Introducing a powerful opportunity — the chance to help every Forsyth County child do better in school through quality Pre-K learning.

www.prekpriority.org

Because what happens by age 5 will last a lifetime.

A group of early childhood professionals and advocates in Forsyth County came together in 2014 to explore how to improve the quality of and expand the capacity of center-based, early childhood settings for our community’s unique, motivated and diverse population of young children. In addition to supporting research and collaboration, this group has a solid understanding of what it will take to make quality Pre-K programs a reality in Forsyth County.

In January, the committee will publish their comprehensive report that will provide information related to the components of high-quality Pre-K. With input from various universal Pre-K programs across the county, and data related to Forsyth County’s Pre-K cohort and current landscape of early childhood care and development, the report will serve as a roadmap and outline the considerations for realizing improved Pre-K options for our county.

Community feedback

Pre-K programs for four-year-olds put young children on the road to success in school and in life. Communities across the US and North Carolina are making it possible for all their four-year-olds to attend quality Pre-K programs. However, in Forsyth County only 25% of four-year-olds are enrolled in quality Pre-K programs. Family Services is facilitating the committee’s launch of the Pre-K Priority, an advocacy campaign to engage Forsyth County in building a solution that gives every child access to the opportunity to enter kindergarten ready to learn.

Community support is essential to reach that goal. It is.gov prio for Forsyth County! We want to hear from you. www.prekpriority.org

The science is undeniable

Brain architecture

Ferrous studies prove what has been long suspected: the first years of a child’s life are a one-time window of opportunity to lay the groundwork for lifelong learning and positive social development.

Economic vitality and well-being

If every $1 spent on high-quality preschool for 3- and 4-year-olds provides savings of 7%-12% for the costs of education, health care, crime, and social services, community support is a “no-brainer” investment.

Why all successes?

There is evidence that high-quality Pre-K programs do make a difference.

Economic benefits

Research shows that high-quality universal Pre-K programs can produce savings of 7%-12% for the costs of education, health care, crime, and Social Services.

Forsyth County already has a strong Pre-K program, but more must be done.

Are we overlooking the economic value of community-building organizations like Family Services?

A National imperative: Joining Forces to Strengthen Human Services in America, a groundbreaking report commissioned by the Washington, DC-based Alliance for Strong Families and Communities and the American Public Human Services Association, examines the economic and social value of CBOs and government programs, nonprofit

The Most Important Year

In her book, The Most Important Year: How the Early Years Are the Key to Preparing Every Child for First Grade, Brenda LeVine says that there is a newsprint phenomenon around the value of early childhood development to community sustainability. Bradford was the Raising Every Child Leadership Conference guest speaker at three events, held in September. ‘The children who need skills and development are the least likely to get the quality play/learning/interaction that they need,’ said Bradford as she made the case for early childhood development for every child in Forsyth County.

A new agency video

Family Services has responded to the changing needs of our community more than ever before. Today, the community need is accrued school readiness. We’re pursuing solutions that will remove obstacles that are keeping too many of Forsyth County’s youngest children on the far side of opportunities to thrive. Our new video explains why this is important for all of us and how our community can help build solutions that will raise all children to their full potential. Take a look: www.raisingeverychild.org

FALL/WINTER 2018

Thank you for keeping the VISION IN MOTION!
Since the public launch of the Raising Every Child capital campaign in September, contributions from businesses, foundations, and private donors have propelled campaign support past $3.4 million. Family Services is working with a campaign leadership team of 45 community volunteers to raise $3.75 million to expand programs that will annually help 1,500 of our most vulnerable population, children from birth to age 5.

At the time of the public launch, the campaign had raised 73% of its goal thanks to support from foundations, including the Kate B. Reynolds Charitable Trust, The Leon Levine Foundation, the Winston-Salem Foundation, the Cannon Foundation, the James G. Hanes Memorial Fund, and the Richard J. Reynolds, III and Marie M. Reynolds James T. and Louise R. Broyhill Foundation, and local businesses, including BB&T, Wells Fargo, Truliant, Novant Health, the City of Winston-Salem, and Hanesbrands, and almost $1 million from private donors.

Recent gifts from private donors, Reynolds American International, and Forsyth County have moved the needle to 91% of the goal — closer to addressing the opportunity gap and helping more children have the start they need to succeed in school and life.

“The need is great in our community. Too many of our children enter kindergarten in Winston-Salem/Forsyth County schools are at risk of falling behind, particularly in reading, from the day they start school. In addition, a 2017 Harvard University study ranked Forsyth County one of the worst counties in the United States in helping poor children up the income ladder,” says Bill Reingold, retired Chief District Court Judge and co-chair of the Forsyth County Board of Commissioners. “That’s why we are honored to lead the Raising Every Child capital campaign and work with volunteers and the community to expand, collaborate and impact more children and their families than ever before,” the Reingolds add.

Family Services is now asking the community to provide the remaining support, ensuring that more children and families have access to resources during the first five years — that once window of opportunity when a child’s mind becomes wired for success (or hardship) that will last into adulthood.

To discuss your meaningful gift to the Raising Every Child capital campaign, please contact Michelle Speas, CFRE, Chief Development and Public Relations Officer at mspeas@familyservicesforsyth.org or 336.722.8173.

Ellie is smart and loving. But she almost didn’t know it.

In the past, children were considered ready for kindergarten if they could say the ABCs, count, identify colors, and write their first name. In the past, children were considered ready for kindergarten if they could say the ABCs, count, identify colors, and write their first name.

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“Family Services is now asking the community to provide the remaining support, ensuring that more children have access to resources during these critical five years – that once-only window of time when a child’s mind becomes wired for success (or hardship) that will last a lifetime.

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**WHY NOW?** Because our community’s future economic vitality and social well-being depend upon the success of every child.

**WHAT’S THE RETURN ON INVESTMENT**

On Early Childhood Development Services and Programs?

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All of the opportunities to succeed

SEPTEMBER 11, 2018

A group of early childhood professionals and advocates in Forsyth County came together in 2014 to explore how to improve the quality of and expand the capacity of center-based, early childhood settings for our community’s youngest children. Through a collaborative research and collaboration, this group has a solid understanding of what it will take to make quality Pre-K programs for our children a reality in Forsyth County.

In January, the committee will publish their comprehensive report that will provide information related to the components of high-quality Pre-K in Forsyth County. Their work will inform and enhance the county, and data related to Forsyth County’s Pre-K cohort and current landscape of early-learning-care providers. The report will serve as a roadmap and outline considerations for realizing increased Pre-K options for our county.

Because what happens by age 5 will last a lifetime.

A model for an integrated healthcare delivery system

The Pediatric Holistic Health Initiative (PHHI) was launched in 2017 with a two-year grant from the Kirk B. Reynolds Charitable Trust. Located at the Downtown Health Plaza, the initiative is a collaboration of Wake Forest Baptist Health, the University of North Carolina, WakeMed Health & Hospital and Forsyth County. The goal of the initiative was to inform behavioral health treatment provided by Family Services, PPHF and related facilities with children, ages five and under. The Raising Every Child capital campaign will expand the initiative in March 2021, and in continued success could become the forerunner to a model for an integrated healthcare delivery system.

SEPTEMBER 10, 2018

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A Community of Solutions

WINSTON-SALEM AND Forsyth County are thriving. The Wake Forest Innovation Quarter is building with startups, tech firms, the Wake Forest University Medical School, and events in Bailey Park. Downtown is blooming with restaurants and attracting new residents. Business 40 will become a safe and walk-friendly, adorned with creative corridors. And, Winston-Salem and Forsyth County are at or near the bottom of many measures for quality of place.

• Fourth from the bottom of all the counties in the country in economic mobility
• 2649 out of 374 cities in terms of racial and economic inclusion
• The 16th highest rate of housing vacancies among 100 mid-size cities.
• The highest rate of child food insecurity in the county.

Can this tale of two cities be woven into a single story of shared prosperity?

While economic development is the essential driver, community-building organizations (CBOs) have a unique role to play in forging a sustainable community that provides opportunities for all residents.

Family Services is one of the many CBOs that is working to create healthy, equitable communities. Our annual contribution to the wellbeing of the 10,000 families and children we serve is significant:

• 61 children, ages 0-5, learn the social and emotional skills necessary for school readiness and for life.
• 400 four-year-olds in our Head Start program, all of whom come from low-income homes, graduate ready for kindergarten.
• 93 percent of teachers participating in our Forsyth County School Readiness Report significant improvement in the behavior and self-regulation of their 3- and 4-year-old students.
• 80 percent of counselors clients make good decisions about their futures.
• 96 percent of abused children served through our Child Advocacy Center do not experience a recurrence of abuse.

However, Family Services is one of 1,500 child-serving organizations in Forsyth County. To expand Pre-K programs and prevent family violence.

Are we looking for the economic value of community-building organizations like Family Services:

The most important need for national impact, as well as local impact, is that we recognize that more than $200 billion in the philanthropic community to continue investing in it.

And we’re looking for the economic value of community-building organizations like Family Services:

The Raising Every Child Campaign

Our National Impact: Seven Forces in Strengthen Human Services in America, a groundbreaking report commissioned by the Washington, DC-based Alliance for Strong Families and Communities and the American Public Human Services Association, examines the economic and social value of CBOs and urge government, nonprofits, and the philanthropic community to strengthen and preserve their role in building strong communities.

Nationwide, human services CBOs benefit one in five Americans collectively, employ more than 3 million Americans, and generate more than $300 billion in economic activity annually.

While human services CBOs are providing clear value today, our potential is much greater — they are building the infrastructure for a future of reduced poverty. Yet, against the backdrop of an increasing need for agencies like Family Services — driven by income inequality, lagging student achievement, an opioid epidemic, and the challenges of the opioid epidemic — the financial sustainability of the human services sector is deeply threatened.

That’s why we continue to work with community partners to strengthen Family Services’ capacity for innovation and adapt to existing needs through our core program areas: counseling, family, child development. We are pursuing community-wide initiatives to expand Pre-K programs and prevent family violence.

Community change is dependent upon community engagement.

We are also committed to ensuring that the human services sector in Forsyth County has the resources needed to make our rankings on economic mobility, social inclusion, housing stability, and child well-being the rival of any city in the country.

That’s why we’re also working to build stronger relationships with public and private federations who recognize the importance of the capacity for innovation, and are eager to invest in it.

Our Raising Every Child capital campaign, for example, addresses Forsyth County’s pressing needs of the most vulnerable populations: children from birth to age 5. By committing to the $3.75 million campaign will improve the physical, social and emotional well-being of 1,500 young children. Based on our current annual initiative, which is the philanthropic community to continue investing in it.

More than $3.4 million or 91% of the goal has been raised from public and private funders who recognize the importance of the capacity for innovation, and are eager to invest in it.

Thank you for keeping the VISION IN MOTION!