



Nurturing Children. Supporting Parents.  
*Changing Communities.*



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# Leadership Letter

## LEADERSHIP LETTER

Each fall, as many as 50 percent of Forsyth County kindergartners arrive already behind on the first day of school. Research tells us that, without intervention, children who start behind will stay behind. Every child is born with tremendous potential, but what happens in their early environment plays a pivotal role in their long-term development.

Given the right resources and necessary support for both them and their family members, children will thrive. We firmly believe that people genuinely want to be good parents, but not everyone grows up with strong parental role models. Those who didn't, often struggle with raising their own children.

That's why we consider ourselves to be parents' partners—providing families with the tools they need to raise children who are safe, healthy and ready to learn.

Our philosophy is that by nurturing children and supporting parents, we have the ability to change entire communities for the better. If we're successful, we'll build thriving generations of families who are doing their best—not only for themselves, but also for their neighbors, including you.

Thank you for your interest in helping us reach and support more families as they navigate the journey of parenthood.

For more information about the initiatives of Imprints Cares, as well as opportunities to donate, visit [ImprintsCares.org](http://ImprintsCares.org).

Sincerely,



**Susan Raymer**  
Board President

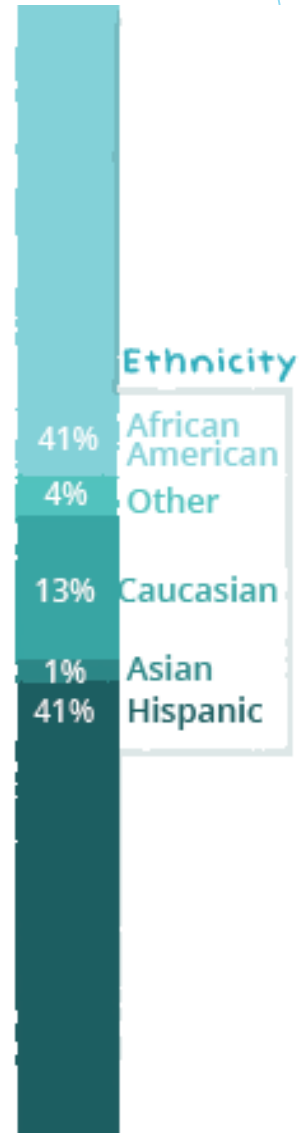
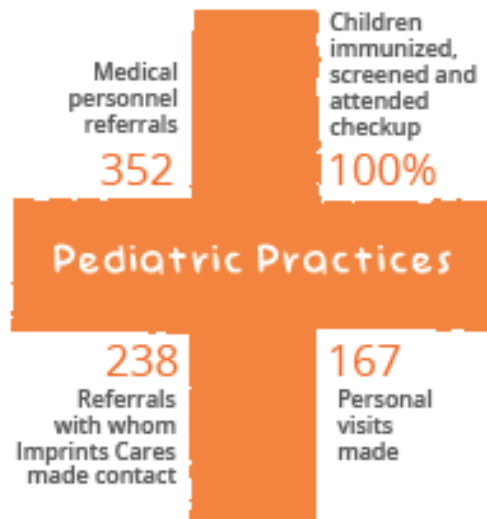
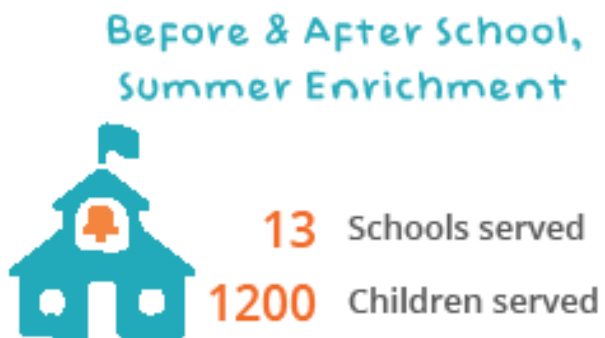
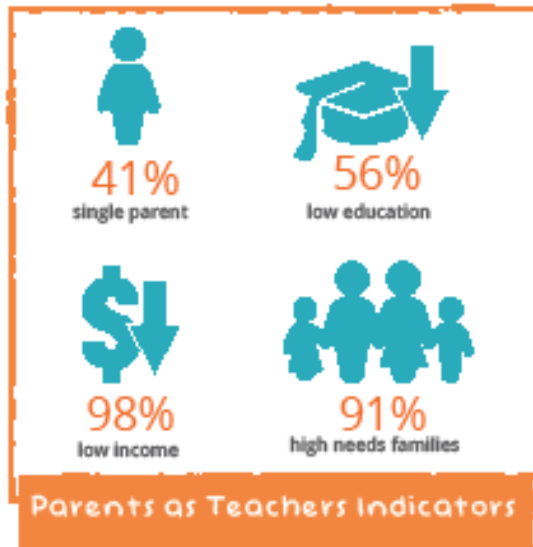
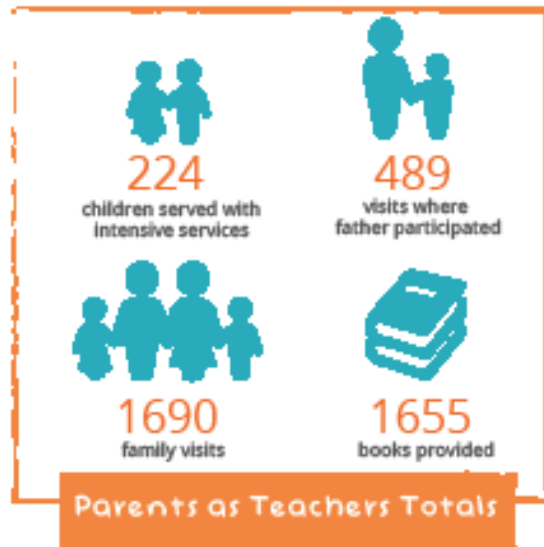


**Nikki Byers**  
Executive Director



# Impact

IMPACT





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# Vision

## OVERVIEW

### VISION

To unlock the full potential of children and their families for success in school and in life.

### MISSION

To enrich children's development while supporting their families on the journey of parenthood.

### PHILOSOPHY

By nurturing children and supporting parents, we have the ability to change our community for the better. If we're successful, we'll build thriving generations of families who are doing their best—not only for themselves, but also for their neighbors, including you.

Together, we can  
close the Gap before  
it begins ...







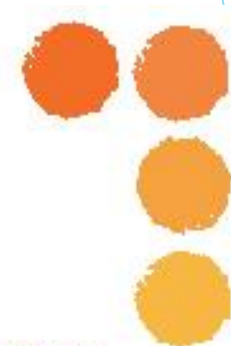
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# Milestones

## MILESTONES



- 1969** Established as Association for the Benefit of Child Development
- 1975** Begins partnership with United Way of Forsyth County
- 1992** Pilots Parents as Teachers curriculum
- 1995** Partners with Smart Start of Forsyth County
- 2000** Closes child development center to refocus on key family service programs
- 2002** Awarded Parent Education Component to More at Four Pre-K Program
- 2005** Rebrands as IMPRINTS
- 2008** Launches before- and after-school program as first revenue-generating program
- 2011** Reduces staff (50%) to adjust to More at Four Pre-K Program budget cuts
- 2012** Awarded NW Community Care Network Pediatrics Partnership Grant
- 2013** Received WS Foundation Business Development Director Grant
- 2014** Grows to 12 elementary and middle schools in Forsyth County and one charter school
- 2015** Rebrands to Imprints Cares and opens Imprints Cares Downtown on Broad
- 2015** Awarded Kate B. Reynolds Charitable Trust Technology Grant
- 2015** Awarded The Women's Fund of Winston-Salem Grant





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# Core Expertise

CORE EXPERTISE

Together, we need to close the achievement gap...

Every fall, as many as 50 percent of Forsyth County kindergartners arrive on the first day of school already behind.

Every child has tremendous potential...

Given the right resources and necessary support for both them and their family members, children will thrive.

We consider ourselves to be parents' partners...

Imprints Cares provides families with the tools they need to raise children who are safe, healthy and ready to learn.







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# Core Expertise

CORE EXPERTISE

## Families need care they can count on...

Imprints Cares offers unique before- and after-school, summer enrichment, and tutoring programs, relying primarily on educators who provide care in schools where they teach, to children they see in the classroom.

## Parenting can be daunting...

No matter their resources, we believe that all families can benefit from support and guidance.

## We need your help to do more...

With your support, Imprints Cares can reach and support more families, unlocking the full potential of children and their families for success in school and in life.



# Curriculum & Tools

CURRICULUM & TOOLS

## Parents and Families

Foundational Curriculum (Parents as Teachers)	Evidence-based home visiting model
Keys to Interactive Parenting Scale (KIPS)	Assesses parenting behavior
Life Skills Progression (LSP)	Rates family relationships, education, health and medical care, mental health, basic essentials and child development
LENA (Language Environment Analysis)	Records language throughout a child's day and translates it into data that documents progression

## Children

Ages and Stages Questionnaire (ASQ-3 & ASQ-S/E)	Assesses developmental performance, communication, gross and fine motor skills, problem solving and personal-social skills; provides independent look at social and emotional skills
Developmental Indicators for the Assessment of Learning (DIAL-4)	Scores language, motor, concepts, self-help and social development







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## QUALIFICATIONS

At Imprints Cares, we are committed to hiring the best equipped staff for families...

1. Educators, teachers, teacher assistants, and staff are trained—and many possess program credentials, bachelor's degrees, and/or master's degrees

2. Family educators have a combined 60+ years of experience at Imprints Cares

3. A number of educators are bilingual with Spanish as their native language

4. Degrees, training and certification include: child birth education, early childhood education, elementary education, social work, sociology and family centeredness





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# Programs

## PROGRAMS



## Ready for School: Birth to 5-years-old



**Family House Calls**—Family Educators foster increased parent-child interaction, share ideas for development-centered learning, and strengthen family well-being

**Monthly Group Meetings**—Family Educators bring together parents and their young children to participate in activities focused on school readiness, emotional and social development, healthy learning, and more

**Pediatrics Partnership**—Family Educators support families at their check-ups and wellness checks for school readiness, literacy and healthy developmental learning onsite at Wake Forest Baptist Health pediatric locations (Downtown Health Plaza, Winston-East, and Westgate)

**Is My Child Ready?**—Developmental screening assessments to gauge early childhood indicators such as: executive function, motor, language, self-help, and social development





## Expanded Learning: School-aged children



**Before- and After-School Learning**—Teachers, teacher assistants, and staff continue the school day with “STEAM” enrichment, health and fitness activities, dedicated homework time, computer lab access, and mentoring

**Summer Enrichment**—Teachers, teacher assistants, and staff extend the same caliber of academics and activities during the summer months, including numerous opportunities for creativity, discovery, education, exploration, fitness and play

**Tutoring**—Teachers, teacher assistants, and staff are available throughout the year to offer customized help based on children’s needs in meeting their academic requirements



# Testimonials

## TESTIMONIALS

“Getting the parent and child off to the right start is critical and Imprints Cares has programs that make success very achievable. Imprints Cares hires the right talent and applies business principles to ensure goals are achieved in every case. That’s why I support them financially.”

Mark Doughton, Individual Donor

“Imprints Cares provides innovative, educational, and culturally-sensitive services to children and their families. Their team emphasizes outcomes that have long-term benefits, and they support **school readiness, healthy development, and parent-child engagement.**”

Julie M. Linton, MD, FAAP  
Assistant Professor of Pediatrics, Wake Forest School of Medicine

# Testimonials

## TESTIMONIALS

“The advice and resources we have received through Imprints Cares’ educational seminars and parent education sessions have helped us to be more confident parents and have less anxiety around our parenting. We’re reminded that our child’s success in life doesn’t have to do with fancy toys or expensive educational tools!”

Julie and Jonathan Lanford, mom & dad of 4 year old Katie  
Client, Donor, Supporter

“For the last nine years, I have had the privilege of observing the Imprints Cares family educators’ excellent work with families. They are adept at developing **trusting relationships** with the clients they serve and exhibit tremendous leadership among their peers.”

Dean Clifford  
Former Executive Director, Smart Start of Forsyth County

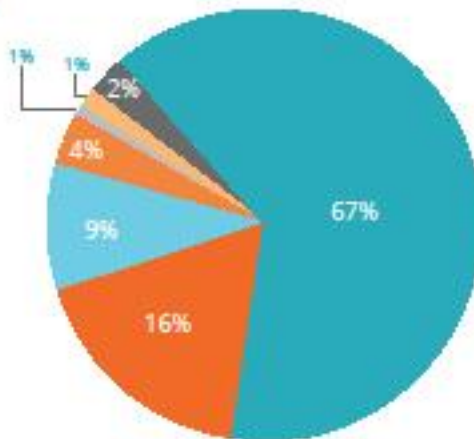


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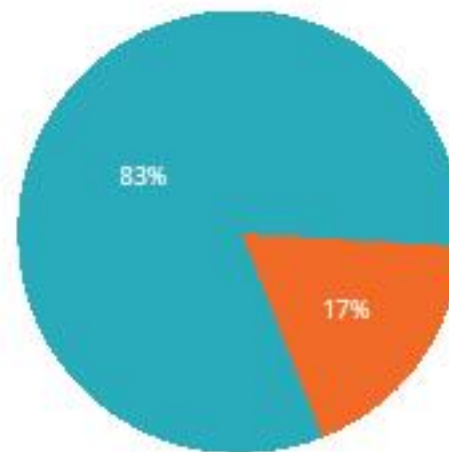
# Financials (2014/2015)

FINANCIALS

## Revenue



## Expenses



Annual Budget: \$2 million



# Donor Opportunities

## DONOR OPPORTUNITIES

Every child has tremendous potential...  
Tip the scale in a child's favor today!

Put new books in the hands of a child to start building his or her first home library to become a lifelong reader. **\$10 / month**

Ensure school supplies are available for children getting ready to start school or in school—providing them necessary tools for their learning **\$15 / month**

Improve a young child's education and healthy development through our pediatric practice outreach. **\$20 / month**

Support kindergarten readiness development for children in their early years, birth to 5-years-old—a critical time that predicts future success. **\$50 / month**

Send a child to before- and after-school to expand their learning after the school day ends. **\$110 / month**

Extend a child's learning through summer enrichment. **\$115 / month**

Provide a child and his or her family with an intensive home visiting program that integrates school readiness and healthy development. **\$250 / month**

If you would like to tip the scale in a child's favor with your time, in-kind, or financial donations, please visit our website: [ImprintsCares.org](http://ImprintsCares.org)



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# Board of Directors

## BOARD OF DIRECTORS

Susan Raymer	At Your Services	President
Janet Ray	Community Volunteer	Past President
Blaine Brickhouse	Findley Davies	Treasurer
Monica Brown	Wake Forest Baptist Health	Secretary
Nora Baker	Retired Principal (WS/FCS Jefferson Elementary)	
Kathleen Cannon	Independent Contractor	
Robin Fisher	Winston-Salem/Forsyth County Schools	
David Geren	SFW	
Paul Grosswald	NOVANT Health	
Marlon Hunter	Forsyth County Public Health Department	
Cindy Keating	Inmar	
Erin Pfeiffer	Food for the Hungry, Inc.	
Jaye Powell	HanesBrands, Inc.	
Jenna Walley	Law Office of Jenna K. Walley	
John Whiteside	Retired USAF	





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# Partners & Funders

PARTNERS & FUNDERS

## Lifetime Family Benefactors

United Way of Forsyth County, 40 Years    Smart Start of Forsyth County, 20 Years

### Guardian Angels

Home Moravian Church  
Kate B. Reynolds Charitable Trust  
Knollwood Baptist  
NW Community Care Center  
Salem Gymnastics  
The Winston-Salem Foundation  
The Women's Fund of Winston-Salem  
Truliant Federal Credit Union  
Wake Forest Baptist Church  
Wake Forest Baptist Health  
Downtown Health Plaza  
Winston-East Pediatrics  
Westgate Pediatrics  
WSF | Emily Grousbeck Fund  
WSF/ Ben C. and Mildred W.  
Paden Fund

### Nurturing Hearts

BB&T Lighthouse Project  
Ian and Holly Stanick  
Loretta Arnn and Chris Kelsey  
Bank of the Carolinas  
Mark and Susan Doughton  
HanesBrands  
J.H. (Shirley and Jack) House  
Jennifer Hudson  
Jonathan and Julie Lanford  
Kathleen Lowe  
Janice McLendon  
Jerry and Nancy Murray  
The Forsyth Promise  
Claudette Weston  
Karl Yena  
Wake Forest School of Medicine, TSI  
Winston-Salem/Forsyth County Schools

### Caring Hands

Angel Oak Creative  
Augsburg Lutheran Church  
Butler & Burke  
BrookStone Technology Services  
Camino Bakery  
Coffee Park Arts  
Children's Museum of WS  
Forsyth County Department of Public Health  
GYMR  
Moonlight Designs  
NC Leadership Academy  
Newborns In Need  
Outreach Alliance for Babies, Inc.  
Parents as Teachers  
Safe Kids NC  
Sawtooth School for Visual Art  
The Olio  
The Message Factory







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Closing the Gap together  
before it begins.

[ImprintsCares.org](https://www.ImprintsCares.org)



@ImprintsCares



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