



PARENT-CHILD HOME PROGRAM

A PROVEN BEGINNING FOR SCHOOL SUCCESS SINCE 1965

Fiscal Year 2014 Annual Report

Fiscal Year July 1, 2013 - June 30, 2014



2015 marks the 50th Anniversary of the first PCHP pilot!
Please visit our website to learn more about our history and to see how far the Program has come.

July 1, 2013

JUL

PCHP received a 4-star rating from Charity Navigator for the third year in a row.

AUG

PCHP's Young Professionals Committee hosts a meet & mingle event

SEPT

PCHP featured on PBS's American Graduate Day to spread the word about helping at-risk students

The New York Mets donate 300 tickets for PCHP families and staff members.

OCT

A South Carolina state grant is awarded to Florence Public School District to expand on PCHP and provide a model for the state.

PCHP's Young Professionals Committee hosts a fall event with PCHP families at Lutheran in Brooklyn, NY

NOV

PCHP's Research & Evaluation Director Cesar Zuniga speaks in Dublin and presents "Fidelity of the Programme-Parent Child Home Program(me) in a Different Culture" at the *Global Fathering For Early Childhood*.

PCHP hosts its 4th Annual Literacy Champions Gala and honors Parent Literacy Champion & best-selling author Amor Towles.

JAN

A NYC Program, Deferred Action for Childhood Arrivals selects the PCHP National Center as an Outreach Provider to disseminate information to hard to reach young immigrant communities

FEB

PCHP was selected as a featured charity by Altruist.

MAR

The Rauch Foundation sponsors PCHP families and staff to attend a New York Islander's game.

APR

The New York Public News Service features PCHP for reaching and helping NY's homeless schoolchildren after Superstorm Sandy.

The New York Mets donate 400 tickets for PCHP families and staff.

MAY

PCHP site staff and supporters from across the country attend the 2014 PCHP National Conference.

PCHP CEO Sarah Walzer speaks at "Mind the Opportunity Day" 2014 breakfast hosted by the United Way of King County.

The first phase of the two-year NYU study of PCHP is completed. Results show that PCHP graduates outperform control group children on social-emotional and language development.

Microsoft announced an additional \$500,000 to support an expansion of PCHP in King County.

JUN

PCHP partner organization Jewish Family and Children's Service of Minneapolis's CEO Judy Halper recognizes how PCHP bridges the word gap in a letter to *StarTribune*.

June 30, 2014

Success Story: Alrick and Serenidy

Meet Alrick: When Alrick was a child, her mother worked in the United States as a housekeeper, and would send money to her family back in Jamaica. Alrick was raised primarily by her grandmother, but enjoyed spending holidays and summer months in the United States. When her mother passed away when she was sixteen years old, she and her younger brother moved into her grandmother's house, which was occupied by fifteen other people. Alrick finished high school and followed in her mother's footsteps by moving to the United States in 2008. "It is very difficult to find a job in Jamaica," Alrick explained, "There are more opportunities in America, so I moved here, sent money home for my younger brother and family back in Jamaica, and saved to fund my younger brother's journey to the United States."

Alrick worked as a babysitter initially, and then became certified as a home health aide. In 2010 she gave birth to Serenidy, and was immediately engaged by SCO Family of Services in Brooklyn in Nurse Family Partnership, and soon after enrolled in Parent-Child Home Program.

How PCHP Helped Serenidy: When Miss Merl, Alrick and Serenidy's home visitor, first came to their home, Serenidy was very shy and had a very limited vocabulary. She was only comfortable with her mother and uncle, and 'no' was her favorite word. "She was not a friendly child. At first Miss Merl would come to the house, and Serenidy would sit very close to me and did not speak a word, but would listen intently to Miss Merl" said Alrick, "Slowly Serenidy started inching closer and closer to Miss Merl. She was intrigued by the wonderful toys and books that she brought over, and after a few visits, she started to warm up and engage with Miss Merl and the materials."

Serenidy loved when Miss Merl came to visit, and took a particular liking to "Pat the Bunny." Alrick was amazed how quickly Serenidy learned the alphabet, shapes, colors, numbers, and nursery rhymes. "She soaked up Miss Merl's lessons like a sponge!" explained Alrick, "**I was so proud to watch my child grow and learn in such a short period of time.**"

How PCHP Helped Alrick: Alrick's connection with Miss Merl was instant and extremely special. "I was alone in this country, but Merl treated me like her own child," she explained, "**She taught me all the things a mother would. She told me to be confident, she supported me, and she encouraged me when I was having bad days and doubting my parenting abilities.**"

In Jamaican culture, children are to be obedient, quiet, and respectful of elders. Children typically play with children, and parents are authoritative figures and are expected to take care of and support their children. "Miss Merl opened my eyes and showed me that it was okay to allow my child to lead, communicate and be independent," Alrick says, "**I learned that your child can also be your best friend.**"

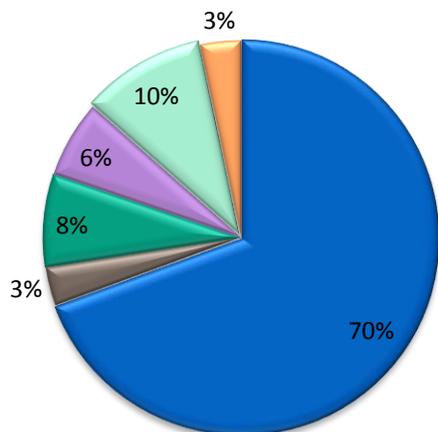
Alrick now finds that she is more flexible, patient and understanding. She's become a better follower and a better listener: she lets Serenidy lead playtime and will let her make decisions and voice her opinion. "Before PCHP, I would scold Serenidy for playing with the remote control, but I was encouraged to teach her, so I taught her how to use the remote, and now she can turn the TV on, change the channels, adjust the volume—all on her own!"

Building Brighter Futures: "I am so thankful that I had the opportunity to participate in the program, and wish that all parents were taught how important it is to introduce literacy early *in the home.*"

Alrick notes that Serenidy's vocabulary and maturity level are her biggest improvements since beginning the Program. Serenidy's teacher says that she is one of the best students in her class. She has a longer attention span, is engaged with educational materials, and helps out other children in her class. "I went to visit her in class one day and they were playing Animal Bingo," said Alrick, "Serenidy was the only student in her class who sat quietly and listened to her teacher call out the animals. The other kids were jumping around and not paying attention, but Serenidy would look down at their bingo card and say 'oh look, you have that animal!' That was such a proud moment as a parent."

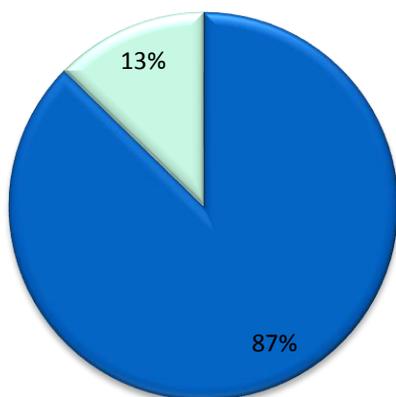
Parent-Child Home Program has motivated Alrick to apply to CUNY schools for nursing. Alrick hopes to advance her career, and provide a better life for her and her daughter. She will be working, taking care of Serenidy, and attending school fulltime.

2014 Financial Summary



SUPPORT	2013	2014
Grants-Foundations	\$1,355,650	\$1,292,850
Grants-Government	\$0	\$120,638
Donations-UW, Individual, Corporation	\$141,401	\$148,750
Program Revenue	\$151,320	\$142,059
Fundraising Events	\$165,062	\$223,784
Interest	\$44,803	\$81,269

Total Support: \$1,858,236 (2013) / \$2,009,350 (2014)



EXPENSES	2013	2014
Program	\$1,687,818	\$1,771,779
General/Administrative	\$219,585	\$281,370

Total Support: \$1,907,403 (2013) / \$2,053,149 (2014)

Net Assets	2013	2014
Beginning of Year	\$1,744,502	\$1,695,335
End of Year	\$1,695,335	\$1,651,539
Change: Net Assets	-\$49,167	-\$43,796

Complete Audited Financial Statements for this and previous fiscal years are available at www.parent-child.org or upon request from The Parent-Child Home Program Inc.

Where We Are: Program Replication Sites

National Sites

CALIFORNIA: El Sol Riverside County

COLORADO: Jefferson County

FLORIDA: Miami Beach; Monticello; Palm Beach County-ASPIRA; Palm Beach County-Boys Town; Palm Beach County-Guatemalan-Maya Center; Palm Beach County-Noah, Inc.; Tampa-Tampa Housing Authority; Tampa-Metropolitan Ministries

GEORGIA: Thomasville

MASSACHUSETTS: Barre; Boston-Family Nurturing Center/Dorchester; Brookline; Cambridge; Central Berkshire; Clinton/Nashoba; Fall River; Framingham; Greenfield; Lawrence; Leominster; Lowell; Lynn; Medford; Mount Holyoke; New Bedford; Newton/Needham/Wellesley; Northern Berkshires; Northampton; Pittsfield; Plymouth; Quincy; Revere; Salem; Ayer/Shirley; Somerville; Springfield; Stoughton; Taunton; Waltham; Ware – Collaborative for Educational Services; Wareham; Watertown; Worcester

MINNESOTA: Minnetonka - Hennipin/Cass Counties; Northland Family Center

NEW JERSEY: Milltown, UW - Central New Jersey United Way

NEW YORK: Albany; Bronx-Leake & Watts; Mott Haven Bronx-MASA, Inc.; Brooklyn-University Settlement; Brooklyn-Lutheran Family Health Centers; Brooklyn-SCO; Buffalo-Jericho Road Ministries; Buffalo-King Urban Life Center; Center Moriches; Centerreach-Middle Country Library; East Ramapo; Great Neck/Manhasset; Manhattan-The Educational Alliance; Nanuet; Nassau BOCES; North Rockland – Haverstraw, Neary; Nyack; Oyster Bay; Port Washington – Family Place Project Library; Providence House; Queens-SCO; Roslyn; Southold; South Jamaica/CCNY; Westchester County – Jewish & Family Services; William Floyd School District; Zone 126/CCNY Astoria

PENNSYLVANIA: Armstrong County; Easton/Northampton County; Juniata/Mifflin Counties; Indiana County; Lycoming/Clinton- STEP Inc./Union Counties; Milton/Northumberland County; Pittsburgh

SOUTH CAROLINA: Charleston County School District; Dorchester School District #2 - Summerville; Dorchester School District #4 – St. George; Georgetown – Miss Ruby's Kids; Florence School District #1; Florence School District #3; Florence School District #4; Horry County Schools; Richland School District #1; Williamsburg County Schools

WASHINGTON: Northwest-Encompass; Southwest Youth Buriem-New Futures; Bellevue-Kindering Center; Seattle-Chinese Information & Service Center; Seattle-El Centro de la Raza; Seattle-Children's Home Society of WA/North Seattle; Seattle-Children's Home Society of WA/South King County; Seattle-YWCA of Seattle/Central Seattle; Seattle-Southwest Youth and Family Services - Levy; Seattle-Neighborhood House; Seattle – Southwest; Seattle-Atlantic Street/Rainier Beach Center; Yakima-West Valley School District

WISCONSIN: Eau Claire; Madison-Center for Families

International Sites

BERMUDA: Hamilton

CANADA: Brandon/Manitoba

IRELAND: Dublin; Dublin - Bluebell, Inchicore

**List accurate at time of publication.*

Please visit our website to learn about a replication site near you:

www.parent-child.org



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Visit www.parent-child.org to:

- Donate online
- Learn about our 50th anniversary initiatives
- Shop through our Amazon.com link to support PCHP
- Learn about our upcoming events, trainings, Young Professionals Committee, and corporate partnership opportunities
- Find a site near you
- Learn how to bring PCHP to your community

Connect With Us



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Vision Statement

The Parent-Child Home Program envisions a world where every child enters school ready to succeed because every parent has the knowledge and resources to build school readiness where it starts: the home.

Parent-Child Home Program's Mission Statement

Through a nationwide network of program sites, the Parent-Child Home Program's (PCHP) proven early childhood home visiting model provides low-income families with the necessary knowledge, skills, and educational tools to enable their children to achieve their greatest potential. The National Center assists in replicating and expanding this school readiness early literacy program, which builds positive parent-child interaction and learning at home. Together we are strengthening families and communities, and building the workforce of the future.