



# JOURNEY OF DISCOVERY:

NURTURING YOUNG MINDS FOR LIFELONG SUCCESS

ANNUAL REPORT

2022-2023



a partner in the smart start network

# A WORD FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

Children are our most precious resource, and the future of our communities and country. But in Moore County 16% of small children live in poverty, 17% are food insecure, 12% have severe housing problems and barely 50% are on track for college and career readiness based on the latest literacy tests.

One of our principal ways of addressing these problems is quality child care. Quality child care advances the development of children's minds, bodies and spirits. Quality child care ensures that children arrive at kindergarten ready to learn. Quality child care also enables caregivers, principally Mothers, to work, support their families and have meaningful careers.

Sadly, quality childcare is scarce and getting scarcer, even in Moore County. In our county, we have fewer child care slots in 2023 than we had in 2005 notwithstanding substantial growth in the number of children living here. Small wonder when the average wage of a Moore County child care worker is less than \$9 per hour.

Partners for Children & Families is the principal county-wide charity supporting young children in Moore County. We support kids from birth to age 5, their families and our child care facilities, through several evidence-based programs. We have a long track record of improving children's lives, but there is so much more we can do. Please consider being part of the solution for young children by volunteering with, or donating to, Partners for Children & Families.

Our board and staff are pleased to share with you this 2023 Annual Report which highlights our recent achievements and the local programs we support.

Respectfully,



**Stuart L. Mills**

Executive Director





## ABOUT US

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At Partners for Children and Families, we know that a child's first five years have a profound impact on their future. As Moore County's primary charity supporting young children, we are committed to providing the essential skills and confidence necessary for a successful journey from kindergarten to career.

## Our Staff

**Stuart Mills**  
**Executive Director**

**Tracy Staley**  
**Office Manager**

**Mary Peters**  
**Program Manager**

**Diane Atherton**  
**Family Outreach Coordinator**

**Bonnie Archibald**  
**Community Engagement Coordinator**

**Leslie Carson**  
**Technical Assistance Practitioner**

**Tammie Martin**  
**Food Program Coordinator**

**Julie Pitts**  
**Early Literacy Program Specialist**

**Danielle Rose**  
**Development Specialist**

# OUR 2022/2023 BOARD OF DIRECTORS

We acknowledge the valuable contributions of our dedicated board members. Their commitment, strategic vision, and tireless efforts are instrumental in guiding our organization towards success. Their support drives our mission forward, and we extend our heartfelt gratitude for their pivotal role in our achievements over the past year.

**Erin Newcomb: Chair**  
*Sandhills Children's Center*

**Audrey Moriarty: Vice-Chair**  
*Given Memorial Library and Tufts Archives*

**Jarrold Gouty: Secretary**  
*First Horizon Bank*

**Tom Boals: Treasurer**  
*First Bank*

**Kim Bullard**  
*Sandhills Children's Center*

**Germaine Elkins**  
*Sandhills Community College*

**Laura Hope**  
*Country Kids Child Care Center*

**Chris Hunt**  
*Wells Fargo*

**Miriam King**  
*Moore County Health Department*

**Linda Parsons**  
*Moore County Chamber of Commerce*

**Janice Roberts**  
*NC Cooperative Extension*

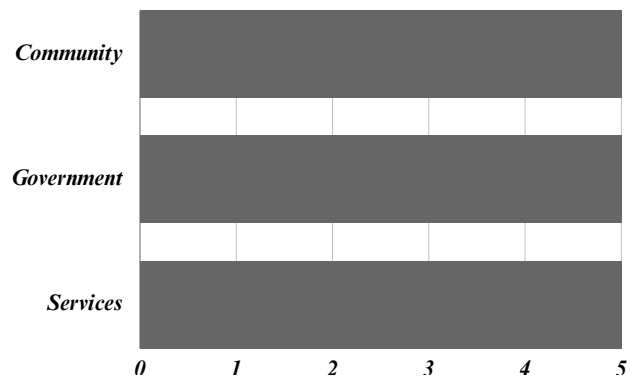
**Clare Ruggles**  
*Northern Moore Family Resource Center*

**Mahogany Williams**  
*Community Support Center*

**Jennifer Woodell**  
*Moore County Department of Social Services*

**Susan Wright**  
*Sandhills Community College*

**DIRECTORS BY SECTOR**



# HEALTH AND FAMILY SUPPORT SERVICES AND RESOURCES

## Child and Adult Care Food Program

PfCF reimbursed 34 family child care homes for healthy meals and snacks, helping ensure the healthy nutrition of more than 450 children. This averaged over 10,000 meals and snacks per month. This is our one program which extends beyond Moore County to several adjacent counties.



## Child Care Health Consultant

Our full-time **Registered Nurse** works with early educators in 55 child care facilities to identify and resolve health and safety concerns and facilitates 16 trainings per year for 85 early educators.

## Positive Parenting Program

This year, Triple P provided parenting support and active skills trainings to 83 parents and caregivers interested in strengthening their positive parenting skills and confidence. Of the 221 caregiver sessions provided, 30 were virtual, nine (9) were via phone discussions, and 182 were in-person. PfCF also hosted 15 Triple-P discussion groups this year.

## Farm to Early Childhood Education

Partners for Children & Families worked with **NC State University** to bring this program to our licensed child care facilities! We match local farmers with child care centers and homes to provide young children access to locally sourced fresh fruits and vegetables throughout the year. Twelve (12) child care facilities, serving over 227 children, participated during the three year grant cycle. This year, 44% of the children also received help through our **Child Care Subsidy** program. All 94 families received information on the importance of providing children with healthy locally sourced fresh produce.

# LITERACY PROGRAMS



## Dolly Parton's Imagination Library

Dolly Parton's Imagination Library is a book gifting program that mails free, age-appropriate books to children from birth until they turn five (5), no matter their family's income. PfCF, with the help of more than **40 Community Partners**, registered 627 new children and mailed over 34,000 books in 2022/2023. This year, 3,719 children enjoyed the Imagination Library.

## Motheread

With financial support from PfCF, the **Moore County Literacy Council** put books in the hands, literacy in the lives, and stories in the hearts of 54 adults and 64 children. This intense inter-generational literacy program promotes a love of books and supports caregivers in becoming effective and engaging story readers.

## Summer Reading Stations

**Growing Moore Readers** hosted twelve (12) days of outdoor reading stations in Moore County, offering a vast selection of books chosen by Literacy Specialists for ages zero to thirteen. Each child chose up to 12 books, while families enjoyed snacks, resources, and coloring books. The program recorded 3,834 visits from over 2,143 children, distributing 3,789 books, 3,250 snacks, 1,483 STEAM kits, 1,143 coloring books, and 919 parent's guides. Its primary mission is to combat the summer reading slide by putting books in children's hands, reading to them, and providing STEAM activities for kids from pre-K to grade 8.

## New Books - Good Looks Literacy Initiative

In collaboration with the **United Way of Moore County**, eight (8) barber and beauty shops in our community are literacy heroes by inspiring a new generation of readers. Young children received 1,199 books while getting their hair cut or styled and their families learned about the importance of reading together.

## Raising a Reader

PfCF supported all the kids in 17 classrooms in seven (7) child care facilities by sending a weekly rotation of bags filled with high-quality children's books to 128 children. Families and early educators also enjoyed a series of literacy-focused workshops and trainings.

## Reach Out and Read

The Reach Out and Read program prepared the youngest children in our community to succeed in school by partnering with seven (7) **local medical practices** to "prescribe reading" to their young patients at their well child visits. Doctors also distributed 310 books to families to add to their home library.

## Encouraging Early Literacy

Encouraging Early Literacy provided literacy materials and distributed 3,120 new, age-appropriate books to the families of young children in need, and we encouraged parents to read daily with their children. During home visits, staff members and child development experts in five (5) local public service agencies coached their clients by modeling appropriate reading strategies.

## Learning Through Play Lending Library

PfCF also has a lending library that 35 early educators, **The Sandhills Community College** students, and parents/caregivers used. Resources include science kits, math games, blocks, puzzles, art utensils, music supplies, books, dramatic play items, manipulative materials, and curriculum resource books

# STRENGTHENING THE EARLY CARE AND EDUCATION SYSTEM IN OUR COMMUNITY



## Child Care Resource and Referral

The Child Care Resource and Referral program provides education, training, and technical assistance to improve childcare facilities in Moore County. We assisted facilities to improve their star rating and prioritize professional development. Through this program, PfCF facilitated 44 trainings for 363 early educators and provided technical assistance to 89 classrooms in 28 different licensed child care facilities.

## Child Care Subsidy

With funds from PfCF, the **Moore County Department of Social Services** subsidized high quality child care for approximately 50 children from low-income families each month.

## NC Pre-K

PfCF's funds supported **Moore County Schools** in providing high quality early education to 52 preschoolers in nine (9) classrooms across the county.

## WAGES

Our WAGES program provides bonuses to teachers, directors and family child care home providers in Moore County. WAGES supplements were distributed to 50 early educators in 19 different child care programs serving approximately 474 children. This program is an incentive for childcare professionals to keep working in this important, but underpaid industry. Without WAGES, these individuals would make less than \$10 per hour.

“I am thankful for the WAGES program. Without the additional funding to help ease the cost of furthering my education, I just don't know what I would do. I didn't have to worry about work and going to school, because I could balance the two. Going back to school to get my degree has been a goal for me as well as helping to reach the children that need childcare workers my job is to be the best and provide the highest care for all children.”

**-Moore, Child Care Provider**

# STRONG, STABLE, AND, COLLABORATIVE EARLY CHILDHOOD SYSTEM

## The Smart Start Network

Collaboration is deeply imbedded in our DNA at PfCF. We work cooperatively with others to leverage our limited resources and positively impact the lives of children in as many ways as possible.

This starts with our membership in the Smart Start network. We work cooperatively with the 75 other Smart Start agencies spread across the state. We are fully engaged in the activities of the North Carolina Partnership for Children which provides us with funding, professional development and back-office support.

Smart Start was created in 1993 as an innovative solution to a serious problem; children are coming to school unprepared to learn. Unique in our country, the Smart Start federation of local partnerships, such as PfCF, delivers outstanding outcomes for children, relying on local control to determine the best possible approaches for each community.

What follows on this page are examples of other collaborations we have undertaken, and frequently lead, in Moore County.

## Community Education

PfCF connected with 42 different local organizations in planning and coordination efforts, provided 22 presentations, and participated in 149 community outreach events.

## Moore County Resiliency Collaborative

**Community members** representing five (5) 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.

## Growing Moore Readers

More than **26 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 the third grade. Growing Moore Readers has launched several programs in Moore County. VROOM, the Summer Reading Stations, and Motherread are three such programs.

## Play Mobile

The Play Mobile is a versatile storage unit stocked with scrap, loose parts, classic playground gear, and more. It promotes physical activity, creativity, and learning while converting any area into a dynamic play environment with distinct settings to inspire diverse play styles. This year, it was showcased at numerous community gatherings, parades, and fundraising events. Additionally, four (4) childcare homes and centers borrowed the Play Mobile for their events and programs catering to the children and families in their facilities. Many thanks to **Sandhills Community College** for donating the Play Mobile to PfCF. We have upgraded the vehicle and its contents to align with our mission.

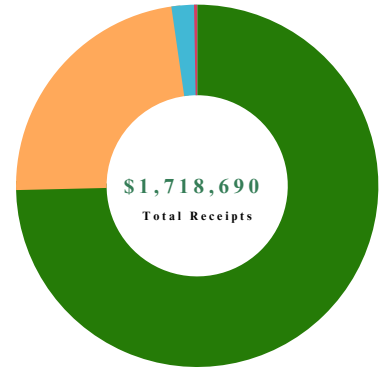


# FY 2022-2023 FINANCIALS

## Total Receipts

●	\$1,282,553	State Awards & Contracts
●	\$396,919	Federal Awards
●	\$34,426	Private Contributions & Fundraising
●	\$4,792	Other Receipts

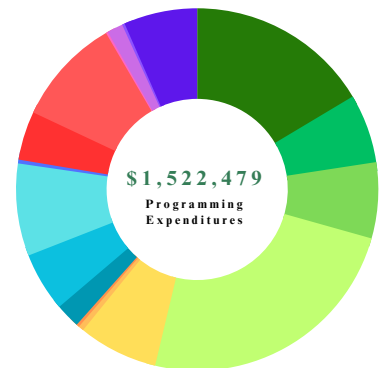
**Total Receipts \$1,718,690**



## Programming Expenditures

●	\$250,018	Child and Adult Care Food Program
●	\$93,796	Child Care Health Consultant
●	\$103,154	Child Care Resource & Referral
●	\$371,140	Child Care Subsidy and Administration
●	\$108,289	Community Education
●	\$7,304	Dolly Parton's Imagination Library
●	\$3,839	Encouraging Early Literacy
●	\$33,460	Farm to ECE
●	\$80,397	Motheread
●	\$125,520	NC Pre-Kindergarten
●	\$5,151	New Books Good Looks
●	\$66,220	Positive Parenting Program
●	\$146,300	Program Management
●	\$2,666	Raising A Reader
●	\$21,643	Reach Out and Read
●	\$3,582	Summer Reading Stations
●	\$100,000	WAGES

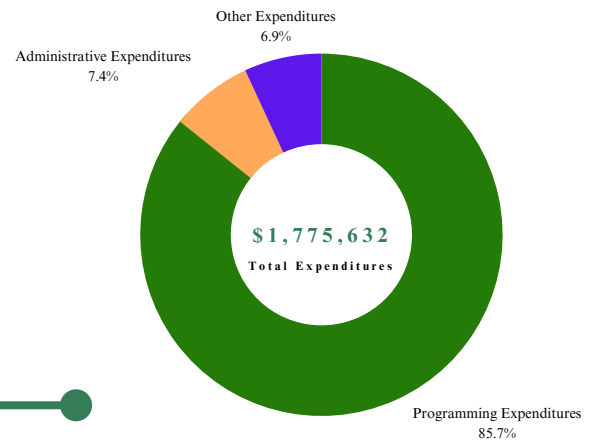
**Programming Expenditures \$1,522,479**



## Total Expenditures

●	\$1,522,479	Programming Expenditures
●	\$130,595	Administrative Expenditures
●	\$122,558	Other Expenditures

**Total Expenditures \$1,775,632**



# VOLUNTEER SUPPORT

Our organization's success depends on the many contributions our volunteers make each year. Volunteers supplement and enhance daily work and help out at special events.



216

Total # of  
Volunteers



1,480

Total Hours  
Donated



7

Average Hours  
per Volunteer



*These figures are derived from our management accounts. To review our audited financial statements or IRS Form 990, please go to our website at [pfcfmc.org](http://pfcfmc.org)*

# THANK YOU FOR YOUR GENEROSITY

Fiscal Year July 1, 2022 through June 30, 2023

## DONORS AND CORPORATE SPONSORS

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Fran DeSantis	Kelly and Peggy Ann Miller	United Way of Moore County
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Emmanuel Episcopal Church	John Monroe	Samuel and Elizabeth Walker
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	Erin Newcomb	

## IN-KIND DONORS

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Leslie Carson	Linda Parsons	Tracy Staley
Sarah Creel	Mary Peters	The Lisa Libraries

# FUN WHILE LEARNING



## GET INVOLVED



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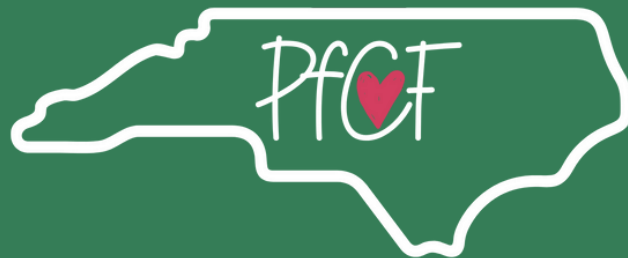
Volunteer with us by emailing  
[info@pfcfmc.org](mailto:info@pfcfmc.org)



Make a contribution  
[pfcfmc.org/donate](http://pfcfmc.org/donate)



**Together, let's nurture a love for learning, empower families, and build a strong foundation for kindergarten readiness. Explore our programs, access valuable resources, and become a part of our community dedicated to ensuring every child's success. Take the first step towards fostering confident young learners and thriving families today!**



**910-949-4045 | [pfcfmc.org](http://pfcfmc.org)  
7720 NC HWY 22, Carthage, NC 28327**

*Partners for Children & Families is a 501(c)(3) non-profit organization established in 1994, we are a 501(c)(3) nonprofit organization supported by public and private funds through Smart Start, grants, and tax-deductible donations*