



# Community Impact 2020



2,700  
children  
served



## Imprints Cares Responds to COVID-19

- Imprints Cares has provided safe crisis childcare and e-learning centers for children throughout Winston-Salem when schools have been closed.
- Family Educators delivered books, masks, diapers, hand sanitizer, activity kits, and food to families monthly.

Imprints Cares addresses poverty through a multi-generational model that promotes positive parenting, improves the social determinants of health, enhances opportunities for children and their families, and helps break the cycle of poverty.

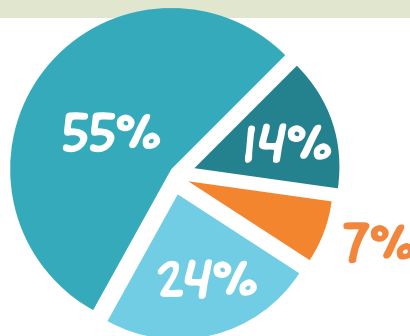


125  
families of essential  
workers served

## FY 2019-20 Revenue

Expanded Learning	\$ 2,318,009.89
Foundation Support	\$ 1,009,136.63
Individual Contributions	\$ 288,661.48
COVID Assistance	\$ 622,000.00
<b>Total</b>	<b>\$4,237,808.00</b>

100% of  
contributions  
support our  
programs



Revenue received from Expanded Learning pays for all administrative costs of the organization, allowing for 100% of your contributions to go towards supporting our programs in the community.

\$205,000

in scholarships  
went to children  
of low-income  
families.



2,800  
total home  
visits



5,100 books  
delivered



# READY FOR SCHOOL PROGRAMS

(birth to age 5)



## Parents as Teachers (PAT)

In-home visits in which staff provide parenting tips and learning activities that help parents prepare their children to be ready for school.

87% of parents in PAT report reading to their children 3x per week or more

95% of children are up-to-date on immunizations

3,296 books delivered

2,709 home visits

## Family, Friends, & Neighbors (FFN)

Educators support in-home childcare providers and offer critical tools to enhance both the learning environment and child development.

15 providers

128 home visits

97% attended group connections

495 children served

104 children referred for early intervention services

100% of physicians say the program positively impacts their patients

## Pediatric Holistic Health Initiative (PHHI)

Places Imprints Cares family educators in pediatricians' offices to provide in-office support for parents of young children.

589 referrals received from pediatricians in 2020






## Book Babies

Combines literacy coaching home visits with the delivery of age-appropriate books to help promote a literacy-rich home environment.

By the time a Book Baby reaches kindergarten, she will have a home library of 100+ books.

109 Book Babies served

1,604 books provided to babies



## Reach Out & Read

Pediatricians "prescribe" new age-appropriate books to children from 6 months to 5 years old as part of the well-child visit. 93% of children received books.

5,029 books distributed

6 locations





## EXPANDED LEARNING PROGRAMS (school-aged children)

1,700  
children  
served daily

### Before & After School Care (K – 6th grade)

Provides a nurturing learning environment for children from 22 area schools. Includes homework help and enrichment activities.



6:30 am – 6 pm daily

22 schools total  
(11 Title 1 schools)



70% of IC staff  
are teachers and  
staff from local  
schools



### Summer Camps (K – 6th grade)

Help prevents summer slide for K-6 children of working families. Runs 7:00 AM to 6:00 PM throughout the summer.



6 locations



9 weeks of camp

520 campers  
in 2020



### Imprints Cares Downtown (for children with special needs)

Before- and after-school care along with a full-day summer camp for children with special needs.

IC Downtown is the only full-day camp for children with special needs in the county

12 children  
with special needs  
received crisis care.



20  
children with  
special needs  
attended  
summer camp





# Imprints Cares for the Community

6 e-learning locations

Managing the isolation caused by the cancellation of school has been difficult for a 6 year-old. Imprints Cares is providing healthy interaction and learning. Thank you! – Amy



125 children of essential workers attended crisis childcare in the spring

350 activity kits (with food) were delivered to families by our Family Educators



Kindergarten caravan visited 40 Ready for School graduates and provided backpacks filled with school supplies.



400 masks were distributed to families in need

I lost my job shortly after the pandemic started. My family educator was so encouraging. She checked in with me every week, dropped off fun things for me to do with the kids, and connected me with an agency that helped me pay my rent. The diapers, wipes, and masks were a lifesaver! Thankfully, I found a new job and things are more settled. – Ally

14,000 diapers and wipes were collected and distributed to families in need



Imprints Cares pledges to promote educational and health equity in our community. We are committed to addressing structural barriers which prevent children and their families from reaching their full potential by embracing cultural diversity and continuously seeking to create safe and inclusive environments where children can learn, grow, and thrive.

Family Educators created a bilingual YouTube channel with kid-centered activities. Check it out!



[youtube.com/channel/UCiEfUAm3IRirluISHuLCeGw](https://youtube.com/channel/UCiEfUAm3IRirluISHuLCeGw)



If you would like to make a donation to support our program for families and children, please visit the link below.

[imprintscares.org/make-a-gift](https://imprintscares.org/make-a-gift)

502 N. Broad St • Winston-Salem, NC