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Imprints Cares Receives Half-Million Dollar Kate B. Reynolds Charitable Trust Grant Award

Winston-Salem, NC, June 1, 2017 - Imprints Cares, an early childhood education nonprofit, seeking to break the cycle of poverty by providing children the early start they need in life, is pleased to announce it has received a \$550K grant for The Pediatric Holistic Health Initiative (The Initiative) from the Kate B. Reynolds Charitable Trust in Winston-Salem, NC (the Trust).

The Initiative is a collaborative with Imprints Cares, Wake Forest Baptist Health, and Family Services to provide families access to a tiered-level of education and health services such as one-on-one consultations and child assessments, intensive and non-intensive home visits, and mental health support so that children are healthy, safe, and ready to learn. The American Academy of Pediatrics deems the medical home as a critical site to promote education, healthy development, and wellness across the family's life. Therefore, The Initiative expands our partnership on-site at Wake Forest Baptist Health-Downtown Health Plaza, Westgate Pediatrics, and Winston East Pediatrics, to address concerns such as pre-and post-natal care, behavior and mental health problems, child developmental delays, and/or parenting stress. We level the playing field so that at risk children and their families are prepared for success in school and in life.

"Children living in poverty are at greater risk for developing physical and mental health issues that can negatively impact their ability to succeed in school, said the Trust's Joe Crocker. That's why we funded Imprints Cares—in support of their collaboration with Family Services and Wake Forest Baptist—to connect families to health services that will help their children get set for school success."

Nikki Byers, Executive Director, Imprints Cares—shares, "We appreciate The Trust's support so that we may enhance our Ready for School Programs addressing the physical, social-emotional, and educational health, and well-being of fragile children and their families. Our Ready for School Director, Berta Andrade will lead The Initiative as she has successfully built the foundation of our mission work through our pediatrics partnership and home visiting services over many years."

Robert E. Jones, Ph.D., director of Wake Forest Baptist's Downtown Health Plaza and Winston East Pediatrics noted, "For more than 17 years, Imprints Cares has played an integral role in our partnership for the health and well-being of children and their families we see together, on-site, at the following Wake Forest Baptist clinic locations: Downtown Health Plaza, Westgate Pediatrics, and Winston East Pediatrics. Their professional staff is well respected by our medical team and we are excited about this expanded role under The Pediatrics Holistic Health Initiative."

"We are excited to partner with Imprints Cares and Wake Forest Baptist to improve access to mental health services for young children and their families. We believe The Initiative will remove barriers experienced by families, increase the likelihood that they will follow through with needed mental health service, and have a long-term impact on the social and emotional health of children and families," said, Family Services Executive Director, Bob Feikema.

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Imprints Cares is an early education 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 Cares partners with families to provide the tools they need to raise their children to be safe, healthy and ready to learn. Imprints Cares' philosophy is to nurture children and support parents so they have the ability to change our community for the better. In doing so, these families build thriving generations who are doing their best. Together. We can close the Gap before it begins ...