

# SMART START OF TRANSYLVANIA COUNTY

2022 - 2023

# IMPACT REPORT

## Smart Start of Transylvania County



We are a public-private partnership serving the needs of Transylvania County



We collaborate in thoughtful ways to support the well-being of families in our community



We support Early Childhood Education professionals



We help connect families to the resources they need



# PROGRAMS AND IMPACTS

## SESAME STREET IN COMMUNITIES (SSIC)

### Abby's Ambassadors:

*Launched Abby's Ambassadors, a region-wide program that trains early childhood professionals to utilize SSIC resources in order to better reach and engage with families*

**18** providers participated in Cohort 1 of the program and presented SSIC topics to families and staff members in schools, doctor's offices, and non-profit organizations

### Educational Toolkits:

*Distributed funding for the creation and distribution of **11,000** social & emotional development toolkits across the WNC region over the next two years*

Toolkits encourage family learning and engagement, and feature educational toys, SSIC books, and information on community-specific resources and organizations



## IMPACT OF ADVOCACY

### *Voices from the Home Initiative:*

Increased public education & awareness surrounding FFN care through key messaging, media and online campaigns, and in-person community of practice meetings with local providers

*"It has been reassuring to meet with others - parents, grandparents, nannies - who can lend support, encouragement, experience, and education to each other so that we all feel more prepared and successful for the important role that we play in the lives of these little ones."*

**-FFN Care Network Member**

## FAMILY, FRIEND, & NEIGHBOR (FFN) CARE

Facilitated in-person FFN Network meetings and supported **63** home-based child care providers with emotional support, stipends, developmental toys, supplies, free training, and other educational resources

Provided all FFN providers with free use of *Playground*, an app to assist child care providers with administrative duties and communication services



# PROGRAMS AND IMPACTS

## CENTER-BASED CHILD CARE

Supported school readiness and high quality education for four year olds by administering NC Pre-K program in TC

108 Children enrolled in NC Pre-K

130 Recipients of child care subsidies

*"It keeps me in a job I believe I was born to do... So the parents of the children in my care do what they are best at, and I do what I'm best at: loving and teaching their children, helping them to grow up and become what they dream of while giving back to their community."*

-Transylvania Teacher & WAGE\$ Participant

## PATHWAYS TO EARLY CHILDHOOD INITIATIVE

Launched **Workforce Stabilization & Expansion Initiative** to support ECE staff by creating pathways to higher pay through higher education, professional training, and in-class room guidance

Initiative supports a multi-pronged approach to building capacity in all care settings by increasing access to wage supplements, funding the creation of Infant Rooms, and providing new resources for employers

## WAGE\$

12 licensed early childcare professionals received WAGE\$, financial support to supplement low wages and build recruitment and retention of early childhood teachers, directors, and staff members



## EARLY LITERACY

1,600 children served by *Dolly Parton's Imagination Library & Reach Out and Read*



## PARTNERSHIP SPOTLIGHT

SSTC is a proud supporter of Hendersonville Pediatrics-Brevard, whose commitment to early literacy was recognized as they were named the number one **Reach Out and Read** clinic in the region



# PROGRAMS AND IMPACTS



## INFANCY DEVELOPMENT

### Maternal Child Health:

*Launched a region-wide research initiative to identify and address inequities in Maternal Child Health*

Initiative focuses on how a variety of social determinants affect access to healthcare for women and children in order to to inform the planning and implementation of a project designed to improve Maternal Child Health and reduce infant mortality rates

### GetSet Babies:

*Developed and grew **GetSet Babies Network** to support new and expectant mothers before and after birth*

Assisted **30** families with community support, infancy development education, local service connections, and specific items related to infant health



## JUMP START TO KINDERGARTEN

*Funded annual day camp program where rising kindergartners meet elementary school staff & students*

Program was held in all 5 local elementary schools  
225 children attended Jump Start



*"With Jump Start kids are able to make friends and gain excitement about the new school year! We can't wait to learn and grow together!"*

**-NC Pre-K Teacher & Jump Start Participant**

# 2,141

children served in  
Transylvania County  
(duplicated)

# \$1,226,490

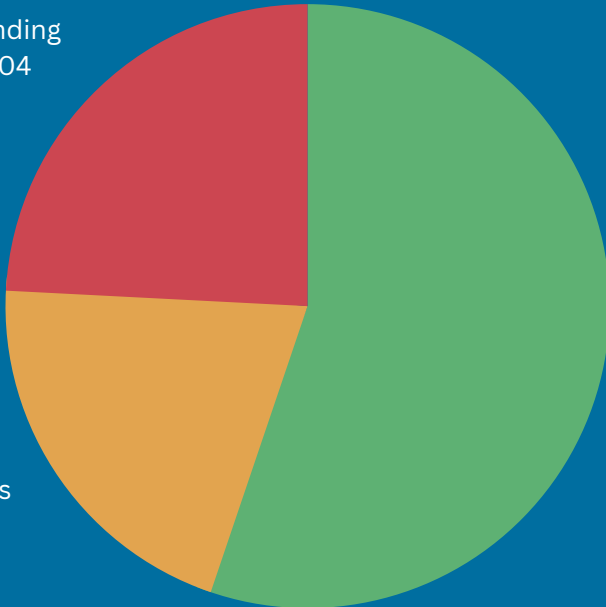
in private grants awarded to SSTC

# \$995,634

in public funding awarded to SSTC

## 2023 FISCAL YEAR FINANCIAL GRAPHS

State Funding  
\$537,404



### REVENUE

## \$2,222,124

Private Grants  
\$1,226,490

Federal Awards  
\$458,230

Management & General  
\$178,228

Health  
\$68,837

NC Pre-K  
\$763,752

### EXPENSES

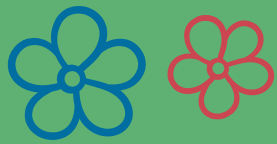
## \$1,698,100

Family Support  
\$687,283

Early Education Support  
\$37,918







# THANKS TO OUR SUPPORTERS!



## LIST OF LOCAL SMART START PARTNERS:



[HTTPS://WWW.SMARTSTARTTRANSYLVANIA.ORG/OUR-PARTNERS](https://www.smartstarttransylvania.org/our-partners)

## LIST OF OUR FINANCIAL SUPPORTERS:



[HTTPS://WWW.SMARTSTARTTRANSYLVANIA.ORG/OUR-SUPPORTERS](https://www.smartstarttransylvania.org/our-supporters)

## BOARD OF DIRECTORS

**Pam Pallas**  
Chair & Treasurer

**Stacy Friesland**  
Vice Chair

**Lisa Sheffield**  
Secretary

**Nick Iosue**

**Kim Dodson**

**Mark Ellenberger**

**Jeanette Chapman**

**Chuck Owenby**

**Elizabeth C. Dobbins-Smith**




### ADDRESS:

**147 E. Main Street, Suite 302  
Brevard, NC 28712**

### MAILING ADDRESS:

**PO Box 1676  
Brevard, NC 28712**

 <https://www.smartstarttransylvania.org>

 **(828) 877-3025**