



IMPRINTS

stronger families. stronger communities.

The Faces of Imprints

Message from the Chairman and Executive Director

The news we have to share this year is bittersweet. First and incredibly, in these uncertain and challenging times, Imprints is experiencing its most successful year ever. Our vision and hard work are paying off, and we want to celebrate our successes.

- Imprints is in its most solid financial position ever. We attribute this to the expertise of the Imprints Board of Directors and the hard work and sacrifices of the Imprints staff.
- Our before and after school program, Imprints Cares, refined its model, which resulted in significant revenue for the agency while offering the highest quality before and after school care to our students.
- We expanded our paid services to expectant families through our “What to Really Expect When You Are Expecting” parent workshops, with great response from the participating new parents.
- We have continued to develop our partnerships with the community. A new collaboration with Summit School produced Block Fest on the Summit campus and Imprints presentations to Summit’s weekly parent groups. Additionally, we collaborated with Head Start to offer a series of classes to families at two of their locations.
- The Imprints staff continued to meet or exceed our projections in serving our families with home visits, group meetings, developmental screenings, and early intervention referrals.

The cruel irony is that following the best year in the history of our agency, state and federal budget shortfalls will result in massive cuts in funding from our main funding source, Smart Start. Significant layoffs are our only option. This action will have inevitable consequences on the services that we offer to the community.

Yet we are looking ahead with confidence that we are on a strong track to meet the challenges facing us in the coming years. We will continue to partner with other agencies to reach more families that are in need of our services.

We are working with Cassels Caywood Love, an advertising agency, to develop a marketing plan to expand our brand to attract contributors and new users of our services. We have plans to provide services to parents of older children, knowing that they continue to need support. We also plan to expand our current services to parents as we build our revenue-generating division and meet the growing need for services for all families.

The parenting services that we offer at Imprints are critical to families, who are also experiencing uncertainty in the days ahead. So more than ever, we need your support so that we can continue to provide services to those families whose children are most at risk for not being ready for school and life beyond.

Our devotion to serving families with small children remains the heart of Imprints. This devotion grows out of research findings that a great beginning is the best way to ensure a child’s success in life.

Thank you, the members of our community, for all the ways you have supported our work with families. Your contribution has helped to strengthen and support families, making a stronger community for all of us.

We have depended on you since we first opened our doors more than 40 years ago—and we continue to depend on your generosity to sustain our work in the coming year and into the future. We invite you to join one of our Board committees, join Friends of Imprints, or volunteer in another capacity. We welcome you to call us or visit ImprintsForFamilies.org to find out more.



Mike Land
President
Imprints Board of Directors



Nikki Byers
Executive Director



Tamika with baby Blossom, and Tamara with Synjavien

Tamika and Prenatal Services Provide a Solid Foundation

In 2009, Tamara was a young woman expecting her first child. She enrolled in the Imprints prenatal classes at The Downtown Health Plaza. Imprints parent educator Tamika Lindsay began working regularly with Tamara and her fiancé, Ronald. Through classes and prenatal visits, they learned how to ensure a healthy pregnancy and how to prepare for the arrival of their first child.

Imprints has served clients at The Downtown Health Plaza for more than 10 years. The typical client is at high risk for a number of factors that contribute to Forsyth County's high infant mortality statistics: low birth weight, lack of prenatal care, teen mothers, and low rates of mothers who breastfeed. Imprints prenatal classes focus on these areas and have had a big impact on improving the odds for these babies and their families.

Tamara and her baby are a great example of this success. She and her fiancé recognized the importance of keeping prenatal visits and maintaining a healthy lifestyle. That March, their son Synjavien was born weighing a healthy 8 pounds, 6 ounces. Through home visits, Tamika helped Tamara with breastfeeding and infant care. Tamara breastfed Synjavien for nearly a year, kept up with his well-baby check-ups, and eagerly anticipated Tamika's home visits. Tamika gave Tamara and Ronald tips for Synjavien's care and ideas for how to stimulate his growth and development. Through referrals to Forsyth Tech, Goodwill, and the Housing Authority, Tamika encouraged the young couple to plan for the future and work toward independence and financial security.

Today, Synjavien is a healthy two-year-old who is right on track developmentally. The couple had their second child this year, a healthy baby girl. Both parents are working in jobs they have held for more than a year. They continue to receive visits from Tamika and recognize the vital role they play in their children's successful development. They credit Imprints for giving them the tools they need to ensure that their family is happy and healthy.

- In the 2010 fiscal year, Imprints hosted 255 parenting workshops.
- Imprints parent educators conducted 4,718 home visits, sharing vital child development information and parenting tips.
- 100% of Imprints' families report an increase in knowledge of child development and age-appropriate behaviors after receiving Imprints' services.

Parent Educator Amy Helps Families Thrive

The early years of a child's life are critical for optimal development and provide the foundation for success in school and in life. A 2008 survey indicated that nearly a third of U.S. parents know surprisingly little about typical infant development, and that this lack of understanding can rob their babies of much-needed mental stimulation. Parents who are enrolled in home visitation programs, like Imprints, have been shown to be more knowledgeable about child development and child-rearing practices.

In 2006, Imprints parent educator Amy Freeman began working with Guillermina and her family by providing intensive home visitation services. Guillermina was a stay-at-home mom with her one-year-old son, Desiderio. Amy's developmental assessment of Desiderio indicated that he was delayed in several areas. Guillermina reported that she felt insecure and overwhelmed as a parent. She worked hard to address all of Desiderio's physical needs, such as feeding him and keeping him safe and clean, but she was unaware of the importance of addressing his developmental needs. She spent very little time playing with him or reading to him.

During her regular home visits, Amy encouraged Guillermina to be more involved with Desiderio beyond caring for his physical needs. Amy provided Guillermina with activities that she could do with Desiderio to stimulate his growth and development, paying particular attention to the areas in which he was delayed. Guillermina was receptive to all that Amy shared and quickly adapted her parenting style to include more one-on-one engagement with her son. She realized that there was so much she had to offer and to teach him. Follow-up assessments of Desiderio showed the progress he was making too.

The family continued to receive services from Imprints over the next four years. Today, Guillermina and her husband, Sergio, have four children. Desiderio is in kindergarten and doing very well. Guillermina has three-year-old twins who are on track developmentally and another baby born late last year. Guillermina is a confident parent, and her hard work is paying off. She has four children who love and respect her.

- In the 2010 fiscal year, Imprints parent educators conducted 648 developmental assessments and made 92 referrals for intensive early intervention services.
- 98% of Imprints' families report an increase in confidence in parenting skills after working with an Imprints parent educator.



Amy with Desiderio

Rémona and More at Four Draw Madisyn Out of Her Shell

Since 2001, Imprints has served the More at Four pre-kindergarten classrooms with parent education services for children at risk of school failure. Studies show that parents and their school involvement are critical to a child's success in school. Imprints parent educators work closely with pre-kindergarten classrooms and families to help bridge the gap between home and school.

Imprints parent educator Rémona Brooks got to know Madisyn in 2009 when she was enrolled in the More at Four pre-kindergarten program at Ibraham Elementary School. At the time, Madisyn was living with her father. Her parents had separated, and Madisyn's father was a single dad raising two children, Madisyn and her brother, on his own. Madisyn was a very shy child. Her teacher was concerned about her social-emotional development skills. Initially, she was not verbal, made no eye contact with her classmates or teachers, and was very withdrawn.



Rémona with Hannah, Madisyn's father, and Madisyn

was more playful with her brother. Her father was doing more activities at home and school with the children. Rémona encouraged him to allow the children's mother to have contact with them. Slowly, the estranged parents began working through their differences. By the end of the school year, Madisyn had made big advances in all developmental domains.

Today, Madisyn is a successful kindergarten student. Rémona continues to work with the family, and this year is working with Madisyn's younger sister, Hannah, who is now in the More at Four program. Madisyn's mother has moved to the area to be closer to the children. She and Madisyn's father both remain involved at the school.

- In 2010 fiscal year, Imprints served 514 families in the More at Four program with parent education services that included home visitation, group meetings, and developmental screenings.
- A More at Four evaluation summary in 2010 found a statistically significant correlation between families who participated with an Imprints parent educator and their child's cognitive and language gains.



Garrett and his family with Imprints Cares teacher Pattie Amundsen

Imprints Cares Brings Families Together

This year, Imprints Cares before and after school program celebrates its third year in operation in Winston-Salem/Forsyth County schools. This program continues to provide much-needed additional funding to Imprints and has helped to offset other state and grant funding cuts. Through its unique design that uses school teachers and staff to provide care at school sites, this program sets a high standard for quality, school age care.

Garrett is one of the children benefitting from this program. When Garrett first started school, Imprints Cares was not available. He struggled to get his homework done. When his parents picked him up after work each day, their short evenings were filled with frustrated homework battles that lasted late into the night. In addition to the homework, Garrett, who has ADHD, wasn't getting the structure he needed in the afternoons.

In 2009, Garrett was able to enroll in the Imprints Cares program at South Fork Elementary. In his new program, Garrett started getting the homework help he needed from teaching staff; the Imprints Cares schedule provided structure; and evenings at home were transformed. When his parents picked him up from Imprints Cares, his homework was done, and his mood and behavior were improved. The change in programs allowed them to enjoy their time together in the evenings as a family.

Last year, Garrett moved from South Fork to Old Richmond Elementary. Everyone in his family was excited to know that Imprints Cares was available at his new school. They appreciated the consistency of the care between the two schools, which helped ease Garrett's transition. Garrett's parents love that Imprints Cares is on-site at the school and provides a nurturing and warm environment where Garrett can excel and interact with other children. Today, Garrett is a successful, happy third grader.

- In the 2010 fiscal year, Imprints Cares served seven schools and 671 families in our community with high-quality before and after school care.
- In the 2011-12 school year, Imprints Cares will expand and add one elementary school and one middle school.



Fiscal Year 2010

SOURCES OF REVENUE

Smart Start	403,724	20.8%
More at Four	611,000	31.5%
United Way	144,761	7.5%
Imprints Cares	657,720	33.9%
WSFCS	35,833	1.8%
Contributions	44,349	2.3%
WS Foundation	19,250	1.0%
Training Receipts & Other	25,176	1.3%
Total Revenue	1,941,813	100%

USES OF REVENUE

Programs	1,795,812	95.3%
Administration	79,136	4.2%
Depreciation	10,136	0.5%
Total Expenses	1,885,084	100%

EXPENSES BY TYPE

Salaries & Benefits	1,596,827	84.7%
Occupancy	85,990	4.6%
Interest	4,913	0.3%
Operating Costs	197,354	10.5%
Total Expenses	1,885,084	100%

Current Staff & Board

Nikki Byers
Executive Director

Megan Denton
Office Manager

Jennifer Hudson
Accountant

Julia Toone
Project Manager

Janelle Williams
Imprints Cares Administrator

Debra Martin
Evaluator, Parent Educator

Betty West
*Family Support Services
Coordinator*

PROGRAM COORDINATORS

Berta Andrade

Trina Stephens

PARENT EDUCATORS

Doris Ashcraft

Mary Beck-Henderson

Laurie Brown

Liz Castro

Veronica Ceron

Karen Combs

Amy Freeman

Ana Gonzalez

Tesha Green

Tanya Herrera

Mita Lambe

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IMPRINTS

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Imprints is a 501(c)(3) organization accepting charitable donations.





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