



## 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 GREENVILLE COUNTY:

**32,066**

children under age 5

**42%**

of young children live in poverty or low-income households

**59%**

of kindergartners are considered "not ready" for school

## OUR MISSION

To serve as a convener of early childhood champions to coordinate services to measurably improve the early childhood development of all children in Greenville County.

## 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

**37,510**

number of children and adults served by Greenville 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.

700 N Pleasantburg Drive, Greenville SC 29607 | 864-248-4757 | [www.GreenvilleFirstSteps.org](http://www.GreenvilleFirstSteps.org)

Data provided by:



**Derek Lewis**  
Executive Director  
Greenville County First Steps

## MESSAGE FROM THE EXECUTIVE DIRECTOR

Last month, Greenville First Steps celebrated our 20<sup>th</sup> anniversary. Current and former board members joined community members and funders, and included former leadership staff in a celebration of two decades of measurable parent engagement and school readiness outcomes.

As I reflect on the leadership of those founding community members, the insistence that Greenville First Steps would create deep, sustainable public/private partnerships to ensure improved student outcomes, has been the heart of our work. Nearly every program or service we fund is a shared investment between Greenville First Steps, and local/national private funders.

Last year we leveraged nearly \$1.5 million in private and federal funds as a match to our state funds. We are so thankful for community partners like the United Way of Greenville County, Prisma, Community Foundation of Greenville, Hollingsworth Funds, the Children's Trust of SC, Greenville Partnership for Philanthropy, and the Duke Endowment for joining us in these shared efforts. Together, we will ensure Greenville is prepared for our next 20 years.

-Derek Lewis, Executive Director

## OUR GOALS

Our Strategic Plan Goals for Greenville First Steps:

- **Improve** graduation rates for teenage mothers and ensure they have access to supports and resources to be successful parents
- **Increase** access for families to high quality, stable, sound childcare environments
- **Improve** birth outcomes for Greenville County children
- **Improve** literacy outcomes for children 0-5
- **Integrate** school readiness messaging within Greenville County Community partners
- **Diversify** revenue to ensure organizational sustainability



Members of the original Greenville County First Steps Board of Directors reunited at the 20<sup>th</sup> Anniversary Celebration. Dee Malone, Katy Smith, Lewis Smoak, and Dr Dane Pierce all helped create sustainable public/private partnerships that have lasted 20 years.



# NURSE-FAMILY PARTNERSHIP



*an evidence-based program*

Nurse-Family Partnership (NFP) helps transform the lives of vulnerable first-time mothers and their babies. Through ongoing home visits from registered nurses, moms receive the care and support they need to have a healthy pregnancy, provide responsible and competent care for their children, and become more economically self-sufficient. From pregnancy until the child turns two years old, Nurse-Family Partnership Nurse Home Visitors form a much-needed, trusting relationship with their clients, instilling confidence and empowering them to achieve a better life for their children – and themselves.

## BY THE NUMBERS 2018-2019

# 271

children served

# 5,991

number of home  
visits provided



In 2016, Nurse-Family Partnership launched the nation's first Pay for Success project to improve maternal and child health in South Carolina. This project extends services to 3,200 Medicaid-eligible first-time moms and their children over a six-year period, which is the largest number of moms ever served in South Carolina by Nurse-Family Partnership. Greenville First Steps is proud to be one of the primary funders of this innovative funding model.



## 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:

### Creating Nutrition Environments

#### Physical Literacy

#### Palmetto Basics

### TRAINING BY THE NUMBERS 2018-2019

**447**

total training attendance

**447**

child care teachers and  
directors served

**48**

number of training  
sessions offered

Greenville First Steps, in partnership with the United Way of Greenville County supports a two generation approach to childcare scholarships. Assisting adults in furthering their educational or workforce goals by providing safe and reliable childcare leads to better outcomes.

**Support makes a difference.**



## CHILD CARE SCHOLARSHIPS



*an evidence-based program*

Access to quality childcare is essential for children while away from their primary caregivers. Yet, of those families income-eligible for childcare assistance in South Carolina, only a small fraction receive it due to lack of funds. In the absence of nurturing and consistently available family, friends, or neighbors, parents are faced with few affordable care options.

At Greenville First Steps, childcare scholarships are awarded to teen parents enrolled in Greenville County Schools, parents enrolled in Nurse-Family Partnership, and parents enrolled in a pre-approved work force development program. The United Way of Greenville and the Greenville Health Authority both match funds from Greenville First Steps to further our ability to serve these families.

### SCHOLARSHIPS BY THE NUMBERS 2018-2019

**135**

number of children  
served

**23**

number of providers  
served

**116**

number of  
developmental  
screenings provided

**To help alleviate lack of access to affordable childcare, Greenville First Steps pledged \$315,707 as a match to \$240,000 in funds from Greenville Health Authority and United Way of Greenville. 100% the money paid to child care providers goes back into our local economy to benefit the citizens of Greenville County.**



# PALMETTO SHARED SERVICES ALLIANCE



*an evidence-based program*

Greenville First Steps works with Palmetto Shared Services Alliance (PSSA) to provide professional development opportunities in Greenville County. PSSA is a system of online and onsite supports designed to save time, money, and improve over-all quality of childcare and afterschool programs. PSSA was developed by Greenville First Steps with support from SC Department of Social Services and the Institute for Child Success.

## PALMETTO SHARED SERVICES ALLIANCE BY THE NUMBERS 2018-2019

# 101

child care providers  
served in Greenville  
County

# 14

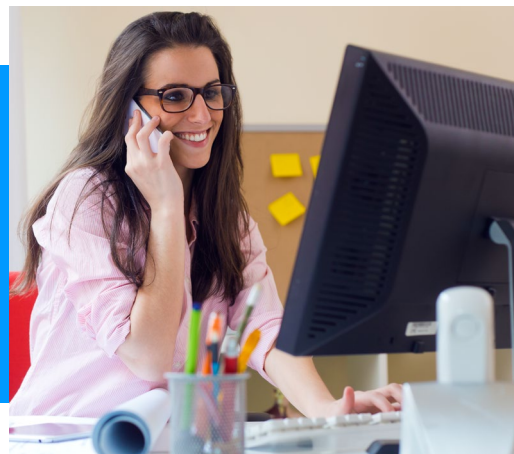
number of online  
trainings provided

# 411

Number of providers  
who have used an  
online training

The Palmetto Shared Services Alliance has three specific impacts:

1. Help providers save money
2. Help providers save time
3. Improve access to high quality childcare





## NURTURING PARENTING



*an evidence-based program*

The Nurturing Parenting Program is a family-centered trauma-informed initiative designed to build nurturing parenting skills as an alternative to abusive and neglecting parenting and child-rearing practices. Greenville First Steps works with local nonprofit, Little Steps to serve teen and young parents and provide them the skills they need to be better parents. Little Steps offers 30 sessions on Nurturing Parenting Skills for Families as well as case management and resource referrals.

### NURTURING PARENTING BY THE NUMBERS 2018-2019

10

families served

30

sessions offered

“Adapting our programming to utilize the evidence-based Nurturing Parenting curriculum has positively effected our clients. We are seeing the risk of abuse and neglect reduced and their nurturing outcomes increased. We appreciate the support we receive from Greenville First Steps to help us serve more vulnerable teen and young parents.”

**MANDY BLACK - EXECUTIVE DIRECTOR OF LITTLE STEPS**





## POSITIVE PARENTING PROGRAM



*an evidence-based program*

Triple P – The Positive Parenting Program – is one of the most effective evidence-based parenting programs in the world, backed up by more than 35 years of ongoing research. Triple P gives parents simple and practical strategies to help them build strong, healthy relationships, confidently manage their children's behavior, and prevent problems developing.

Greenville First Steps was selected by the Children's Trust of SC and the Duke Endowment as the Activating Agency for the planned expansion of Triple P across Greenville County. Greenville First Steps is currently in the planning and infrastructure phase working alongside community partners, funders, and evaluators.

The 2 year goal of this partnership with the Children's Trust of SC is to ensure that 25% of Greenville County families are aware of and utilize Triple P services.



The Positive Parenting Program, Triple P, provides a systematic approach to offering parenting supports. From light touch parent meetings to intensive one-on-one sessions with case managers, there is a Triple P intervention for everyone. Triple P works to normalize the concept of parenting support.



## RAISING A READER



*an evidence-informed program*

Raising a Reader engages families in a routine of daily book cuddling with their children to foster healthy brain development, parent-child bonding, and early literacy skills critical for school success. It has been shown to be effective in increasing children's oral language and print knowledge when implemented in conjunction with parent literacy training. This year, Greenville First Steps partnered with Cadence Academy Preschool in Greenville, SC to increase the literacy and family engagement of the families enrolled.

### RAISING A READER BY THE NUMBERS 2018-2019

**143**

children served

**120**

parents served

The parents really loved the program and really liked the fact that they had new material to read to their children. So many parents have said 'thank you' for giving them such a variety. The children are excited to get a new bag every week.

**Christi Maholtz, Director, Cadence Academy**



## EARLY EDUCATION PROGRAM: 3K ENHANCEMENT



*an evidence-based program*

In partnership with Greenville County Schools, Greenville First Steps provides funds to supplement the preschool experiences for children throughout the Greenville County School District. Enhancements include access to Triple P (Positive Parenting Program) training, parenting supports, and access to community resources to enhance the great work already being done throughout the district.

### 3K ENHANCEMENT BY THE NUMBERS 2018-2019

**336**

children served

**385**

adults served



Greenville County Schools Child Development Centers host a Triple P (Positive Parenting Program) training for their parents. Parents are given many opportunities to strengthen their parenting skills and their understanding of school readiness including Palmetto Basics.



## PUBLIC AWARENESS: PALMETTO BASICS



*an evidence-informed program*

The Palmetto Basics are five fun, simple, and powerful ways that every family can give every child a great start in life. The Palmetto Basics campaign is inspired by the fact that 80% of brain growth happens in the first three years of life. Everyday interactions between children, their parents, and other caregivers provide abundant opportunities to give children from every background a more equal start in life.

### PALMETTO BASICS BY THE NUMBERS 2018-2019

**20,000**

materials  
distributed

**5**

events held

**7,965**

total children  
at events



The Children's Museum of the Upstate recently incorporated the Palmetto Basics into their early childhood area, Grandma Betty's Farm. Each corner of Grandma Betty's Farm includes a Palmetto Basic highlight and an idea of how to practice the basic. Our partners continue to find creative and unique ways to encourage children to learn and explore.



## 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, Greenville County First Steps mobilizes partners and community members to ensure all children in Greenville 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

450

Community  
meetings

8,952

Portal hits

“ Greenville First Steps is changing the lives of children in Greenville County! Our students are developing a personal library because of their generous donation. We are grateful to Greenville First Steps for all they do for the Greenville County Schools Child Development Centers ”

**Gloria Hayes, Assistant Principal, Riley Child Development Center**



## OUR SUPPORTERS

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

### **FUNDING SUPPORT SECURED IN FY19 \$274,357**

United Way of Greenville County: \$150,000

Greenville Health Authority: 90,000

Children's Trust of SC: \$14,514

Annual Fund Campaign: \$19,843

### **IN-KIND SUPPORT**

Nurse Family Partnership Pay For Success Project: \$1,536,276

Matching funds from Blue Cross Blue Shield Foundation, the Duke Endowment, the Boeing Foundation, Children's Trust of South Carolina and Federal MIECHV funds.

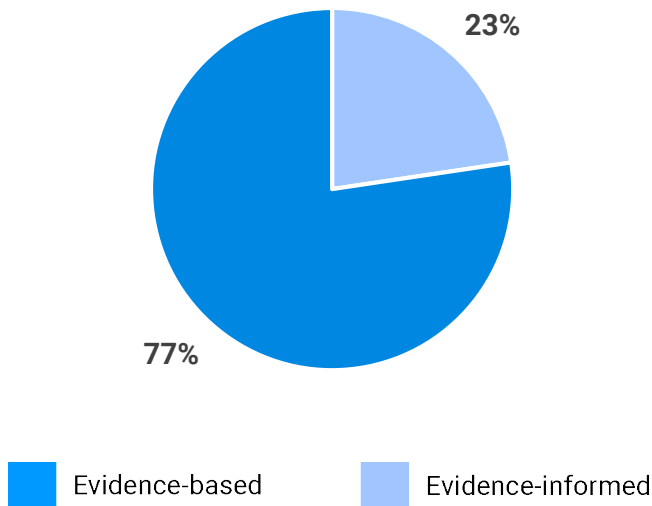
## JOIN US

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



## FINANCIAL HIGHLIGHTS

### OUR INVESTMENT IN QUALITY Expenditures by Program Type



### ESTIMATION OF COST SAVINGS

Since inception, Greenville County First Steps has leveraged **\$17,116,573** from sources outside of state government.

That's **\$0.75** for every state dollar.

### SUMMARY OF EXPENDITURES BY STRATEGY

	State Funding	Federal Funding	Private Funding	In-Kind Contributions	Total
Childcare Scholarships	\$315,707	\$0	\$139,090	\$0	\$454,797
Palmetto Shared Services Alliance	\$73,337	\$0	\$145,000	\$0	\$218,337
Nurturing Parenting	\$20,000	\$0	\$0	\$0	\$20,000
Triple P	\$0	\$0	\$14,514	\$0	\$14,514
Child Care Training	\$219,873	\$0	\$0	\$0	\$219,873
Nurse Family Partnership	\$175,000	\$0	\$0	\$1,536,276	\$1,711,276
Enhanced 3K	\$30,000	\$0	\$0	\$0	\$30,000
Raising a Reader	\$83,676	\$0	\$1,029	\$0	\$84,705
Partnerships & Community Education	\$50,455	\$0	\$1,818	\$0	\$52,273
Administrative Support	\$74,925	\$0	\$0	\$0	\$74,925
<b>Total Expenses</b>	<b>\$1,042,973</b>	<b>\$0</b>	<b>\$301,451</b>	<b>\$1,536,276</b>	<b>\$2,880,700</b>



## LEADERSHIP

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### BOARD OF DIRECTORS

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### STAFF

Derek Lewis, Executive Director  
Beth Jamieson, Operations Director  
Anne Lee Buck, Program Director  
Nicole Sheppard, Program Director

## CONTACT US

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