On January 1, 2013, Visions Community Services became part of Children, Inc. Why was this a win-win for Children Inc., Visions and the children and families that they serve? Visions wanted to ensure that for many years to come their mission to children and families in the West End of Cincinnati would continue. They had a tradition of serving the West End for over 75 years. They wanted guarantees that their early learning center would remain high quality and that their unique work helping some families afford post secondary education would continue. Each agency put together a strong committee to explore the opportunities that a merger would bring. After six months, both committees believed that they had created something that would work. Children, Inc. committed to three Ps—Program, Place and People. Children, Inc. promised to provide a high quality program, keep the center in the West End, and provide comparable or better salaries and benefits for Visions’ staff.

Since January 1, the staff at Visions has achieved for the first time the highest quality rating given by the Ohio Department of Jobs and Family Services. The staff has increased the number of families that they are supporting financially from two to eight. Enrollment at the center has increased significantly, demonstrating that Visions will be viable in the West End for many years to come.

And how has the merger helped Children, Inc.? Children, Inc. discovered that some of Visions’ suppliers were offering better products at lower costs than Children, Inc’s suppliers. We continue to learn from Visions historically strong focus on supporting families. As Children, Inc. makes a commitment to build more effective ways of helping families, Visions will continue to lead the way. Children, Inc. is financially stronger because of the gift of their financial reserves. And finally because of the merger, Children, Inc has new partners and new opportunities. We will open a new preschool center inside of Pleasant Ridge Montessori, a Cincinnati Public School. But this is a 2013 story.

Children, Inc. is grateful to Ms. Marcia Simmons, the retiring executive director of Visions Community Services, for her leadership in forging this merger, her belief in Children, Inc.’s ability to carry on the important work of Visions in the West End, and most especially for the extraordinary team that she trained and left in place.

From Our Executive Director: Two Become One
Research has confirmed that bullying cannot be dismissed as an inevitable occurrence in the process of growing up. Rather, it must be understood as a major public health issue with life-long negative consequences for both perpetrator and victim. Research has documented both the significant prevalence and consequences of bullying. And research, as well as the popular media has speculated that bully victimization plays a motivational role in school violence. (Position Statement of the American Psychological Association, 2011).

Across the nation, and internationally, anti-bullying campaigns have been successful in reducing the amount of bullying. If children are intentionally taught pro-social skills as part of a comprehensive program, bullying behavior decreases.

Now Growing Sound is offering “A Musical Solution to Bullying.” This project provides research-based entertaining products for anti-bullying programs. The first phase of this project completed at the end of 2012, was the production and publication of two age-indexed Musical CDs entitled, Take Care and Everyone is Someone. These CDs are based on the latest anti-bullying research, especially as compiled by the Collaborative for Academic, Social and Emotional Learning (CASEL). These songs help to promote essential social skills antithetical to bullying: acceptance, friendship, teamwork, empathy and responsibility.

Currently in development are two additional components of the project:

1) a train-the-trainer module that can be used by teachers for in-school anti-bullying programs and by staff of out-of-school programs; and

2) a tiered musical production program that can be used by both in-school and out-of-school anti-bullying programs. One wonderful song, after lyrics describing acceptance, respect and responsibility, poses the question, “What if Everyone Did It Too?”
For the past twelve years, Children, Inc. has partnered with the Devereux Foundation’s Center for Resilient Children (DCRC) to help spread a national prevention program to improve the social and emotional well-being of young children. The DECA program is an assessment and planning system designed to measure and increase attachment, initiative and self-regulation as skills essential to school and life success. The Devereux Center at Children, Inc. was the first established regional center for this initiative.

Several years ago the Devereux Center at Children, Inc. assisted the DCRC in the development and standardization of the Devereux Student Strengths Assessment (DESSA) as a strength-based means of assessing social and emotional skills of school-age children. The DESSA skills mirror those identified by the Collaborative for Academic, Social and Emotional Learning (CASEL) related to academic achievement. The DESSA subscales include: Self Awareness, Social Awareness, Self Management, Relationship Skills, Goal-directed Behavior, Personal Responsibility, Decision Making and Optimistic Thinking. A recent review of hundreds of research studies on social and emotional learning (SEL) revealed an average of 11 to 17 percentile point increase on standardized achievement test scores by schools and programs implementing an SEL program.

In 2012, The United Way of Greater Cincinnati adopted the DESSA as a common assessment to evaluate outcomes of its out-of-school programs. The Devereux Center at Children, Inc. has been pleased to partner with the DCRC to support this important United Way initiative. We are developing intervention strategies based on the CASEL model to help programs improve the eight protective factors measured by the DESSA. The children of our region will benefit on this common focus on the research-based social and emotional skills related to positive short-term and long-term outcomes.
Growing Professional Skills That Matter

Missy notices that when she visits the classroom of her young son, she finds the teachers always talking to the children, explaining things, singing, and making sure each child has a good day. She comments on how amazed she is at the number of new words and phrases her son has mastered and how he is always learning something new.

What makes a teacher most effective and able to help children learn? Is it the formal education, the hands-on experience, the willingness to be informed about best practices or paying attention to the latest research findings? Maybe it’s having a mentor and coach. If you said yes to all of the above, you are correct. Professional development is on-going and a life-long process that paves the way to success in high quality programs for children and youth.

In 2012, Children, Inc. revised its staff Annual Professional Development Plan in an effort to enhance the knowledge, skills/behaviors and attitudes/values of each staff member. This Plan includes not only on-going training, but uses a reflective process to identify one’s own strengths, growth areas, and interests. Each person selects a mentor and agrees to mentor another person. Research articles specific to an area of personal practice are identified and reviewed to expand knowledge and understanding at a greater level. Continuing education classes are listed and individualized to current responsibilities or aspirations. Directors review this plan with each staff throughout the year to assess emerging needs and accomplishments.

It is important that leadership and teachers are at the top of their game and aware of the latest developments in best practices. It is through this continued learning that they can be most effective in helping children learn and reach their potential. Research and on-going training guide us as new findings surface. Intentional practice makes us better and is intensified with a learning feedback loop from other skilled professionals.

This integrated approach to professional development provides in-depth development and support to teachers and those in leadership roles. It offers experiences that are evidence-based and structured to link research to practice. It is responsive to each learner’s background, experiences and within the context of his or her roles. Knowledge is organized in a way that facilitates retrieval and application. Core knowledge areas are linked to on-going education that is available on-line, in face-to-face workshops, and through hands-on experiences and reflective processes.

At Children, Inc. learning is serious business. Not only for the children, but for the adults who guide and set the stage for children each day in their quest for knowledge and mastery of skills.
When Brian Brinkmoeller enrolled his two daughters in Children, Inc.’s Cathedral Child Development Center, he was in a time of crisis. Brian was trying to manage a full time job and be a good single parent to his three young daughters ages five, three and two.

Luckily, Brian met Center Director Monica Hughes at the Cathedral Child Development Center and she and other Children, Inc. staff quickly realized that Brian’s needs were greater than most. Brian quickly learned that Cathedral was more than a daycare center, it was a Child Development Center where children were supported and encouraged in all aspects of their growth & development.

Brian remembers the support he received from Rick Hulefeld and Monica during this challenging time. “When I told them I couldn’t pay for their services, that’s when I discovered it was also a ‘family saving center.’ Without their support both financially and spiritually, I am not certain what would have become of us.”

As his daughters entered elementary school, Brian continued to adjust and work hard over the coming years, and he began to find some success in business and was able to support his family. A few years later, Monica suddenly and tragically passed away, survived by a husband and three sons. Brian knew that he had to do something in honor of Monica and all the support she and her family had provided him over the years, so he started the Monica Hughes Children’s Fund at the Greater Cincinnati Foundation to provide on-going funding to support families like his, that need high quality child development and care but can’t always afford to pay.

The Monica Hughes Children’s Fund has supported many families over the years, but we need your help to continue to provide these much needed services. As the need for high quality child care continues to grow in our community and families continue to struggle, we need your help now more than ever. If you have a desire to leave a legacy, to help low income families or to pay it forward in our community, we encourage you to make a gift to the Monica Hughes Children’s Fund. This endowment will provide Children, Inc. the funds to support the families who need it most today and for years to come. The need is great. We hope you can help.

Will or Estate Planning

Are you thinking of putting Children, Inc. in your will or estate plans? A bequest through a Last Will and Testament is the simplest way of creating a lasting legacy of support for the children and families in our community. Suggested language for making a bequest to Children, Inc.:

“I give and bequest to Children, Inc., 333 Madison Ave., Covington, KY, (the sum of $ or ____%) of the rest, residue and remainder of my estate for its general purposes.”

Contact Children, Inc.’s Director of Development

at 859-431-2075 about making a gift.
Ben likes coming to the After School Program to be with his friends and have fun. His mom finds comfort in knowing her son is happy and well-supervised in a convenient and affordable program while she completes her work day. Children, Inc.’s Before or After School Programs are located on-site at twenty-six schools in Boone, Campbell, Kenton and Grant counties. This United Way funded program serves about 1000 children a year. It helps keep families working. It supports physical and emotional health. And, most of all, it helps children succeed in school and life by supporting educational growth and well-being.

The valuable time after the school day ends is filled with opportunities. In 2011, the National Center for Research on Evaluation, Standards and Student Testing published Making Afterschool Programs Better. It listed the five characteristics of highly effective after school programs: 1. Clear goals 2. Experienced Leadership 3. Experienced Staff 4. Aligned Programs and 5. Formative and Summative Evaluations. Children, Inc. is committed to these principles that guide high quality programming.

Beyond safe and happy, children have fun building brain power in a relaxed, out-of-school-time environment. At a glance, it may look like the children are just having fun, but extended learning is indeed happening. Children, Inc. is grateful to the many school districts that support multi-STAR quality-rated after school activities. Bold learning goals equals bold learning gains! Here is how our After School Programs work:

A Team of Qualified Staff
We have an excellent leadership team. The Director of School Age Services has over twenty-five years of experience in school age care. Veteran District Coordinators oversee sites. The Director of Curriculum and Quality ensures programs are educational, yet recreational. The Director of Personnel recruits staff and leads staff professional development with on-going trainings and effective on-site coaching. A Financial Specialist helps families with state and United Way funding. Specially trained Site Directors and Aides implement the curriculum and achieve other program goals.

Quality Ratings
School Age Services programs participate in a third party voluntary quality evaluation process known as STARS For Kids Now offered by the state of Kentucky. Quality scores are awarded using the School-Age Care Environmental Rating Scale (SACERS) that examines the program in forty-nine areas of practice.

Social Emotional Learning
During the 2012-13 school year, School Age Services began infusing Social Emotional Learning (SEL) into its curriculum. Based on the Devereux and Casel models, SEL is now a core curriculum component in the after school programs to build social emotional skills and focuses on the strengths rather than weaknesses. The SAFE (Sequenced, Active, Focused, Explicit) method is used for youth involvement and learning.
Computer Lab
At twenty school sites, children visit the school’s computer lab to improve skills in math, reading and science. Sessions last forty-five minutes and are individualized for each child.

Junior Achievement
Junior Achievement (JA) is implemented in a seven-week series that helps children gain financial awareness, money management and learn how education is relevant to career options. This program takes place at fifteen sites.

Service Learning
Children gain insight into social issues and learn how to make a difference. Four projects a year are completed. Children begin to realize in a powerful way that everyone has the opportunity to make their community a better place. This curriculum uses the IPARD model (Investigation, Preparation, Action, Reflection and Demonstration) and is recommended by the Corporation for National and Community Service.

Health & Fitness
Each day children enjoy indoor or outdoor exercise and a healthy snack. They learn about making good choices and taking charge of their own health and fitness. This curriculum is aligned with Kentucky’s Core Content in Primary Practical Living Health and Physical Education.

Literacy and Language Enhancement
Enhanced Reading Models are implemented at many sites. Children have reading coaches. The Public Library visits or the school’s library provides books. Children build literacy skills in the computer lab. Incentive programs encourage reading. Most importantly, it’s about building a love for reading and the confidence to succeed.

Sites also use a literacy enhancement program called “KIDZ LIT” that advances literacy and language skills as it develops positive character traits. It is aligned with the National Council of Teachers of English standards and Kentucky’s Department of Education Core Content in English Arts.

Homework Time
Parents and teachers alike know how important it is to complete homework assignments each day. Time is built each day to work on homework, with staff assistance if needed.

Parent Communication
Parent tables display the daily schedule, curricula planning book and outline weekly activities. Parents receive a bi-monthly newsletter. A “Did You Know?” monthly tip sheet bridges social emotional competencies to home. Annual parent surveys show that parents are highly pleased with the After School Program.

Tuition Assistance
Through United Way and Child Care Assistance Program (CCAP), qualifying families can access available tuition assistance. Families who do not qualify find tuition rates very reasonable, friendly and convenient.
Children, Inc. stepped up advocacy efforts at the state and local level in 2012: Kentucky’s Voice for Early Childhood grew to more than 5,200 members—increasing its reach into every Senate district in Kentucky; and area business and political leaders learned first hand about the importance of quality early childhood programs. We collaborated with other state-wide advocacy groups to generate more than 10,000 messages to the governor and legislators in support of more funding for preschool and we helped lead efforts with the Early Childhood Advisory Council and the Department of Education to implement a kindergarten readiness screener, publication of county profiles of early childhood statistics and the expansion of local early childhood councils in Kentucky.

Building a strong advocacy network is critical to gaining influence for children at the local level as well. Children, Inc. worked with the United Way of Greater Cincinnati and 4C to draft a local advocacy strategy that other regions of the state can use. Children, Inc. Executive Director Rick Hulefeld and Leshia Lyman from United Way also teamed with former Northern Kentucky University president, Jim Votruba, to make the case for the importance of early childhood investment at the Northern Kentucky Chamber’s popular Eggs ‘N Issues event. And Children, Inc. hosted tours of Treasure House and Imagine Tomorrow for area business and political leaders so they could experience how quality early child programs prepare children for kindergarten and success in life. Getting the word out has helped produce influential champions for early childhood.

Children, Inc. also engages the media – both traditional and social media to tell the story of child development.

Our efforts have succeeded. We have raised awareness and we have built support that will lead to greater commitment among policy makers to provide children with high quality interventions they need to thrive.

Be a Voice for Young Children Today

www.voiceforearlychildhood.org
We focus on the outcomes and skills of children in our programs:

- 89% of children met or exceeded age appropriate fine motor skills like writing and manipulating small objects
- 97% of children met or exceeded age appropriate gross motor skills like moving large objects
- 90% of children met or exceeded age appropriate cognitive skills like matching and counting
- 87% of children met or exceeded age appropriate language skills like reading comprehension and naming objects
- 96% of children were able to exercise age appropriate self-control
- 97% of children demonstrated age appropriate initiative
- 94% of children were securely attached to an adult in their lives
### Children, Inc. By the Numbers

**We focus on the outcomes and skills of children in our programs:**

- 254 Children, Inc. staff provided developmental care to children, and resources to parents and teachers
- 996 volunteers completed 10,402 hours and 70 major projects for Children, Inc. programs
- 3,381 children were served at 87 locations by Children, Inc. staff over the course of the year
- 57% of children served are defined as economically disadvantaged by the United Way

<table>
<thead>
<tr>
<th>Location</th>
<th>Contact Information</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newport Teen Center</strong></td>
<td>900 East 6th Street, Newport, 859-292-0031</td>
<td>Monday - Friday, 7:00am - 3:00pm Ages Infant - 3 years Rated 3 STARS This center is located at Newport High School. Teen parents can concentrate on their education knowing their children are on site and learning as well. The center also serves as a practicum site for other students learning about child development.</td>
</tr>
<tr>
<td><strong>Imagine Tomorrow Child Development Center</strong></td>
<td>1260 Pacific Ave, Erlanger, 859-727-3575</td>
<td>Monday - Friday, 6:30am - 7:00pm Ages Infant - Kindergarten Rated 4 STARS, NAC Accredited Imagine Tomorrow serves the children and families of Toyota Motor Engineering and Manufacturing North America. The 30,000 square foot facility includes a 17,000 square foot outdoor playground.</td>
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<tr>
<td><strong>Early Learning Centers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Erpenbeck Elementary</td>
<td>STAR rating in progress 859-431-2075</td>
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<tr>
<td>Newport Preschool Center</td>
<td>Rated 4 STARS, NAC Accredited 859-292-3084</td>
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<td>North Pointe Elementary</td>
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<td>River Ridge Elementary</td>
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<tr>
<td>Walton-Verona Elementary</td>
<td>Rated 4 STARS, NAC Accredited 859-431-2075</td>
<td></td>
</tr>
<tr>
<td><strong>VISIONS Early Learning Center</strong></td>
<td>425 Ezzard Charles Drive, Cincinnati, 513-651-2229</td>
<td>Monday - Friday, 7:00am - 6:15pm Ages Infant - 10 years Rated 3 STARS by Ohio’s Step Up to Quality Program NAEYC Accredited VISIONS Early Learning Center is located in the West End of Cincinnati and serves young families and their children from economically disadvantaged neighborhoods. VISIONS assists young mothers and fathers in obtaining a high school diploma or GED, and works with those pursuing post secondary education and job training. This early childhood education center provides a safe, nurturing, and developmentally appropriate environment while preparing children to succeed in kindergarten.</td>
</tr>
<tr>
<td><strong>Family Child Care</strong></td>
<td>859-431-2075</td>
<td>Infants - school age children Rated 1 - 4 STARS The Family Child Care Program offers quality child care in small groups with flexible hours in safe, nurturing state-certified homes. Family Child Care is available throughout Northern Kentucky with 50 locations in seven counties. Special features of the Family Childcare Provider Network include the following enhancements: participation in the USDA Food Program; STAR-ratings; alignment of curriculum with Kentucky’s Early Childhood Standards; assessment of each child’s progress twice a year; and educational materials with parent involvement.</td>
</tr>
<tr>
<td><strong>Young Families Program</strong></td>
<td>1522 Dixie Highway, Park Hills, 859-491-9200</td>
<td>The Young Families Program is a voluntary program offering weekly home visits to prenatal and first time parents with children up to age 3 years. This program is part of the regional prevention program, Every Child Succeeds, and serves 285 Kenton County families.</td>
</tr>
</tbody>
</table>

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**We believe in children.**

**We believe in families.**
**School Age Services**  
859-431-2075  
School age children  
Rated 1 - 3 STARS  
School Age Services has grown to over 65 programs at 32 elementary schools throughout 4 Northern Kentucky counties. Each program is individually licensed and emphasizes activities that promote reading, service learning and character building. Recreational activities offer indoor and outdoor 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.

**Child Development Associate (CDA) Program**  
859-431-2075  
Since 1995, Children, Inc.’s CDA Training Program has graduated over 400 early care and education professionals. Each year from August through May, CDA Candidates receive 120 hours of instruction in six Competency Areas leading to the national CDA credential.

**Greater Cincinnati Center for Montessori Education**  
859-431-2075, www.gccme.org  
GCCME offers early childhood and infant-toddler Montessori certifications. The program is designed to accommodate individuals who are working full time and wish to pursue a career in Montessori education. GCCME is affiliated with the American Montessori Society and is accredited through MACTE (Montessori Accreditation Council for Teacher Education).

**Devereux Early Childhood Regional Training Center**  
859-431-2075  
Children, Inc. partners with the Devereux Foundation to provide nationally certified Devereux training, technical assistance, demonstration classrooms and support research on the Devereux model. The Devereux Early Childhood Initiative strives to promote resilience in young children attending early childhood programs.

**Service Learning**  
www.servicelearningnk.org  
Children, Inc. Service Learning coordinators provide training, community connections, funding, one-on-one support and other resources to thousands of teachers at more than 70 schools throughout Greater Cincinnati. With this support, teachers engage their students in service learning projects that teach the value of giving back by using classroom curriculum to help others.

**Kentucky’s Voice**  
859-431-2075, www.voiceforearlychildhood.org  
Kentucky’s Voice (formerly Parent Voice) is a grassroots advocacy effort that connects the parents of young children and early childhood educators to Kentucky’s legislative decision makers.

**Growing Sound**  
859-431-2075, www.growing-sound.com  
Growing Sound creates music and other products that translate key findings from recent child development research into practical and entertaining products for teachers, parents, and children.

**Children, Inc. By the Numbers**

*We focus on the outcomes and skills of children in our programs:*

- 453 teachers from 19 states were trained in four distinct training programs provided by Children, Inc.
- $1,712,435 in tuition assistance was provided to Children, Inc. families
- 24,579 students in 73 schools completed 483 service learning projects.
- Students raised and gave away $162,466 to support local, national and international causes as part of our Service Learning program
- 491 first time parents were served by our Every Child Succeeds Home Visitation Program

*We believe in our community.*

*We believe in ourselves.*
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2012 Financial Statement

WHERE THE MONEY COMES FROM

REVENUE

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
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<tr>
<td>Program Service Fees</td>
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<tr>
<td>Government Sources</td>
<td>1,329,380</td>
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<tr>
<td>United Way Allocations</td>
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<td>Contributions/Fundraising</td>
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<td>470,884</td>
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<td>Other</td>
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<td><strong>TOTAL REVENUE</strong></td>
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WHERE THE MONEY GOES

EXPENSES

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<tr>
<td>Administration</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>8,191,533</strong></td>
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EXPENSES BY PROGRAM

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<tr>
<th>Program</th>
<th>Amount</th>
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<tr>
<td>Early Education Centers</td>
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<td>Young Families Program</td>
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<td>Training and Growing Sound</td>
<td>466,577</td>
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<td>Service Learning</td>
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<tr>
<td>Management &amp; General</td>
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<td>13.90%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>9,484</td>
<td>0.10%</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES BY PROGRAM</strong></td>
<td><strong>8,191,533</strong></td>
<td><strong>100.00%</strong></td>
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Change in Net Assets Operations  

-3,412

Net Assets, Beginning of Year  

3,316,135

Net Assets, End of Year  

3,312,724
OUR VISION

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

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.

Children, Inc.
333 Madison Ave.
Covington, KY 41011
859-431-2075
www.childreninc.org