



every child
succeeds

MEETING THE CHALLENGE TOGETHER

2022 Report to the Community



Meeting the Challenge Together

In our 23rd year serving the Greater Cincinnati region, we took the opportunity to reflect on our strengths and assess opportunities to accelerate our impact on making a difference as early as possible in a child's life. We listened and gathered feedback from our diverse partners, families, and communities to identify priorities and develop strategies to guide our work in the years ahead.

This annual report highlights our new strategic plan's critical elements, progress in advancing our purpose in FY22, and some amazing people who make it all happen. We are proud to have increased, for the second year, the number of families enrolled, diversified our revenue sources, and achieved remarkable two-generational outcomes promoting health, child development, and family well-being.

In the year ahead, we look forward to executing further on our priorities. We thank our families, home visitors, donors, and community partners for their trust and investment in our efforts.

We are committed to Meeting the Challenge, Together!



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Jill A. Frondorf
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Jennifer R. Frey
Jennifer R. Frey, Ph.D.
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Strategic Plan

In 2022, the Board of Directors approved a new three-year strategic plan.

Voices and contributions to this plan came from more than 300 individuals, including ECS families, board directors, and staff; community leaders and partners; funders; and national experts on home visiting and infant and toddler development. Information was gathered across focus groups and from survey responses in five languages, representing all families who partner with ECS.

Our Purpose

Every Child Succeeds partners with families and communities to strengthen family well-being, support healthy environments, and optimize infant and toddler development.



Our Approach

Our approach to partnering with families and communities is grounded in:

Family Care

We take the time to get to know each family, and the goals they hold for themselves and their children. We provide families with personalized, high-quality services tailored to their unique strengths and situations.

Partnerships

We actively forge and foster connections within communities to collaborate in service of shared goals. We take responsibility for delivering excellence within our realm of expertise and linking families to the services and resources they may need.

Research

We conduct rigorous research to understand what is working, what can be improved, and how to innovate within prenatal-to-three services.

Advocacy

We work with partners to advance politics and practices that build a comprehensive system of early childhood care and remove or mitigate barriers to families' access to resources.

Equity

We strive to ensure that all families have the resources and support they need to access high-quality care for physical and emotional well-being, achieve educational and occupational goals, and be the best caregivers they can be. Our work is not finished until children of every race, ethnicity, and background have the foundation they need to succeed and thrive.





Our Values

How we work is as important as the work we do. We hold ourselves and all those we work with to high standards that center our organizational values.

Trust. We know our actions and interactions speak louder than our words. We are dependable, transparent, honest, and operate with integrity.

Respect. We value the dignity, uniqueness, and intrinsic worth of every person. We take the time to get to know and honor each individual's culture, story, and strengths.

Connection. We work to build trusting relationships, rooted in care and nurtured with compassion. We are present, supportive, and authentic in our interactions with others.

Collaboration. We believe all families and our partners want children to have the best start in life. We work together to help families achieve their goals.

Accountability. We take great care to behave responsibly with the resources and relationships entrusted to us. We hold ourselves to high standards for quality, efficiency, and intentionality in everything that we do.

Our Priorities

1

Increase impact on family well-being, healthy environments, and optimal infant and toddler development

Optimize ECS' service delivery across diverse communities.

2

Develop and implement a sustainable funding model for the organization

Diversify and balance the ECS revenue portfolio.

3

Advance our practice

Advance knowledge and application of effective prenatal to age three services and infant and toddler development.

4

Promote equity, sustainability, and impact

Ensure organizational culture, structure, and governance support equity, sustainability, and impact.

FY 2022 Numbers



26,595
Visits Provided



2,107
Families Served



+10%
More Families Served in
FY2022 vs FY2021

512
Kentucky Families

8,815
Kentucky Home Visits

1,595
Ohio Families

17,780
Ohio Home Visits



More about Our Families

- 99%** of ECS families are low-income.
- 86%** of ECS parents are unmarried.
- 10%** of ECS parents are younger than 18.

Primary Language



Families received services in their native language via bilingual home visitors or interpreters, up 16% from FY 2021

Maternal Race

Black or African American	45%
White or Caucasian	45%
Asian American or Pacific Islander	4%
Multiracial	4%
Unknown	2%

Ethnicity



Families identified as Hispanic or Latino/a/x

FY 2022 Accomplishments

87%



of babies were born at 37 weeks or later.

Our moms and babies are healthy.

88% of moms who enrolled prenatally received more than 10 prenatal care visits.

85% of moms enrolled prenatally initiated prenatal care in the first trimester.

78% of babies attended at least 3 well-child visits with a pediatrician by 6 months.

87%



of families read to their child at least three times per week.

We help build nurturing homes.

94% of families were assessed on safe sleep.

68% of children lived in environments with a high level of stimulation and emotional support at 15 months of age.

85%



of graduates had a plan for transition to preschool.

We support child development.

97% of children are socially and emotionally healthy at 12 months.

72% of children's developmental screening scores suggest there were no developmental concerns at the time of screening.

77%



of mothers were in school or employed.

Our families are succeeding.

99% of mothers reported being able to cope with the stress of parenting.

82% initiated breastfeeding.



"I'm so glad this program's here because Tracy just really gave me a head start on being a great mom, and I confidently can say that I'm a good mom... in all areas because of [it]." - Samantha, ECS Parent

Long-time Board Director Schueler Made a Difference

Digi Schueler completed her 12-year tenure on the ECS Board of Directors in December 2021. Long-time board member Mary Ellen Cody recruited Digi in 2009, and they shepherded many successful ECS initiatives together, including *Bringing Books to Babes*. Digi served on multiple board committees during her more than decade-long service, including Program, Diversity, Fundraising, and Nominating. As Chairperson of the Nominating Committee, Digi ensured diversity of knowledge, skills, and backgrounds in developing the slate of candidates for board service. Every Child Succeeds benefited from Digi's extensive corporate and volunteer experience: she knew how to get things done!

We are immensely grateful for Digi's leadership, dedication, and commitment. She demonstrates what community volunteerism and caring can achieve.



Building a Beautiful Life

by Nurse Home Visitor Beth Smith

Thinking about my families, one mother stands out. She is one of the most resilient and strong people I've ever met, and having the opportunity to partner with her, and celebrate her is an honor.

Her life wasn't easy – she was born into poverty, her family moved often, and she lost caregivers to drugs and imprisonment, along with other adverse childhood experiences. As a young woman, she found herself in an unsafe relationship that ultimately left her disabled. She worked for years to overcome her limitations, improve her quality of life, and become independent enough to live alone. Years later, when she became pregnant, new challenges arose.

Participating in ECS' Nurse-Family Partnership program helped her navigate a high-risk pregnancy, build confidence and skills in parenting, and set goals for herself and her daughter. Despite facing challenges with housing, financial stress, and relationship conflict, she worked hard to prepare herself and her life for the baby she loved. She and her now three-year-old daughter display a healthy, bonded, and loving relationship. She works hard to meet the physical, emotional, and social development of her daughter.

As her nurse, I provided support, education, and connections to community resources that helped her succeed. I cheered for her as she moved into a safe home for her baby. I worked with a local moving company to organize a charitable move and helped her work through the logistics of moving. Once moved, we worked on babyproofing the new apartment. She met her goal of finding a safer place for herself and her baby, and they are thriving in their new environment. She has also learned the importance of caring for herself so she can care for her daughter.

I know she can accomplish anything she sets her mind to!



Financial Highlights

Income and Expenses

July 1, 2021 - June 30, 2022

Total Income \$9,105,000

Expenses

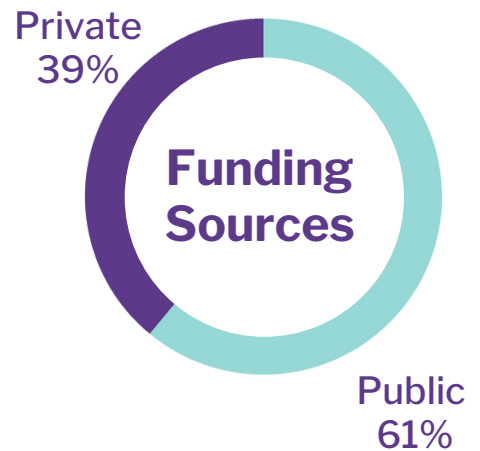
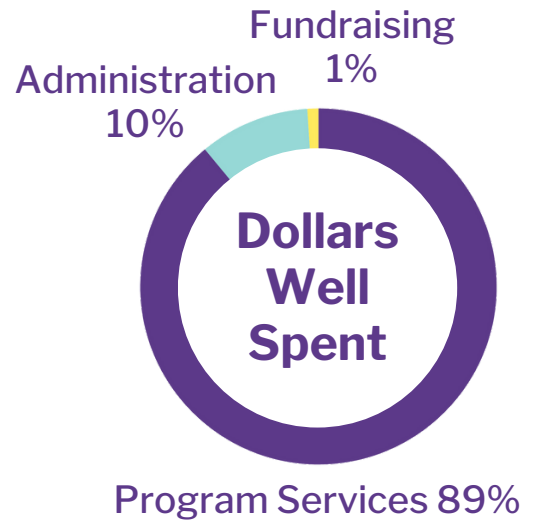
Program \$7,661,000

Administration \$836,000

Fundraising \$82,000

Total Expenses \$8,579,000

Total End-of-Year Net Assets \$6,269,000



Studies have found a return on investment of \$1.80 to \$5.70 for every dollar spent on home visiting. This strong return on investment is consistent with established research on other types of early childhood interventions.

Ways to Support ECS

Donate

Make a gift by visiting www.everychildsucceeds.org/donate or using the QR code. Remember to check with your employer for a matching gift opportunity!



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Celebrating Growth

by St. Elizabeth Home Visitor Tess Knobloch

This program is a beautiful and beneficial thing for our moms as well as for us as home visitors. I have been blessed to see my moms blossom over time, not only as mothers but as people. One stands out.

When we started meeting, she wouldn't want to see herself in the phone video (during the pandemic) and wasn't really sure how to talk to her baby. We had discussions focused on the baby, but also ones that have helped her to see the strengths she has, strengths that I see in her. I would text her positive messages, and she would set a timer to read for herself; these empowering messages helped her on her bad days.



This young lady has turned into an amazing mom, working to finish school, working full time, and doing her best for her child and herself in a world that maybe hasn't been kind to her. She listens and implements every strategy possible that we talk about to help her child to feel loved, valued, curious, capable, safe, and secure. This young lady, as busy as she is, and as tired as she is, will wake up after only an hour or two of working the night shift to meet with me, and then go back to bed before her next shift. She is always wanting to learn more.

I believe being a part of this program has empowered her in more ways than anyone will ever know. We had a conversation at our last visit where I was compelled to tell her after our discussion that her son was lucky to have her. She replied, "I'm lucky to have him."

Extending Services in Kentucky

With support from bi3, ECS offered home visiting for an additional year during the pandemic, from ages two to three, for our Northern Kentucky HANDS families. The HANDS model typically ends at age two. Following their voluntary participation in this extra year of programming, families told us:

- **Relationships matter.** A consistent, long-term relationship with their home visitor is transformative. Families appreciated diapers and virtual visits; however, their connection with their home visitors, whom they preferred to see in person, motivated them to remain in the program.
- **Ages 2 to 3 bring new challenges for families.** New behaviors appear at these ages – sibling rivalry, potty training, and more. Families were grateful to have their home visitor's help to navigate these challenges. Through regular developmental screenings, home visitors were able to connect families to First Steps to receive early intervention services before entering preschool.
- **Access to preschool and childcare enhanced.** Home visitors connected families with preschool, which doesn't start until age three. Families can access education and employment only when they have a safe place for their children. Many of these families made significant progress toward their goals while with ECS.
- **Support to be the best parent they can be.** Perhaps most importantly, we heard that participating in ECS helped families break patterns of trauma, depression, and negative behaviors. Their home visitor helped them to understand their child better and learn patience, coping strategies, and perspective-taking.

The expansion of services was made possible by a grant from bi3. Kudos to these Kentucky families for achieving great things and sharing with us! Their futures are bright!

Referral Spotlight: Heidi Sullivan

Heidi Sullivan, MSW, devoted 13 years to advancing the ECS mission as a home visitor. Trusted, warm, and caring, Heidi served 191 ECS families and provided 5,070 home visits. Heidi left ECS in January 2020 to join the social work team at TriHealth. A home visitor at heart, Heidi now uses her superb ability to form positive relationships with pregnant women to address the social determinants of health. Regarding her role in referring moms to ECS, she notes, "I'm always impressed when women acknowledge that they could benefit from a community partner like ECS. I admire that they advocate for themselves in connecting with services they think will help them become the parents they want to be. I have seen first-hand how ECS helps mothers and babies bloom, grow, and thrive." We thank, Heidi, for her tireless, life-changing efforts!



Anniversary Celebrations

We are grateful for our dedicated and hardworking staff. The following staff celebrated milestone anniversaries in fiscal year 2022.

5 Years of Service

Kelly Backer
Lacy Dickerson
Allison Smith
Emily White

10 Years of Service

Julie Daugherty
Kirsten Fletcher
Nancy Gaddie
Martha Morris
Jennifer Re

15 Years of Service

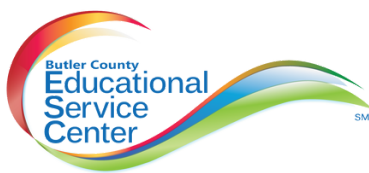
Gina Pingleton
Julie McGregor

20 Years of Service

Shelby Samulak
Beth Smith

Team Effort

Thank you to our partners! Together, we are able to support families every day.



BRIGHTON CENTER
A COMMUNITY OF SUPPORT





Research Highlights

Applied research is a critical component of our work – it helps us understand what works for whom and how we can tailor our programming to build on families’ strengths and mitigate health and developmental risk factors. Highlighted projects from FY 2022 include:



Development of a Trauma-Informed Approach in Home Visiting

ECS researchers worked toward developing a trauma-informed approach to home visiting, publishing an issue brief with Home Visiting Applied Research Collaborative (HARC). To develop this approach, members of the HARC were surveyed, and home visitors were interviewed from several programs. Findings from the survey were used to refine a trauma-informed home visiting model that addresses depression and social support. Five modules were developed that can be readily incorporated into home visiting practices to address clinical issues common to mothers with trauma histories, depression, and low social support. The five modules were: behavioral activation, deep breathing, identifying social supports, building social skills, and future aspirations. This research has provided a better understanding of trauma-informed knowledge and practices in the field and will help improve services and outcomes for families.



Healthy Eating for My Infant (HEMI)

The Healthy Eating for My Infant (HEMI) study focused on reducing obesity among at-risk youth by promoting healthy eating in infancy. The program was developed with input from ECS families, community members, and Board representatives to target problem-solving and the practice of healthy behaviors, goal setting, self-monitoring, and behavioral tracking. This year, the study recruited 16 participants and began testing implementation with families. The HEMI study is funded by the National Institutes of Health and is a collaboration between the University of Cincinnati, Cincinnati Children's Hospital Medical Center, and ECS.



The Pregnancy and Infant Development (PRIDE) Study

The PRIDE Study links early-life experiences, epigenetics, and child development. It seeks to identify how early stressors and protective factors can modify DNA and alter vulnerability to developmental differences and behavioral challenges. Two-hundred-and-thirty mother-child dyads have enrolled in the study, and 50 families have graduated. PRIDE is funded by the National Institute of Minority Health and Health Disparities (NIMHD).

Thank You for Your Support

Our Funding Partners

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