

2024 ANNUAL REPORT

OUR VISION

To promote young children's healthy development and school readiness through specialized services and collaborative work in the community.

OUR MISSION

To make meaningful and measure investments in children, birth through age 5, supporting them in reaching their full potential.

OUR FOCUS AREAS

Early Care & Education

Family Support

Child, Family & Community Health

Community Awareness, Education, & Collaboration



OUR IMPACT

Strengthening the Early Childhood Workforce

- 151 Early Educators attended Smart Start trainings
 - 100% reported increase in job skills
- 18 Early Educators received bonuses for taking college coursework
- 57 Early Educators received a salary supplement
 - 95% stayed employed at the same site

Wage\$ has been a blessing for me and my family. Since I have been in school and working in a childcare center things have got much more expensive each year. I am a single mom of four growing children and being able to receive wage\$ has helped me tremendously. It helps when it comes to school supplies and things that we need. I also use it to take my children and to do something fun. Wage\$ is truly a blessing and an awesome incentive for those who are working in childcare and continuing their education. (Early Educator receiving WAGE\$)

Connecting Families to Resources

- As a result of participation in Smart Start activities, families:
 - learned more about how children learn and grow
 - learned about the importance of the early years
 - learned about and tried an activity to do with their child
- 53 visits to our Lending Library
- 21 community outreach events

We had a young, single mom join our Kaleidoscope Play and Learn group recently. During the group, she confided in me that paying for diapers was a struggle for her and how bad she felt letting him stay in a wet diaper longer than she knew she should. Through our relationship with community partners, we were able to connect her to resources- allowing her to get enough free diapers each month to help with that burden. (Smart Start Family Support Specialist)

Strengthening Parenting Skills and Building Resilience

- 22 Parents/Caregivers participated in our Positive Parenting Program
 - 83% reported more equipped to deal effectively with children's behavior
- 166 Parents/Caregivers participated in Kaleidoscope Play & Learn
 - 30% participation increase from previous year

A nineteen-month-old child with health issues and developmental delays struggled to take her first steps. The Parent Educator who was working closely with the family through the Parents as Teachers program, created strategies with the mom. One afternoon, mom excitedly sent a video to her Parent Educator showing the child walking across the room and bouncing up and down to the music. The pure joy expressed by mom and her Parent Educator (and her child) was priceless! A true partnership. (Smart Start Family Support Specialist)

Helping with the Transition to Kindergarten

- 223 children participated in a free, state-funded 4-year old program
- 8 child care centers and 17 classrooms met higher standards
- 489 information packets were distributed to families with rising Kindergarteners

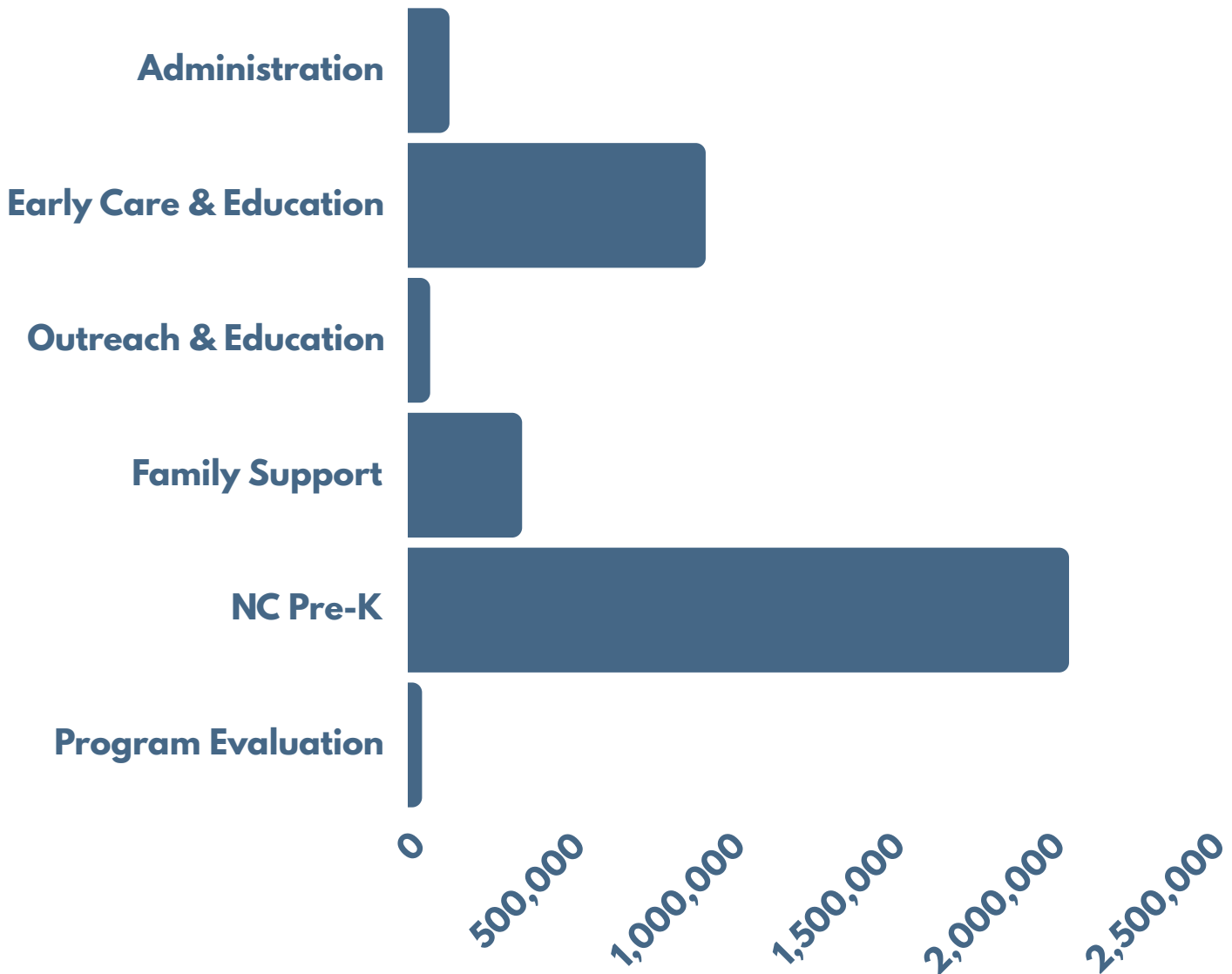
The NC Pre-K Program helped set my kids up for success. This program exposed them to a social and enriching learning environment for them to flourish. My son, the first to join the program, showed a lot of growth. Unfortunately, he got caught in the covid year. He has suffered like many others in the same situation. My daughter on the other hand, she got to experience the program fully. The growth and development in her are like night and day. I can truly say that NC Pre-K is the best program for young growing minds. (NC Pre-K Parent)

RESOURCES

SMART START OF BRUNSWICK COUNTY IS A NETWORK OF 75 LOCAL PARTNERSHIPS THAT COVER ALL 100 COUNTIES IN NC. SMART START OF BRUNSWICK COUNTY RECEIVES STATE DOLLARS THAT ARE FUNNELED INTO OUR OWN NON-PROFIT WHERE WE ARE EXPECTED TO MATCH 19% OF OUR BUDGET EACH YEAR.

SMART START ALLOCATION	\$ 1,459,534
NC DCDEE/NC PRE-K	\$ 2,072,424
PROGRAM INCOME EARNED	\$ 3,906
PRIVATE DONATIONS RECEIVED	\$ 12,100
OUTSIDE GRANTS RECEIVED	\$ 43,500

EXPENDITURES





STAFF

Krista Campana, **Executive Director**
Alyssa Racanelli, **Early Childhood Consultant**
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