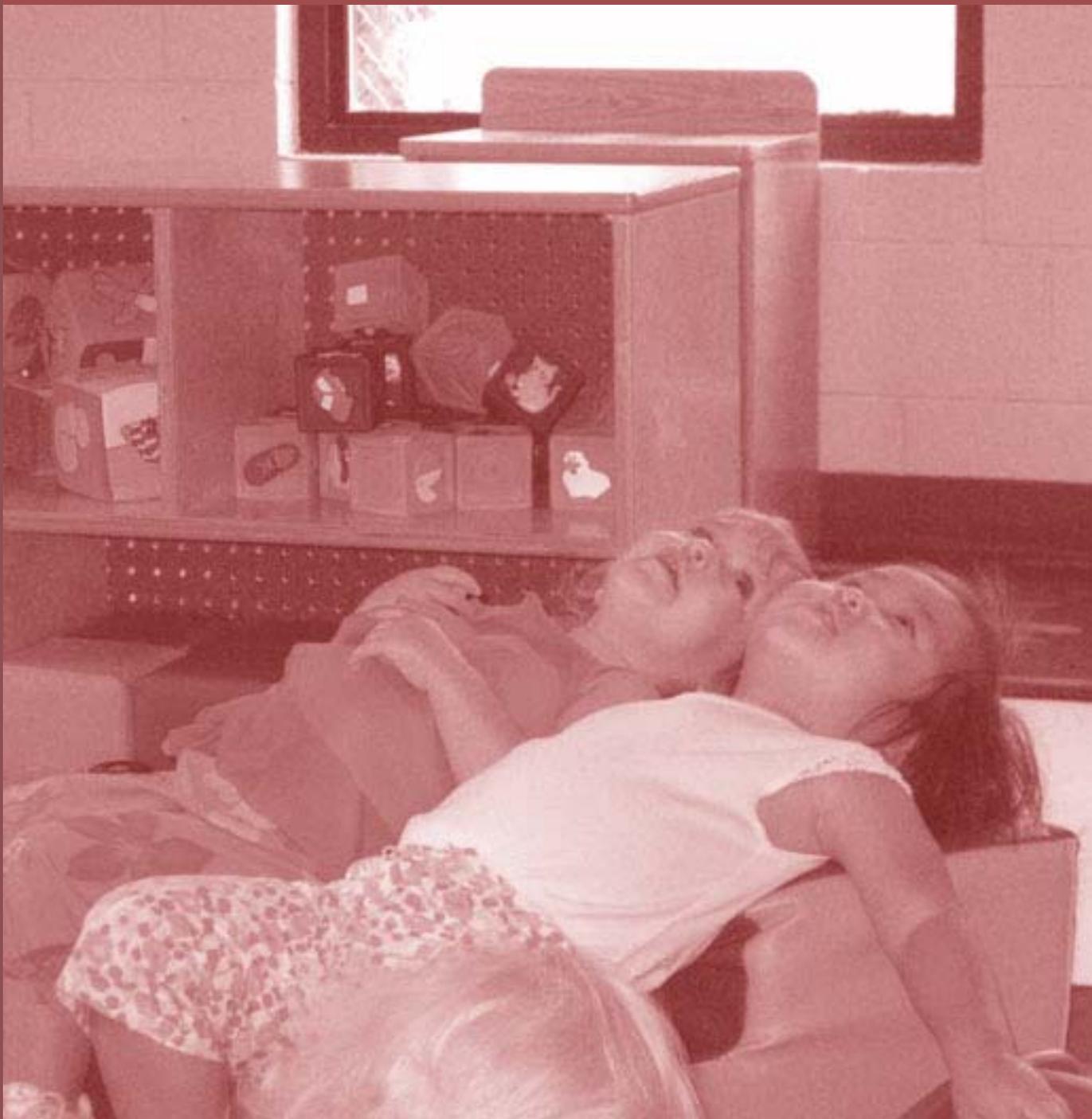


Smart START OF FORSYTH COUNTY

2004-2005 annual report

The Foundation for a Sound, Basic Education





From the Board Chair

2004-05: What an exciting year for Smart Start of Forsyth County! First, we got a new name. Our old name, Forsyth Early Childhood Partnership, served us well for our first decade of service, but increasingly we noticed that “Smart Start” had better brand recognition.

Second, our Executive Director, Pamela Wyatt, started work in July 2004. She brought 13 years of experience as executive director of two other non-profit organizations, two years as a vice president at United Way of Forsyth County, a

Masters in Business Administration and a Rolodex full of contacts to her new job. Plus, she had previously served on our board of directors. In addition to all these business strengths, her three-year-old granddaughter attends a 5-star child care center in Forsyth County, so she knows first-hand what quality child care means!

Third, under Pam’s leadership, we leveraged our staff’s expertise to review our internal policies and procedures and developed new, accurate and streamlined ones that provide the written guidance our staff needs to efficiently perform their jobs.

Fourth, we received financial and other resources from various sources and continued to be good stewards of the money entrusted to us. We were provided with \$7,005,924 in Smart Start and More at Four funds, all of which are taxpayer dollars appropriated by the North Carolina General Assembly. Additionally, we raised \$147,550 in private grants and gifts to further our mission. Finally, we attracted in-kind gifts and volunteer time, the value of which was \$725,374. We are especially proud of the latter two resources, because they prove the community’s support for Smart Start of Forsyth County and our mission on behalf of young children. We were audited by the North Carolina Office of the State Auditor for the previous fiscal year, and we received a “clean bill” of fiscal health, demonstrating the effective and closely monitored use of our funds.

As I write this during the 2005-06 fiscal year, our record of achievement has continued. Our Board of Directors thinks we have the most important charitable mission in Forsyth County and the best organization and staff to achieve our mission.

Sincerely,

Joel Leander
Smart Start of Forsyth County
Board of Directors, Chair

Who is Smart Start of Forsyth County?

Who is Smart Start of Forsyth County (SSFC is a private, non-profit agency that provides funding and resources to benefit children ages birth to five, ensuring they are healthy and ready to succeed in kindergarten. Some of our programs are provided in-house by our staff and other programs are funded to other agencies in the community. This report will give specific details about our programs, fiscal reports and success stories.



Pamela Wyatt
Smart Start of Forsyth County
Executive Director

Annual Expenditure Report

July 1, 2004 - June 30, 2005

This fiscal year, SSFC had a clean financial audit report. All of our program monitoring reports were approved and satisfied by the requirements of the North Carolina Partnership for Children, as well as meeting our performance based incentive standards (PBIS). Not meeting these monitoring and PBIS standards could result in reduced funds.

Education/Care Programs

Subsidies/Scholarships for Children	3,189,960	
Enrichment Programs for Children	19,661	
Teacher Edu./Training Support	930,935	
Child Care Quality Enhancement	1,403,780	
Inclusion/Special Needs	45,805	
Resource and Referrals	59,983	
Total Education/Care Programs	\$5,649,724	77%

Family Support Services

Informational Materials for Parents	10,000	
Family Education & Support Services	453,838	
Total Family Support Services	\$463,838	6.3%

Health Services

Special Needs Services	67,800	
Dental Clinics/Screenings	56,395	
Health Education/Other Services	284,801	
Total Health Services	\$408,996	5.6%

Other

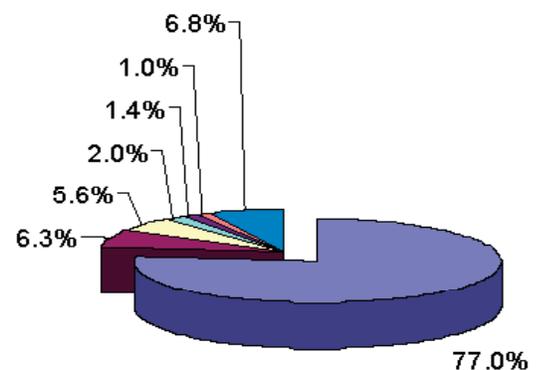
Community Involvement	144,166	2.0%
Evaluation	101,729	1.4%
Program Coordination	75,553	1.0%
Partnership Administration	497,010	6.8%
Total Expenditures	\$7,341,016	100%

We enhanced our funding Allocation Process in training community volunteers, creating more user-friendly forms and adjusting the overall time schedule to better meet deadlines.

Our Human Resource Department coordinated the review and update of all job descriptions and salary ranges. A new Employee Evaluation Schedule and form was created and implemented.



2004 - 2005 Total Expenditures
\$7,341,016



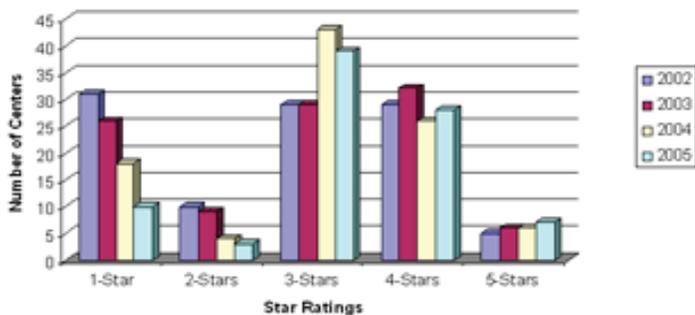
Note:

Smart Start Funds	6,074,253
Other Funds/Grants	1,266,763
Total	\$7,341,016

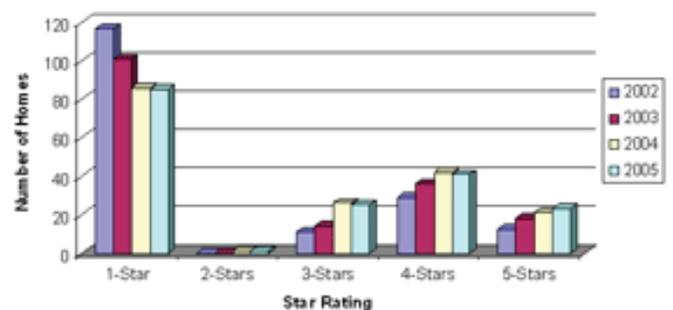
Quality Early Childhood Education

Education begins at birth, not in kindergarten! Our Quality Enhancement Program (1-3 Stars) works with child care centers to help prepare them for their assessment and star rating from the state. Our Journey to the Stars Program (4-5 Stars) assists centers to maintain quality and improve education and staff turnover. We do this by providing classroom grants for needed materials, scholarships for higher education, training workshops, and salary supplements to encourage teachers and directors to stay in the child care industry.

Child Care Center Star Ratings



Child Care Family Homes

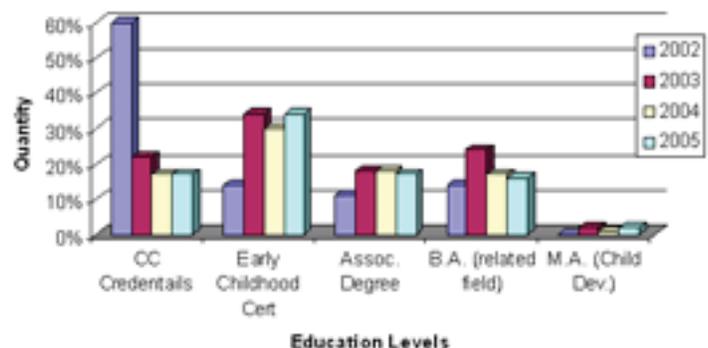


In the second half of 2005, there were a total of 125 child care centers in Forsyth County. Of those, 25 were faith-based child care centers who opted not enter the star rating system with the state. The star-rating breakdown for the rest are shown in the left-hand chart above. Five stars is considered the best rating, while a one star is the lowest. There were 168 family child care homes. The breakdown of their star rating is in the right-hand chart above.

Through our Technical Assistance Services, we provide a Resource Lending Library to check out educational games, books, videos, journals, magazines, handouts, and resources on topics such as early childhood education, parenting, management, and leadership. We have a Production Services area with die cutters, a book binding machine, a paper cutter, copier and laminator where teachers may use our resources to create bulletin boards, games or signs.

The SSFC salary supplements helped raise the combined average salary of teachers, directors, assistants and family child care home owners from \$8.89 per hour in 2001 to \$10.82 per hour in 2005.

Child Care Education Levels



More At Four Program

forsyth County was allocated ___ slots in FY 2004-2005 by the More At Four Program to serve income-eligible, at-risk four year olds in public schools, Head Start facilities, and 4 and 5-star child care centers.

More at Four funding covers approximately 55% of the cost. Other funding sources must be blended with More at Four to pay for the level of quality that is mandated by program guidelines. At least 20% of the children served have special needs. As a result of collaboration and blended funding with the school system, the number of preschool classes more than tripled in FY 2003-2004. In addition, More At Four teachers received training and curriculum support. As a result, the pool of well-trained, birth to kindergarten (B-K) certified teachers increased, creating a stronger program for 4-year-olds throughout Forsyth County.

Pre and Post assessments were given to children who attended the program for a least six months or more. Children demonstrated developmental gains for the cognitive domain of 12.5 months on the average, with a high of 21 months and a low of six months.

Impact of Parent Educators Working with Families

- 198 Development Screenings conducted by teachers and parent educators.
- 19% Of children referred for early intervention services.
- 67% Children identified with special needs were ready to receive early intervention services prior to starting kindergarten.
- 88 Parent groups were offered by Parent Educators and 83% of parents attended.



Left to right: Jenny Whitley, Pamela Wyatt, Representative Larry Womble, Representative Earline Parmon and Jennifer Taylor.

Annual Pre-K Enrollment Fair

Each Spring, Smart Start, Head Start and Winston-Salem/Forsyth County Schools host the annual Pre-Kindergarten Enrollment Fair. The purpose of this event is to screen as many pre-k children as possible to determine eligibility for pre-k enrollment. Types of screenings included developmental, vision, hearing, and dental. These were given at no charge to parents.

- 75 Volunteers worked at the event over two days.
- 300 Children were screened for developmental readiness using the LAP-D Assessment.

Family Support Programs

The future of society depends on our ability to meet the needs of our children. As a community, are we meeting the responsibility of carving out a better world for every child? SSFC is attempting to make the world a better place for the children of Forsyth County. Parents are their children's first teachers and as a result, their influence will guide and impact their children's development. Since the family is the foundation of society, it is imperative that parents receive assistance and information that will help them be the best-equipped parents that they can be.

In FY 2004-2005, SSFC partnered with local agencies to provide support, oversight and guidance for family support. To foster collaboration, these agencies meet as the Family Support Committee.

Funded partner agencies provide a variety of services to families of young children. Families receive research-based information regarding developmentally appropriate practices, nutrition, health issues, immunizations, separation anxiety, and kindergarten readiness preparation. Since our families are our most precious resource, Family Support is attempting to bridge the gap between knowledge and need that many parents experience.



2,365 Families received child care resource and referral services.

1,683 Families participated in at least four sessions of an ongoing Smart Start funded activity designed to increase parenting skills and competence.



*Above: Child receiving dental screening.
Right: Family viewing display of services at Pre-K Enrollment Fair.*

3,641 Children received dental screening or treatment.

372 Children received speech/language and/or other developmental screenings.

965 Children received Smart Start Subsidies and/or emergency assistance for child care.

Community Education & Outreach

This department is responsible for creating and implementing a Community Outreach and Awareness Plan that informs parents about local Smart Start services and educates community stakeholders.

Services include creating resource materials and tools such as the SSFC website, quarterly newsletters, brochures, and parenting bags containing educational materials. We coordinate community activities and special education/awareness events, as well as any necessary volunteers. Our goal is to raise the community's

awareness and support of programs provided and funded through SSFC.

SSFC provides parent bags for infants and preschoolers containing information on our programs, health & Safety, quality child care, and development. Information is provided in English and Spanish and distributed through our local health system. We target children who are not enrolled in an early childhood program, but will receive state required immunizations. Some distribution sites include the Downtown Health Plaza, Forsyth County Health Department, private OB/GYN and pediatric offices.

SSFC Changes

On July 1, 2005 we changed our name from Forsyth Early Childhood Partnership to Smart Start of Forsyth County. We created a Name Change Rollout Plan that included media ads and PSA's, a new website, press releases, participation in promotional events and postcard mailings announcing our new name. As a result, our website address changed to www.smartstart-fc.org.

We combined three newsletters into one and increased our circulation from 1,000 Forsyth Business Outreach, 2,000 Child Care Matters, and 800 Building Blocks to 10,000 on a quarterly basis. The new format is one newsletter with individual sections targeting parents, child care providers and businesses.

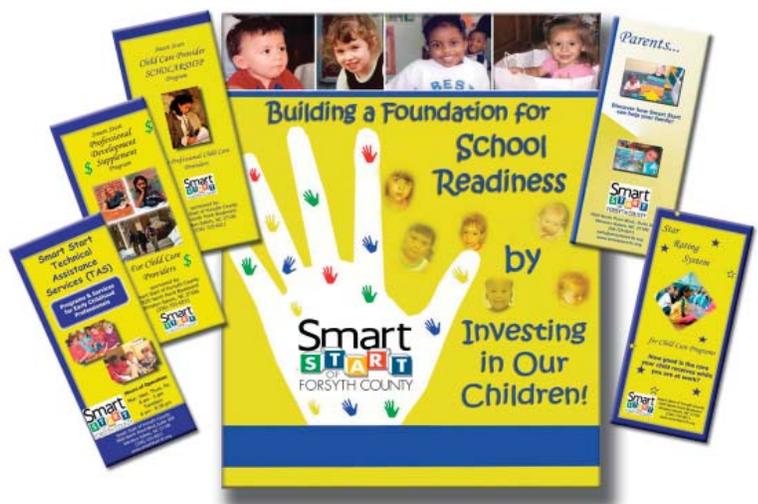
We produced the following results:

- 12 press releases (9 published in a local newspaper or aired on the news)
- 1,635 parent bags in English and 855 in Spanish
- Set up 5 display booths at various events

- Provided 4 Lunch & Learns
- Participated in 15 special events
- Gave 6 presentations

The following brochures were revised:

- Star Rating brochure
- Forsyth Business Outreach brochure
- Professional Development Supplement
- Child Care Provider Scholarship
- Parent Brochure
- Technical Assistance Services
- 15 Parent cards in English and Spanish



Thank You from Smart Start!

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Winston-Salem/Forsyth County Public Schools
Work Family Resource Center

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The Foundation for a Sound, Basic Education

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