



2021 Annual Report

**PARTNERS FOR
CHILDREN & FAMILIES**

a partner in the
smart start network



Our Mission

Partners for Children and Families (PfCF) unites the community to effectively support and empower families; prepare children to succeed in school; and encourage life-long learning thereby contributing to the economic vitality of Moore County.

THANK YOU TO OUR BOARD OF DIRECTORS!

Chair: Chris Hunt, Truist

Vice-Chair: Jean Frye, Children's Developmental Services Agency

Secretary: Adam Crocker, Aberdeen Parks & Recreation

Treasurer: Tom Boals, First Bank

Kim Bullard, Moore County Schools

Maria Campbell, Sandhills Community College

Laura Hope, Country Kids Child Care Center

Miriam King, Moore County Health Department

Audrey Moriarty, Given Memorial Library

Erin Newcomb, Sandhills Children's Center

Janet Parris, Moore County Manager's Office

Linda Parsons, Moore County Chamber of Commerce

Alice Thomas, Moore County Library

Jennifer Woodell, Moore County Department of Social Services

Mahogany Williams, Community Support Center

Susan Wright, Sandhills Community College

Partners for Children & Families
BUILDING BRIGHTER FUTURES

"One thing that I wish all parents with young children know is to cherish every minute because they grow up so fast. You always hear people say this but it is true!!! Make sure to set aside special time for your children each day to read a book, go outside and play, or do anything your child enjoys.

I feel like this will make your child feel special and will provide some good memories for both of you.

With our busy schedules and technology getting in the way, it feels like you just can't fit everything in, but those little moments will mean the most to your children."



Jennifer Woodell

Member, PfCF Board of Directors
Moore County Dept. of Social Services



Our Investment

This year, Partners for Children & Families strategically invested more than 1.4 million into the local economy by supporting more than 13 programs in five agencies, serving Moore County families, as well as working with more than 400 early educators.

| | |
|---------------------------------------|------------|
| Child and Adult Care Food Program | \$ 308,646 |
| Child Care Health Consultant | \$ 83,500 |
| Child Care Resource & Referral | \$ 176,595 |
| Child Care Subsidy & Administration | \$ 371,140 |
| Community Education | \$ 71,080 |
| Dolly Parton's Imagination Library | \$ 13,682 |
| Encouraging Early Literacy | \$ 3,000 |
| Motheread/Fatheread | \$ 43,120 |
| NC Pre-Kindergarten | \$ 120,000 |
| Positive Parenting Program (Triple P) | \$ 30,310 |
| Program Management | \$ 72,000 |
| Raising a Reader | \$ 1,000 |
| Reach Out and Read | \$ 56,993 |
| Smart Start Administration | \$ 92,853 |

TOTAL \$1,443,919

A LETTER FROM THE BOARD CHAIR

Dear Friends,

Time really does fly! Over the past year, I've had the distinct pleasure of serving as the Chairman for the Moore County Partners for Children and Families. During a time in which we were faced with so many challenges related to the most impactful pandemic in modern era, our full board witnessed the amazing drive and will-power of our fantastic Partners' staff! Any number of times it would have been easy and reasonable to push the vital work of the partnership further down the calendar due to the pandemic but our staff remained determined to carry out our mission to continue positively impacting the lives of so many young and impressionable children in Moore County. On behalf of our Executive Committee and full Board, we are extremely grateful for the many years of leadership from our Executive Director, Terry Reynolds. We also continue to be absolutely impressed but not surprised at how our staff each stepped up and took on additional responsibilities during Terry's retirement and our search for a new Executive Director. We are all very excited about the future of the Moore County Partnership and continuing our mission of supporting early childhood education.

Regards,

Chris Hunt



Partners for Children & Families
BUILDING BRIGHTER FUTURES

" I believe that one of our most important responsibilities is to ensure ALL children have access to early childhood education to ensure they are given a foundation to be successful during their educational journey."

Chris Hunt
Chair, PFCF Board of Directors
Vice President, Truist

STAFF



TERRY REYNOLDS EXECUTIVE DIRECTOR

FEBRUARY 1999 - SEPTEMBER 2021

After serving as the Executive Director for 22 and a half years, Terry Reynolds retired this past September. Over the years, he has made a lasting impression on thousands of children and families in Moore County. His dedication to the community has been memorable. We are grateful for all of the selfless service he has provided to families and children in Moore County. We wish him only the best in the years to come.



EMILY JONES
PROGRAM MANAGER
WITH SON MASON



BRITTANY CASEY
OFFICE MANAGER
WITH DAUGHTERS
TINSLEY & PAISLEY



DIANE ATHERTON
**FAMILY OUTREACH
COORDINATOR**
WITH GRANDDAUGHTERS
ISABELLA & ADDISON



BONNIE ARCHIBALD
**COMMUNITY ENGAGEMENT
COORDINATOR**
WITH HUSBAND BOBBY
& SON MILES



LESLIE CARSON
**TECHNICAL ASSISTANCE
PRACTITIONER**
WITH HUSBAND ROBERT
& DAUGHTERS
BECCA & EMILY



TAMMIE MARTIN
**FAMILY CHILD CARE HOME &
FOOD PROGRAM COORDINATOR**
WITH DAUGHTERS
TASHINA & TABITHA
& GRANDDAUGHTER LEXIE

Together, we can ensure

EVERY CHILD HAS ACCESS TO HIGH QUALITY EARLY EDUCATION.

Child Care Subsidy

With support of PfCF funds, Moore County Department of Social Services provided assistance paying for high quality child care for approximately 41 children per month.

NC Pre-Kindergarten

PfCF funds supported Moore County Schools in providing high quality early education to 58 preschoolers in nine classrooms across the county.

Child Care Resource and Referral

PfCF staff facilitated 44 trainings for 334 early educators and provided technical assistance to 52 classrooms in 17 different licensed child care facilities.

Partners for Children & Families

BUILDING BRIGHTER FUTURES

"My favorite children's book is [Love You Forever](#) by Robert Munsch. I fell in love with this book in 2006, given to me by one of my students that was headed to kindergarten. Her grandma was her legal guardian, and as part of her thank you of being her "daycare mommy" figure, I was given this book, and the grandchild autographed it for me. I was told not to read it until I got home. This book brought tears to my eyes because this book illustrated the similar bond that the child and I had. It will never be broken, and she always told me every day she loved me. It's nice to know the impact I had on a child's life."



Tracy Lyons

Early Educator
Southern Pines Academy



Together, we can ensure

EVERY CHILD IS SAFE AND HEALTHY.

Child and Adult Care Food Program

PfCF reimbursed 38 family child care homes for healthy meals and snacks, helping ensure the healthy nutrition of more than 430 children.

Child Care Health Consultant

A FirstHealth Registered Nurse worked with early educators in 53 child care facilities to identify and resolve health and safety concerns and facilitated seven trainings for 76 early educators.

Positive Parenting Program - Triple P

PfCF provided parenting support and active skills trainings to 41 parents and caregivers, interested in strengthening their positive parenting skills and confidence. Of the 138 caregiver sessions also provided, 111 were virtual, 17 were via phone discussions, and 10 were in-person. PfCF also hosted 10 Triple-P discussion groups.



Together, we can ensure

EVERY CHILD WILL START KINDERGARTEN WITH THE LITERACY SKILLS THEY NEED TO SUCCEED.

Barbershop Literacy Initiative

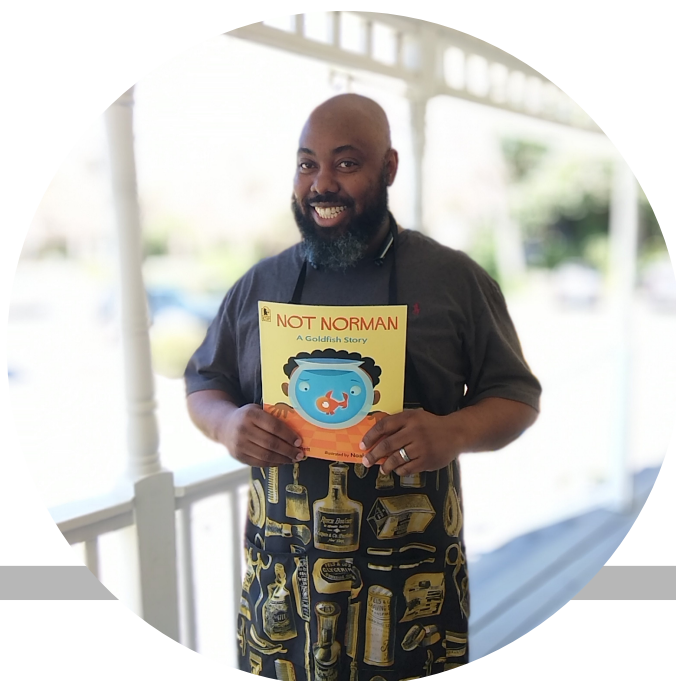
Barbers at Blendz, Heads Up, Kings, Vass, and Graham's Barbershops are literacy heroes in their communities! Young children received 618 books while getting their haircut and their families learned about the importance of reading together. *This project was made possible with a grant from the United Way of Moore County.*

Dolly Parton's Imagination Library

PfCF, with the help of more than 40 community partners, registered 963 new children to receive free books in the mail every month until their fifth birthday. This brought us to a total of 3,603 children enjoying the Imagination Library this year.

Encouraging Early Literacy

Home visitors and child development experts in seven local public services agencies coached their clients to read daily with their young children and distributed 1,296 books to families.





Motheread & Fatheread

Moore County Literacy Council put books in the hands, literacy in the lives, and stories in the hearts of 20 adults and 43 children. This inter-generational literacy program promotes a love of books and supports caregivers in becoming effective and engaging story readers.

Raising a Reader

PfCF staff supported four child care facilities in sending a weekly rotation of bags filled with high-quality children's books to 126 children. Families and early educators also enjoyed a series of literacy-focused workshops and trainings.

Reach Out and Read

Seven local doctors' offices partnered with PfCF to "prescribe reading" to more than 800 of their young patients. Doctors also distributed 1,672 books to families to add to their home library.

Together, we can ensure

EVERY FAMILY HAS ACCESS TO STRONG, STABLE AND COLLABORATIVE EARLY CHILDHOOD SYSTEMS.

Community Education

PfCF staff connected with 61 different local organizations in planning and coordination efforts, provided 26 presentations, and participated in 103 community outreach events.

Growing Moore Readers

Forty three local organizations and businesses partnered with PfCF to make every moment a brain-building moment for children in our community. We worked together to ensure that all children in Moore County achieved the most important predictor of long-term success: grade-level reading by the end of third grade.

Moore County Resiliency Collaborative

Community members representing 20 organizations and agencies throughout Moore County joined together with a common mission: educate the community on how to prevent and heal the impacts of adverse childhood experiences.



TOGETHER, WE WILL SUCCEED.

This year, community leaders, representing 58 local organizations partnered with us to bring joy and support to the young children and families in Moore County. We thank you for your help promoting healthy child development, early literacy, and resiliency!

Betsy's Crepes
Blendz Barbershop
Carolina Fried Chicken -
House of Pizza
Carthage Family Care
Children's Developmental-
Services Agency of the Sandhills
Daymark
DCDEE
Eagle Springs Fire Department
Elliott's on Linden
Family Promise
FirstHealth Community Health Services
FirstHealth Dental Clinic
FirstHealth Family Medicine in Carthage
FirstHealth Family Medicine in Pinehurst
FirstHealth Family Medicine in Robbins
FirstHealth Family Medicine in Seven Lakes
Fort Bragg Army Community Service
Friend to Friend
Given Memorial Library
Graham's Barbershop
Greenebows Southern Cuisine
HeadsUp Barbershop
Katherine Boyd Library
Kings Barbershop
Life Care Pregnancy Center
Lisa's Lovable Learning Center – So. Pines
Moore Buddies
Moore County Children's Advocacy Center
Moore County DSS

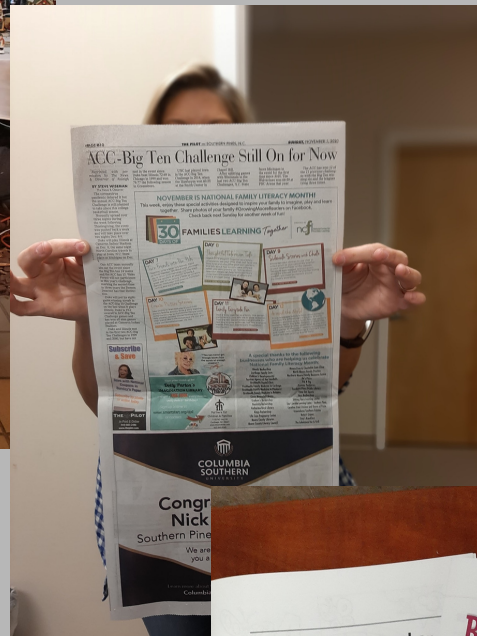
Moore County Libraries
Moore County Literacy Council
Moore County Schools
Moore County Solid Waste
Management
Moore Free & Charitable Care Clinic
MooreHealth
NC Children's Home Society
NC State University
North Moore Family Practice
Northern Moore -
Family Resource Center
Pa's Pizza
Pik N Pig
Pinehurst Police Department
Pinnacle Family Services
Premier Pediatrics
Rotary Club of the Sandhills
Safe Kids
Sandhills Center
Sandhills Children's Center
Sandhills Community College
Shining Stars Learning Center
Southern Pines Public Library
The Lakehouse Bar & Grill
Time Out Sports
Tina's Breakfast
Toys 4 Tots
Vass Barbershop
ZZ Turf

Relationships Matter

SUPPORTING MOORE FAMILIES DURING COVID -19



Year of the Childcare Health Consultant
Local child care facilities celebrated our Child Care Health Consultant, Crystal Roberts, by making beautiful "thank you" signs.



National Family Literacy Month
In November 2020, PFCF celebrated National Family Literacy Month by working with 23 businesses to distribute to families goody bags that contained parent resources, a coloring book, and a new age-appropriate book.



Building Brighter Futures Campaign

The Building Brighter Futures Campaign on Facebook allowed families to hear from leaders and educators throughout Moore County who worked to support and empower families and young children. A total of 15 people answered questions such as what is your favorite children's book and why is early childhood education important to you.

Partners for Children & Families
BUILDING BRIGHTER FUTURES

"When I was a young child, my hero was my grandmother. She was like a second mother and to me, embodied caring, love, and stability. She was also a great teacher with a lot of patience. She showed me things and allowed me to experiment and engage in self-directed learning that fueled my curiosity. Though she is no longer with me, she influences me to this day."



Heather Lussier

PROGRAMS COORDINATOR
MOORE COUNTY LITERACY COUNCIL

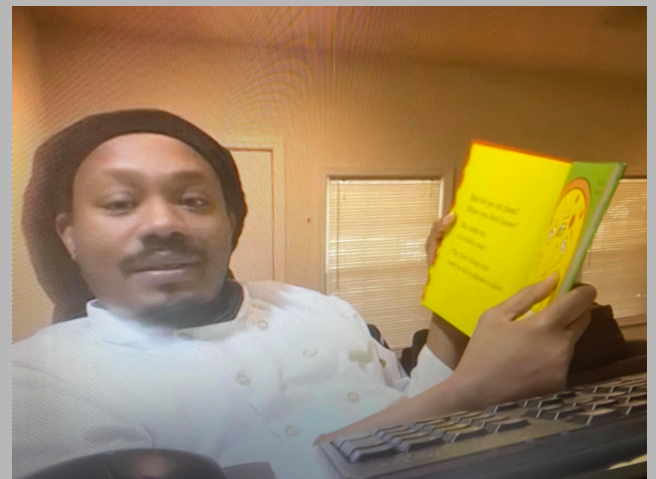
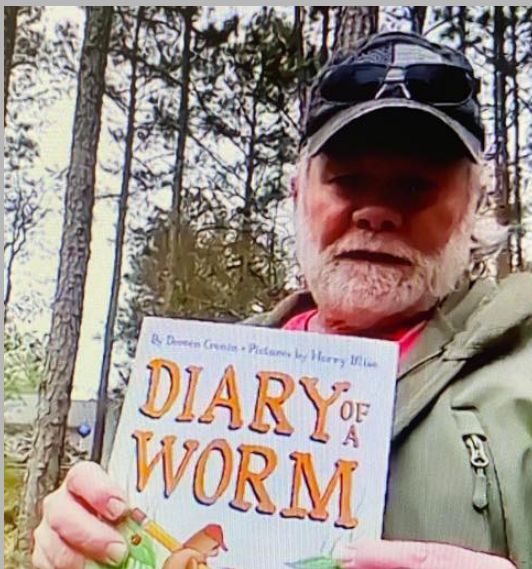
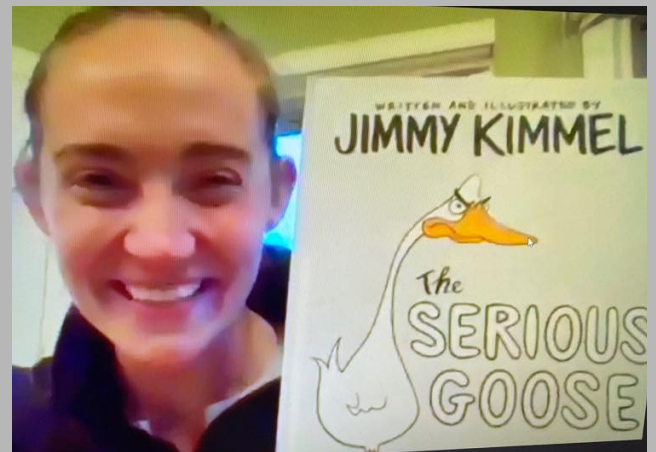
Outdoor Learning Environments Initiative

In an effort to combat the effects of the COVID pandemic in our licensed childcare facilities, PfcF encouraged facilities to spend more time in a safe, outdoor learning environment. Technical Assistance staff held an OLE training event attended by 28 providers from 13 different facilities. During the training event, participants gained knowledge on the use of Preschool Outdoor Environment Measurement Scale (POEMS), Environmental Rating Scale (ERS) active play and safety items, and the Outdoor Play & Learning section of the GoNAPSACC online program. Five of the facilities applied for grants to improve their outdoor learning environment.



Read Across America Day

On March 2, 2021, PfCF celebrated Read Across America Day by holding a virtual event via zoom. Local heroes logged on every hour on the hour to talk about their profession and read a children's book. Included were a police officer, nurse, beekeeper, chef, realtor, author, landscaper, firefighter, surgeon, and waste management manager. Almost 300 people were able to enjoy this event.



Summer Reading Stations

To combat the summer/COVID reading slide for children from pre-K to grade 8 in Moore County, Growing Moore Readers developed Summer Reading Stations. Fifteen outdoor reading stations were established and set up all around Moore County. Free snacks, books, and parent resources were distributed to families as they were encouraged to read together.

Over 2,000 families visited the reading stations and received culturally and age-appropriate books.



Many thanks to our funders

North Carolina Partnership for Children
United States Department of Agriculture
United Way of Moore County

For the work so essential to our essential workers,



we say
thank you
to all our child care professionals.



Partners for Children & Families

7720 NC Hwy 22

Carthage, NC 28327

910-949-4045

www.moore4kids.com

a partner in the
smart start network

