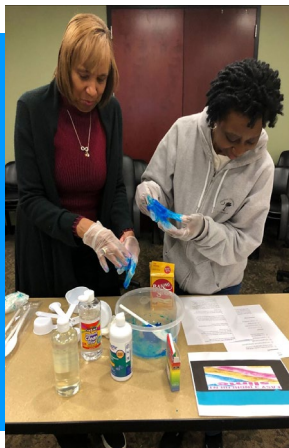
total training attendance

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

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

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

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

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

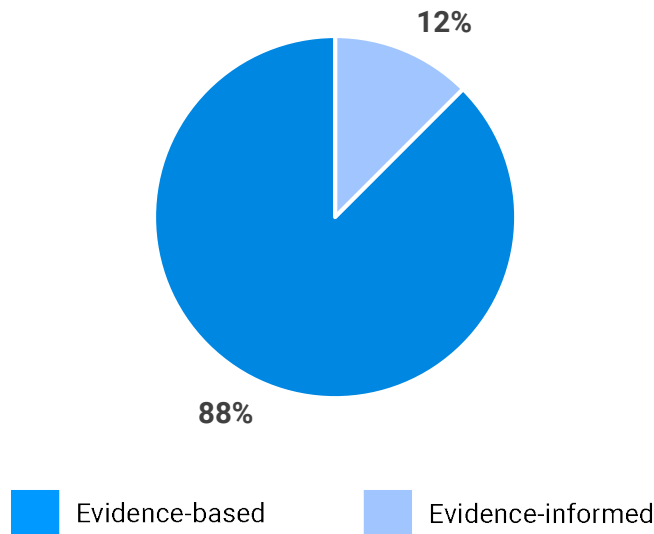
For more information on partnership opportunities, visit our website at www.charlestonfirststeps.org/



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
Total Expenses	\$775,991	\$2,042,644	\$25,341	\$449,230	\$3,293,206



LEADERSHIP

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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

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