



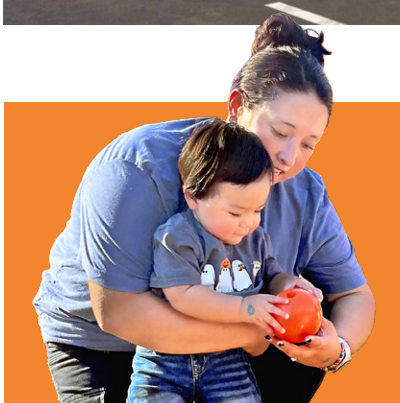
Imprints cares

Nurturing children.
Strengthening families.
Building community.

COMING THIS FALL

The Helen and Woody Clinard
Center for Thriving
Families

11,000+
children served
in 2023



**2023
Community
Impact Report**



Claudia Barrett
Executive Director

Reflections from Claudia Barrett

I am humbled to serve as Executive Director for this amazing community organization. Our goal is to **cultivate a sustainable organization that supports family systems and provides equitable economic benefit to our families, staff, and community**. So many of you are on this journey with us, and I have witnessed your commitment to our mission of Nurturing Children for Lifelong Success through your time, talent, and wealth — all of which are essential for us to continue addressing unmet needs in Forsyth County.

I want to express my gratitude to our Imprints Cares team, who never waivers when there is a call to action. We have a dedicated Board of Directors, whose volunteer efforts guide our organization's endeavors and have positioned us for tremendous growth. To our team of more than 320 full- and part-time staff members: Thank you for your tireless work towards achieving our vision of **unlocking the full potential of children and their families for success in school and in life**.

I'm incredibly proud that **all of our programs are either evidence-based or grounded in research**, ensuring that we deliver the highest quality of services with proven outcomes. In the past fiscal year alone, we served more than 11,000 children and provided essential wrap-around care to more than 1,000 employers and 2,500 employees in Winston-Salem.

Our commitment to **promoting educational and health equity** is unwavering. We embrace cultural diversity and continuously strive to create safe and inclusive environments where children can learn, grow, and thrive. However, we recognize that we can't achieve our goals alone. We're grateful for the partnerships we've formed with organizations whose work aligns with ours, helping us build civic muscle and amplify our impact.

I invite you to learn more about the incredible work being done by our Imprints Cares team as you read this Community Impact Report and visit our website. Together, we can continue to make a meaningful difference in the lives of children and families in our community.

Sincerely,

Claudia Barrett
Executive Director

Nurturing Children for Lifelong Success

Imprints Cares provides a comprehensive framework of services to address health and education inequities. Programs are evidence-based or grounded in research and provide a holistic, multi-generational model that promotes positive parenting, addresses social drivers of health, engages family systems, and enhances opportunities for children and their families to break the cycle of poverty.

Ready for School programs

serve families with children ages 0-5. We walk alongside marginalized families by being co-located in pediatric practices, offering intensive home visitation, and promoting a literacy rich home environment.

Expanded Learning programs

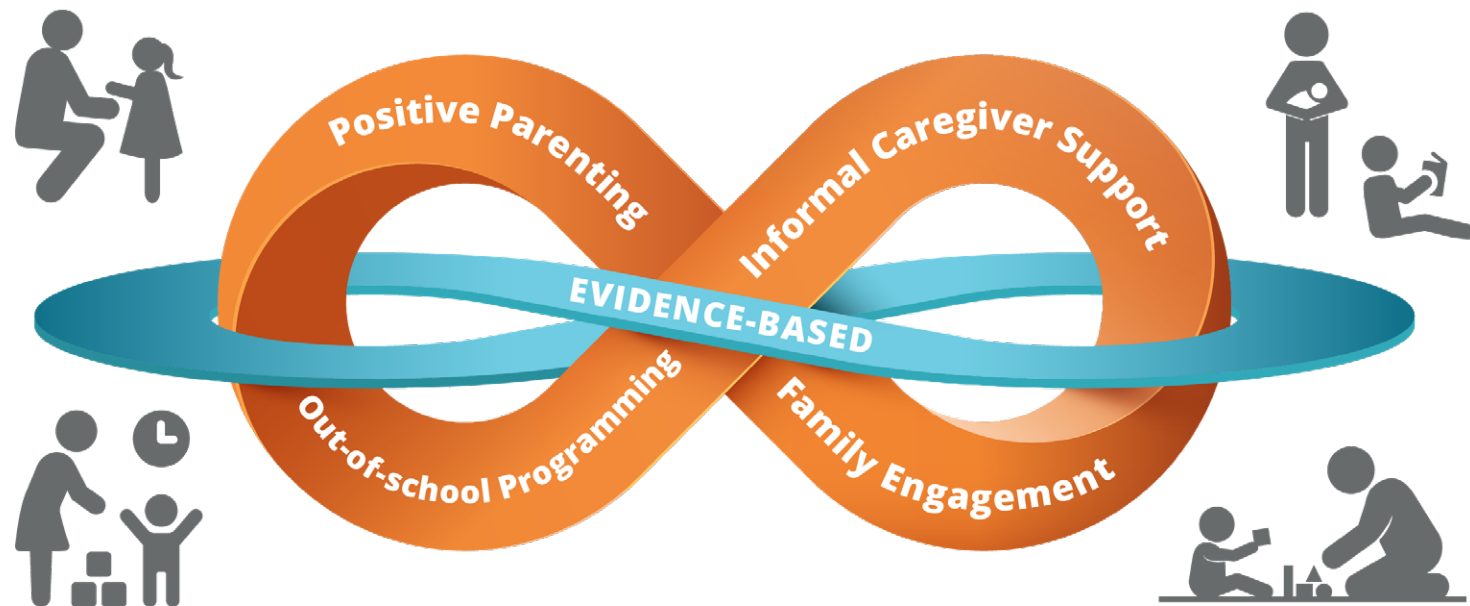
serve school-aged children and working families with high-quality wrap-around care in schools, an inclusion program, and summer enrichment camps where children can play, discover, and learn.



Parents as Teachers	Family, Friends, & Neighbors	Pediatric Parenting Connections	Book Babies	Before & After School Care	Summer Enrichment Camp	Inclusion Program
<p>High-intensive home visitation:</p> <ul style="list-style-type: none"> • 2 home visits per month • Developmental screenings • Group connections • Referral pipeline 		<p>On-site intervention including</p> <p><i>What You Do Matters</i></p>	<p>Less intensive home visitation:</p> <ul style="list-style-type: none"> • Quarterly visits • Literacy-rich home environment 	<p>High-quality out-of-school programming</p> <ul style="list-style-type: none"> • <i>Family Engagement</i> • <i>Kindergarten Connections</i> • Social/emotional learning • Exceptional needs 		

Multi-Generational Model

Through a continuum of services, Imprints Cares takes a holistic approach to create safe and nurturing environments, build trusting relationships, and provide evidence-based resources that equip parents to be their children's first best teacher.



Broad Impact

Through partnerships across various sectors, Imprints Cares addresses the developing social, behavioral, and academic needs of children while also studying the impact of these efforts on families. We believe family and community engagement drive impact that is equitable, sustainable, and culturally responsive.

Imprints Cares programs support children, families, and the community by:

- Increasing employment opportunities for parents
- Helping bolster productive citizens
- Preparing children to succeed in school
- Increasing proficiency scores

Making a Difference

Ready for School

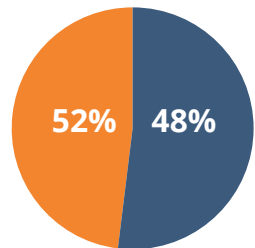
- 8,492** children served
- 3,123** home visits
- 19,612** books provided
- #1** largest Parents as Teachers Affiliate in North Carolina

Expanded Learning

- 3,121** students served in out-of-school academic enrichment
- 2,531** working parents served with before and after school care
- \$152,000** income-based scholarships provided
- #1** largest on-site out-of-school provider within Winston-Salem/Forsyth County Schools

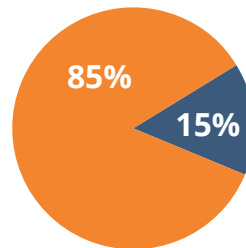
Financial Stewardship

Fiscal Year 2023 (July 1, 2022—June 30, 2023)



REVENUE

program revenue	\$2,954,479
contributions/grants	\$2,677,666
total revenue	\$5,632,145



EXPENSES

program expenses	\$4,674,801
general expenses	\$800,398
total expenses	\$5,475,199

\$72,745 of in-kind donations

143 volunteers for a total of **1,600+** hours



Crisis Fund

Thanks to the generosity of one donor, we were able to support more than 30 families who were experiencing crises including housing, utilities, car repairs, hospitalization, and more.

Intentional Staffing



The cornerstone of our organization is its people. At Imprints Cares, we align our strategies with the best people and best programs to achieve the best outcomes. Through a variety of abilities, skills, experiences, and cultural backgrounds, we create an environment where everyone belongs and feels heard, respected, and appreciated.

Imprints Cares' diverse Board of Directors brings together individuals from varied backgrounds, experiences, and perspectives to drive impactful decision-making that supports organizational growth and sustainability."

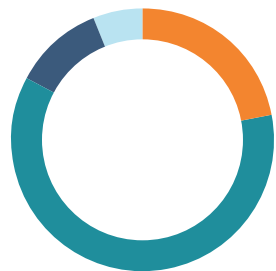
—Lynn Segal, Board President of Imprints Cares
(Term: July 1, 2021—June 30, 2023)



320 total staff

39 full-time staff

281 part-time staff



Board of Directors

22% Black/AA
61% White
11% Latinx/
Hispanic
6% Asian



Full-time staff

21% Black/AA
46% White
33% Latinx/
Hispanic



Part-time staff

40% Black/AA
42% White
11% Latinx/
Hispanic
7% Other

Advocacy

Imprints Cares advocates for children and families by providing a full spectrum of evidence-based and research-backed programming. Our advocacy efforts extend well beyond our programming.

- We advance education campaigns to ensure our community is well informed.
- We develop strategic partnerships and coalitions, collaborating with members of the community and other constituents dedicated to the promotion of positive early childhood development.
- We influence local, regional, and national policies and programs that support early childhood development.
- Imprints Cares staff participate in thoughtful leadership discussions within and beyond the community we serve, learning from and sharing best practices that support families and children.

Pediatric Advocacy

The American Academy of Pediatrics emphasizes the importance of future pediatricians addressing child health needs within the context of their family and community. In partnership with the Wake Forest Pediatric Advocacy Program, pediatric residents attend an Imprints Cares orientation and shadow a PAT family educator on a home visit.

As Medicaid transformation expands in North Carolina, Imprints Cares is aligning efforts with home visiting programs across the state to establish a Medicaid reimbursement model for Parents as Teachers and Pediatric Parenting Connections. Approved at the federal level, we are advocating for North Carolina legislators to support home visitation and programs that address social determinants of health within the pediatric medical home throughout the state.

Family, Friends, and Neighbors

Imprints Cares began its Family, Friends, and Neighbors (FFN) network in September of 2019 to improve the quality of informal home-based childcare environments, which represent **the most common form of childcare in our state**. Through support from the Kate B. Reynolds Foundation and Blue Cross Blue Shield Foundation, Imprints Cares has emerged as a leader of FFN direct service in NC. Our advocacy efforts focus on systems change efforts to create an inclusive and equitable system for informal care providers. This is a collaborative effort with local and state partners. Our work with the HBCC network and Home Grown raises awareness of FFN care with policymakers and engages other agencies to drive change in the restrictive laws that impede FFN providers from participating openly in direct service provision. Ultimately, we want to help create a system where informal care providers and the children in their care have equitable access to high-quality home learning environments.

Trauma-Resilient Communities

Since 2021, Imprints Cares has been actively engaged with Crossnore Communities for Children Trauma Resilient Communities program. Our staff have engaged in training around Adverse Childhood Experiences (ACEs) and secondary traumatic stress. Forsyth Futures found that our organization's transformational leadership style is consistent with the TRC model and is particularly effective at bringing about systems change.

Research

Imprints Cares is actively engaged in community-based participatory research throughout and beyond our community, with the goal of expanding and improving our evidence-based programs for families.

Young Moms Pilot

This six-month Young Moms Pilot was made possible by a Cooperative Agreement through the Clinical Translation Science Institute of Wake Forest School of Medicine. Led by Anna Miller-Fitzwater, MD, our study design assessed the cost-effective impact and outcomes of the traditional PAT intensive home visitation model when applied in a hybrid fashion to promote infant-mother bonding. The program involved six weeks of a virtual *What You Do Matters* curriculum, followed by once-a-month home visitation and peer group connections led by highly trained family educators.

Study Observations:

- Cohort modality did not have a significant impact on the engagement of young mothers: 56% of the hybrid group and 50% of the traditional group completed the study.
- Many young moms were living in multi-generational homes and had additional care-giving responsibilities.
- Most didn't have their own healthcare but showed deep commitment to the healthy development of their infant.
- Supports like childcare and education are especially needed.

More research is needed to understand the delicate needs of young mothers and their infants. By investing early, starting from birth, we can enhance the family system by promoting positive parent-child interaction, cultivating safe and nurturing environments where caregivers are responsive to their infant's needs, and improving coordination and service delivery within the health system and across systems.

Ashley Academy

The Ashley Pilot was a partnership with the United Way Foundation and Imprints Cares. This program offered tuition-free after-school programming and summer enrichment camp to students at Ashley Elementary School. The program had a strong focus on reading, literacy, and family engagement. Students who attended both the 2021–2022 school year and summer 2022 programs were considered “full program.”

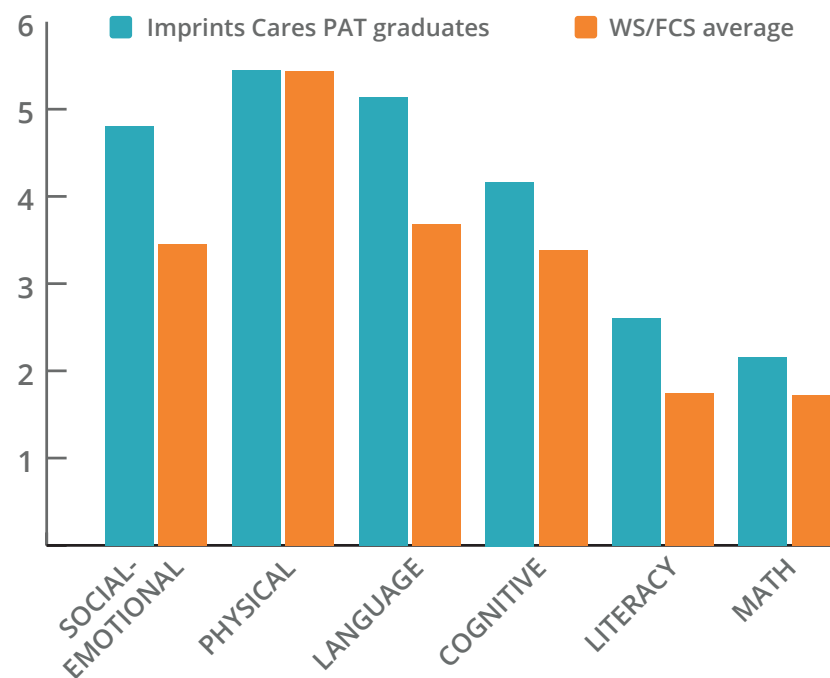
Attendance proved to be a contributing factor to statistically significant positive results in i-Ready Reading and Math proficiency when compared to the peer group from WS/FCS.

- Students who attended $\geq 80\%$ of the full program, on average, grew a statistically significant amount (+33 points) from the middle of the 2021–2022 year to the end of the 2021–2022 year.
- Students who attended $\geq 80\%$ of the full program had significantly higher scores at the end of the 2021–2022 year and at the beginning of the 2022–2023 year than students who only attended in the summer.
- Students who attended $\geq 80\%$ in the summer had a smaller loss in growth than students who attended $< 80\%$ in the summer.

Parents as Teachers

The Data Sharing Project (DSP) works to improve student services and outcomes by providing evaluation, Continuous Quality Improvement (CQI), and data support to education-based programs in Forsyth County, North Carolina. Imprints Cares works closely with DSP to provide 3rd party evaluations of programs, including Parents as Teachers and the Ashley Academy Pilot project. For this research, comparison groups (control groups) from WS/FCS were created to match the demographics of the participants in order to strengthen the evaluation of program impact.

This study used Teaching Strategies GOLD™ (TSGold) data collected by Winston-Salem/Forsyth County Schools Pre-K programs and examined Kindergarten Readiness of PAT kindergarten cohorts from 2019–2020 through 2022–2023 school years. The chart to the right shows that students who participated in the Imprints Cares' Parents as Teachers program statistically performed higher than their peer group comparison in 5 of 6 of the measured developmental domains.



Publication

Skelton JA, Daniel SS, Tapp H, Moore KR, Mann-Jackson L, Alonzo J, Randall I, Isler V, Barrett C, Badger D, Lees E, and Rhodes SD. Journal of Clinical and Translational Science 7: e20, 1–7. doi: 10.1017/cts.2022.473. Developing and sustaining a community advisory committee to support, inform, and translate biomedical research.



Ready for School serving prenatal to age 5

Parents as Teachers

Parents as Teachers (PAT) is an international evidence-based program that offers families in-home visits up to twice a month. During these visits, family educators provide parenting tips and learning activities to help parents prepare their children for school. Home visits, which can be conducted in English or Spanish, create family-centered engagement opportunities that:

- Promote positive parenting
- Increase parent understanding at each age and stage of their child's development
- Cultivate good parenting habits and routines
- Build nurturing parent-child relationships
- Identify developmental delays early



252 children and **198**
families served

3,091 books
distributed



100% of 19-36 mo. old children
up to date on immunizations

Imprints Cares is recognized by the Parents as Teachers National Center as a Blue Ribbon Affiliate.



Family, Friends, and Neighbors

An extension of the Parents as Teachers program, FFN provides evidence-based support to informal childcare providers through home visits with PAT provider educators. Program benefits include:

- Developmental screenings for children
- Two in-home visits monthly
- Developmentally appropriate toys and activities
- Culturally responsive books and materials
- Peer to Peer professional development
- Play and Learn group connections

38 children served
through **20** providers



430 books
distributed



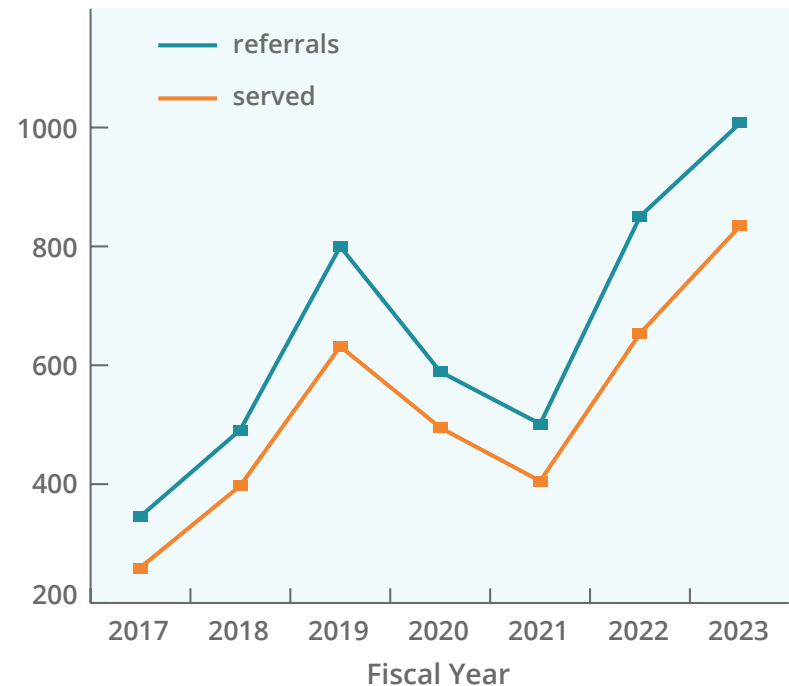
Pediatric Parenting Connections

Pediatric Parenting Connections (PPC) places highly-qualified family educators into pediatric practices to provide evidence-based education and support for parents of young children. PPC provides age-appropriate developmental screenings for children, depression screenings for parents, and referrals to appropriate community resources and services for families.

Outcomes-Focused and Evidence-Based

Imprints Cares has validated the outcomes of PPC over 14 years. At the core of PPC is the **international evidence-based Parents as Teachers (PAT)** model. The impact of PPC is tracked through qualitative and quantitative metrics, including:

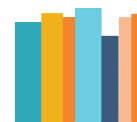
- Indicators of typical child development, ACES, and toxic stress
- Preventive health: breastfeeding, well-child checkups, vaccinations, etc.
- Outputs: Referrals made/kept, parent satisfaction, parent participation in workshops/group meetings
- Changes in parental behavior
- Pediatric Resident knowledge gained
- Pediatrician satisfaction



835 children served of **1,008** referred

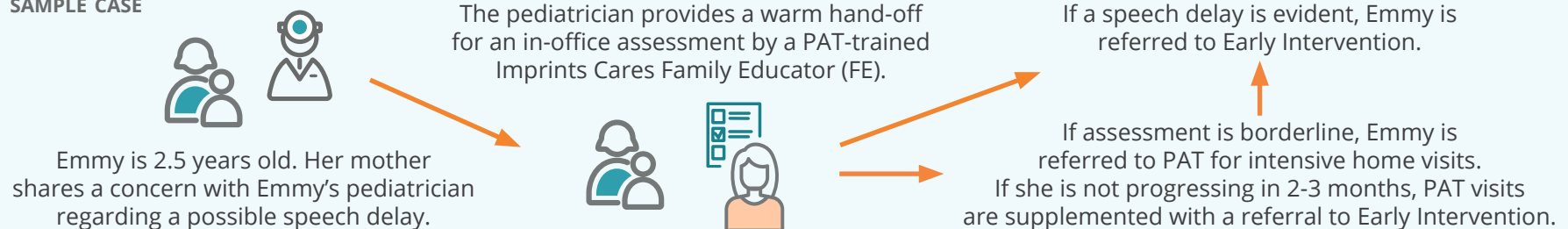
 **352** home visits

431 books distributed



23 young moms completed *What You Do Matters*

SAMPLE CASE





Book Babies

Book Babies is a 5-year program that combines literacy coaching and the delivery of age-appropriate books during quarterly home visits. A new Book Babies cohort is recruited each year before they are four months old. Graduating Book Babies will have a home library of 100+ books by the time they enter kindergarten. What makes this program so special is that each cohort grows and learns together, and parents develop a strong peer network.

← 2023 was the first class of 17 Book Babies graduates!

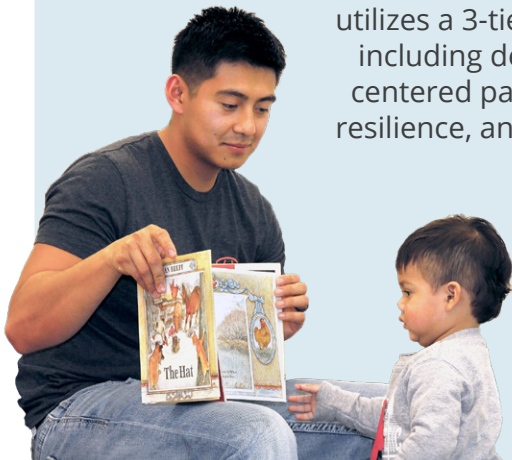
 **329** home visits

2,885 books distributed 

176 children and **173** families served

Fatherhood Connections

This new program creates an intentional space where fathers can reflect and connect with each other. The framework utilizes a 3-tiered approach including development-centered parenting, trauma resilience, and self-reflection.



Reach Out and Read

Reach Out and Read is an evidence-based pediatric literacy program. During routine well-child visits with their pediatrician, children receive a new, culturally responsive and developmentally appropriate book to take home. Pediatricians from 7 participating practices use the books to assess developmental milestones and discuss the importance of parent-child interactions as part of pre-literacy and language development. The program focuses on children growing up in low-income communities.

12,726 books prescribed to **7,168** children during well-child visits.

← That's **30%** of Forsyth County's birth to 5-year-olds!

Expanded Learning serving school-aged children

Kindergarten Connections

Kindergarten Connections bridges services between our **Ready for School** and **Expanded Learning** programs. Kindergarten Navigators provide parents the tools they need to successfully enroll and advocate for their child in the school system. Our Kindergarten Navigators are PAT-certified and Triple P-accredited, providing the highest level of navigation, engagement, and support to families.

Before and After School Programs

As the largest provider of before- and after-school care in the Winston-Salem/ Forsyth County School District, the Expanded Learning program provides a safe and nurturing environment where students can receive homework help and enrichment activities that foster social and academic growth. We are proud that 70% of our after-school staff are teachers/staff from within the school district.

Imprints Cares Inclusion Program

Imprints Cares Inclusion Program provides students with exceptional needs and typically-developing students the opportunity to learn alongside each other. In this environment, students support each other's differences and embrace uniqueness.

Summer Enrichment Camp

Summer Enrichment Camp engages students in a fun learning experience through a thematic curriculum that includes 2-3 field trips each week. Our experienced staff provide students with a memorable summer filled with academic learning experiences.

Exceptional Students Summer Camp

Our full-day camp is designed for neurodiverse students and students with developmental disabilities. The structured curriculum with social enrichment meets each individual student's needs and includes 1-2 field trips each week.

Triple P

The Imprints Cares Family Engagement team is accredited through Triple P (**Positive Parenting Program**), an evidence-based program designed to support school-aged children.

2,091 students served

on-site in **22** schools



Coming in 2024

Helen and Woody Clinard Center for Thriving Families

For 54 years, Imprints Cares has nurtured children for lifelong success. This year we will broaden our impact with the opening of the Helen & Woody Clinard Center for Thriving Families. Our new space will serve as an education hub that will increase the number of children, students, parents, care providers, schools, pediatric health practices, and employers we serve.

Purchased in 2022 through the generous support of the Forsyth County Commissioners, this 21,000 square foot building is located at 711 Coliseum Plaza Court and will serve as the Imprints Cares administrative office.

We are excited to share the center with our community by offering a multi-purpose community training room, demonstration kitchen, and indoor playroom. The vision and effort put into creating the center has truly been a passion project. We are grateful and humbled by the generosity of the Clinard Family for leading the way and making this vision a reality.



Creating an Education Hub

Through a collective vision, Imprints Cares is partnering with key stakeholders to create an education/direct service hub central to the Helen and Woody Clinard Center for Thriving Families. Coliseum Park Plaza, once a thriving shopping center, has been largely vacant for years. Thanks to a shared vision, a consortium comprised of Imprints Cares, Salem Montessori School, Parenting Path, Developmental Therapy Associates, and Key Autism, with support from Hubbard Realty, is transforming this area into an education and direct service hub for children and families.

Recognizing the power of aligning efforts, these organizations have come together to centralize services, fostering a network of support that aims to benefit the entire community. This innovative partnership represents a unique approach to bridging gaps and eliminating barriers by concentrating valuable services in one location.

Engaging Family Systems

The Imprints Cares Expanded Learning and Ready for School programs encourage family engagement, promote positive parenting, connect families to community resources, cultivate literacy-rich environments for children, and refer families to early intervention services. We meet families where they are and walk alongside them to ensure parents are their children's first and best teachers and that students have the tools necessary to learn, grow, and thrive.

Addressing Unmet Needs

The Center for Thriving Families will double the capacity of our on-site Inclusion Program, which serves typically developing students alongside exceptional students with developmental and neurological needs. Imprints Cares is one of the only local nonprofits to provide such care to working families. The Center will expand capacity for exceptional students in before-and-after-school care and summer enrichment camp, allowing parents to go to work knowing their children are in a safe and nurturing learning environment.



How You Can Help

It takes a community to ensure that children and families have access to early childhood programs that produce measurable results. With your support, we are removing barriers, supporting families, and providing peace of mind to working parents who need care for their children. Below are three ways you can help us fulfill this mission and improve outcomes for vulnerable families in our community!

1

Contribute

Scan the QR code, visit ImprintsCares.org/donate, or mail a check made out to Imprints Cares to the address below.



Thank you for your generosity!

2

Donate Goods

Visit ImprintsCares.org/donate to see a list of needed items.

3

Volunteer

Scan the QR code or visit ImprintsCares.org/volunteer



Imprints
cares

Nurturing children.
Strengthening families.
Building community.

ImprintsCares.org • 336-722-6296 • 711 Coliseum Plaza Ct., Winston-Salem, NC 27106