OUR MISSION
We advance the success of young children by partnering with families, professionals and the community through exemplary services, training, research and advocacy. We accomplish our mission within a culture of innovation, collaboration and shared leadership.

OUR BELIEFS
We believe in children.
We believe in families.
We believe in our community.
We believe in ourselves.

OUR VISION
Young children are ready to succeed in school and in life.

www.childreninc.org
333 Madison Ave.
Covington, KY 41011
859-431-5217

2009 Annual Report
Extended Education & Care

Children, Inc’s Extended Education and Care programs partner with local elementary schools with half-day kindergarten programs to offer the other half of the kindergarten day and extended care in the after school hours. Tommy has been involved in one of Children, Inc’s EEC programs since the beginning of the school year. EEC provides Tommy with extended learning opportunities aligned with his elementary school’s curriculum and focused on his individual needs. Tommy’s parents recently wrote, “We are so proud of him and amazed by how rapidly his reading skill have developed. I have to tell you the EEC reading lessons are wonderful! We believe they have been an important factor in Tommy’s overall reading success. Thank you so much for all that you do to make learning enjoyable.”

DEAR FRIENDS,

Children, Inc experienced its largest operational deficit in its history in 2009. However, 2010 is a new day that shows a promise of financial recovery that bodes well for our organization, but more importantly for the families we serve.

In 2009 we greatly enhanced Dream Doing. Dream Doing at Children, Inc. is every full time staff person asking two questions, how do we do what we are doing better and what else do our families and children need? We believe that each staff person brings special talents and views our work with families each day from a unique point of view that can and does lead to better ideas. These skills and vantage points when shared enable Children, Inc. to innovate more quickly and serve our children and families more effectively.

In 2009 a team from Northern Kentucky University’s Executive Leadership and Organizational Change came again and measured how many of Children, Inc.’s 150 full time staff saw themselves Dream Doing. We were about half way there. So in the fall of 2009, we appointed a Dream Manager. A Dream Manager works with the director of each of Children, Inc.’s services. Together they help each staff person articulate three dreams: a personal dream, a professional dream and a dream that makes their whole team better.

The concept of a Dream Manager comes out of the work of Mathew Kelly, a highly successful corporate consultant and best selling author. The Dream Manager concept is based on a simple truth that a company becomes its best version of itself when employees become the best version of themselves. Children, Inc. is committed to making Dream Doing its culture. When I reflect on 2009, I am grateful to the Board of Children, Inc. While wanting to make sure that the operational debt of 2009 would not be repeated in 2010, the Board kept dreaming. It heartily endorsed the expansion of our research-based children’s music, Growing Sound, by adding a highly competent Marketing Director. It voted to open a new center for young mothers in the Newport High School. And the Board has launched the most ambitious and farthest reaching five year strategic plan in our history.

With the support of such a Board, with the growth of Dream Doing by more and more Children, Inc. employees, I am confident that the years ahead will be more impactful than any in our past. We will serve more children and families better. We will dream new dreams with you our partners.

Gratefully,

Letter from our executive director
Service Learning

In 2005 a wildly optimistic Children, Inc. promised Vision 2015 that by the year 2015, 25,000 students in northern Kentucky would complete a service learning project each year. To reach that goal one out of every two students between the ages of 5 and 12 would have to take something they are learning in school and learn it better by using it to help someone else. At the half way point, the 2009-10 school year, over 21,000 students will complete a service learning project. Congratulations to Children, Inc.’s Service Learning Coordinators and the 63 schools they work with. We have begun to explore the creation of a new Big Dream for the Greater Cincinnati Region. Would this region be willing to be the first in our country to create the strategies that would enable 100,000 students each year to complete a service learning project. Congratulations to Children, Inc.’s Service Learning Coordinators and the 63 schools they work with.

This year over 3000 children learned how to make money and have given away over $90,000 in cash and materials to many different organizations. We will grow our partnership with Junior Achievement and others so that many more children learn how to be entrepreneurs and how to be generous to those in need.

In Kentucky there are 2,279 licensed child care facilities. 30% of Kentucky centers are nationally accredited and rated 3 STARS or higher. 6% of Kentucky centers are nationally accredited. Kentucky’s STARS for KIDS NOW voluntary rating system grants child care facilities with ratings of 1 to 4 STARS. Simply put, STAR rated programs invest in and achieve quality for children and families.

1% of Kentucky centers are nationally accredited and rated 3 STARS or higher.

Some facts are indisputable and quite impressive:
• Only 14 facilities in Kentucky have achieved the highest quality rating of 4 STARS. Three of the 4 STAR programs are located in Northern Kentucky, all Children, Inc. programs: Kenton Child Development Center, Newport Preschool Center and Imagine Tomorrow Child Development Center.
• There are only 7 facilities in Northern Kentucky that have achieved a 3 STAR rating or higher along with a national accreditation, and 6 of them are Children, Inc. programs (two more Children, Inc. sites waiting for confirmation on their accreditation any day).
• Children, Inc. also operates 42 STAR-rated Before and After-School care programs.

Quality asks teachers and directors to ask more of themselves. Quality requires that teachers and directors find new ways to channel their creativity and dedication toward the pursuit of quality. Quality care and education mean that a teacher plans curriculum based on the needs and interests of each child in her class. Quality in early childhood classrooms translates the results of children’s formal and informal assessments into meaningful and challenging experiences for them.

Quality includes all aspects of a child’s healthy development: social, emotional, physical, cognitive, language and creative expression.

Quality is provided by teachers and directors who spend their days in classrooms with children, and their evenings in trainings and college courses to better inform their practice. Quality in early childhood classrooms translates the results of children’s formal and informal assessments into meaningful and challenging experiences for them.

Quality requires that teachers and directors find new ways to partner with busy families. Quality asks teachers and directors to ask more of themselves. Children, Inc. is fortunate to have a professional staff of quality-driven individuals who reach for the STARS! Teaching that our𬹼 to lead them towards greatness but I could not do this class without the staff at Children, Inc.” Even Adam’s developmental support team commented that Adam’s early childhood program “is a diamond.” Children, Inc.’s staff will continue to work with and support Adam so he experiences continued success during his time in the program.

Treasure House

Adam enrolled in one of Children, Inc’s early childhood programs as an infant. He had recently been diagnosed with special needs and also had complicating health issues. Adam and his family received excellent care from his medical staff but also from his Children, Inc. family. The center was able to hold a spot for Adam while he received treatment and the staff provided a much needed support system to the family. According to Adam’s mother, “Without the staff…we would not be where we are today. The fact that he is beginning to self-feed on his own and stand on his own and even regular food amazes most of the people we talk to today. Everyone says we should conduct a parenting class for a child with special needs and how to lead them towards greatness but I could not do this class without the staff at Children, Inc.” Even Adam’s developmental support team commented that Adam’s early childhood program “is a diamond.” Children, Inc.’s staff will continue to work with and support Adam so he experiences continued success during his time in the program.
Children, Inc.'s Corporate Culture

We believe in ourselves is one of Children, Inc.'s four Core Beliefs.

• Excellence: We maintain high quality programs.

• Strength-Based Practices: We acknowledge and build upon strengths and competencies of children, families, colleagues and community partners.

• Integrity: We value and practice respect and honesty.

• Excellence: We maintain high quality programs.

Children, Inc. has embraced Dream Doing as a strategy to support staff in achieving their goals and dreams and to create a culture of Shared Leadership. Dream Doing encourages us to ask ourselves three questions:

1) What are my personal strengths and passions?
2) How can I use my strengths and passions to:
   a. Improve what I’m already doing for children and families?
   b. Ask what else children and families need?
3) How can I engage in Dream Doing with my TEAM, for myself as a professional and in my personal life?

Staff work with their supervisors to identify areas in which they have strengths and dreams and then look for opportunities to use their skills and passion to take on a leadership role within their program.

Shared Leadership is identified as one characteristic of high performing nonprofits by McLeod Grant and Crutchfield in their article, Creating High Impact Nonprofits. Shared leadership empowers others to lead. It develops the capacity of staff, management and the board to create change and achieve our mission.

Children, Inc. recognizes the importance of dreams, goals and ongoing professional development. We are fortunate to be engaged in work that centers on helping children and families become the best version of themselves. The Code of Ethics, Dream Doing and Shared Leadership help us do the same for ourselves.

In-School Preschool Programs

Advance School Readiness

Shortly after Luke’s mom enrolled him in one of Children, Inc.’s In-School Preschool Programs, she discovered that each school day he went to a really fun place where he could be with his friends, learn new things and have a great time. Luke’s mom knew she had found a place where she was not only included in her son’s learning, but confident her child was enjoying his day while gaining many new skills.

School administrators partnering with Children, Inc. understand the importance of children being better prepared for kindergarten and the elements that lead to school success. Investment in the early years pays huge dividends in the learning years that follow. Young children absorb information quickly and learn new skills at phenomenal rates. Creating mastery of skills needed for kindergarten leads to a higher level of school success.

Since 2006, Children, Inc. has partnered with five school districts at seven school sites to offer either half of the preschool day plus before and after school care to prepare children for success in school. We are fortunate to be engaged in work that centers on helping children and families become the best version of themselves. The Code of Ethics, Dream Doing and Shared Leadership help us do the same for ourselves.
Learning to create a greater teacher. The students utilized service purchased 240 vaccines which were students raised over $1,200 and to sell as a fundraiser to purchase and project involved students in creating art project called Art for Africa. The children planned a service learning response to what they learned, the have access to malaria vaccines. In including how children in Niger did not experiences with the students, traveled to Niger and shared her school's art teacher had recently in their global studies unit. The elementary and middle school teachers provides training and support to Children, Inc's Service Learning program.

Donations of $75,000 or more
Donations of $10,000 or more
Donations of $1,000 or more
Donations under $1,000

Revenue
Parent/Clien Fees $5,431,071 63.2%
Government Sources $1,467,122 17.1%
United Way Allocations $974,021 11.5%
Contributions/Fundraising $84,774 1.0%
Foundation/Corporations $292,884 3.4%
Other $137,226 3.9%
Total Revenue $8,587,078 100%

Expenses
Program Services $7,373,534 85.8%
Administration $1,109,252 12.9%
Fundraising $111,598 1.3%
Total Expenses $8,594,384 100%

Net Assets, Beginning of Year $8,594,384
Change in Net Assets Operations $-8,587,078
Net Assets, End of Year $73,306

Change in Net Assets Operations $-7,343
Net Assets, Beginning of Year $3,440,707
Net Assets, End of Year $3,433,364

Growing Sound completed 2009 with the release of several new products and increased distribution of products to teachers and parents across the country. The Growing Sound team successfully completed the Community Wealth Ventures process which resulted in a business plan and roadmap to take the initiative to scale. Additionally, Growing Sound hired its first full-time employee, Emily Sandus to lead sales and Marketing efforts. In the summer of 2009, David Kisor traveled across the globe to Namibia, South Africa to bring his music to the deserving kids of this impoverished and disease-stricken township. David had the opportunity to translate several of his songs into the native tribal languages and help build resiliency in these children through song. In the fall, Growing Sound introduced a new artist, the beloved David Kisor.

In the fall of 2009, Growing Sound completed 2009 with the release of its new artist, the beloved David Kisor to our creative team which led to the release of New Day, Songs for Hope and Optimism. New Day teaches children how to handle negative life experiences and how to develop positive feelings about themselves and the world around them. Also released was a new bedtime CD called My Box of Dreams, featuring David’s best-selling music.

The prestigious Oppenheim Toy Portfolio Group bestowed their highest honor, the Platinum Audio Award, to Beautiful Baby, the most popular CD of 2009. In addition, Growing Sound completed 2009 with the highest honor, the Platinum Audio Award, to Beautiful Baby, the most popular CD of 2009. In addition, Growing Sound completed 2009 with the release of its new artist, the beloved David Kisor.

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Montessori and Early Learning Academy
410 Almstead Rd, Covington, 859-438-1045
Monday - Friday, 8:00am - 5:00pm
Ages 0 years - kindergarten
Montessori and Early Learning Academy serves 100 children, offering both traditional and Montessori classrooms, as well as a full-day kindergarten program. Rated 3 STARS, NAC Accredited

Treasure House Child Development Center
205 W. Main Center Blvd, Covington, 81490-2794
Monday - Friday, 7:00am - 5:30pm
Ages Infants - Kindergarten
Treasure House is located on Covington’s IRS campus in a beautifully equipped U-shaped facility that wraps around a fabulous playground. Treasure House serves 116 children of IRS employees and the community.
Rated 3 STARS, NAC Accredited

Gardens at Greenup Child Development Center
1007 Madison Ave, Independence, 859-261-4828
Monday - Friday, 7:00am - 5:00pm
Ages Infants - 3 years
Gardens is a joint project with Welcome House and located on site at Gardens Center, a 20 unit housing complex and site of the Welcome House Children’s Health Center. This center serves 25 children of the families of Gardens at Greenup and of Covington’s East Side.
Rated 3 STARS, NAC Accredited

Imagine Tomorrow Child Development Center
1254 Poss Rd, Independence, 859-261-9172
Monday - Friday, 6:15am - 7:00pm
Ages Infants - Kindergarten
Imagine Tomorrow serves the children and families of Toyota Motor Engineering and Manufacturing North America. This 30,000 square foot facility includes a 17,000 square foot outdoor playground. Rated 4 STARS, NAC Accredited

In School Preschools
Walton Verona Elementary
859-431-2075
Ages Infant - Kindergarten
This center in Newport High School allows teen parents to remain in school for a full day, extending their learning time for friends and nutritious snacks, as well as homework assistance. Extended Educational Care Programs allow kindergartners to remain in school for a full day, extending their learning and classroom experience. Care is also available on snow days, professional days, breaks and summer.
Rated 4 - 5 STARS

River & Ridge Elementary
859-431-2075
Ages Infant - 3 years
This center is located at Simon Kenton High School. Teen parents are free to concentrate on their work and feel secure knowing their children are on site and in quality child care setting.
Rated 3 STARS, NAC Accredited

Newport Child Development Center
11036 Madison Pkwy, Independence, 859-902-0385
Monday - Friday, 7:00am - 5:30pm
Ages 2 years - Kindergarten
This center in Newport High School allows teen parents to continue their studies while their children are nearby. The program also includes time in their child’s classroom where they’ll learn about child and early brain development.
Opening Fall 2010

Family Child Care
859-431-2075
Ages Infant - school age children
The Family Child Care Program offers quality child care in small groups with flexible hours in safe, nurturing state-certified homes. Children, Inc. is available throughout Northern Kentucky with 50 locations in seven counties. Certified Family Child Care Providers within the Children, Inc. network participate in the USDA Food Program to ensure healthy nutritional standards.
Rated 1 - 4 STARS

School Age Services
859-431-2075
School age children
School Age Services began has grown to over 90 programs at more than 40 elementary schools in 4 Northern Kentucky counties. Each program is individually licensed and emphasizes activities that promote reading, service learning and character building. Recreational activities offer outdoor and indoor games, time for friends and nutritious snacks, as well as homework assistance. Extended Educational Care Programs allow kindergartners to remain in school for a full day, extending their learning and classroom experience. Care is also available on snow days, professional days, breaks and summer.
Rated 1 - 3 STARS

Young Families Program
859-431-2075
Family child care
The Young Families Program is a voluntary program offering weekly home visits to prenatal and first time parents with children up to 3 years of age. This program is part of the regional prevention program, Every Child Succeeds, and serves 258 Kenton County families.

Growing Sound
Growing Sound creates music and other products that translate key findings from recent child development research into practical tools and entertaining products for teachers, parents, and children.

Service Learning
www.servicelearningnky.org
Children, Inc., a team of Service Learning coordinators work with Northern Kentucky elementary principals and teachers and assist in all stages of Service Learning projects. The six service learning coordinators have trained over 1500 teachers in 54 schools, and expect that over 15,800 children will complete a service learning project by the end of the 2007-2008 school year.

Deveraux Early Childhood Regional Training Center
Children, Inc. partners with the Deveraux Foundation to provide nationally certified Deveraux training, technical assistance, demonstration classrooms and support research on the Deveraux model. The Deveraux Early Childhood Initiative strives to promote resilience in young children attending early childhood programs.

Greater Cincinnati Center for Montessori Education GCCME offers in early childhood and infant-toddler Montessori career in Montessori education. GCCME is affiliated with the American Montessori Society and is accredited through MACTE (Montessori Accrediting Council for Teacher Education).

Parent Voice
www.parentvoice.org
Parent Voice is a grassroots advocacy effort that connects the parents of young children and early childhood educators to Kentucky’s legislative decision makers.
mkyHELPs.org
This website connecting volunteers and donations to nonprofits in Northern Kentucky was developed in partnership between Children, Inc., The Kentucky Enquirer, Northern Kentucky University, The Scripps Howard Center for Civic Engagement, LEGACY, and United Way of Greater Cincinnati, as a part of Vision 2015.