

Annual Report

2019-2020



THE NEED

IN HORRY COUNTY:

15,826

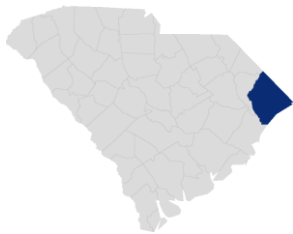
children under age 5

55.6%

of young children live in poverty
or low-income households

58%

of kindergartners are considered "not
ready" for school



THREE MOST COMMON RISK FACTORS:

1. Children in poverty
2. Single parent household in need of other services
3. Exposure to caregiver depression

OUR MISSION

to ensure that children start school ready to learn by supporting the caring adults who touch their lives. We establish partnerships and secure resources to provide programs that focus on quality early care and education, family support, health, and early literacy.

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

1,023

number of children and adults served by
Horry 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.

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 Horry County toward the following strategic goals:

- Increase access to quality early childhood programs and resources
- Enhanced leadership development and capacity building
- Strengthen interagency accountability and public-private collaboration

PIVOTING FOR COVID-19

When the coronavirus pandemic forced South Carolina to shut down in March 2020, Horry 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 Horry 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 HORRY COUNTY

HEALTH

Through June 30, Horry County had a total of **3,577** confirmed COVID-19 cases and **82** COVID-19 deaths.

JOB LOSS

281.7%

increase in unemployment, 2019-2020

CHILD CARE

50.3%

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

61.3%

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



A huge **thank you** to the Kiwanis Club of Conway. Mr. R.J. Anderson, Club President presented Ms. Amy Breault, Executive Director with a check for \$1,000.00

The donation was used to purchase supplies that were distributed to families throughout Horry County. Each family received diapers, wipes, paper products, and family engagement materials. These supplies helped to support families while they are caring for their children during the COVID-19 crisis

*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.



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 GOES VIRTUAL

Due to COVID-19, Parents as Teachers (PAT) National provided guidance for affiliates to deliver virtual services via interactive video conferencing and phone calls. South Carolina PAT affiliates rose to the occasion by engaging families in creative and meaningful ways while continuing to meet the Essential Requirements of implementing a quality PAT program during the pandemic.

PAT IN HORRY COUNTY 2019-2020

35

families served

690

home visits

"PAT has helped our family grow so much over the past 2 years and encouraged me to be the best parent I can be. This program has encouraged my son's love of books, helped us be aware of milestones he has achieved, and given us so much support and encouragement. It's nice to know we aren't on this journey of parenthood alone."

- Lindsay Magliocco (parent of 2yr old Wally)



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 2019-2020

5

child care providers served

121

number of TA visits provided

340

number of children 0-5 enrolled in provider classrooms



It's been a great experience. I think the FQE program was a great way to improve the quality of care in my center. I think the overall process was simple, the directions and instructions were clear. I enjoyed the program and have developed a positive friendship with Horry County First Steps. I look forward to working with the FQE program in the future,
~ Macia Cooper, Owner/Director Palmetto Child Inc.





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:

Building Relationships

Classroom Instruction

Outdoor Activities For Preschoolers

Early Brain Development/Outdoor Activities for Infants

Health and Safety

Child Care Management Parts I and II

TRAINING BY THE NUMBERS 2019-2020

150

total training attendance

39

child care teachers and
directors served

4

number of training
sessions offered



I really enjoyed the training. I will take back a lot to try out in my classroom with the kids.

Training Participant

This training has given me a better understanding of lesson planning and how to plan for new activities in our daily routine.

Trainer was very good.

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.

In an effort to support families becoming more self-sufficient, our partnership integrates scholarships with PAT and Nurse Family Partnership. The families must be active participants, income eligible, as well as, working or enrolled in school.

SCHOLARSHIPS BY THE NUMBERS 2019-2020

28

number of children
served

19

number of providers
served

28

number of
developmental
screenings provided

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

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. In coordination with First Steps local partnerships and more than 230 private, community and faith-based preschool providers, First Steps 4K expands access to quality early education across the state.



ELIGIBILITY

To qualify for enrollment, a child must be:

- ✓ 4 years old on or before September 1
- ✓ Eligible for Medicaid, SNAP or TANF, experiencing homelessness or transiency, or in foster care

FIRST STEPS 4K IN HORRY COUNTY 2019-2020

447

children enrolled

30

First Steps 4K providers

PIVOTING FOR COVID-19

When schools closed due to COVID-19, First Steps 4K classroom converted to distance-learning, with teachers creatively supporting their young learners through video chat, take-home materials, and hands-on projects that caregivers could facilitate at home.





LITERACY PROGRAM



an evidence-informed program

Raising A Reader's mission is to engage caregivers in a routine of book sharing with their children from birth through age eight to foster healthy brain development, healthy relationships, a love of reading, and the literacy skills critical for school success. Horry County First Steps collaborates with home visitation programs, child care facilities, and Family Literacy to ensure more parents have access to books to share with their children.

RAISING A READER BY THE NUMBERS 2019-2020

182

families served

5

providers served



Our parents really like the bags and books. The kids look for a new bag each week in their cubby.

Preschool Teacher, RAR Implementation Site





EARLY EDUCATION PROGRAM



an evidence-informed program

The Finklea Family Afterschool program provides support to families living in rural Horry County. Every weekday afternoon children spend time enjoying a healthy snack, structured outside activities, and tutoring from caring adults. The support given to the children will assist them to succeed in school and life.

FINKLEA FAMILY AFTERSCHOOL PROGRAM BY THE NUMBERS 2019-2020

15

4 and 5-year-olds
served



COMMUNITY PARTNERSHIPS

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

OUR PARTNERSHIPS BY THE NUMBERS 2019-2020

41

Child care
assistance
referrals



OUR SUPPORTERS

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

SC Office of First Steps to School Readiness \$537,617

SC Endeavors \$2,000

Kiwanis Club of Conway \$1,000

United Way of Horry County \$5,000

IN-KIND SUPPORT

Finklea Family Afterschool Program \$17,700

Conway Daycare \$4,053

Small Wonders \$2,479

The Learning Tree \$1,068

Palmetto Childcare \$2,275

Carolina Forest CDC \$4,750

Cadence Academy \$517

Your Neighborhood \$316

Kaplan Co. \$4,335

JOIN US

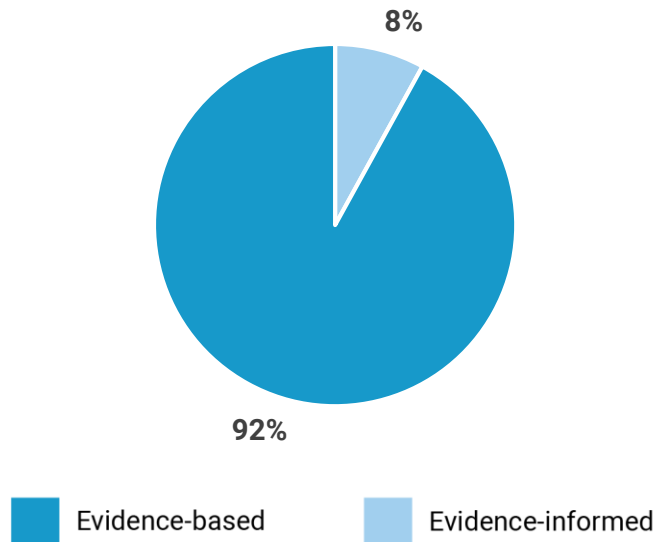
For more information on partnership opportunities, visit our website at
www.hcfirststeps.org



FINANCIAL HIGHLIGHTS

OUR INVESTMENT IN QUALITY

Expenditures of All Funds by Program Type



ESTIMATION OF COST SAVINGS

Since inception, Horry County First Steps has leveraged **\$5,104,972** from sources outside of state government.

That's **\$0.47** for every state dollar.

SUMMARY OF EXPENDITURES BY STRATEGY

	State Funding	Federal Funding	Private Funding	In-Kind Contributions	Total
Parents as Teachers	\$223,415	\$218	\$5,134	\$0	\$228,766
Child Care Quality Enhancement	\$130,027	\$0	\$0	\$17,762	\$147,790
Child Care Training	\$27,039	\$0	\$1,990	\$0	\$29,029
Finklea Family Afterschool Program	\$3,770	\$0	\$0	\$17,700	\$21,470
Raising A Reader	\$31,778	\$0	\$0	\$2,349	\$34,127
Scholarship Initiative	\$33,886	\$0	\$0	\$7,000	\$40,886
Core Functions	\$51,058	\$1,292	\$1,000	\$0	\$53,350
Administrative Support	\$35,643	\$0	\$0	\$0	\$35,643
Total Expenses	\$537,617	\$1,510	\$8,124	\$45,061	\$592,312



LEADERSHIP

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Gloria White, PAT Parent Educator

Julie Cox, PAT Parent Educator

Monica Stukes, Technical Assistant & Trainer

CONTACT US

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