I have just completed my 36th year as Children, Inc.’s executive director. Beginnings and endings are coming faster and faster. Celebrations of what was and what is yet to come are very much on my mind and heart. I am excited about the new hybrid preschool classrooms jointly staffed by public preschool teachers and our staff, enabling preschool children the opportunity to attend high quality preschool all day, all year. Thank you, Dayton and Erlanger Schools for piloting this model for Northern Kentucky. I am excited about the new Early Head Start partnerships with the Cincinnati-Hamilton County Community Action Agency and Northern Kentucky Community Action Commission that will enable all of the partners to provide incredible services to families and children under the age of three. The Manuel D. and Rhoda Mayerson Foundation has provided Children, Inc. the support necessary to create, test, and disseminate new ways to nurture the emerging character strengths of three and four year olds. In the coming year, we will train many more professionals and families on how to spot and support their children’s character strengths. We will also create training videos and publish a book for early childhood researchers and practitioners. I am also amazed at the growing effectiveness of our Advocacy Team, their statewide partners and the United Way who have pulled off significant legislative victories in the last two years. There are even greater opportunities ahead. I am proud of our expansion in Ohio with the addition of the Peaslee Early Learning Center in Over the Rhine. Children, Inc. must keep growing where there is great need. I am grateful for the new comprehensive, systematic focus of our after school programs on helping school age children develop social-emotional skills like personal responsibility, effective decision making, and strong relationship skills. Education must also always be about character development.

Endings are bittersweet. The extraordinary fifteen year partnership with Toyota that led to the creation of the largest, highest-rated center in Kentucky ended before either of us wanted it to happen. We are very pleased with what this partnership accomplished yet saddened by the loss. At regional and state levels, the retirement of cherished friends who were leaders in early childhood leave me with both a sense of gratitude and nostalgia. There are so many memories of our work together.

In this ever-quickening pace of comings and goings, I know two things. It is the belief of our friends, our partners, our funders and our staff that make all our future dreams possible. I know that the future of Children, Inc. has never been brighter.

With Deep Gratitude,

Rick Hulefeld

Friends,

Congratulations to Erlanger-Elsmere Schools, United Way of Greater Cincinnati – Northern Kentucky, and Skyward for the successful launch of a comprehensive, highly innovative, community inclusive initiative that will lead to many more children being ready for kindergarten. This pilot, led by Superintendent Kathy Burkhardt, has already resulted in many more children being enrolled in high quality preschools provided by the Northern Kentucky Community Action Commission Head Start, Erlanger-Elsmere Schools, and Children, Inc. For example, Children, Inc. doubled its capacity at its Lloyd High School site and inaugurated a new preschool classroom model in which we share staff with Erlanger. This sharing of resources enables Children, Inc. to offer to district preschool families who are working an all-day, all year preschool program. There are multiple, innovative strategies that make up the Erlanger-Elsmere collective impact. For example, the School District, with the help of the Northern Kentucky Education Council, has made the electronic reading program for 3 to 9 year olds, Footsteps 2 Brilliance, available to everyone in the district. The United Way has helped fund a six week summer program for incoming kindergarten students. Children, Inc. has funded a learning community of all the directors of early childhood programs in the district to disseminate promising practices.

We know how essential the first five years of a child’s life are for school success. We know every child could be successful. What will it take to make sure that every child in Northern Kentucky is ready? Many of the answers are being piloted in Erlanger-Elsmere. Children, Inc. is excited to be part of the team.
Family Partnerships

For the first time, Children, Inc. is recognizing Family Partnerships as a distinct Impact Area. Supporting families to be stronger and healthier caregivers is essential to the success of our mission and vision. Children, Inc. was founded in response to the needs of Covington families, and we have continued to recognize parent engagement as a crucial component in preparing children for success in school and in life. Continuous and extensive collaboration with all Impact Directors is critical to the success of the Family Partnerships Impact Area. The overarching goal of Children, Inc.’s Family Partnership initiative is centered on the protective factors framework of Strengthening Families.

Gayle Drexler, Director, will oversee the implementation of the Strengthening Families Framework in all of our centers. The staff at Children, Inc. has received information, training, support and mentoring that focuses on developing two-generational programming to better support families. Along with The Consortium for Resilient Young Children and 4C for Children, Children, Inc. has formed a Northern Kentucky Strengthening Families Regional Advisory Group to focus on building the Strengthening Families Protective Factors in local programming.

At the state level, Children, Inc. is an active participant in the Strengthening Families Leadership Team. The Children, Inc. Mayerson Character Strengths Project, funded by The Manuel D. and Rhoda Mayerson Foundation, understands the demands of our early childhood educators. We value the foundation they are building for the academic and social and emotional success of our young learners. Although the major focus of this project is to help teachers identify and nurture emerging strengths in preschoolers, we also want to improve job satisfaction, help educators meet personal and professional goals, and in essence live a happier and more fulfilling life. It is our belief and one that has been supported by research that self-reflection and personal happiness spills over to our work life. It improves the quality of interaction we have with the people we work with, and most importantly can improve our interactions with our young learners. Even at a young age students can feel this genuine interaction and presence a teacher can provide to them.

In the first phase, we have been given the opportunity to focus on the teachers. We are not asking them to recognize the emerging strengths in their students until they themselves are given the time to reflect on their own strengths. Through an adaptation of Ryan Niemiec’s Mindfulness-Based Strengths Practices, we are coaching teachers to self-reflect, recognize the strengths in themselves and others, and to utilize their core strengths. This reflection and practice is done through seven coaching sessions. Teachers have the opportunity to practice mindfulness activities, learn meditation techniques, and participate in character strength exercises.
They can deepen their practice by specific assignments to do throughout the week that allows them to reflect, strength spot, utilize strengths in new ways, and learn more about their core strengths. It is our hope that in creating a new view of their own strengths they will enhance their self-compassion, relationships and find techniques to better handle obstacles and stress. Through this new view and continued support from their coach, teachers will recognize and nurture the emerging strengths they spot in circle time, sensory time, and play time!

As parents, we all want our children to grow to be a good person living a good life. In short, we want them to develop a strong character. So what does that mean in the early years? Through generous support from the Manuel D. and Rhoda Mayerson Foundation, Children, Inc. has begun to bring the new science of character strengths to the field of Early Childhood Education. It is a project of national significance that seeks to change the way educators view social and emotional learning (SEL).

We suggest that the field of SEL is too focused on behavioral “well-doing” and not sufficiently focused on experiential “well-being.” In preschool, kindergarten and early primary grades we all agree that the skills of turn-taking, cooperation, and perspective-taking are crucial to academic and life success. However, we seem less concerned about what beliefs the child is learning and developing about herself, other people and the world in general. Character Science promotes both positive skills and positive beliefs.

The project is led by Tom Lottman, Children, Inc.’s Research Director and coordinated by Sarah Zawaly, an early childhood mental health consultant. Sarah oversees the implementation of the project and is the lead coach for teachers. The project will develop, test and disseminate a number of tools to help teachers and parents identify and promote emerging character strengths in young children.

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These tools include:
- A Mindfulness-based Character Strength Coaching Program for teachers
- Five videos for teachers and parents to learn to promote the development of character strengths
- A book for researchers and practitioners on Character Science in Early Childhood
- A Strength-Spotting Observation Protocol for teachers

These products will be created and evaluated over the next two years and then distributed nationally.

Ms. Zawaly reflects on the project,

“Character Science is an exciting field that has not only helped shape my professional life but continues to grow and strengthen my relationship with myself and my family. Looking through my strength lens has given me a new appreciation for the unique strengths in each of my three children. Naming and nurturing those strengths has not only deepened our relationship but has created a home environment that lets them celebrate their strengths!”
Healthy Smiles for Our Kids is a partnership of HealthPoint Family Care, the Northern Kentucky Health Department, Children, Inc., and United Way of Greater Cincinnati. The mission of the collaboration is to improve the oral health of Northern Kentucky children through education, prevention, treatment and advocacy.

Poor oral health is a serious problem. About 49% of Kentucky’s children have decay experience by the time they are 5 years old; 43% of these cases go untreated. The national rate of children experiencing decay is 28%. Children with dental problems are absent from school, are unable to focus on schoolwork due to pain and are more likely to go a hospital emergency room.

On June 21, 2014, dental services were provided at no charge to children in grades kindergarten through 12 who do not have private dental insurance. Services included exams, cleaning, sealant and fluoride varnish application, and treatment, if needed. Local dentists, hygienists, and assistants provided just under $9,500 in free services to 51 children of families who do not have dental insurance.

Right on Q is a universal prevention approach to helping parents. We searched the scientific literature for promising parenting practices that were not obvious, and that were based on solid research that most parents would not be aware of. We created short video clips of these practices so that parents can easily use them to improve the outcomes for their children. These tips are based on frequency and consistency, not intensity and complexity. Therefore, these parenting tips require no training and are easy to put into action. Used regularly, they can truly make a difference for every child and parent.

We believe that using technology, to put tips at fingertips, will increase the confidence and competence of parents nurturing the optimal development of their children.
DANDELION wins five national awards!

www.growing-sound.com

Growing Sound, a division of Children, Inc., develops research-based children’s music that promotes social and emotional development. Our mission is to develop and distribute products grounded in child development theory and research. Growing Sound provides parents with fun and effective activities for promoting social, emotional, language and cognitive skills in their children.

Children enrolled for at least one year met or exceeded age appropriate skills in:

- Cognitive skills like matching and counting: 98%
- Self-control: 91%
- Language skills like reading comprehension and naming objects: 94%
- Gross motor skills like moving large objects: 98%
- Fine motor skills like writing and manipulating small objects: 95%
- Securely attached to an adult in their lives: 90%
- Demonstrated initiative: 93%
- Fine motor skills like writing and manipulating small objects: 95%

Demi Mays

www.growing-sound.com
Collaborations:

Greater Cincinnati Service Learning Network
www.servicelearningnetwork.org
37,000 students participating in projects
100+ schools

Centers:
August 2014 - July 2015
767 children
374 (48%) low income
We had 1,019 students enrolled in our before and after school programs and 201 enrolled in our EEC programs.

Growth:
- Early Learning Center at Erlanger-Elsmere Schools
- Extended Educational Care at Mary A. Goetz Elementary
- Pleasant Ridge Montessori After School Program
- Peaslee Early Learning Center
- Restructured Infant/Toddler Montessori Certification Program + Brand New Infant/Toddler Montessori Classroom
- Brand new School Age Services curriculum – new focus on social-emotional learning and enhanced training program for staff

Professional Development & Training Numbers:

13 teachers representing 7 centers completed Child Development Associate training through Children, Inc.

83 Montessori teachers participated in professional development workshops through the Greater Cincinnati Center for Montessori Education (GCCME)

14 students enrolled in 2015 GCCME Infant/Toddler Montessori Certification Program

306 Children, Inc. and community child care teachers and directors participated in 26 workshop or other professional development opportunities were offered to the general early childhood community and to Children, Inc. teachers and directors

Numbers:
- More than $1,000,000 dollars in United Way funds provided to families to help them pay for child care
- Family Scholarships - $22,000 awarded
- Raising of the Green – more than $100,000 raised
- Volunteer hours: 4,211.5
- Number of Volunteers: 482
- 800 books donated by AdoptABook
Kentucky Child Care Assistance Restored to 140% of FPL in 2014, 150% in 2015
House Bill 429 Passed for a Child Care Council in Kentucky
Child Care and Development Block Grant Reauthorized

From a single promise in 1977 to bring families and children the best in early learning and care, a single center transformed into one of the largest not-for-profit child care providers in Kentucky. Through early childhood centers, a network of Family Child Care homes, school age programs and a home visitation program, Children, Inc. cares for an average of 1,000 children each day.

Maternal, Infant and Early Childhood Home-Visiting Program Extended
Kentucky Child Care Assistance Restored to 140% of FPL in 2014, 150% in 2015
House Bill 429 Passed for a Child Care Council in Kentucky
Child Care and Development Block Grant Reauthorized

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.

Greater Cincinnati Center for Montessori Education
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).

Child Development Associate Program
859-547-5087
A master trainer guides community child care professionals through 128 hours of training leading to the CDA national credential. For those professionals living in Kentucky and working at least 20 hours per week in a licensed center or certified family child care home, this high level instruction is tuition-free. The program is offered in partnership with 4C for Children and classes are held at Children, Inc. on Saturdays, starting in late August and ending in May.

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Service Learning www.servicelearningnky.org
The Children, Inc. Mayereson Service Learning Initiative coordinators collaborate with teachers and students in nearly 90 K-12 schools across multiple counties in both Kentucky and Ohio to assist students in applying academic concepts as they lead community service projects. Using their coursework, students investigate an issue, design a response or solution to that need, carry out the service, monitor the progress through reflection, then culminate the unit through demonstrations of new knowledge or skills.

Kentucky’s 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 www.growing-sound.com
Growing Sound, the social enterprise division of Children, Inc., develops award-winning music CDs and other resources that translate key findings from recent child development and neuroscience research, into practical and entertaining products for teachers, parents and children. These songs, videos, and activity manuals help build positive social, emotional, language and cognitive skills in young children.

Professional Development & Training

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Kentucky Locations

Gardens at Greenup
Child Development Center
133 E. 11th St., Covington 859-261-2181
Monday-Friday, 7:00am-6:00pm
Ages Infant-Kindergarten
This center is located at Simon Kenton High School. Teen parents are free to concentrate on their work and feel good knowing their children are engaged in a quality child care setting.
Rated 4 STARS
NAEYC Accredited

Early Learning Center at Erlanger-Elsmere Schools
450 Barratt Ave., Erlanger 859-261-2181
Monday-Friday, 7:00am-6:00pm
Ages 1-5 years
This newly expanded center is open to pre-kindergarten children of families who reside in or outside of the Erlanger-Elsmere School District, as well as children of District personnel.
STARS in progress
NAC Accreditation in progress

Montessori Early Learning Academy
419 Allamont Rd., Covington 859-491-1450
Monday-Friday, 6:30am-6:00pm
Ages Infant-Kindergarten
Treasure House
Child Development Center
263 W. River Center Blvd., Covington 859-669-2770
Monday-Friday, 6:15am-5:30pm
Ages Infant-Kindergarten
Treasure House is located on Covington's IRS campus. Montessori and traditional curricula are offered. Treasure House serves 115 children of IRS employees and the community.
Rated 4 STARS
NAEYC Accredited

Kenton Child Development Center
11036 Madison Pike, Independence 859-960-0365
Monday-Friday, 7:00am-3:00pm
Ages Infant-3 years
This center is located at Simon Kenton High School. Teen parents are free to concentrate on their work and feel good knowing their children are on site and in a quality child care setting.
Rated 4 STARS
NAC Accredited

Montessori Early Learning Academy
offers Montessori and traditional classrooms, as well as a full-day kindergarten program.
Now offering Early Head Start.
3 STARS - NAC Accredited

Ohio Locations

VISIONS
Early Learning Center
425 Ezzard Charles Dr, Cincinnati 513-651-2226
Monday-Friday, 7:00am-5:15pm
Ages Infant-11 years
Located in the West End of Cincinnati serving young families and their children from economically disadvantaged neighborhoods.
This early childhood education center provides a safe, nurturing, and developmentally appropriate environment while preparing children to succeed in kindergarten.
Rated 4 STARS

Peaslee
Early Learning Center
215 E. 14th St, Cincinnati 513-381-2379
Monday–Friday, 7:00am–5:00pm
Ages Infant–5 years
Located in Over-the-Rhine, providing quality learning experiences to prepare children for kindergarten. Children are engaged in arts, music and gardening activities to foster balanced growth.
Rated 4 STARS

Young Families Program
1522 Dixie Highway, Park Hills 859-491-9200
The Young Families Program is a voluntary program offering weekly home visits to prenatal and first time parents with children up to 3 years. This program is part of the regional prevention program, Every Child Succeeds, and serves 285 Kenton County families.

School Age Services
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. Care is also available on snow days, professional days, and holidays.
Rated 1-3 STARS

In-School Preschools
Children, Inc. and school districts in Northern Kentucky have come together to increase learning time for preschoolers to a full day of preschool education. In concert with these school districts, Children, Inc. will offer the other half of their preschool day plus extended care before and after the school day to accommodate working parents. When school is not in session, Children, Inc. will continue to offer full day preschool with extended care during the summer, holidays, snow days, and professional days.

Family Child Care
Infants - school age children 859-431-2075
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 35 locations in six counties. Special features of the Family Child Care 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.
Rated 1-4 STARS

Extended Educational Care
In partnership with school districts throughout Northern Kentucky, Extended Educational Care programs operate opposite of the regular kindergarten class. This allows kindergartners to remain in school for a full day, with before and after school care also available. Students receive an on-site, full day of learning specifically designed for kindergartners.
Locations: Erpenbeck Elementary, Longbranch Elementary, Mary A. Goetz Elementary, New Haven Elementary, Stephens Elementary, Yealey Elementary
Rated 3 STARS

Gardens Locations

There are only six 4-star rated child care centers in Northern Kentucky - Children, Inc. operates all six!
Children, Inc.
2014 Financial Statement

Revenue

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Service Fees</td>
<td>$4,809,038</td>
<td>54.5%</td>
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<tr>
<td>Government Sources</td>
<td>$1,473,303</td>
<td>16.7%</td>
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<tr>
<td>United Way Allocations</td>
<td>$1,131,619</td>
<td>12.8%</td>
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<tr>
<td>Contributions &amp; Fundraising</td>
<td>$187,226</td>
<td>2.1%</td>
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<tr>
<td>Foundations &amp; Corporations</td>
<td>$775,694</td>
<td>8.8%</td>
</tr>
<tr>
<td>Other</td>
<td>$441,943</td>
<td>5.0%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$8,818,823</strong></td>
<td><strong>100.0%</strong></td>
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Expenses

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Education Centers</td>
<td>$4,577,581</td>
<td>49.6%</td>
</tr>
<tr>
<td>School Age Services</td>
<td>$1,403,576</td>
<td>15.2%</td>
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<tr>
<td>Family Child Care</td>
<td>$339,448</td>
<td>3.7%</td>
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<tr>
<td>Young Families Program</td>
<td>$675,538</td>
<td>7.3%</td>
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<tr>
<td>Training &amp; Growing Sound</td>
<td>$403,901</td>
<td>4.4%</td>
</tr>
<tr>
<td>Service Learning</td>
<td>$344,811</td>
<td>3.7%</td>
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<tr>
<td><strong>Total Program Expenses</strong></td>
<td><strong>$7,744,855</strong></td>
<td><strong>100.0%</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; General</td>
<td>$1,404,023</td>
<td>15.2%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$88,738</td>
<td>1.0%</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$9,237,616</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Change in Net Assets Operations

- $418,793

Net Assets, Beginning of Year

- $7,494,265

Net Assets, End of Year - Unrestricted

- $2,637,752

Net Assets, End of Year - Restricted

- $4,437,720

Total Net Assets at End of Year

- $7,075,472

2014 Board of Directors

President
Gary Strassel, Carlisle Enterprises

Vice President
Mark Cosimi, Ethicon Endo-Surgery, Inc.

Treasurer
Steve Horn, Christopher Financial Group

Secretary
Monica McGloin, OP, Dominican Sisters of Hope

Distinguished Members

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Peggy Bogadi
Susan Cook, Northern Kentucky University
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Mary C. Henkel, Voros, Sater, Seymore & Pease LLP
Pat Hoffmann, Fifth Third Bank
Charlie Horning, DDS
William L. Martin, Jr., Martin & Wharton LLP
Catherine (Cat) Perlson
Marcia S. Sherman, Macy’s, Inc.
Mark Silbersack, Dinsmore & Shohl LLP
Kate Smith, Wood, Herron & Evans LLP
Richard W. Warman, Plante Moran
Chad Wick
Lori Zombek, Campbell County Administration

Grants and Contributions

$25,000-$125,000
Children’s Home of Cincinnati
Dominican Sisters of Hope Ministry Trust
The Thomas J. Emery Memorial
Greater Cincinnati Foundation
Carol Ann and Ralph V. Haile, Jr./U.S. Bank
The Manuel D. & Rhoda Mayerson Foundation
Ohio Child Care Resource Referral Association
Jacob G. Schmidlapp Trusts
Louise Taft Semple Foundation
United Way of Greater Cincinnati

$15,000-$24,999
Bank of Kentucky
Immanuel United Methodist Church
Carlisle Enterprises
Charles H. Dater Foundation
Duke Energy
Daniel and Susan Pfau Foundation
George B. Riley Trust Estate
Toyota Motor Engineering and Manufacturing, North America, Inc.

$5,000-$14,999
Cincinnati Golfers for Charity
Citi Business Services
Thomas and Mary Ellen Cody
Robert J. Crosset, Jr. Family Foundation
Ethicon Endosurgery
Chuck and Caroline Goering
HABCO Services Group
Joseph W. Hirschhorn Foundation

Macy’s
Ed Maynard
Anita and Tinsley Preston
Roger and Glenda Schorr
Schwab Charitable Fund
Gary and Nancy L. Strassel

$1,000-$4,999
Cincinnati Children’s Hospital Medical Center
Cincinnati Children’s Hospital Medical Center Foundation
Community Foundation of Greater Cincinnati
Greater Cincinnati Foundation
Carol Ann and Ralph V. Haile, Jr./U.S. Bank
The Manuel D. & Rhoda Mayerson Foundation

$500-$999
Cincinnati Children’s Hospital Medical Center Foundation
Cincinnati Children’s Hospital Medical Center

$100-$499
Cincinnati Children’s Hospital Medical Center
Cincinnati Children’s Hospital Medical Center Foundation
Our Vision

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

Our Beliefs

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

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.