

family services VISION IN MOTION

THE RAISING EVERY CHILD CAMPAIGN EDITION

FALL/WINTER 2018

THANKS TO YOU, OUR COMMUNITY IS BECOMING STRONGER, OUR FUTURE IS BECOMING BETTER.

TALE OF TWO CITIES?

Winston-Salem and Forsyth County are thriving. The Wake Forest Innovation Quarter is bustling with start-ups, tech firms, the Wake Forest University Medical School, and events in Baily Park. Downtown is brimming with restaurants and attracting new residents. Business 40 will become a safe and swift expressway, adorned with creative corridors.

And, Winston-Salem and Forsyth County are at or near the bottom of many national rankings:

- Fourth from the bottom of all the counties in the country in economic mobility.
- 269th out of 274 cities in terms of racial and economic inclusion.
- The 16th highest rate of housing evictions among 100 mid-size cities.
- The highest rate of child food insecurity in the country.

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 its 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:

- 619 children, ages 0 to 5, learn the social and emotional skills that are 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 Project report significant improvement in the behavior and self-regulation of their 3- and 4-year-old students.
- 80 percent of counseling clients make good to excellent progress on their goals.
- 96 percent of abused children served through our Child Advocacy Center do not experience a recurrence of abuse.

However, Family Services and other CBOs face challenges and threats to our capacity to do all that is needed — “all that is asked of us” — to build strong families and communities, and contribute to the economic vitality of Forsyth County.

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 urges government, non-profits, 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 \$200 billion in economic activity annually.

While human services CBOs are providing clear value today, our potential is much greater. Yet, against the backdrop of an increasing need for agencies like Family Services — driven by income inequality, lagging student achievement, an aging population, and the challenge of the opioid epidemic — the financial stability 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 meet evolving needs through our core program areas: counseling, family safety, and 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 childhood 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 funders 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 population, children from birth to age 5. Led by community volunteers the \$3.75 million campaign will improve the physical, social and emotional health of 1,500 young children annually. Benefiting children, families and preschool teachers, *Raising Every Child* contributes to building a better future for our community.

More than \$3.4 million or 91% of the goal has been raised from community foundations, businesses and private donors. This response to *Raising Every Child* gives us hope as we turn to the community to reach our goal and help close the opportunity gap a little more — writing a tale of a singular city in which every child and family can thrive.

We are grateful for you and the many sustaining partners who work with us each year to create a better future for all of us.



Left to right: Bob Feikema, Susan Dreyfus, Peggy Reingold and Bill Reingold.

“Family Services doesn’t talk about what they do, but what they are achieving with the community as a catalyst, convener, and collaborator. They’re saying, ‘You know what? We’re not just a provider of programs and services; we’re going to provide the community with solutions.’”

—Susan Dreyfus
President/CEO of Alliance for Strong Families and Communities



Thank you for keeping the VISION IN MOTION!

Bob Feikema,
President and CEO

Raising Every Child campaign inches closer to the goal



FOX8/WGHP Anchor Katie Nordeen (center) hosts the *Raising Every Child* campaign kickoff event at the Sarah Y. Austin Head Start campus on September 12. Joining her are (front row, left to right) campaign co-chairs Bill and Peggy Reingold, Family Services employee Renee McIntyre, Head Start parent Arneishia Dixon, Head Start alumn Greg Brewer, (back row, left to right) Kindergarteners Kingston and Diamond Hall and third-grader Tamarion Dixon.



Four-year-olds open the program with learning songs, including one in Spanish.



Raising Every Child guests enjoy the performance and interviews.



Tom Lambeth, Director Emeritus of Z. Smith Reynolds Foundation, listens attentively to the *Raising Every Child* message.



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 43 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 75% 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 Foundation; local businesses, including BB&T, Wells Fargo, Truiant, 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 who enter kindergarten in Winston-Salem/Forsyth County schools are at risk of falling behind, particularly in reading, from the first 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 *Raising Every Child* campaign with Peggy Reingold, Community Relations Consultant at Wells Fargo.

“When you are born into poverty, it doesn’t make you less gifted; it only gives you fewer options – and more obstacles.”

We want to remove those obstacles so that every child in this community has the opportunity to use their gifts and grow in their own way to support themselves and their futures,” adds Peggy Reingold.

“These children are no less precious, and we don’t see them as victims. They are just under-resourced,” she says.

Studies show that young children – especially children who are disadvantaged due to living in persistent poverty – can benefit from high quality early childhood development programs.

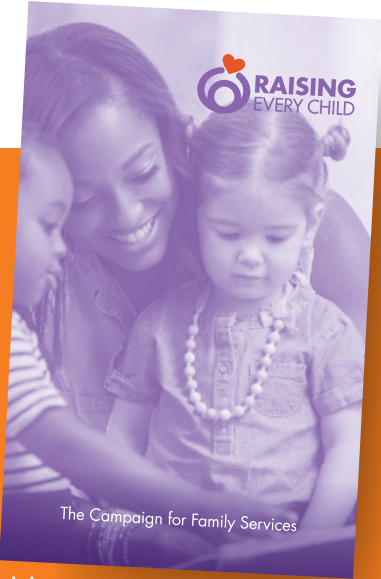
“However, too many children remain stranded on the far side of opportunities that can help them,” says Bill Reingold.

Current Family Services programs are working and improving those numbers, yet limited public funding is not meeting the needs of all preschoolers who are eligible.

“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 have access to resources during the first five years – that once-only 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.



THE RAISING EVERY CHILD CAMPAIGN WILL EXPAND AND FUND SEVERAL PROJECTS, INCLUDING:

- Repair and improve existing classrooms at Sarah Y. Austin Child Development Center and provide additional preschool classrooms to increase the number of children served by over 300 3- and 4-year-olds
- Partner with Wake Forest Baptist and Imprints Cares to expand physical, social, and emotional health services to 500 young children and their families annually
- Establish the foundation for a county-wide engagement campaign, The Pre-K Priority, to make high quality Pre-K programs available to all four-year-old children in Forsyth County





Download the case for support at raisingeverychild.org

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?



Leading economists estimate that every dollar invested in early childhood education yields an estimated long-term economic savings of \$7. This return is even greater in North Carolina due to the high quality of the NC Pre-K program.

 <p>CLOSE the achievement gap</p>	 <p>INCREASE lifetime earnings</p>	 <p>REDUCE dropout rates</p>
 <p>INCREASE college degree attainment</p>	 <p>INCREASE home ownership</p>	 <p>BUILD economic stability</p>
 <p>WELL-PREPARED workforce, military</p>	 <p>REDUCE the cost of corrections</p>	 <p>CUT long-term medical costs</p>

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.

This is still true. Yet, brain research now shows that school readiness must include a child’s ability to follow directions, express feelings using words, and adjust emotionally to unexpected situations.

Thankfully, Ellie had access to our comprehensive developmental opportunities in the first five years of her life. She is excelling in school and has the confidence to keep succeeding.



Thanks!

When the community comes together, great things happen. Family Services is grateful to the campaign volunteers, foundations, businesses, and private donors who are raising every child to reach their full potential.

CAMPAIGN LEADERSHIP HONORARY CO-CHAIRS

Shelby and Lee Chaden
Woody Clinard

CAMPAIGN CO-CHAIRS

Peggy and Bill Reingold

HONORARY CABINET

Mary Craven Adams
Zanne Baker
Steve Berlin
Ed Broyhill
Nancy Dunn
Paul Fulton
Richard Gottlieb
Julie Hatch
Drs. Patricia and Steven Klein
Joyce Neely
Dave Plyler
Suzanne Reynolds
Bill Schatzman
Dr. Eric Tomlinson
Dr. Kathryn Williams and Alan Davis

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Susan Frye
Avery Hall
Linda Jackson-Barnes
Kayce King
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Heather Magaha
Erika Mielke
Frank Myers
Drewry Nostitz
Sylvia Oberle
Alan Proctor
Anna Marie Smith
Jimmy Smith
Dawn Spainhour
Maria Teza



100%
Giving by
Board of
Directors

100%
Giving by
Campaign
Cabinet

100%
Giving by
Family
Services
Employees

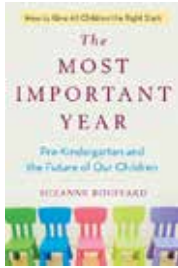


Anonymous	Richard J. Reynolds, III and Marie M. Reynolds Foundation
James G. Hanes Memorial Fund	James T. and Louise R. Broyhill Foundation
Madlon and Kirk Glenn Family Fund	

SEPTEMBER 6-8, 2018

The Most Important Year

In her book, *The Most Important Year: Pre-Kindergarten and the Future of Our Children*, Suzanne Bouffard distills an explosion of research around the value of early childhood development to community sustainability. Bouffard was the *Raising Every Child* Leadership Conversation guest speaker at three events, held in September. "The children who most need skills and development are the least likely to get the quality play/learning/interaction that they need," said Bouffard as she made **the case for early childhood development** for every child in Forsyth County.



SEPTEMBER 12, 2018

A new agency video



Family Services has responded to the changing needs of our community over more than a century. Today, the community need is around school readiness. We're working with the community to 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

SEPTEMBER 6, 2018

All of the opportunities to succeed



Heather Magaha, Senior Vice President and National Client Services Manager for Wells Fargo (in photo), was co-host with Candace Friel, Amber Koger, and Ben Loebner at a **young professionals community reception**, held in September at Forsyth Country Club to help kick off the *Raising Every Child* capital campaign. As she welcomed more than 80 guests, Heather shared how her young son's backpack was filled with all of the opportunities he needed to succeed in his first year of school. She said that when she learned one third of Forsyth County's children do not have access to those opportunities, she knew she had to support the *Raising Every Child* capital campaign.

SEPTEMBER 30, 2018

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 Kate B. Reynolds Charitable Trust. Located at the Downtown Health Plaza, the initiative is a collaboration of Wake Forest Baptist Health, Imprints Cares, and Family Services. PHHI integrates pediatric medical care with child and family development programs (Imprints Cares) and trauma informed behavioral health treatment provided by Family Services. PHHI serves families with children, ages five and under. The *Raising Every Child* capital campaign will extend the initiative through 2021, and its continued success could become the forerunner to a model for an integrated healthcare delivery system.



1200 South Broad Street
Winston-Salem, NC 27101
336.722.8173

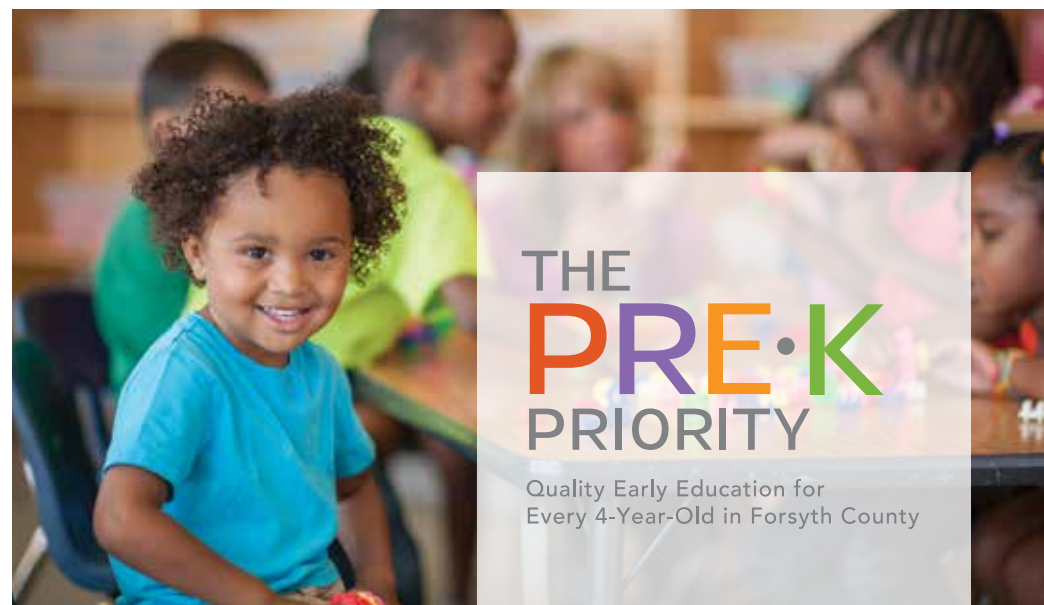
Your support in motion

We are delighted to share this brief impact report that highlights how your gifts are providing more opportunities for children and families to reach their full potential. Your support of Family Services is building a more sustainable community and ensuring the vitality of Forsyth County. Thank you for participating in a community of solutions and creating a better future for every child and family.

Follow your impact



BY WORKING TOGETHER WE CAN MAKE IT HAPPEN.



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

www.prekpriority.org

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 four-year-olds. After considerable research and collaboration, this group has a solid understanding of what it will take to make quality Pre-Kindergarten (Pre-K) expansion 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, evidence-based outcomes from various universal Pre-K programs around the country, and data related to Forsyth County's Pre-K cohort and current landscape of four-year-old care. The report will serve as a roadmap and outline considerations for realizing increased Pre-K options for our county.

Community feedback is a vital next step.

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. Is Pre-K a priority for Forsyth County? We want to hear from you. www.prekpriority.org

THE SCIENCE IS UNDENIABLE



BRAIN ARCHITECTURE

Numerous studies prove what was long suspected: the first years of life are a once-only window of opportunity to lay the groundwork for lifelong learning ability and positive social development.



PRE-K ISN'T DAYCARE. IT'S QUALITY LEARNING FOR FOUR-YEAR-OLDS. THAT'S WHY ALL SUCCESSFUL PRE-K PROGRAMS SHARE THESE SPECIAL TRAITS:

HIGHEST RATED

All programs are 4- or 5-star rated

EVIDENCE BASED

Curriculum is informed and developed by educational research

TEACHERS

All are required to have BA degrees and early childhood certification

OUR ECONOMIC VITALITY AND WELL-BEING DEPEND UPON THE SUCCESS OF EVERY CHILD. THE BENEFITS OF QUALITY PRE-K INCLUDE:



EVERY \$1 INVESTED

Leading economists estimate that for every \$1 spent on high-quality preschool for 3- and 4-year-olds, communities save \$7 in long-term costs for things like educational remediation, social supports, or criminal justice.

Additional studies found these programs can deliver a 13% per year return on investment for disadvantaged children, realized through improved outcomes in health, education, social behaviors, and employment.

DISCOVER MORE BENEFITS OF PRE-K FOR ALL FOUR-YEAR-OLDS AT WWW.PREKPRIORITY.ORG



A Community of Solutions