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## **IMPRINTS Receives KBR Grant for Technology Improvement**

**Winston-Salem, NC**, August 3, 2015 – IMPRINTS, a Winston-Salem based nonprofit dedicated to unlocking the full potential of children and their families for success in school and in life, has received a \$38,500 grant from the Kate B. Reynolds Charitable Trust

The grant money was awarded under the Trust's 'Nonprofit "Reboot" Technology Improvement Initiative' which seeks to help local organizations increase their technological capabilities to better serve the community and foster collaboration with other organizations in the county.

"We are extremely grateful for the technology grant money as it will help us 'catch-up' our needs, creating better efficiencies for the organization," said Nikki Byers, executive director, IMPRINTS. "Record keeping is critical to the work of the family educators as they document their visits to determine baselines and record progress in the various developmental domains. New technology, particularly mobile, can help us reach and support more families as they navigate the journey of parenthood." This comes at the perfect time for our rebrand launch supporting funding for our new website and video that we will unveil in September and December, said Melissa Payton, IMPRINTS Chief Fund Development Officer.

IMPRINTS will use the grant money to update its computers and software including the purchase of new laptops, iPads, a new website, and digital language processors and software.

The grant provides for a LENA (Language ENvironment Analysis) digital language processor, to record language throughout a child's day. It then translates the recording into data that show parents how much they're talking to their young child so they can improve, and document how they are progressing.

“A baby’s brain grows to 80 percent of its adult size in the first three years, and during that time, parent talk is the most crucial element needed to close the cognitive, emotional, and social gaps for underprivileged children,” said Byers. “The first step in increasing talk is measuring it so parents know what and how to change.”

The IMPRINTS technology upgrades will begin in August.

### **About IMPRINTS**

IMPRINTS is a nonprofit organization with a vision to unlock the full potential of children and their families for success in school and in life. Through its mission to enrich children’s development while supporting their families on the journey of parenthood, IMPRINTS partners with families to provide the tools they need to raise their children so they are safe, healthy and ready to learn through ‘Ready for School’ and ‘Expanded Learning’ programs. IMPRINTS’ philosophy is to nurture children and support parents so they have the ability to change our community for the better. Doing so, those families build thriving generations who are doing their best—not only for themselves, but also for their neighbors and the community. For more information visit [www.imprintsforfamilies.org](http://www.imprintsforfamilies.org).