



Imprints cares



2021 Community Impact

Nurturing Children • Strengthening Families • Building Community

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. The organization has operated continuously throughout the pandemic.



2,709 total
home visits



\$647,000
in scholarships for children
of low-income families.



5,100
books
delivered

1,600
children
served



Ready for School Programs
(prenatal to age 5)

8 different programs



Expanded Learning Programs
(elementary school age)

Lasting Impact

85% of families enrolled in Parents as Teachers read to their children three or more times per week.

97% of children in Parents as Teachers received health and developmental screenings.

86% of families were connected to community resources.

110 school district staff were provided supplemental employment through Imprints Cares programs.

Partners

Winston-Salem/Forsyth County Schools
Atrium Health Wake Forest Baptist
Women in Winston
Grace Court Collective
and area faith communities

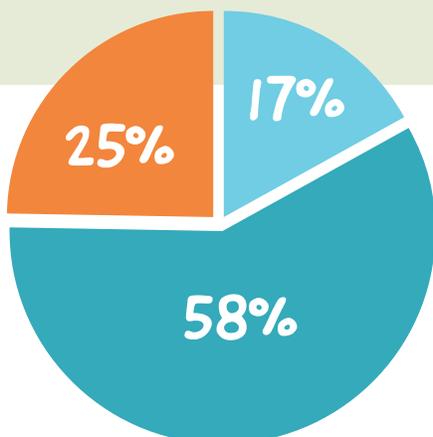
Eddie's Letter & Gift

"Back in 2010, when my mom and I first moved back to NC, she signed me up for Imprints before and after school and summer camp. Without the help from Imprints — the scholarships and schedule — we wouldn't be able to make this donation. I know it's not a lot, but it's more than I had back then. I'm 16 now, driving, going to school with a 4.0 GPA, and working part-time. This was all possible because Imprints (does) care."

FY 2020-21 Revenue

Expanded Learning	\$999,865
Grants/Foundation Support	\$2,358,997
Individual Contributions	\$682,000

Total \$4,040,862



Your Donation Makes a Direct Impact

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.**

615 active donors

BECOME A DONOR TODAY!

"In life we all need that one person to support our dreams, to push us to do our very best, and become the best parents we can be. I'm thankful for Imprints Cares, that they sent someone like Beatriz, who cared so much and who helped me become the best I could be for my baby."

— Jessica, PAT mom

Ready for School Programs

(prenatal to age 5)

Parents as Teachers (PAT)

Staff make in-home visits to provide parenting tips and learning activities that help parents prepare their children for school.



Parents as Teachers
Affiliate

Imprints Cares is the only PAT International Blue Ribbon Affiliate in Forsyth County.

44% of PAT children are Black/African American

47% of PAT children are Hispanic/Latino



226 children served

176 families served

136 children received developmental screenings

90 families on waiting list

Family, Friends, & Neighbors (FFN)

Educators support in-home child-care providers by offering critical tools that enhance child development and promote a healthy learning environment.

 **14** providers

 **406** books delivered

 **231** home visits

 **3,582** books delivered

2,642 home visits



26 children received developmental screenings
93% attended group connections 

405 children served



2 family educators

111 children referred for intervention services



70 children referred for mental health services

 **3** pediatric offices

501 referrals received from pediatricians in 2021



Pediatric Parenting Connections (PPC)

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

100% of physicians say the program positively impacts their patients

Book Babies

Home visits combine literacy coaching and 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.



100+



2,253 books delivered

231 home visits

100% of parents very satisfied

266 Book Babies served



Reach Out & Read

As part of well-child visits for children aged 6 months to 5 years, pediatricians "prescribe" new age-appropriate books to children.



Program endorsed by the American Academy of Pediatrics

Bi-lingual read-aloud videos created for waiting rooms 



7,875 books prescribed to **3,985** children

Expanded Learning Programs

(elementary school age)

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

As the largest provider of before- and after-school care in Forsyth County, we provide a nurturing learning environment – including homework help and enrichment activities – for children from 22 area schools.


\$647,000
in scholarships

 **6:30 AM – 6 PM**



Summer Camps (K – 6th grade)

Summer Camps help prevent “summer slide” for K-6 children of working families. Camps run 7:00 AM to 6:00 PM throughout the summer.


256 campers


9 weeks


5 locations



Remote Learning

Imprints Cares E-Learning Enrichment Centers provided a safe, nurturing environment for children to connect with their teachers, engage with qualified support staff, and enjoy recreational activities.

 **11 e-learning centers**
(including **5** tuition-free centers)
serving **593** students



I-Cares

In Spring of 2021, Imprints Cares partnered with WS/FCS to provide structured after-school programming including homework help, STEAM activities, and family engagement for children at risk of learning loss.



155 children
at greatest risk
for learning loss
participated
across
3 sites



Imprints Cares Downtown

(for children with special needs)

Imprints Cares Downtown offers before- and after-school care and a full-day summer camp for children with special needs.

15 children with special needs attended summer camp

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



Imprints Cares for the Community

As the COVID-19 pandemic continued into 2021, Imprints Cares supported the greater Winston-Salem community through provision of food, masks, and diapers.

350 donated masks

10,000 donated diapers

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



Vision & Goals



New programs coming in 2022
Place Matters
Young Moms

Impact:

Expand core services delivery by replicating Ready for School and Expanded Learning programs in more locations.

Engage:

Increase community engagement by attracting new individual and philanthropic donors and soliciting corporate partners.

Innovate:

Raise profile of Imprints Cares as a thought leader and innovator in child/parent development locally and beyond.

Position:

Position Imprints Cares for future expansion opportunities.

Commitment to Equity

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.

How YOU can help

With you as our partner, we can continue to offer enrichment activities to our summer campers with special needs, in-home visits to help parents prepare their children for school success, and scholarships to ensure that children have access to quality after-school programming with certified teachers. Together, we can close the opportunity gap and ensure that children realize their full potential.

100% of contributions support our programs



If you would like to make a donation to support our programs for families and children, please visit ImprintsCares.org/make-a-gift.



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



Hold your smart phone camera over the QR code and click on the link when it appears on your screen.



Imprints Cares
502 N. Broad St
Winston-Salem, NC

ImprintsCares.org

Imprints Cares is a 501(c)(3) nonprofit organization.