



**every child
succeeds™**

2020

report to the community

**caring
connections
for brighter
futures**



inside

Diversity, Equity, Inclusion	3
Pandemic Response.....	4
Destiny's Story	5
Outcomes.....	6-7
Fiscal Report.....	8
Research Highlights	9
Amanda's Story	10



**every
child
succeeds™**

our mission

Every Child Succeeds provides an optimal start for children by promoting positive parenting and healthy child development prenatally and during the important first 1,000 days of life.

founding partners



caring together for brighter futures

At Every Child Succeeds, our mission is to provide an optimal start for children by working with families to improve maternal and child health and create stimulating and nurturing home environments. We're proud to report we are doing just that! We invite you to read more about our activities and outcomes, including our response to the pandemic and our diversity, equity, and inclusion initiatives during the 2020 Fiscal Year (July 1, 2019 – June 30, 2020).

In fall 2020, we transitioned into our respective roles as Board Chair and President. We look forward to building upon the strong foundation laid by Founding President Judith Van Ginkel and past Board Chairs. Together with our community partners, we will continue translating research into practice, extending high-quality home visiting practices, and advancing policies to improve child and family experiences and outcomes.

Thank you for your interest and support as we guide our families toward brighter futures through your caring connection to our mission. We look forward to working with you.

Best regards,



Yvonne G. Washington, Board Chair



Jennifer R. Frey, President

"I fight for my children every single day, and I know I am not helpless. Thanks to you [ECS], I know I can give it my all and I can make a difference in their lives. Of all I got out of the program, the most important was the ability to not give up my faith in myself as a parent."

- Cierra



connecting for improved diversity, equity, inclusion



“Speak up. Step up. Be the change. Help make the difference. Start the conversation and don’t stop until change is made.”

- *Karissa Morton, ECS Family Services Representative*

Equity and social justice are at the core of our work. We want to ensure the strengths of our most vulnerable children and families are identified and valued and that all children and families have the opportunity to realize their full potential, regardless of cultural and economic differences. In our Statement of Values and Principles, we affirm our respect for the dignity, uniqueness, and intrinsic worth of every person, and we are committed to improving diversity, equity, and inclusion efforts.

In the wake of George Floyd’s death and the racial justice movements – in collaboration with our Diversity Committee – we’re engaging in meaningful and honest examinations of our policies and practices with regards to cultural sensitivity and representation of multiple viewpoints.

We remain committed to working with others to bring about positive, long-term change to improve the lives of ECS families. To do so, we will deepen our engagement with community partners to co-create solutions that address racial disparities in what we know to be such critical areas for optimal child development: education, health care, and safety.

We will continue to ensure the families we serve are heard, honored, and respected as the experts on their children and their communities. In the words of ECS Board Member Bishop Tait, “We need to be authentic, purposeful, and intentional in our work to advance social justice and ensure that every child succeeds.”

connecting with families during the pandemic



As Every Child Succeeds pivoted to virtual services in early 2020, home visitors ensured more personal connections through distanced porch visits.

In response to the unprecedented COVID-19 pandemic, Every Child Succeeds pivoted in March 2020 to providing its services virtually. Thanks to guidance from our Board of Directors, the dedication of our home visitors, and the support of our funders, our transition to virtual home visiting has been successful, resulting in increased enrollment and enhanced ability to meet the needs of our vulnerable families.

Creativity, flexibility, and some technological know-how have been key as we shifted to new ways of connecting with pregnant women and new parents. Visits are now conducted by videoconference, phone call, or on porches as home visitors drop off needed items, from diapers to cribs to curricular materials.

Delivery of services in the home setting with moms, babies, and families is a cornerstone feature of our program. Yet, ECS has come to appreciate the flexibility virtual home visiting provides, the efficiencies realized, and the increased opportunity for some moms to participate who may have faced barriers participating in traditional home visiting. As such, we envision a hybrid model after the pandemic, featuring both in-person and virtual home visits. In the meantime, we will continue to focus on ensuring that our virtual services are both accessible and high quality.

We surveyed 119 moms three months into the pandemic to evaluate how remote home visiting was helping them. We learned:

“It’s tough being at home. The video chats help us touch base and keep us sane when we’re home all the time with one another.”

– ECS Mom

80%

felt remote home visiting was “very helpful” for learning how to best care for themselves and their children.

90%

described home visitors as “very helpful” for providing support and encouragement.

75%

reported that remote home visiting was “very helpful” for managing their stress.

beautiful bond makes all the difference

Destiny's story



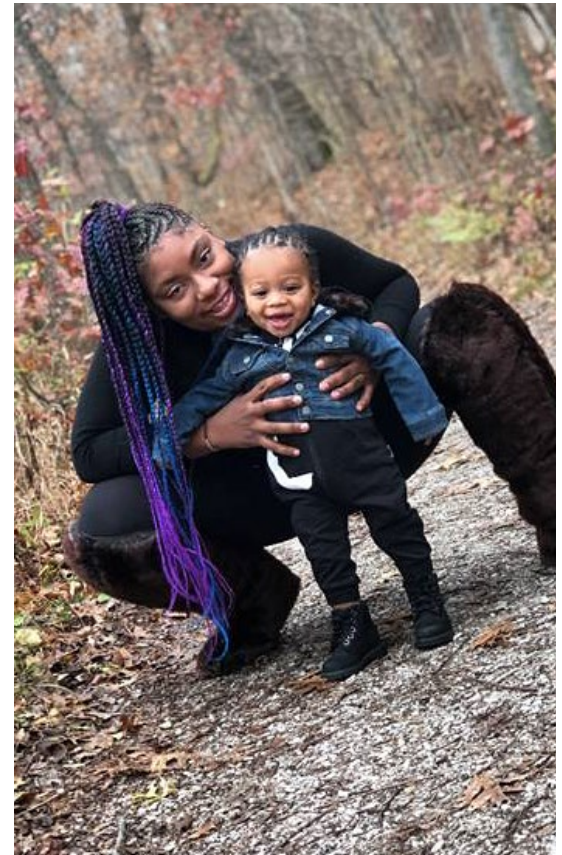
A single mother-to-be, Destiny was nervous about stepping into motherhood. She wanted to be a good mother but worried about how she would bond with her child. Her concerns began to ease upon joining Every Child Succeeds prenatally in July 2018. She's been empowered by the steady support and encouragement.

"I'm not the type of person to open up to strangers, but my home visitor made it feel like she wasn't a stranger," Destiny shares. "She's somebody who cares! When I need encouragement, she's there."

Over two years and more than 80 home visits later, Destiny has balanced school, work, and motherhood while keeping home visiting a priority. Destiny's home visitor – and all those around her – can bear witness to the beautiful bond she and her son, Tristain, have and the undeniable trust and security he feels in her.

"Working with Every Child Succeeds has helped me not only bond with my son but has given me great ways to teach him and grow alongside him," Destiny explains. She is truly becoming the mother she was destined to be.

Now nearing his second birthday, Tristain is constantly exceeding his home visitor's expectations. He's advanced not only in his social and emotional development, but in communication and motor skill development as well – speaking clearly, showing manners, counting to 20, and being constantly "on the go." Destiny hopes to be an advocate for other single moms in the community to help them become their own success stories!



Tristain is surpassing expectations in key areas of child development thanks to his mother Destiny's determination to overcome fears and pursue their own success story.

"I can't express my gratitude toward our home visitor in just a few words. She has helped us in getting our son to be very smart and became a source of information for my wife as well. She has gone above and beyond all the time, and she is simply the best." – Karna

"The ECS program is great for any parent to join who is looking for new ways to teach their little ones and have a family outside of your family."

– Juanesha

early connections

Home visits are at the heart of our work. The meaningful, early connections we build with families empower our moms to successfully raise healthy, happy children despite significant obstacles and risk factors.

ECS benefits

Our professional home visitors partner with parents to build foundations for future learning. They encourage autonomy over dependence and teach skills for good decision-making.

These engaged partnerships result in:

- Babies who are born healthy and on time;
- Parents who establish strong bonds with their children through enhanced parenting skills;
- Families who have access to resources and support to address abuse, trauma, depression, and poverty; and
- Stimulating and nurturing home environments that foster learning, emotional growth, and safety.



Connecting early, during pregnancy especially, empowers families to give their children an optimal start in life.

The first 1,000 days of life – ages 0 to 3 – provide an optimal opportunity to impact human brain development.



families served

FY2020

Ohio Families	1,434
Enrolled Prenatally	58%
Kentucky Families	436
Enrolled Prenatally	57%
Total Families*	1,870

*Increase in percentage of Hispanic families served in FY20 compared to FY19

family characteristics

Low Income	98%
Unmarried	86%
Black	45%
Caucasian	32%
Hispanic	13%
Younger than 18	11%

home visits provided

Ohio Home Visits	20,869
Kentucky Home Visits	8,410
Total Home Visits*	29,279

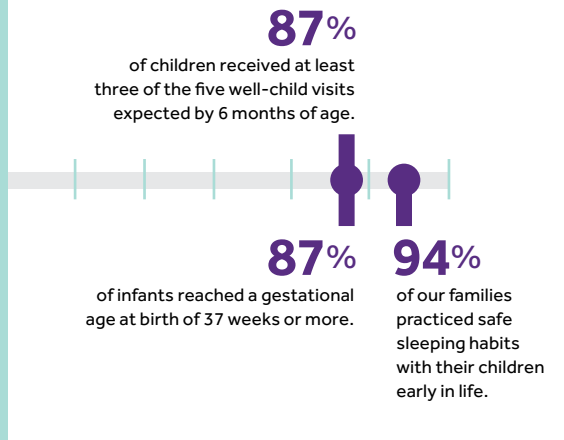
*Almost 2,500 more home visits completed in FY20 compared to FY19

FY 2020 outcomes

Our families share one important quality: a desire to raise healthy, happy children. By working closely and consistently with an Every Child Succeeds professional home visitor, these moms – and their babies – are building brighter futures!

our babies are healthy

We help mothers and their families deliver healthy babies.



our moms shine

Among mothers who enrolled during pregnancy and who remained active in ECS at delivery:

92% received more than 10 prenatal care visits with their obstetrician; **82%** initiated prenatal care in the first trimester.



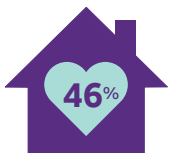
99% reported being able to cope adequately with the stress of parenting.

85% initiated breastfeeding, and **60%** reported breastfeeding for at least one month.



we help build nurturing homes

At 3 months of age, 46% of children lived in environments with a high level of stimulation and emotional support.



By 15 months of age, 70% of children lived in environments with a high level of stimulation and emotional support.

we monitor child development

ECS home visitors supported parents in completing the Ages and Stages Questionnaires at least every six months.

1,346 ASQs were completed in FY20.



Results indicated **fewer than 5%** of children needed to be referred for more comprehensive developmental evaluations.



team effort

It takes a village to help children get an optimal start in life so they can reach their full potential. We appreciate our partnerships with these dedicated provider agencies.

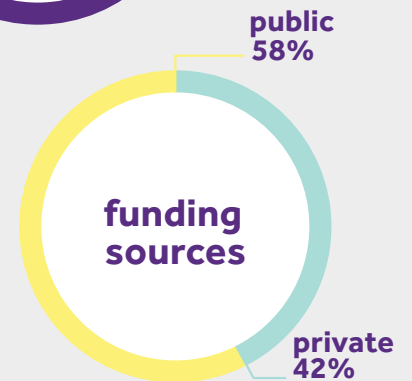
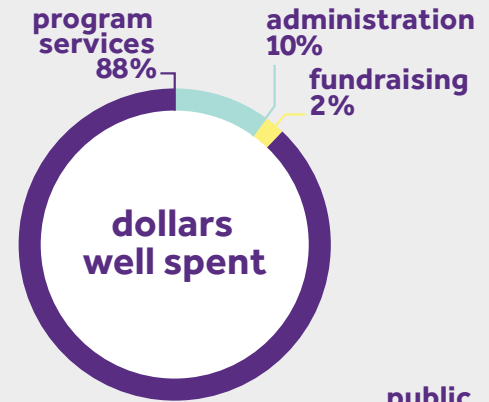
- Brighton Center
- Butler County Educational Service Center
- The Children's Home
- Greater Cincinnati Behavioral Services
- Learning Grove
- Pathways to Home
- Santa Maria Community Services
- St. Elizabeth Healthcare

In addition, with incentive funding provided by **Nurse Family Partnership**® and as part of **Help Me Grow**, ECS added a team of four nurse home visitors in FY20 to serve Hamilton County. Targeting first-time moms who are enrolled early in pregnancy, this team, when at full capacity, will serve 96 families.

FY 2020 financial highlights

July 1, 2019-June 30, 2020

total income	\$8,098,915
expenses	
program	\$6,739,920
administration	\$720,388
fundraising	\$174,329
total expenses	\$7,634,637
total end-of-year net assets	\$6,612,586



public

Ohio Help Me Grow General Revenue Funds and Kentucky HANDS Medicaid and State General Funds

private

United Way, *Every Child Is Me* Campaign, and generous corporate and individual donations

community connects for campaign success!

Every Child Is Me Campaign raises \$4.1 million

The *Every Child Is Me* campaign wrapped up in April 2020, having raised a remarkable \$4.1 million while leveraging three-to-one, an initial \$1 million gift. This phenomenal accomplishment allows Every Child Succeeds to serve 2,352 additional families over the next five years, assuming the projected public match dollars are available.

The fundraising campaign fortunately ended just as the COVID-19 pandemic was emerging. Funds raised have allowed us to respond to the crisis in creative and meaningful ways. We are immensely grateful to those who gave so generously to help make this campaign a success!

For every \$1 invested in early childhood development programs, \$2 to \$4 is returned.



FY 2020 research highlights

brighter futures through
scientific research



The Pregnancy and Infant Development (PRIDE) Study

The PRIDE Study, which links early-life psychosocial experiences, epigenetics, and child development, moved into the second year of enrollment. The goal of the study is to identify chemical patterns on DNA called methylation (i.e., an epigenetic mechanism) that are shaped by early stressors and protective factors and that can alter vulnerability to delayed child development and behavioral problems. The study is funded by the National Institute of Minority Health and Health Disparities through 2024.

ECS Biobank Project Reaches Second Year

The ECS study team completed the second year of the ECS Biobank Project and recently launched a new virtual approach that increases our partnership with mothers to collect samples in the home. To date, the study has enrolled just over 40 mother-child dyads and recently began pilot testing. The study continues to be funded by a CCHMC Academic and Research Committee (ARC) award.

A Continued Focus on Trauma

The ECS research team completed a study to better understand the adverse childhood experiences (ACEs) of mothers participating in home visiting. The research highlights the importance of trauma histories and social support among these mothers. The authors published their findings in the *Annals of Epidemiology*. In addition, the ECS research team further explored how home visitors and home visiting programs address trauma, depression, and social support. Interviews with home visitors in ECS and in other programs around the country have highlighted the need for additional training and support in serving mothers who experience trauma, depression, and social isolation. We're proud to report ECS is working to do just that!

Learn more about our ongoing
research at ECSResearch.org.

**Our unique
approach**
of blending home
visiting with scientific
research is so well-
documented that it's
referenced statewide
and nationally.



support beyond the ordinary

Amanda's story

Amanda's journey with Every Child Succeeds began when her ultrasound technician shared information about the program because she was feeling nervous as a first-time parent. She enrolled prenatally with her first child, Addison, in January 2016.

"My home visitor and I quickly started building a great relationship," Amanda recalls. She appreciated the valuable information and tips her home visitor provided on everything from fetal development to breastfeeding.

Bradley, Addison's father, was less nervous since he came to the relationship with three children. Still, he looked forward to the dad-focused information from the visits.

After Addison was born, Amanda's home visitor brought developmentally appropriate learning toys and activities and helped ensure Addison was on track developmentally. Amanda learned discipline techniques that helped with raising all her children. She was grateful for the additional support she received on adapting to her new blended family.

When Amanda's second child was born more than two years later, her home visitor supported her with information and resources to address postpartum depression and stress management. "With the addition of our two children, we became a family of seven," Amanda explains. "That is a lot of mouths to feed! My home visitor guided me and connected us to needed supports."

Her home visitor continued to respond to her evolving needs; however, Amanda was especially thankful for the unexpected friendship that developed.

"Sometimes I feel like during my time with my littles, my home visitor was my only outside adult interaction. It was so nice having someone I could lean on. She not only brought joy to my kiddos when she came to see us, but to me, as well. I recommend Every Child Succeeds to everyone. It is incredibly insightful, and you never know ... you could gain a new friend!"



First-time mom jitters and a blended family brought unique challenges for Amanda. She's thankful for the many tools and support from her home visitor and is especially grateful for the genuine friendship.

"ECS is a great program. I'm very blessed and thankful to be part of this program... or maybe I should say family. There's a lot of women out here who need that extra love.

— Lisa

"Every Child Succeeds was, by far, the best choice I could've made for my well-being, and my son's, especially being new to motherhood."

— Eden

Leadership

executive team

president

Jennifer R. Frey, PhD*

past president

Judith B. Van Ginkel, PhD

business director

Kristin Perviz, CPA, MBA

program director

Margaret J. Clark, MPA

scientific director

Robert T. Ammerman, PhD

director of evaluation

Alonzo (Ted) Folger, PhD

board of directors

chair

Yvonne Washington*
Community Volunteer
Retired Executive
United Way of Greater Cincinnati

past chair

Jim K. Spurlino
President
Spurlino Materials

first vice chair

Jill A. Frondorf*
Vice President
Fifth Third Bancorp

vice chairs

Michael A. Fisher*
President & CEO
Cincinnati Children's

Mark B. Lawson*
President & CEO
Community Action Agency

Moira Weir*
President & CEO
United Way of Greater Cincinnati

secretary

Ruby L. Crawford-Hemphill*
Assistant Chief Nursing Officer
University of Cincinnati
Medical Center

treasurer

Chad T. Boyd*
Director, Physician Accounting
TriHealth

directors emeriti

John E. Pepper
Retired Chairman & CEO
Procter & Gamble

Lee A. Carter
Community Volunteer

directors

Hortencia Banuelos
Senior Vice President
Fifth Third Bank

Michael Beck
Founder and President
MidwestLatino, LLC

Thomas Boat, MD
Professor
Division of Pulmonary Medicine
Cincinnati Children's

Carolyn Brinkman
Director of Early Childhood
The Children's Home

Mary Ellen Cody
Community Volunteer

Marci Morgan Cox*
Associate Attorney
Dinsmore & Shohl LLP

Lori Crosby, PsyD
Professor
Division of Behavioral Medicine
Cincinnati Children's

Renee Daniel
Assoc. VP, Early Childhood Education
Community Action Agency

Verline Dotson
Community Volunteer
Retired Head Start Director
Community Action Agency

Jennifer R. Frey, Ph.D.*
President, Every Child Succeeds
Associate Professor of Pediatrics
Cincinnati Children's

James M. Greenberg, MD*
Professor of Pediatrics
Director, Division of Neonatology
Co-Director Perinatal Institute
Cincinnati Children's

Vera Hall, RN, MSN
Sr. VP
Chief Nursing Executive
St. Elizabeth Healthcare

Bryan Hamilton
AVP-Integrated Marketing
Cincinnati Children's

E. Paul Hitter
CFO and Senior Vice President
Messer Construction

Latia Houston
ECS Home Visitor
Pathways to Home

Robert Kahn, MD
Professor of Pediatrics
Assoc. Chair, Community Health
Executive Lead
Population/Community Health
Cincinnati Children's

Ericka King-Betts, PhD
Division Manager
Greater Cincinnati Water Works

Keith Lum
Vice President, Investments
UBS Financial Services Inc.

Florence Malone
Outreach & Enrollment Manager
Cincinnati Preschool Promise

Chandra Mathews-Smith
Chief Community Engagement Officer
United Way of Greater Cincinnati

Brian Neal
CEO
Accelerate Great Schools

Digi F. Schueler*
Community Volunteer

Karen Schuster Webb, PhD
President
Union Institute & University

Gregory W. Siewny, MD
Chairman of the Board
Atrium Medical Center

Bishop Ennis Tait*
Pastor and Senior Overseer
Ennis Tait Ministries

Elaine Whittle, RN, BSN
ECS Program Supervisor
St. Elizabeth Medical Center

**Executive Committee Member*

who we are

Every Child Succeeds provides comprehensive home visiting services to optimize child health and development for families from low-income backgrounds in Butler, Clermont, and Hamilton counties in Ohio as well as Boone, Campbell, Grant, and Kenton counties in Northern Kentucky. Professional home visitors work closely with pregnant women and new mothers to develop parenting skills, improve maternal and child health, create stimulating and nurturing home environments, and link families with other community supports. Our evidence-based program supports positive child development through:

- Identifying and enrolling moms in our program before or soon after their child's birth
- Strengthening individual and family protective factors
- Mitigating risk factors to promote normative development and healthy growth
- Communicating frequently with families from prenatal to age 3
- Providing consistent support during critical developmental transitions as new needs of children and families emerge

support
US



Visit **EveryChildSucceeds.org/donate-1** to make an online donation. Remember to check with your employer for a matching gift opportunity!



Amazon will donate 0.5 % of the price of your eligible AmazonSmile purchases to Every Child Succeeds. Support ECS by starting your shopping at **smile.amazon.com**.



Let your followers know that you support Every Child Succeeds! Like us on **Facebook (EveryChildSucceeds.org)** and follow us on **Twitter (@ECStweets)**.



we believe

All children deserve the opportunity to fulfill their potential.

All parents want to be good parents.

What we do and how we do it matters.



(513) 636-2830



EveryChildSucceeds.org



EveryChildSucceeds.org



[@ECStweets](https://twitter.com/ECStweets)



**every child
succeeds™**

every child succeeds, inc.
3333 Burnet Avenue, MLC 3005
Cincinnati, OH 45229-3026

