



Imprints  
*cares*

Community  
Impact **2021-2022**

**7,458** children served



Nurturing children. **Strengthening families.** Building community.



### From the Executive Director

As I reflect on the past year, I think of Imprints Cares' significant change and the impact we continue to have in our community. In the fall of 2022, we learned that we would have to move from Augsburg Community Center, where we had been located for 52 years. Through the generosity of the Mary Reynolds Babcock Foundation and Forsyth County, we now have two new locations to house our Ready for School and Expanded Learning teams, and are looking forward to creating a Family Success Center to further our reach in the community.

Throughout all this change, Imprints Cares Board of Directors and staff stayed focused on our mission: **to nurture children for lifelong success**. We all know that COVID-19 was traumatic for everyone, but young children were disproportionately impacted, especially those living in poverty. The dedicated Imprints Cares staff works to ensure that our programs provide the highest quality services to all families. Overall, during fiscal year 2022, we served more than 10,000 children and supported our local economy by providing essential wrap-around care to more than 1,200 employees, positively impacting 500 employers in Winston-Salem.

As I think of the year ahead, I am excited and focused on our vision: **to unlock the full potential of children and their families for success in school and life**. Our pledge to this community is to promote educational and health equity by embracing cultural diversity and continuously seeking to create safe and inclusive environments where children can learn, grow, and thrive. We can't do this alone, and I am grateful to all our partners who share our vision and understand the true meaning of collective impact.

Sincerely,

*Claudia Barnett*  
Executive Director

# Nurturing Children for Lifelong Success

Imprints Cares has created a holistic, multi-generational model aimed at reducing poverty through positive parenting, addressing the social drivers of health, and enhancing opportunities for children and their families to reach their full potential.

Our comprehensive portfolio of services is evidence-based or grounded in research, offering the highest quality support services for children and their families from before birth through middle school.



## Ready for School

programs (prenatal — 5 years) offer parenting support integrated in the pediatric medical home, intensive home visiting, and less intensive early literacy intervention.



## Expanded Learning

programs (5 years — middle school) offer high-quality before-and after-school care, including an inclusion program, and summer enrichment where children discover and learn.



# Community Impact



## Nurturing children.

**7,458** children served    **19,413** books delivered

## Strengthening families.

**2,435** home visits    **\$86,787** in scholarships

## Building community.

**519** employers and **1,227** employees benefitting from Expanded Learning before- and after-school and summer enrichment programs

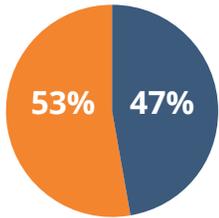


## Commitment to Equity

Imprints Cares pledges to promote educational and health equity in our community. We are committed to addressing structural barriers which prevent children and their families from reaching their full potential by embracing cultural diversity and continuously seeking to create safe and inclusive environments where children can learn, grow, and thrive.

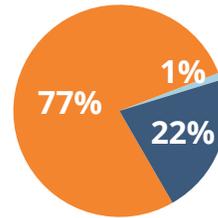
# Stewardship

Fiscal Year 2022 (July 1, 2021—June 30, 2022)



## REVENUE

program revenue	\$2,311,360
contributions/grants	\$2,083,121
<b>total revenue</b>	<b>\$4,396,994</b>



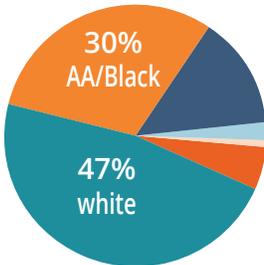
## EXPENSES

program expenses	\$3,422,516
fundraising	\$48,102
general expenses	\$958,164
<b>total expenses</b>	<b>\$4,428,782</b>

**\$710,820** of in-kind donations

**117** volunteers for a total of **601** hours

# Intentional Staffing



14% Hispanic  
2% Multi  
1% Asian  
5% unspecified

**310** total staff  
**157** new hires

**37** permanent staff  
**12** bilingual staff

## New Facility

Through the generosity of the Mary Reynolds Babcock Foundation and others, our new facility at 2920 Reynolda Road is now home to the Ready for School programs.



# Advocacy

Imprints Cares advocates for children and families by providing a full spectrum of evidence-based and research-backed programming. However, 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 thought leadership discussions within and beyond the community we serve, learning from and sharing best practices that support families and children.

## Trauma Resilient Communities

Led by Crossnore, the Center for Trauma Resilient Communities (TRC) is a collaborative project with the goal of developing a community-engaged strategic plan that reduces the impact of Adverse Childhood Experiences (ACEs) and creates a more trauma-resilient Winston-Salem through community participation and community-engaged research. Imprints Cares is actively engaged in this partnership by serving on the TRC Advisory Council and the TRC Research Steering Committee. Two Imprints Cares staff have completed a comprehensive TRC train-the-trainer course and will work collaboratively to promote and embed the science of trauma-informed practice throughout our community.



## iQ Community Labs Partnership

Imprints Cares and Atrium Health Wake Forest Baptist (AHWFB) have a collaborative partnership through Innovation Quarter Community Labs. This partnership aims to utilize the global network of Innovation Quarter to bring new partners and resources to help validate Imprints Cares' multi-generational model, which supports children and families to build equity at a population health level.



# Research

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

## Young Moms Study

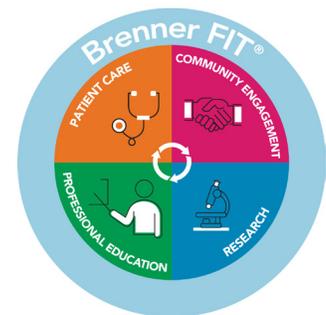
This collaborative study team involves representatives from Imprints Cares, Atrium Health Wake Forest Baptist (AHWFB), and Wake Forest School of Medicine. The Young Moms Program (YMP) will provide health-to-home services for young moms (ages 14-21) giving birth at the AHWFB Birth Center. The YMP is part of the evidence-based Pediatric Parenting Connection (PPC) program at Imprints Cares. The study aims to:

1. Provide high-risk young moms at least six months of post-natal health and parenting support;
2. Enhance knowledge of child development among high-risk young moms;
3. Increase high-risk young moms' usage of preventive health and parenting behaviors and decreasing their usage of reactive and negative behaviors;
4. Ensure newborns have safe and nurturing environments with caregivers that are responsive to their needs; and
5. Improve coordination and service delivery within the health system and across systems.



## Brenner FIT Food Security Study

Imprints Cares Ready for School Family, Friends, and Neighbors (FFN) program, in partnership with Atrium Health's Brenner FIT, conducted a food security study to assess the nutritional environment in the homes of informal care providers. FFN-enrolled care providers were interviewed and offered resources and education to improve nutritional offerings. The study concluded that food insecurity was not as prevalent as predicted in both caregivers' and parents' homes. Both caregivers and parents had concerns about children undereating and desired more education on healthy meals.



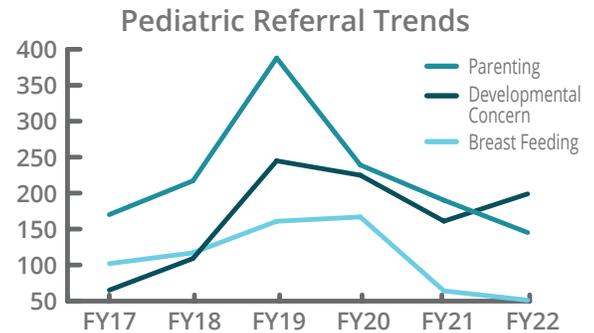
# Ready for School

## Pediatric Parenting Connections

for families with children ages prenatal to 5 years

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 providers for families.

This graph depicts a historical trend of referral types. It is important to note that for the first time in the history of PPC there were more referrals for developmental concerns, which may be linked to the negative affect the global pandemic had on many young children.



### SAMPLE CASE



Young mom Kalya is struggling to breastfeed her son, Kyle.

Kyle's pediatrician refers Kalya to a PPC-certified breastfeeding educator.



After in-person support and follow-up, Kalya successfully breastfeeds Kyle.



### Outcomes-Focused and Evidence-Based

Imprints Cares has validated the outcomes of PPC over 13 years. At the core of PPC is the **international evidence-based Parents as Teachers (PAT)** model. PPC impact is tracked with qualitative and quantitative metrics including:

- Indicators of normal 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.

**654** children served

# Parents as Teachers

for families with children ages prenatal to 5 years

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 made in English or Spanish, create family-centered engagement opportunities that:

- Improve parent understanding at each age and stage of a child's development.
- Promote good parenting habits by connecting with parents in a familiar environment — their own home.
- Increase positive parent-child interactions.

Imprints Cares is recognized by the national PAT office as a **Blue Ribbon Affiliate**. This means that we exceed the PAT Essential Requirements and the PAT Quality Standards.



**261**  
children served



**1,593**  
home visits

**4,164** books  
distributed



## Family, Friends, and Neighbors

for in-home childcare providers caring for children ages birth to 5 years

An extension of the Parents as Teachers program, FFN supports informal childcare providers with visits from trained provider educators. The program is available in both English and Spanish. Participating care providers receive many in-home and out-of-home benefits including:

- Developmental screenings for children
- Two in-home visits monthly from a trained provider educator
- Evidence-based support and training
- Resources, books, and engaging activities
- Play & Learn Group invitations
- Home safety tips
- Networking and professional development

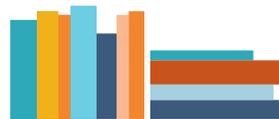


**179**  
home visits



**41** children served  
through **15** providers

**689** books  
distributed



## **Book Babies** for families with children ages birth to 5 years

Book Babies combines literacy coaching and the delivery of age-appropriate books during quarterly home visits to promote early language and literacy skills in young children. Book babies are recruited each year as a cohort before they are four months old. Participating Book Babies will each 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 over the first five years of their life and parents develop a strong peer network.

Findings from a randomized control trial (2020) indicate that more Book Babies parents are engaging in literacy-promoting activities compared to parents in the two control groups, and children in the Book Babies group show stronger early literacy skills, especially in Spanish-speaking families.



**141** children and  
**138** families served



**209**  
home visits

**2,227** books  
distributed



## **Reach Out and Read**

for families with children ages birth to 5 years

Reach Out and Read (ROR) gives young children a foundation for success by incorporating books into pediatric care centers and encouraging families to read aloud together. Studies show that Reach Out and Read improves language ability in young children. Additionally, participating families are more likely to attend well-child checkups, while pediatricians who participate in ROR report experiencing less stress and reduced occurrences of burnout.



**12,000+** books were prescribed to **6,604**  
children during well-child visits.

**76%**

of parents in ROR report reading  
to their children every week

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

# Expanded Learning

## Before and After School Care

for families with students Pre-K to 8th grade

As the largest provider of before- and after-school care in Forsyth County, Imprints Cares Expanded Learning program provides a nurturing learning environment — including homework help and enrichment activities — for students from 21 area schools.

**1,499** students served     **\$86,787** in scholarships

## Imprints Cares Inclusion Program

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



## Summer Enrichment Camp

for families with students Pre-K to Middle School

**487** students served

Summer Enrichment Camps offer students the chance to imagine, explore, and discover in a safe and nurturing educational environment. Led by a team of experienced teachers, our camps provide students with a memorable summer enrichment experience.

## Special Needs Summer Enrichment Camp

This experience is designed specifically for students with intellectual and/or developmental disabilities.

**33** students served



# Growing to serve.

2022 marked a year of change for Imprints Cares. Through the generosity of the Mary Reynolds Babcock Foundation, we relocated our Ready for School staff to their new offices off Reynolda Road, and with support from the Forsyth County Commissioners, we purchased a 21,000 sq. ft. building, which will be the future home of Imprints Cares Family Success Center. Upfit of the new Family Success Center will begin in late 2023. We look forward to expanding programs and community collaborations.

As we grow, we remain committed to providing the highest quality programming. In early 2023, our Expanded Learning Family Engagement Team will complete Triple P certification, an evidence-based, school-aged positive parenting model. We are hopeful that our Pediatric Parenting Connections (PPC) program will expand into Novant Health and into the Atrium Health Enterprise. We are also looking forward to entering into a 5-year partnership with Boston Thurmond Community Network, where we will provide Book Babies and other support services. As we strategically plan for sustained growth, we rely heavily on community partnerships and the trusting relationships of the families we serve to guide our shared vision.



## How You Can Help

It takes a community to ensure that children and families have access to early childhood programs that produce measurable results. 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. With your support, we are removing barriers, supporting families, and providing peace of mind to working parents who need care for their children.



To make a donation, please visit  
[ImprintsCares.org](https://ImprintsCares.org) or scan the QR Code:



We are better together.  
Thank you for your generosity!