



Forward, Together

2021 Report to the Community



every child
succeeds

Forward, Together

In the fall of 2020, amid the global pandemic, we assumed our leadership roles with Every Child Succeeds. Standing on the shoulders of our remarkable predecessors, and with significant support from the community, we worked to advance ECS' mission to ensure an optimal start for children. Our families, home visitors, and ECS Team showed incredible determination and resilience in the face of significant disruption and change.

The stories and data in this report spotlight the results of our efforts, including growth in the number of families served, measurable impact on families' health and well-being, strong community support, and effective program adaptations to meet new needs. In the year ahead, we look forward to implementing a new strategic plan to build on our past successes and set the future direction of Every Child Succeeds.

We hope you will join us as we move forward together!

Sincerely,



Yvonne G. Washington
Board Chair



Jennifer R. Frey, Ph.D.
President



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About ECS

Every Child Succeeds professional home visitors serve families prenatally to age three in Butler, Clermont, and Hamilton counties in Ohio as well as Boone, Campbell, Grant, and Kenton counties in Northern Kentucky. Our evidence-based approach supports positive child development through:

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



27,422
Visits Provided



1,920
Families Served



+3%
More Families Served in
FY2021 vs FY2020

454
Kentucky Families

7,924
Kentucky Home Visits



1,466
Ohio Families

19,498
Ohio Home Visits



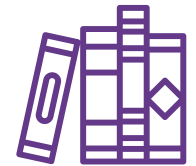
"I just cannot express enough how much this program means to me and what a huge source of support it has been, for not only my kids but also for me as a mother, as a single parent and as a woman."

- Sandra, current ECS mom

Celebrating 20 Years of Bringing Books to Babes

Bringing Books to Babes (BBB) celebrated its 20th anniversary in fiscal year 2021! Long-term board directors, Mary Ellen Cody and Digi Schueler, led the program for two decades and raised more than \$500,000 to support the effort! An early literacy initiative, BBB ensures that every family ECS serves receives a monthly children's book in addition to books they may receive through Imagination Library. The books are high-quality, age-appropriate, and many are themed to match curriculum topics and activities.

Delivered to families by trusted home visitors who model how to use them and emphasize the importance of creating language-rich home environments - talking to and reading to babies - these books do not sit on the shelf! BBB promotes positive parent-child interaction that will have lasting effects on children's development and education. We thank Mary Ellen, Digi, and their team of community volunteers for their incredible commitment and look forward to continuing to provide families with books, the ultimate tool for ensuring children are prepared for success in school and throughout their lives.



277,000
Books Distributed



91%
of ECS parents read
to their children at
least 3 times per week



Jacky's American Dream

When she arrived in the United States as a brand new citizen in 2019, Jacky had very little to her name: no transportation, no money, no support system to speak of. She was pregnant, alone, and scared. She had won a lottery for the chance to become an American citizen and experience the American dream. Still, she often cried, wondering if she would have been better off staying in her home country of Cameroon.

Jacky became a client of Every Child Succeeds with Pathways to Home in February 2019, one month before her baby was born. Because of her situation, she had nothing for her child and needed extra support from her home visitor to ensure that she was ready for her baby's arrival. She was faced with seemingly insurmountable odds that most people in her situation would have been unable to overcome. Jacky decided that she wanted a better life for herself and her child, and she made it happen.



In the two-and-a-half years since joining Every Child Succeeds, Jacky has obtained her driver's license and was able to get a car, took classes to become a State Tested Nursing Assistant, and is currently studying to become a registered nurse. Jacky was also able to find employment at Cincinnati Children's Hospital while she finishes school. Perhaps most importantly, Jacky has maintained a loving relationship with her young daughter, who is intelligent, funny, and thriving.

Jacky's resilience, determination, and courage are inspiring!

"I came from a home that, many times, was unsafe. Although there was no shortage of unconditional love, everyone was battling demons that are not ideal for raising a child. It was really great to have validation that I am not repeating those generational traumas and that I am making better choices for my child."

- Amanda, current ECS mom



FY 2021 Accomplishments



Our moms and babies are healthy.

90% of moms received more than 10 prenatal care visits.
 82% initiated prenatal care in the first trimester.
 87% of babies were born at 37 weeks or more.
 82% of babies attended at least 3 well-child visits with a pediatrician by 6 months.



We help build nurturing homes.

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



We support child development.

74% of children's developmental screening scores indicated no developmental concerns.
 91% of ECS parents read to their children at least 3 times per week.

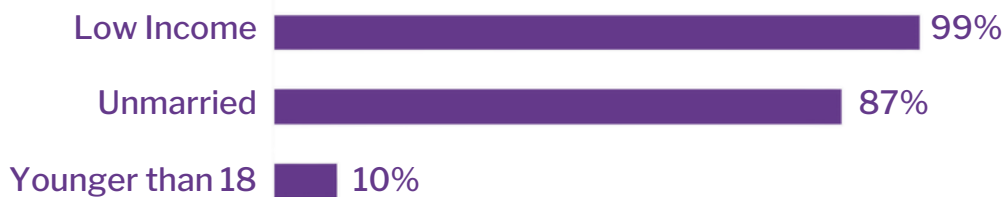


Our families are succeeding.

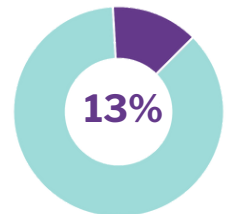
84% initiated breastfeeding.
 81% of ECS graduates had a plan for transition to preschool.
 99% of parents reported being able to cope adequately with the stress of parenting.



More about Our Families

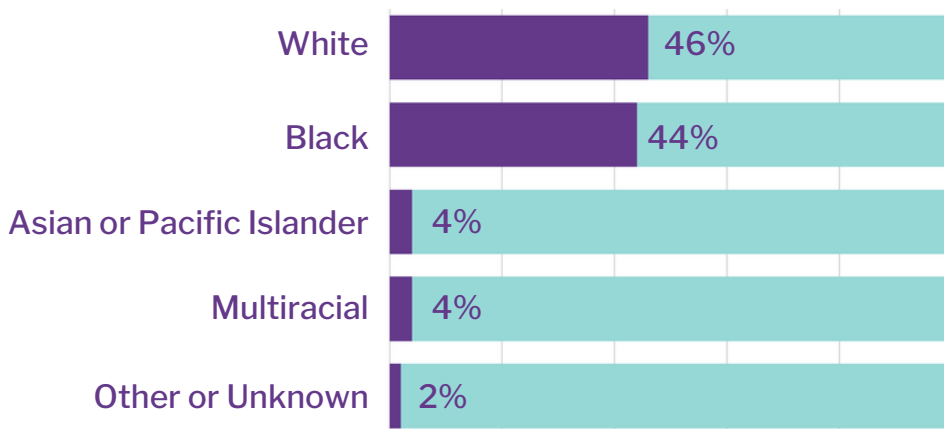


Ethnicity



Hispanic or Latino

Maternal Race



Primary Language



Families received services in their native language via bilingual home visitors or interpreters



11,037 Drop-Off Visits Provided in FY 2021

Many ECS families faced significant economic hardship during the pandemic. Loss of jobs and reliable child care resulted in an increased struggle to meet basic needs. Every Child Succeeds responded by providing more material support, everything from diapers and formula to household necessities and safety items. Because the pandemic prevented visitors from providing

in-person visits during the year, home visitors delivered needed items through drop-off visits. Visitors greatly valued these opportunities to see the families and children - even some newborns they had never met - on the porch, in the yard or even just waving through the door. ECS completed 11,037 of these visits in FY2021 in addition to the 27,422 telehealth visits families engaged in with their home visitors. ECS found creative ways to support families and remain connected during an unprecedented year of social isolation.

Navigating the Pandemic Together with ECS' Hispanic Families

The pandemic exposed and exacerbated the isolation, economic vulnerability, and precarious living conditions of many of ECS' Hispanic families. Living in dense housing and lacking access to healthcare, Hispanic families experienced COVID-19 at higher rates than the general population. Many were ineligible for Medicaid or other public benefits, received no unemployment benefits, and did not qualify for stimulus funds. As a result, many could not afford basic household necessities, and the language barrier made accessing community resources difficult. Deeply concerned for the welfare of their families, ECS' bilingual home visitors reached out for help.

The ECS Board responded to the call for additional support. Two directors have contributed private funds to hire a part-time bilingual navigator to support home visitors in helping Hispanic families through an expanded collaboration with Santa Maria. We were thrilled to welcome Jess Gries to our ECS Family in June 2021. Jess assists families in accessing community resources to meet basic needs, troubleshooting housing-related issues, translating documents, and connecting families to preschool.

On her experience serving her first family, Jess wrote, "I believe that it gave me the opportunity to practice skills that will be important for every project I have in the future - resilience, kindness, and respect in the face of frustration, open and frequent communication, and adaptability." Jess helped ECS move forward together in a year of challenge and hardship for families.



Thank You, Dr. Van Ginkel

Dr. Judith Van Ginkel retired as president of ECS in January 2021. Under her leadership, ECS provided more than 675,000 home visits and served more than 27,450 families. She



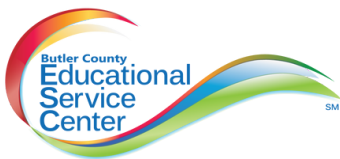
led ECS from the beginning, building on evidence-based strategies, engaging with the community, and forming partnerships with other important community organizations. While serving as ECS President, Judy was recognized with many prestigious awards, including the national Purpose Prize, YWCA Career Woman of Achievement, Enquirer Woman of the Year, and Great Living Cincinnati.

In honor of Judy's retirement, ECS established the Van Ginkel Fund. The Fund allows us to reward the commitment of our home visitors with enhanced learning and skill-building opportunities. Our children and families will be the ultimate beneficiaries.

\$105,000 was raised for the Van Ginkel Fund inaugural campaign! We are so grateful for the generous gifts in honor of Dr. Van Ginkel and in recognition of our home visitors!

Team Effort

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



BRIGHTON CENTER
A COMMUNITY OF SUPPORT



learning grove



SANTA MARIA
COMMUNITY SERVICES
Helping Families Help Themselves Since 1897



Growing, Together

Mireya and Aureliane's journey with Every Child Succeeds began a month and a half after their first child, Camilia, was born in February 2021. "I felt like I could talk to my home visitor about anything regarding parenting and Camila," Mireya recalls. She appreciates the parent-child activities brought weekly for her, her family, and home visitor to do together. Both Aureliane and Mireya think the program is beneficial to first-time parents like themselves. Aureliane has been involved in almost every visit, is always willing to learn new things, and has insightful questions about how he can grow his attachment to Camila.



Mireya has found information about breastfeeding and weaning from her quarterly visitor extremely helpful and encouraging. Mireya and Aureliane always look forward to conducting developmental screens with Camila at their home visits to ensure she is on track developmentally. They love learning how to help her reach her fullest potential.

Eight months and over 30 home visits completed, Mireya has obtained a part-time position while Aureliane has been working steadily full-time. Mireya and Aureliane's home visitor has borne witness time and time again to the love, compassion, and kindness they exude towards Camila, and the intense love and attachment Camila has to her parents. Nearing her first birthday, Camila is constantly exceeding her home visitor's expectations. She has mastered crawling and is beginning to take steps on her own. Mireya, Aureliane, and Camila are outstanding examples of love, family, and happiness.

What our referral sources are saying about us:

"I can't thank you enough for the wonderful work you do. You will never know the full extent of your impact on the lives of these young families that you are building into. I honestly cannot imagine where some of our babies would be now without people like you with servants' hearts! Thanks for ALL you do!!!"

- Erin

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. Since 2002, ECS Researchers have been awarded 18 federal grants and secured \$15,919,113 in funding to advance our understanding of ECS Families' experiences, risk factors associated with living in poverty, and the power of home visiting.



Healthy Eating for My Infant (HEMI)

The Healthy Eating for My Infant (HEMI) study is focused on reducing obesity among at-risk youth by promoting healthy eating in infancy. The program will be delivered in conjunction with ECS home visiting and will utilize a behavioral and educational approach targeting problem solving and practice of healthy behaviors, goal setting, self-monitoring, and behavioral tracking. To ensure programming is culturally and contextually relevant, meaningful, and useful, ECS families, community members, and Board representatives have been working directly with the research team to inform the design of the program. Implementation will begin in 2022. 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, which links early-life psychosocial experiences, epigenetics, and child development, continued enrolling families in FY21. 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 can alter vulnerability to developmental delays and behavioral problems. To date, 230 mother-child dyads have enrolled in the study, and 50 families have graduated from the study. The information learned from PRIDE will contribute to improved understanding of early developmental processes and the creation of novel methods to detect risk earlier. PRIDE is funded by the National Institute of Minority Health and Health Disparities through 2024.



ECS Biobank Project

The ECS Biorepository (ECS-Bio) project involves the development of a biorepository of biological and environmental samples from diverse community mother-infant pairs to serve as a unique and innovative resource to stimulate novel research questions and hypotheses related to improved understanding of maternal and child health disparities and interventions. The ECS study team completed year three of ECS-Bio with 70 enrolled participants and utilized virtual tools to increase our partnership with mothers to collect samples in the home. ECS-Bio continues to be funded by a CCHMC Academic and Research Committee (ARC) award.



Honoring Our Graduates Together

*"Some people come into our lives and quickly go...
Some stay for a while and leave footprints on our hearts...
And we are never ever the same.*

We have enjoyed sharing this journey with you!"

Quote on Certificate ECS Graduates Receive



Families who participate in Every Child Succeeds make a commitment to be the best parents they can be. They join the program prenatally or just after birth and receive benefits from participating in each phase of the program – prenatal, birth to age one, and ages one to three. ECS’ provider agencies celebrate program graduations throughout the year.



In FY21, agencies held drive-through, drive-by, and outdoor graduation ceremonies. Festivities included cookie and donut decorating, crafts, and family photos. Home visitors recognized each of their graduating families, who received certificates and parting gifts, such as new books, backpacks, and creative keepsakes. Parents, siblings, grandparents, and additional family members joined these events to celebrate our graduates, and ECS staff enjoyed meeting extended families and witnessing this important family milestone.



The photos on this page capture the joy and sense of accomplishment experienced at these events. We are so proud of our graduates and know that the foundation laid during the critical first three years of life will have life-long benefits.

We move forward together with imprints on our hearts!



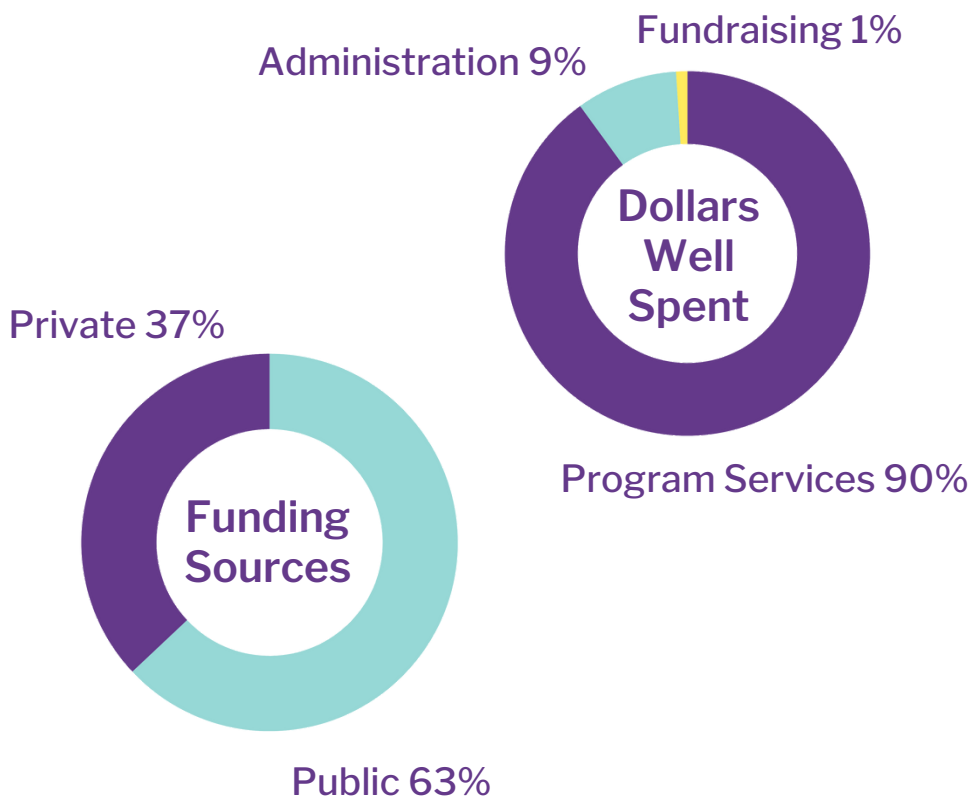
202
Graduates
celebrated
in FY 2021



Financial Highlights

July 1, 2020 - June 30, 2021

Total Income	\$8,908,000
Expenses	
Program	\$7,596,000
Administration	\$744,000
Fundraising	\$72,000
Total Expenses	\$8,412,000
Total End-of-Year Net Assets	\$6,623,000



Public Funding Sources

Help Me Grow of the Ohio Department of Health and Kentucky HANDS of the Cabinet for Health and Family Services, Department of Public Health

Private Funding Sources

United Way of Greater Cincinnati, Every Child Is Me Campaign, bi3, Nurse-Family Partnership, and generous corporate and individual donations

Ways to Support ECS

Donate

Make a gift by visiting <https://www.everychildsucceeds.org/donate-1> or using the QR code below. Remember to check with your employer for a matching gift opportunity!



Buy at Amazon Smile

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



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