



What's In the News?

January 2012

Smart Start Board Tackles Resource Development

Working together to serve children and families across Brunswick County

On December 1st, Smart Start Board Members learned exactly what needs to be done to develop financial resources. "The loss of almost \$400,000 in state funding over the past year has presented real challenges to the program and administrative functions and a deep concern over our future ability to help meet the needs of families and children in our county," said Linda Gironda, Executive Director. Program sustainability needs to be less dependent on state funding.

Bob Jones, of Queensboro.com, shared his experiences and expertise in fundraising for non-profits and helped Smart Start board members begin developing a short and long range plan

for fund development.

While fundraising is not every one's cup of tea, it is truly a necessity in this economy when government funding can fluctuate dramatically. The Board of Directors is fortunate to have individuals experienced in non-profit fundraising on the board. Both new board member, Penny Tysinger and Board Chair, Jayne Mathews have previous experience in raising funds for non-profit organizations.

Since November and December are historically the best months to obtain donations, no time was wasted in sending out an appeal letter in December. The appeal

letter was paid for with private dollars.

In addition, Smart Start was awarded a matching grant from Raising a Reader whereby all funds raised through January on the Globalgiving.com website will be matched by 50%.

Smart Start is grateful to be the recipient of donations from local organizations such as St. James Service Club, Shallotte Rotary and Southport-Oak Island Kiwanis Club as well as ATMC. Their donations help support on-going activities or start new projects.

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Smart Start Board of Directors

Smart Start Board Members are representative of different sectors in our community.

Business & Community

Dr. Joanne Peck,
Gary Jones
Cynthia Cheers
Laura Thompson
Norma Eckard
Polly Russ

Government

Jayne Mathews
Gina Robinson
John Gray
Meredith Everhart
Robert Setzer

Services

James Durante
Dorothy Hoerr
Mary Snead
Grey Memory
Penny Tysinger

What's In the News?

Early Care & Education (ECE) Industry in NC Plays Important Role in Economic Development

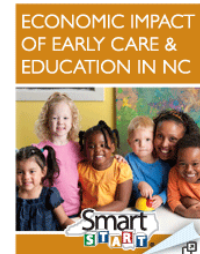
It is well known that quality early education has long term impacts on individuals. Not so well known is the economic impact of child care. In a report produced by the Insight Center for Community Economic Development the benefits to our economy are clearly outlined.

The ECE industry enables parents to work as well as attend

school to update their professional skills. High quality ECE also increase on-the-job productivity and reduces absenteeism.

In NC early care and education generates more than \$1.7 billion in gross receipts annually and provides more than 49,600 full time equivalent jobs.

To view data on local economic impact of ECE, go to our website www.smartstartbrunswick.org.



“Smart Start is pleased to be able to coordinate the registration process for 2012-2013 NC-PreK program,”

Helen Gabriel, Program & Evaluations Director, Smart Start of Brunswick County



NC Pre-K, known previously as the More at Four program, is designed to provide high-quality educational experiences to enhance school readiness for eligible four year olds. Smart Start of Brunswick County is one of many local Smart Start partnerships that administers the program throughout the state of North

Carolina.

The program has transitioned to the Division of Child Development and Early Education (DCDEE) from the Office of Early Learning. Classrooms are located in child care centers, Head Start programs and public school classrooms with sites being determined by local

needs. The emphasis continues to be to provide quality early education to at risk children.

We anticipate serving 339 four year olds next year, the same number currently enrolled in the program this year.

Registration for the program will begin on February 28th & 29th in Leland area and continue on March 6th and 7th in the Shallotte area.

Current School Year

Brunswick County NC Pre-K Classrooms

**Kids World Academy
Specnine
For Kids Only
Tiny Tots
Kids Connection
Longwood Head Start**

**Kids World II
Piney Grove Head Start
Earth Angels Education Ctr
Brunswick Community College Early Childhood Education Center**

**Little Sandpipers I
Little Sandpipers II**



Parents as Teachers Program Manager, Linda Perry, dedicates herself to ensuring this evidenced based program is serving families exactly as the program outlines. PAT trained parent educators share research-based information and

Building Strong Families With Parents as Teachers Program

use evidence-based practices to increase parent knowledge of early childhood development and improve parenting practices.

Parent Educators travel to family homes throughout the county conducting scheduled visits. Information shared is based on needs of family and age of child and follows the PAT Foundational Curriculum. By increasing parent knowledge, the PAT program

helps parents to be more resilient, less stressed and more involved in their children's care and education. In addition, PAT educators are able to link families to resources that may help provide early detection of developmental delays and



health issues.

Locally, Parents as Teachers has joined forces with the Smart Start Raising a Reader program to support early literacy development. by providing books for infants and toddlers.



Brighter Futures for North Carolina Children

Great news for the children in North Carolina came in December when North Carolina became one of only nine states awarded the Race to the Top – Early Learning Challenge grant..

The \$70 million dollars will allow NC to strengthen efforts that allow all children to enter kindergarten with a strong foundation for future learning.

The Division of Child Development and Early Education (DCDEE) and the Division of Public Health, as well as the Department of Public Instruction are key participating state agencies and will be joined by other state and local agencies and non-profits in implementing this far reaching and transformative plan.

The funding will be used to:

- ◆ increase the quality of early learning programs in underserved areas of the state.
- ◆ Expand diagnostic screening programs to ensure early intervention for health and developmental problems for children.
- ◆ Improve and expand systems to gauge children's progress.
- ◆ Provide incentives and resources to support and strengthen the state's early childhood workforce.
- ◆ Provide training and assistance to help early childhood educators better engage family members in a child's early development.
- ◆ Establish a "Transformation Zone" in selected high-need counties in Northeastern North Carolina.

"...North Carolina's youngest children moved one step closer to a brighter future ..." said Dr. Olson Huff, board chairman of the North Carolina Partnership for Children.





Setting Sail for School Success!

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Our future relies upon our children's success and their success is in our hands.

For coverage of recent events, access our facebook page from our website: www.smartstartbrunswick.org

Ensuring all young children are healthy and ready for school



The Build Initiative Theory of Change

Developing a coordinated early learning system that is responsive to the needs of families, careful in the use of private and public resources and effective in preparing our youngest children is the mission of the Build Initiative.

The initiative is working with nine states to build early systems, provide support to state and community early childhood leaders. Through their work they have identified “theories of change.” These theories of change help identify which actions are essential to moving forward and can help sort out when actions may not be contributing to meeting overall goals.

Theory of Change One—Based on the assumption that significant numbers of children are not being prepared for success, the first theory proposes that a wide array of core components is necessary for the development of an effective early learning system and these components must be identified, a “system” must be defined and there must be agreement on what the early learning system is designed to achieve.

Theory of Change Two—necessitates planning, mobilization and action strategies be developed and implemented including developing political leadership, public support, knowledge, programmatic and infrastructure bases and adequate financing.

Theory of Change Three— the Build Initiatives resources may serve as a catalyst for constructing the early learning system.

For more information on this initiative go to www.buildinitiative.org.