



Community Impact Report 2022-2023

Helping children from birth through age five
receive the care, nurture, and education they need to thrive.

a partner in the
smart start network 



Amy A. Brown

Executive Director

our vision

Our vision for Rowan County is that every child will receive the education, nurturing, and support needed to provide the foundation for them to grow into healthy, productive citizens.

our mission

Smart Start Rowan will collaborate to offer services that foster growth, encourage learning, and provide resources and support to community partners and families of children, prenatal through age five in Rowan County.

The Smart Start Rowan Board of Directors and staff are happy to share with you the results of our Fiscal Year 2022-2023 investments made and services provided to our community. We're proud of all that was accomplished, as we continued with our commitment to laying the ground work for future success at the most critical time in young children's lives. All children need and deserve a "Smart Start", and we want them all to enter school healthy, ready, and able to learn. We work closely with partner agencies, to ensure children have access to affordable and high-quality child care, health care and early intervention services, parenting support programs, and early literacy opportunities, which will all help place them on a trajectory of success in school and later in life.

The work of Smart Start Rowan is critically important to the economic development of our community. Higher investments in early childhood programming pay off in the long run, with decreased remediation, healthcare, and court costs, as well as a more productive and viable workforce in later years.

If you are reading this report, it means that you care about and are invested in supporting Rowan County's young children and families. I hope you will consider joining together with Smart Start Rowan, so that we can fulfill our vision that every child will receive the education, nurturing, and support needed to provide the foundation for them to grow into healthy, productive citizens. If you would like more information about services provided by our agency, or to volunteer or donate to support our work, please call 704-630-9085, check out our website at www.rowan-smartstart.org, or visit us at 1329 S. Jake Alexander Boulevard in Salisbury.

Thank you,

Executive Director

our impact



More Children Attending High Quality Care

2003 34% | 2022 84%

children age 0-5 enrolled in 4 or 5 star facilities



**★★★★★
More High Quality Care Options for Families**

Average Star Rating for Children in 1-5 Star Care

2003 2.98 | 2022 4.63



More Children at a Healthy Weight

2015 66% | 2021 70%



Early Care and Education Availability and Affordability

Provides financial assistance with child care costs for eligible families, as well as enhancements to child care programs to support high quality early learning environments.

Programs Funded: Child Care Subsidy and Subsidy Services Support, Star License Enhancement (SLE)

249

Children (ages 0-5) received Smart Start child care subsidy assistance

19

Child care facilities and family child care homes, all 4 or 5 star, received monetary enhancements for participation in the SLE activity

program impact

100% of subsidized children were enrolled in regulated, licensed child care with the majority of those enrolled in 4-and-5-star facilities.



Early Care and Education Quality

Improves the quality of care for young children in local child care facilities, family child care homes, Head Start programs, public schools, and church preschools.

Programs Funded: Early Learning Resource Center (ELRC), Education in Action (EIA), Child Care Resource & Referral (CCR&R), NC Pre-K Quality Enhancement & Support (NCPK QE&S), Childcare Health Consultation (CCHC), WAGES

58

Child care facilities/family child care homes received technical assistance (Note: This is a duplicated count based on the type of technical assistance provided)

152

Technical assistance opportunities were provided to early childhood professionals

49

Trainings/workshops were offered to early childhood professionals

8

Early childhood professionals from 5 facilities received higher education advising

41

Child care staff from 30 facilities/family child care homes utilized the Early Learning Resource Center

111

Teachers and directors received salary supplements through WAGES

program impact

Of all Rowan County WAGES participants, 97% shared that the supplements help ease financial stress and 100% shared that the supplements help them feel more appreciated and recognized for their work.

Family Support, Child Health, Literacy, and Systems Building

Provides families with education, information, resources and support so their children can have the best start in life.

Programs Funded: Assuring Better Child Health & Development (ABCD), Community Awareness & Education, Dolly Parton's Imagination Library (DPIL), Healthy Beginnings, Kaleidoscope Play & Learn (KPL), Program Coordination & Evaluation, Reach Out & Read (ROR), and Triple P

Over 8400

Young children participated in child health and wellness programs offered by 6 medical practices, including Rowan County Health Department

186

Parents/caregivers participated in family support programs, including one-on-one and group parenting support, as well as parent/child playgroups

7,830

Children, age 0-5, received DPIL books

6,369

Books were distributed to children for parents to read at home, by 25 medical practitioners trained in the ROR program.

400

Total participants attended 4 large parent-child interactive community events hosted by Smart Start Rowan

program impact

100% of caregivers felt more confident with their parenting responsibilities after participating in the Triple P-Positive Parenting Program.

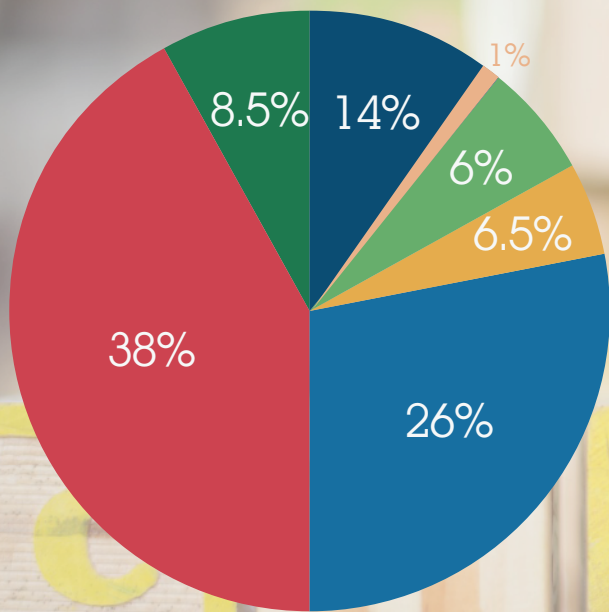


The NC Pre-K program is designed to provide high-quality educational experiences to enhance school readiness for eligible four-year-old children. Children are prepared in all five of the developmental domains that are critical to children's overall well-being and success in reading and math as they enter school.

Number of Children: **372**
Number of Sites: **18**
Number of classrooms: **27**

Approaches to Play and Learning
Emotional and Social Development
Health and Physical Development
Language Development and Communication
Cognitive Development

Our Smart Start Investments



Systems Building	\$287,119
Literacy	\$24,263
Health	\$132,980
Family Support	\$134,501
Early Care & Education	\$535,724
Child Care Subsidy	\$806,445
Administration	\$179,655

Our Other Investments

NC Pre-Kindergarten	\$1,918,707
CCR&R Core Services	\$16,541
Dolly Parton's Imagination Library	\$5,533
Other	\$48,504

Community Partners

Kannapolis City Schools

Local Child Care Facilities

Local Family Child Care Homes

Rowan County Department of Social Services

Rowan County Health Department

Rowan-Salisbury Schools

Salisbury-Rowan Community Action Agency-Head Start

Terrie Hess Child Advocacy Center

Staff

Amy Brown, Executive Director
 Cinthia Rodriguez, Director of Finance and Administration
 Denise Heinke, Director of Outreach and Development
 Janira Hernandez, Finance and Administration Specialist
 Laura Villegas, Director of Programs
 Donna Hogue, Director of Early Education and Family Support
 Amanda May, NC Pre-K Program Lead
 Ermalyn Jaeck, Parent Educator
 Chelsea Hudson, Early Education Program Lead
 Cathy Stewart, NC Pre-K Early Education Specialist
 Tania Cuevas, Program Assistant
 Lizbeth Berio, Resource Specialist
 Lisa Edwards, ABCD/Reach Out and Read Coordinator

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www.rowan-smartstart.org

**Cover photo feature of Lorie Aldridge, 2022-2023 Board Chair*