



# ANNUAL REPORT

## 2018-2019

## THE NEED

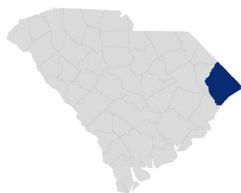
### IN SOUTH CAROLINA:

**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 HORRY COUNTY:

**15,934**

children under age 5

**28.4%**

of young children live in poverty or low-income households

**58%**

of kindergartners are considered "not ready" for school

## OUR MISSION

To collaborate with other key stakeholders and community partners to empower children and families, therefore improving school readiness .

## 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

**1,205**

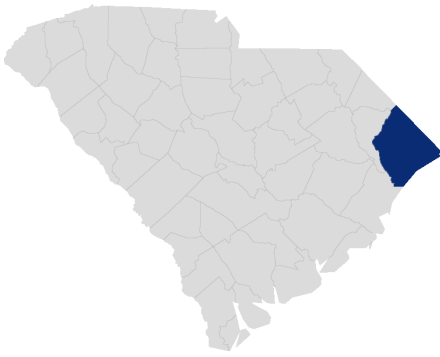
number of children and adults served by Horry County First Steps in 2018-2019

## 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.

1511 9<sup>th</sup> Avenue, Suite A, Conway SC 29526 | 843-488-3336 | [www.hcfirststeps.org](http://www.hcfirststeps.org)

Data provided by:



## OUR STORY

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Although the residents of Horry County are familiar with Hurricanes and the destruction they bring, FY19 brought something different. Horry County experienced record breaking flooding that isolated many residents and brought the services provided by Horry County First Steps to a halt. Many of our PAT families could not get out of their neighborhoods. Schools and child care centers were closed for weeks. Through it all we learned that our communities and families are strong.

Banding together, partnering agencies made sure that needs of families were met. The HCFS staff worked together to ensure all program participants were safe and had everything they needed to endure while the flood waters receded.

## OUR GOALS

Our partnership's work, in collaboration with state and local partners, is focused on advancing Horry County towards these strategic goals in support of the Profile of the Ready Kindergartner, South Carolina's description of school readiness:

- Expand and enhance ability to function as a portal to evidence-supported programs and services that meet child and family needs
- Build a county-level reputation for user-friendly services (e.g. a single point of entry; filling out paperwork once to gain access to multiple programs)
- Create and distribute consumer education to Horry County families that identifies how families can access needed programs, resources, and services

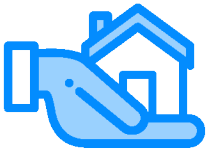


# PARENTS AS TEACHERS



*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 HORRY COUNTY 2018-2019

**57**

families served

**692**

total home visits

Horry County Parents As Teachers program met all PAT National Essential Requirements in Fiscal Year 2019.



Parents as Teachers



# 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

**6**

child care providers served

**189**

number of TA visits provided

**500**

number of children 0-5 enrolled in provider classrooms

All children need and deserve a good start. Attending high quality early childhood programs is an important part of starting early and starting right.

- NEA President Dennis Van Roekel



## 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:

**The Science of Young Children**

**Fantastic Fine Motor Skills**

**Hand Washing and Good Health Practices**

**The Art of Learning Through Expressions**

**Early Math Matters**

**Capturing Teachable Moments Through Talk**

### TRAINING BY THE NUMBERS 2018-2019

**91**

total training attendance

**63**

child care teachers and directors served

**6**

number of training sessions offered

“Every training session hosted by HCFS is fun and informative. I have something to take back to my classroom after every session.”

**Lashanda Price, Training Participant**



## CHILD CARE SCHOLARSHIPS



*an evidence-based program*

For many families in Horry 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.

Horry County First Steps offers scholarships to families enrolled in either Parents As Teachers or Nurse-Family Partnership program, as well as income-eligible children whose parent attends school or works at least 20 hours per week.

### SCHOLARSHIPS BY THE NUMBERS 2018-2019

**49**

number of children  
served

**16**

number of providers  
served

**49**

number of  
developmental  
screenings provided

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



## Raising A Reader



*an evidence-informed program*

Raising a Reader is an evidence based early literacy and parent engagement program that has demonstrated it can improve the reading readiness of children birth to 8. Horry County First Steps works with a variety of implementing agencies and community based programs to ensure children have access to age-appropriate, high-quality books.

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

**11,960**

books distributed

**10**

library events

“Every Monday afternoon the car is silent because my child is busy looking at the books in his red Raising A Reader bag. He loves looking at the pictures. We now spend every night reading together.”

**Ms. Smith, Myrtle Beach SC**



# 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 HORRY COUNTY 2018-2019

# 420

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.



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

**135**

Child Care  
assistance  
referrals

**75**

Early Childhood  
services/program  
referrals

INSERT A QUOTATION, PHOTO OR TEXT  
ELEMENT HERE.



## OUR SUPPORTERS

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

### FUNDING SUPPORT

United Way of Horry County: \$5,000

### IN-KIND SUPPORT

Palmetto Goodwill: \$6,181	SC Dept. of Social Services: \$24,500
Cadence Academy – MB: \$334	Kaplan Early Learning Company: \$4053
Coastal Children’s Academy: \$300	First Book: \$2,540
Conway Daycare: \$2,595	Lamar Advertising: \$5,500
Cutie Pies, Inc.: \$5,508	Ray Realty: \$1,111
Sunrise Children Academy: \$726	The Learning Tree: \$1,272
Your Neighborhood Childcare: \$350	The Learning Station: \$3,050
C3 Coffee Bar: \$225	

### JOIN US

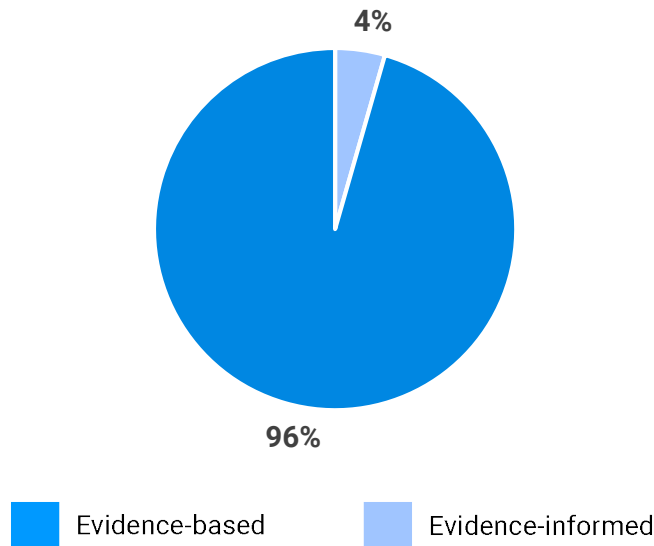
For more information on partnership opportunities, visit our website at [www.hcfirststeps.org](http://www.hcfirststeps.org)



## FINANCIAL HIGHLIGHTS

### OUR INVESTMENT IN QUALITY

Expenditures by Program Type



### ESTIMATION OF COST SAVINGS

Since inception, Horry County First Steps has leveraged **\$5,050,276** from sources outside of state government.

That's **\$0.49** for every state dollar.

### SUMMARY OF EXPENDITURES BY STRATEGY

	State Funding	Private Funding	Total
Parents as Teachers	\$212,212	\$205	\$212,417
Child Care Quality Enhancement	\$118,839	\$	\$118,839
Child Care Training	\$28,266	\$	\$
Raising A Reader	\$22,890	\$19,337	\$42,227
Child Care Scholarships	\$133,076	\$	\$133,076
Partnerships & Community Education	\$39,385	\$	\$39,385
Administrative Support	\$49,255	\$31	\$49,286
<b>Total Expenses</b>	<b>\$603,923</b>	<b>\$19,573</b>	<b>\$623,496</b>



## LEADERSHIP

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### BOARD OF DIRECTORS

Ms. Susan Jones, Chairperson

Ms. Lauren Mears

Ms. Shayla Livingston, Vice Chairperson

Mr. Bradley Todd

Ms. Mary Baddela

Ms. Jennifer Nasser

Ms. Bonita McMenamin

Ms. Sadhana Tolani

Ms. Wendy Gillespie

Mr. Spencer McKnight

### STAFF

Ms. Amy Breault, Executive Director

Ms. Melissa Vlasaty, Program Coordinator

Ms. Gloria White, PAT Parent Educator

Ms. Kiley Wilson, PAT Parent Educator

Ms. Deanna Wilson, PAT Parent Educator

Ms. Sonya Guiles, FQE Technical Assistant

Ms. Amanda Latwaitis, Administrative Assistant

## CONTACT US

1151 9<sup>th</sup> Avenue, Suite A, Conway SC 29526 | 843-488-3336 | [www.hcfirststeps.org](http://www.hcfirststeps.org)

