

Annual Report

2019-2020



THE NEED

IN GREENVILLE COUNTY:

31,650

children under age 5

39%

of young children live in poverty
or low-income households

56%

of kindergartners are considered “not
ready” for school



THREE MOST COMMON RISK FACTORS:

1. Supplemental Nutrition Assistance Program
2. Single Parent Household in need of other service
3. English is not the primary language spoken in the home

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

43,233

number of children and adults served by
Greenville County First Steps in 2019-2020

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.

MESSAGE FROM THE EXECUTIVE DIRECTOR



DEREK LEWIS

Executive Director
Greenville County First Steps

2020 has brought an incredible level of unexpected challenges. Over the past 6 months, our childcare, education, and parenting structures have been stressed to the limit as we seek to ensure our families have access to safe and affordable childcare, reliable ways to manage stress, and resources for home-based supports.

In May, 50 percent of Greenville County Childcare providers were closed, our schools were closed, and home visiting was essentially brought to a halt. Our offices closed, as did those of our partners, and employees began working in the world of Zoom.

But as is often the case, adversity is when great organizations thrive. We secured a \$90,000 grant from HomeGrown to support home based childcare providers, \$1.7 million to help our childcare sector remain open during COVID-19, and a commitment for \$2 million to serve school age children.

Over a 10 week window, our childcare network of more than 120 providers re-opened, pivoted to serve school age kids, and offered 4,900 new childcare slots! Word got out about these projects, and Greenville First Steps has presented our successes to more than 120 industry leaders and funders from across the nation.

I am thankful to these childcare partners, our local schools, DSS, and DHEC and to the staff and board of Greenville First Steps who made this summer a success, and helped us create a model of coordinated care that has been replicated across the country.

Derek

MESSAGE FROM THE BOARD CHAIR



LAUREN BRILES

Chair

Greenville County First Steps Board of Trustees

With a very challenging year, it is with great honor and enthusiasm that I can report that Greenville First Steps has done a phenomenal job of pivoting and stepping up to serve the community in amazing ways! Greenville First Steps is an organization that has a team of staff that is innovative, efficient, and always up for new challenges. As the Board chair, I am incredibly grateful to be able to serve with a group that continuously knows how to help in ways that the community most needs!

Lauren

GETTING CHILDREN READY FOR SCHOOL

All children are ready to benefit from a quality kindergarten experience when they are five years old by September 1 of that school year. But kindergarten readiness—the critical stage at which children are prepared for learning and success—is more than a matter of age. For a strong start in school, children need positive relationships and supportive learning environments beginning at birth. At First Steps, we partner with families, caregivers, and communities to ensure that all children are prepared for success.

South Carolina's Profile of the Ready Kindergartner

Developed by SC First Steps and the SC Department of Education, the state's description of school readiness includes 60 developmental milestones across 5 categories:



**Approaches to learning
& inquiry**



Emotional & social development



**Physical development,
self-help & motor skills**



Mathematical thinking



Language & literacy development



OUR GOALS

In support of the Profile of the Ready Kindergartner, our approach is focused on advancing Greenville County toward the following strategic goals:

- 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
- Integrate school readiness messaging within Greenville County community partners
- Diversify revenue to ensure organizational sustainability

PIVOTING FOR COVID-19

When the coronavirus pandemic forced South Carolina to shut down in March 2020, Greenville County First Steps quickly pivoted to provide much-needed support to young children, their families and child care providers.

Our work has never been more critical. While children are at low risk for the serious health effects of the virus, the crisis is having a profound impact on their wellbeing and development. For children of color and low-income communities, these impacts are expected to be even more damaging. That is why Greenville County First Steps is enhancing our efforts to provide parents and caregivers with the services and resources they need to weather this storm.

IMPACT ON GREENVILLE COUNTY

HEALTH

Through June 30, Greenville County had a total of **5,111** confirmed COVID-19 cases and **116** COVID-19 deaths.

JOB LOSS

221%

increase in unemployment, 2019-2020

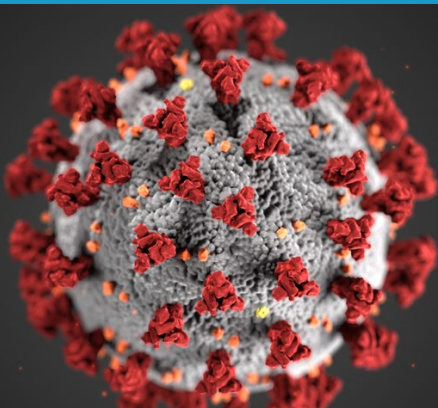
CHILD CARE

42.2%

children under 5 in Greenville County lived in a child care desert* before COVID-19

63%

children under 5 in Greenville County lived in a child care desert as of May 28, 2020



COVID-19 RESPONSE

In response to the crisis facing families across Greenville County, Greenville First Steps secured a \$90,000 grant from HomeGrown, a national collaborative of funders committed to improving the quality of and access to home-based childcare. This allowed our organization to provide emergency \$1,000 grants to home-based childcare programs to ensure they stayed open and were able to operate safely.

*The Center for American Progress defines a child care desert as a ZIP code with at least 30 children under the age of 5 and either no child care centers or so few centers that there are more than three times as many children under age 5 as there are spaces in centers.



NURSE-FAMILY PARTNERSHIP



an evidence-based program

Nurse-Family Partnership (NFP) helps transform the lives of 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 2019-2020

391

children served

4,938

number of home
visits provided

NURSE-FAMILY PARTNERSHIP RESPONDS TO COVID-19

Nurses with Nurse-Family Partnership quickly shifted to 100% telehealth services in the spring as a response to COVID-19 pandemic. Greenville NFP nurses reported over 95% of visits were successful virtually.



COUNTDOWN TO KINDERGARTEN



an evidence-informed program

Developed by South Carolina First Steps – and identified as a promising state practice by the National Governor’s Association in 2005 – Countdown to Kindergarten (CTK) is a home visitation program pairing the families of rising kindergartners with their future teachers during the summer before school entry. Teachers complete six visits with each family, establishing strong connections during the summer that facilitate classroom learning throughout the year.

CTK BY THE NUMBERS 2019-2020

3

kindergarten teachers
trained as home visitors

9

children served

54

total home and school
visits



My favorite thing about the Countdown to Kindergarten program is that it took the fear out of the first day of school for my son and me.



TIFFANY, PARENT OF RISING KINDERGARTENER





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 SC Endeavors and include topics in the areas of nutrition, health and safety, curriculum, child guidance, professional development and program administration. Our 2019-2020 trainings included:

Livewell Conference

Raising a Reader

Palmetto Shared Services Alliance Online Trainings

Introduction to the Palmetto Basics

COVID-19 Response and Funding Opportunities

TRAINING BY THE NUMBERS 2019-2020

1,297

total training attendance

1,198

child care teachers and
directors served

9

number of training
sessions offered

“ Palmetto Shared Services Alliance has such a wide variety of relevant, research-based professional development trainings online. The COVID-19 session is especially important for all staff and administrators for centers staying open or reopening! ”

GREENVILLE COUNTY CENTER DIRECTOR



CHILD CARE SCHOLARSHIPS



an evidence-based program

For many families in Greenville 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. In FY20, Greenville First Steps partnered with 11 centers to expand their ability to serve needy families.

Greenville First Steps offers scholarships to families enrolled in our Nurse-Family Partnership program, Nurturing Parenting Program, as well as income-eligible children whose parent attends school or works at least 20 hours per week.

SCHOLARSHIPS BY THE NUMBERS 2019-2020

89

number of children
served

11

number of providers
served

82

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 Greenville County.



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. 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.

TRIPLE P BY THE NUMBERS 2019-2020

52

practitioners trained

46

parents with 0-5
year old served

115

Parents with school
age child served

I loved the tips to de-escalating high emotions by encouraging a child to relax by finding objects around the room! During this season of so much uncertainty, the weight of things has been really overwhelming. However, hearing the advice and tips has been really helpful.

PARENT OF A 2 YEAR OLD



RAISING A READER



an evidence-based 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 St Anthony of Padua Catholic School in Greenville, SC to increase the literacy and family engagement of the 3K and 4K families enrolled.

RAISING A READER BY THE NUMBERS 2019-2020

170

families served

2,720

books distributed



Our teachers loved Raising a Reader. We felt like it was an easy way for our parents to have books readily available to read to their child every night. The parents liked the different diverse books we provided each week.

-Saint Anthony of Padua Catholic School



ENHANCED EARLY EDUCATION PROGRAM



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, Palmetto Basics trainings, parenting supports, and access to community resources to enhance the great work already being done throughout the district.

ENHANCED EARLY EDUCATION BY THE NUMBERS 2019-2020

857

children served

800

parents served

All staff – leadership, teachers, nurses, clerks, and custodians – work collaboratively to ensure the well-being, safety, and high quality programming for each child. In addition, as the child's first and most important teacher, parents are encouraged to participate in a variety of ways – this participation is considered paramount in determining the effectiveness of our programs.



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, 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

OUR PARTNERSHIPS BY THE NUMBERS 2019-2020

27,300

Views of local influencer JDEW and his family
experiencing the Palmetto Basics

145

Family childcare home centers supported
through HomeGrown grants

“ Thank you so much!! I am excited to have this opportunity to be able to have additional resource assistance. I can't wait to work with First Steps knowing I have someone else to turn to regarding information that I may need. Being able to care for the needs of children so parents can work with peace is essential. - **FAMILY HOME PROVIDER** ”



OUR SUPPORTERS

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

United Way of Greenville County \$140,000

Children's Trust of SC (Duke Endowment) \$250,000

Home Grown \$60,000

Individual gifts/donations: \$15,000

Payroll Protection Program: \$30,000

IN-KIND SUPPORT

Prisma Health/Children's Trust of SC: Nurse Family Partnership
\$1,531,206

JOIN US

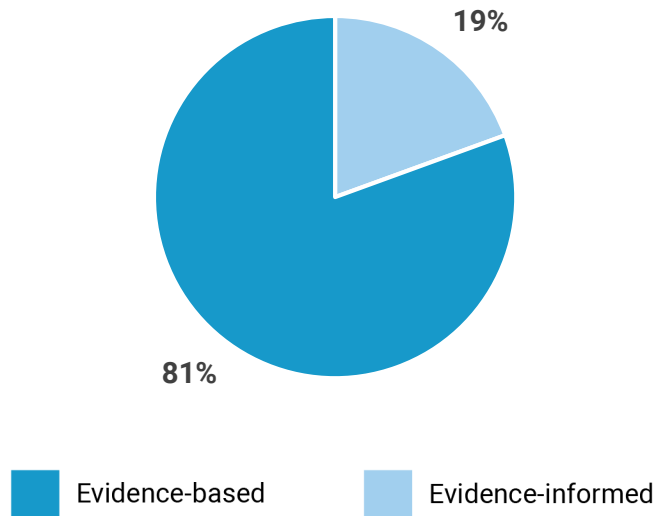
For more information on partnership opportunities, visit our website at
[greenvillefirststeps.org](https://www.greenvillefirststeps.org)



FINANCIAL HIGHLIGHTS

OUR INVESTMENT IN QUALITY

Expenditures by Program Type



ESTIMATION OF COST SAVINGS

Since inception, Greenville County First Steps has leveraged **\$19,135,529.88** from sources outside of state government.

That's **\$0.81** for every state dollar.

SUMMARY OF EXPENDITURES BY STRATEGY

	State Funding	Federal Funding	Private Funding	In-Kind Contributions	Total
Administrative Support	\$79,492.02	\$0	\$0	\$0	\$79,492.02
Core Functions	\$99,452.28	\$2,135.10	\$16,504.04	\$0	\$117,641.42
Nurse Family Partnership	\$120,000.00	\$0	\$47,500.00	\$1,531,206.00	\$1,698,706.00
Raising a Reader	\$58,395.56	\$0	\$0	\$0	\$58,395.56
Triple P	\$156,848.86	\$0	\$182,337.18	\$0	\$339,186.04
Nurturing Parenting	\$76,900.00	\$0	\$0	\$0	\$76,900.00
Enhanced Early Education	\$30,000.00	\$0	\$0	\$0	\$30,000.00
Countdown to Kindergarten	\$0	\$2,160.00	\$0	\$0	\$2,160.00
Childcare Training	\$82,573.61	\$0	\$15,264.97	\$0	\$97,838.58
Resource and Referral Services	\$110,000.00	\$0	\$83,099.51	\$0	\$193,099.51
Scholarship Initiative	\$200,132.20	\$0	\$139,200.00	\$0	\$339,332.20
Total Expenses	\$1,013,794.53	\$4,295.10	\$483,455.70	\$1,531,206.00	\$3,032,751.33



LEADERSHIP

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