



# Impact Report

2022 - 2023



Smart Start  
of Forsyth County

# Letter From Our CEO & Board Chair

Dear Valued Partners,

As we approach the end of another remarkable year, we want to take a moment to reflect on the incredible impact we have made together. Our organization, Smart Start of Forsyth County, has experienced significant growth and transformation thanks to your unwavering support and collaboration.

Throughout the year, we have added new services and initiatives to better serve the Forsyth County Community. These efforts include supporting Parents and family Childcare Providers, expanding Pre-K Services, and creating our workforce development department dedicated to bolstering the childcare industry. These milestones reflect our commitment to improving the lives of families and children in need within our community.

Our annual impact report showcases the remarkable progress we've achieved together. Through your generous contributions and our dedicated efforts, we have provided vital support in areas such as childcare, education, and overall well-being. We are proud to share that our partnership has directly impacted thousands of families, granting them access to quality childcare programs.

The positive outcomes we've witnessed are heartwarming, from improved educational opportunities for children to increased economic stability for parents. None of this would have been possible without your continued trust and support. Your belief in our vision has enabled us to secure crucial funding, which fuels our initiatives and drives sustainable change within our community.

As we look ahead, we are excited about the opportunities that lie before us. Our commitment remains unwavering, and we are determined to expand our reach and make an even greater difference in the lives of those who need it most.

Once again, we extend our deepest gratitude to all of you for being an integral part of this incredible journey. Your dedication transforms lives, and together, we can continue creating a brighter future for all.

Wishing you a joyful holiday season filled with love and happiness.

With gratitude,



Dr. Louis Finney  
President and CEO



With gratitude,



Reginald McCaskill  
Board Chair



# Smart Start of Forsyth County

## MISSION

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To promote equitable access to quality, comprehensive early childhood development and education in response to the needs of our community.

## VISION

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An equitable early childhood system that fosters an environment for learning, growing, developing, and succeeding.

## PURPOSE

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Smart Start of Forsyth County equips early childhood professionals with useful resources by offering professional development, training, educator resources, coaching, and mentoring opportunities.

We assist professionals as they establish new childcare facilities, improve the quality of existing centers, and enhance early education offerings.

We work with existing facilities to prepare for licensing, understand the childcare star rating system, and incorporate NC Pre-K classrooms into their centers.



# Strategic Priorities



1

Increasing quality early childhood resources, setting, and the ability of families to use resources effectively.

- Early Intervention
- Family Support
- Resource and Referral
- Family Health
- Community Outreach

2

Mobilizing and connecting resources and support for the early childhood care, development, and learning system.

- Accountable Funding
- Civic and Public Education
- Convening and Partnering in Program and Policy Initiatives
- Developing Resources

3

Improving Early Care Developmental Education Settings.

- Educator Support,
- Professional Leadership Development
- Wages, Benefits, and Education scholarships
- Support for increasing star-ratings
- Coaching and training

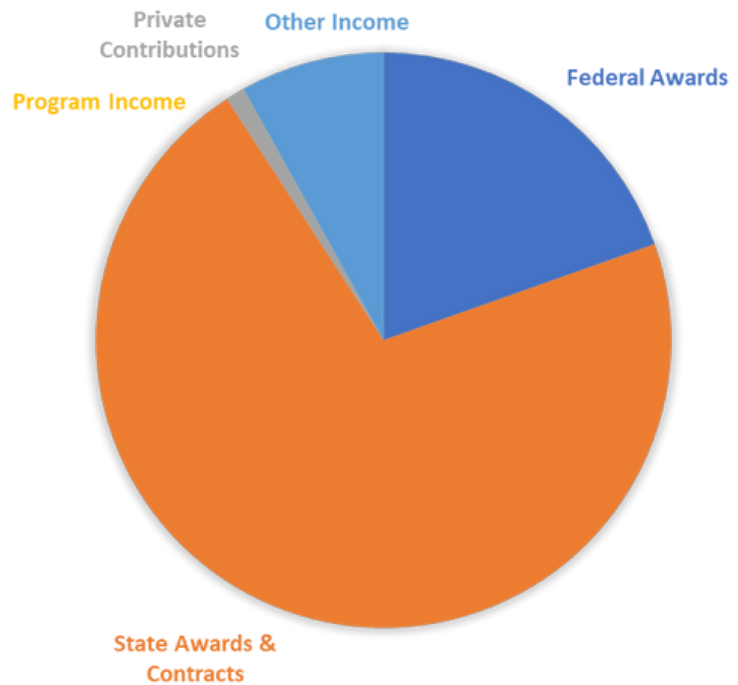
Together we ensure the CHILDREN of Winston-Salem and Forsyth County succeed in school and life.



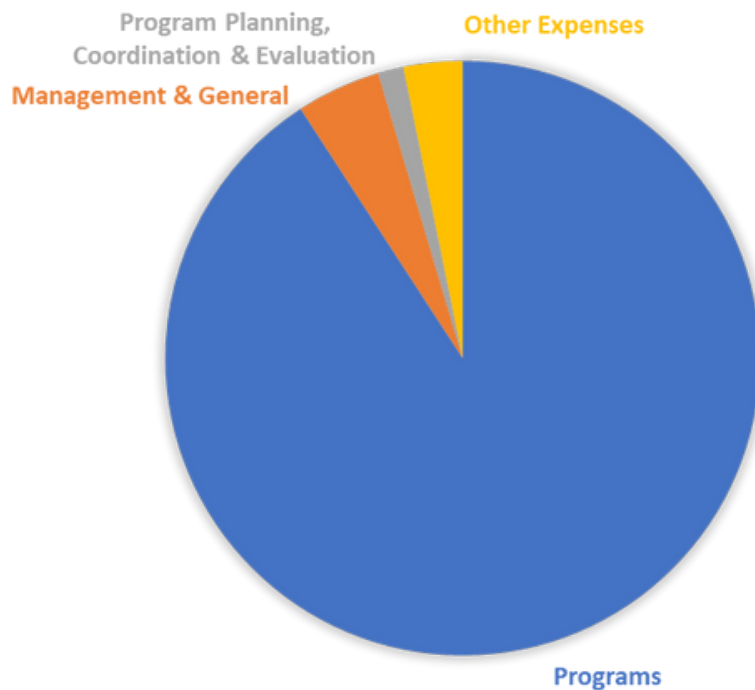
# FINANCES 2022-2023

## REVENUE

<b>FEDERAL AWARDS</b>
\$1,947,534
<b>STATE AWARDS &amp; CONTRACTS</b>
\$7,085,913
<b>PRIVATE CONTRIBUTIONS</b>
\$104,084
<b>PROGRAM INCOME</b>
\$1,300
<b>OTHER INCOME</b>
\$806,257
<b>TOTAL REVENUE</b>
<b>\$9,945,088</b>



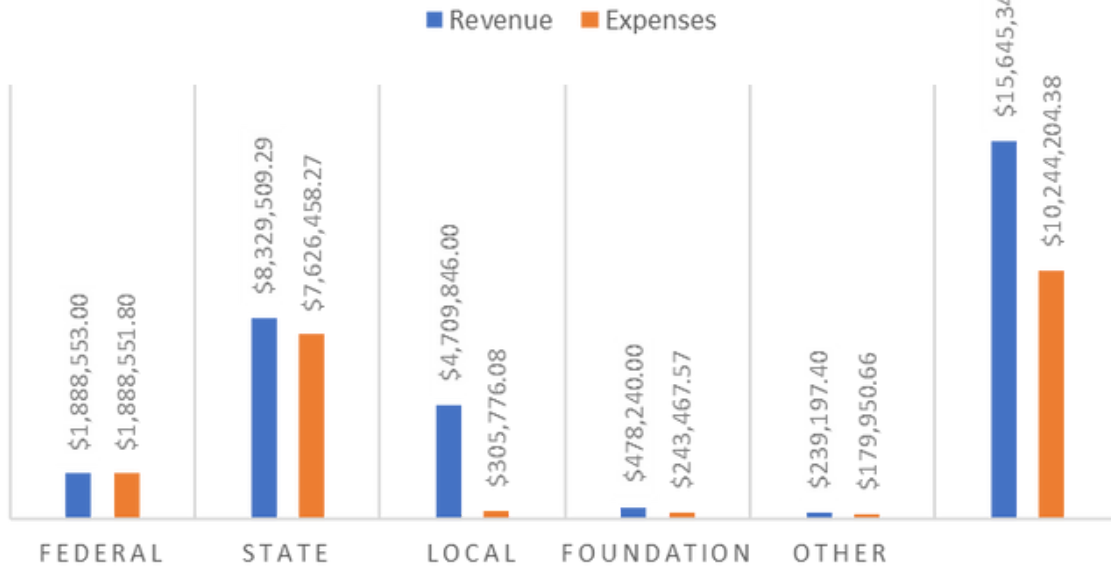
## EXPENSES



<b>PROGRAMS</b>
\$8,680,872
<b>MANAGEMENT &amp; GENERAL</b>
\$438,240
<b>PROGRAM PLANNING, COORDINATION &amp; EVALUATION</b>
\$132,612
<b>OTHER EXPENSES</b>
\$305,776
<b>TOTAL EXPENSES</b>
<b>\$9,557,500</b>

# FINANCES 2022-2023

## REVENUE VS. EXPENSES



# COMMUNITY FUNDING

AMOUNTS BELOW ARE TOTAL AWARDS WHICH DO NOT REFLECT FISCAL YEAR

**\$1,855,166**

Winston Salem  
Forsyth County  
Schools

**\$740,270**

Child Care  
Resource Center

**\$401,761**

Imprint  
Cares

**\$721,577**

Family  
Services

**\$97,107**

Center for  
Exceptional  
Children

**\$107,352**

The Parenting  
Path

**\$3,741,504**

Childcare  
Providers

**\$99,895**

Forsyth  
Futures

**\$42,500**

Hispanic  
League

# Impacting Families Everyday

## SUCCESS STORY

- "This program has changed my life for the better to have quality care for my two sets of twins and afford me a better quality of life for my children without smart start I would have never been able to obtain the resources I have. I thank you and their gracious support to the community." - SSFC Subsidies Program

- "As a result of the trusting relationship and commitment built by Imprints Cares, he's been able to connect with other programs and services such as Smart Start of Forsyth County's R.O.O.T.S, and Imprints Cares Fatherhood Connections. Behavior issues are much improved, and her dad has the positive tools and techniques he needs to help guide her development."

- IMPRINT CARES: PARENTS AS TEACHERS

## SUCCESS STORY

A parent arrived at CCRC seeking childcare and subsidy options. The parent recently relocated and was unaware of childcare options or the process in NC. The parent specialist explained star ratings, ratios, quality indicators, subsidy options, and referrals for child care providers near her home. The parent called family childcare homes and scheduled tours on the same day. The parent found a placement for her child by that evening. She later stated she was happy with the setting, and the quality indicators information helped her to make her decision.

## SUCCESS STORY

Engaging caregivers of young children. In June, we brought together two caregiver focus groups (one English and one Spanish) with a total of 20 caregivers. These caregivers will be able to start providing invaluable feedback about how we can better capture and use data. In addition to a caregiver focus group, a provider focus group was conducted with 9 providers. Across both of these groups, there was strong interest in thinking through how we can better capture and utilize data to improve our ECE systems.





## IMPRINT CARES: REACH OUT & READ

7168 children  
7 medical practices  
12726 books distributed during  
annual well-child visits  
(birth - 5 years)  
3616 gently used books placed in  
waiting rooms

- Winston East site nurse reported that when she offers a gently used book to siblings in the waiting area, their faces light up like "Christmas presents" are being handed out.

## CHILD CARE RESOURCE CENTER: STARS AND BEYOND

16 family child care homes received  
ongoing incentives to support quality  
26 family child care homes received  
one-time awards to support quality  
13 child care homes received  
technical assistance  
84 coaching visits  
100% indicated, "I gained skills I can  
immediately use in my job."

## TEACHING & LEARNING SERVICES

27 facilities  
211 trained in SIDS, Dental Health, Playground  
Safety, Social-Emotional Techniques, STEM,  
ITERS  
Coaching, Support, & Technical Assistance  
Support child care providers to gain or  
maintain an NC star rating

## LENDING LIBRARY

Instructional materials with the  
community's childcare providers  
Enhanced classroom interest by  
providing materials for activities to  
centers

## PARENTING PATH

468 home visits  
24 parents receiving  
interpreted services in a  
language other than English  
100 % of parents reporting  
program service satisfaction

## DOLLY PARTON IMAGINATION LIBRARY

160,506 books mailed  
16,562 children ages birth to five  
3,004 early learners graduating

## CHILD CARE RESOURCE CENTER

728 guardians  
13 outreach events  
14 workshops  
93% increased knowledge

## WORKFORCE SUPPORT & ECE EDUCATIONAL IMPROVEMENT

35 one-time quality grants  
211 child care staff trained  
54 training sessions  
83 facilities with staff  
attending training

## PRE-K

680 children  
1096 applications  
Ensures students receive high  
quality pre-K education



- "I received the Emergency scholarship, which helped me through my crisis. It helped me maintain my work and allowed me to focus on everything without having the stress of childcare." - SSFC CHILDCARE SCHOLARSHIPS

CHILD CARE HEALTH  
CONSULTATION SERVICES

Resource educating centers  
Health, safety, and  
prevention education  
Ensuring indoor and outdoor  
environments are safe for  
children and staff  
Health and Safety Fair  
100+ Attendees  
20+ Vendors

"It has been a great pleasure for my two children to have been with Smart Start program. They have learned so much. I am very grateful for having the chance to have been in the program. I would like to thank Sherri Jones for giving me the opportunity to work and my children received a good education from their daycare center. Thank you so much, I will be forever grateful. - Caroline Lewis

R.O.O.T.S

Reversing Outcomes of  
Traumatic Situations

Trauma-informed care and tools to overcome the impact of trauma  
33 employees trained quarterly  
ROOTS Day in the Park  
276 Registered  
19 Partners Attended

CHILD CARE SERVICES  
ASSOCIATION: WAGES

179 participants received support  
395 children indirectly affected  
156 professionals & 77 programs participated  
92% work in four & five-star licensed centers or homes  
100% state WAGES encourages retention

CHILD CARE  
SCHOLARSHIPS

379 family scholarships  
12 emergency scholarships  
766 families  
75 child care providers participating  
58 providers receiving monthly payments

- I like how we have had time to really think through different scenarios for utilizing a data hub with a diverse group of stakeholders. This work is exciting and has great potential to fill a major gap in Forsyth County.

This program has been a saving grace to my life and due to this program I was able to thrive and provide for my children.  
- Dyneisha Scott

FORSYTH FUTURES: DATA HUB

60 stakeholders from the non-profit/governmental sector, child care, and pre-K providers participating in the data HUB steering committee

CENTERS FOR EXCEPTIONAL CHILDREN: STEPPING STONES

98% indicated obtaining sufficient knowledge or information to be able to implement the parenting advice learned  
100% indicated Triple P helped them deal more effectively with their child's behavior

IMPRINT CARES:  
PARENTS AS TEACHERS

135 children participating  
98% of families increased confidence  
92% of rising kindergartners rated as ready  
90% of families read three times a week to their children  
96% of enrolled families will improve their parent-child relationships

- We had the largest in-person Institute class we have ever had. The diverse class included three fathers and a few participants who spoke English as a second language. We had a 100% graduation rate

# 2022 - 2023 Donations

## Premier Generation

< \$7,000

Truist Foundation • Anonymous Donor

## Next Generation

\$5,000 - \$6,999

Jackie McKoy • Walmart • Winston Salem Police Department

## First Generation Leader

\$2,5000 - \$4,999

Wonderschool •  
Adrienne Amos Livengood

## Tomorrow's Child

\$1,000 - \$2,499

ILNA Inc. • Hal Kaplan • Peggy Carter •  
Richard Watts • Rotary Club of Winston-  
Salem • Douglas Punger • Kaplan Early  
Learning • WellCare • Matthew  
Marceron

## Today's Child

\$500 - \$999

Garet Beane • Sheryll Strode •  
Emily Rector • Antonio McCoy • United  
Way of Forsyth County • ACTION4EQUITY  
• Jessica McCrory • Crossnore  
Communities for Children • Forsyth  
Technical Community College  
Foundation, Inc. • Michelle Speas •  
Sabrina Hinton • Neighbors For Better  
Neighborhoods • Winston-Salem/Forsyth  
County Schools • Elizabeth Wallace •  
The Discovery Source

## Friends of SSFC

> \$499

Susanne Wilkinson • Glynnise Highsmith • Child Care Resource Center • Church Childcare Plus • Kay  
Bricksin • Dr. Louis Finney • Bennett Bruff • Brenda M. Taylor • Brian Hart • Don Martin • Katheryn  
Northington • Mechanics and Farmers Bank • NC Early Childhood Foundation • Women of Action • Tabitha  
McAllister • Catrina Thompson • Deborah Best • Sharon Vannoy • Teaching Strategies • Wilson Weaver, II •  
Wells Fargo • Elizabeth Miller • Tembila Covington • Denise Hartsfield • Melissa Estler • Saquana Terry •  
Courtney Latta Sosebee • Chris Leak • Commissioner Tonya McDaniel • Daniel Crudup • Effie McMillian •  
Michael Shuman • Mona Lovett • Ramon Velez • Reset and Heal, PLLC • Shana Heilbron • Tatiana Costello  
• Vivien Stearns • Amy Cabbage • Brittany Felts • Centers for Exceptional Children • Children's Home  
Society of NC • Karatha Scott • Remona Brooks • Stuart Mills • Theresa Stephens • Network for Good •  
Chris Zaluski • Dawn Tafari • Elizabeth Kessler • Ina Colon-Villafranca • Justin Nichols • Katura Jackson •  
Lucia Higgins • Mark Pearn • Marvin Fulwood • Myron Brown • Teresa Cox • Vanessa Sawyer-Wilson •  
Ashlynn King • Alisha Holt • Jalissa Truesdale • Abbie Flower • Betty Trujillo • Khiry Sutton • Laura-Ashley  
Gillespie • Marcus Hawley • Paula McCoy • Sharlee Hainesworth • Susan Smith • Oliver Michels • Sherri  
Jones • Susan Gunter • Dominica Harding • Aaron Burbage • Amanda Campbell • Beth Barrow • Deysi  
Reyes • E'laina Barron • Jamalcolm Winston • Juwon Crowell • Ava Cox • Gabby Jimenez • Ines Earl  
• Justen Burnette • Sonia Alvarez • Tekeshia Duncan • Timothy Campbell • Je'lisa Myers



# SMART START FAMILY

MAKING A DIFFERENCE EVERY DAY IN THE COMMUNITY'S LIVES AND OUR OFFICES. SMART START OF FORSYTH COUNTY'S HARDWORKING PROFESSIONALS CONTINUALLY SUPPORT OUR MISSION THROUGH THEIR CONSISTENT COMMITMENT TO PROVIDING FORSYTH COUNTY CHILDREN AND FAMILIES ACCESS TO RESOURCES AND SERVICES THROUGHOUT THE YEARS!



"Thank you Smart Start for making life a little easier"  
- Jessica Williams





# BOARD OF DIRECTORS

## OFFICERS

**Elder Reginald McCaskill**  
Board Chair



**Pastor Tembila Covington**  
Board Vice Chair

**Dr. Sabrina Hinton**  
Board Secretary



**Bennett Bruff**  
Board Treasurer



Smart Start was a big help for me and my little ones while I worked. These kind of services mean so much in these difficult times. You all made things so convenient also especially for a working parent or if parent enrolled in school was unable to attend the parent orientation you all had other options for parents. Thanks for all the support.

- Lashanda Crews

**Fiscal audit findings**

# ZERO

**NCPC audit findings\***

# ZERO

\*Suggestion to increase working knowledge of Cost Principles for staff.

Recommendation was implemented and SSFC is at 100% compliance

**Smart Start of Forsyth County**  
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