

PARENT-CHILD HOME PROGRAM

N E W S L E T T E R

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A PROVEN BEGINNING FOR SCHOOL SUCCESS SINCE 1965



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The Parent-Child Home Program Wins Social Impact Exchange Business Plan Competition

On June 18th, The Parent-Child Home Program took home honors as the Mezzanine Category winner in a national competition sponsored by Growth Philanthropy Network/Social Impact Exchange! The two first prize winners, Early Stage and Mezzanine, were announced on the final day of The First Annual Conference on Scaling Social Impact, which took place in New York City. This eight-month competition began with 190 national non-profit applicants, and concluded with just four finalists in each of two categories. In the Early Stage Category, the winner was Rubicon National Social Innovations.

On the second day of the conference, the four Mezzanine level finalists, defined as "an established organization with a significant level of successful service adoption, demand from the target population, demonstrated positive outcomes, and defined strategies for scaling their social impact," presented their business plans to a distinguished panel of judges:

Rod Aronson, Executive Director of Morgan Stanley Private Wealth Management;

Theresa Schieber, VP and COO of The Whelan Group;

Johnny Celestin, Haitian Diaspora Liaison at the Clinton Foundation; and

Peggi Einhorn, CFO and Treasurer of the Robert Wood Johnson Foundation.

Sarah Walzer, Executive Director of The Parent-Child Home Program, presented the business plan to the judges and then responded to their questions. At the conclusion of the conference on Friday, the Program was announced as the

winner. The Parent-Child Home Program's business plan won against other worthy Mezzanine-Stage finalists: First Book, The Grameen Foundation, and ROC USA.

As the winner of the Social Business Plan Competition, The Parent-Child Home Program will receive \$50,000 in funding for the Program and nine-months of consulting services from The Whelan Group. The consulting will focus on implementing the Program's scaling plan quickly and effectively.

(continued on page 3)

First Federal Funding Dedicated to Home Visiting!

The Maternal, Infant, and Early Childhood Home Visiting Program, adopted as part of health care reform in March 2010, focuses on improving health and development outcomes for at-risk children through evidence-based home visiting programs. The funding, \$1.5 billion over 5 years, will be available to states to support home visiting programs that achieve a range of outcomes for at-risk families, including the outcomes The Parent-Child Home Program focuses on: successful early childhood development; increased school readiness; improved parenting related to child development; and greater coordination of referrals to community resources and supports.

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Letter from the Executive Director

It has been a very exciting spring for The Parent-Child Home Program and for the field of home visiting:

● On March 23, 2010, the President signed into law the health care reform bill, which includes a provision allocating \$1.5 billion in funding over the next five years to support the establishment of state home visiting plans. This provision is a version of the federal home visiting legislation that we have been working on with other national home visiting programs for the past five years. The States will use the funds to support home visiting programs that improve maternal and child health and early childhood development, reduce the risks of abuse and neglect, improve parenting skills, and prepare children for school readiness and school success. The Parent-Child Home Program is well situated to be part of these state plans.

● The Parent-Child Home Program has spent the past eight months participating in the Growth Philanthropy Network/Social Impact Exchange's Business Plan Competition, developing and refining a plan that focuses on expanding the Program both into new states and deeper in the states where we currently have a presence. On June 18, 2010 we won the competition (see article Page 1). It was a wonderful experience, and great honor, and we will be working over the next year to put our plan into action.

● This spring we announced that on November 16, 2010 at the Yale Club, we will be holding our inaugural New York City Gala. We will be honoring Bill O'Brien, CEO of Direct Edge and celebrating our 45th Anniversary.

● We have had two wonderful new members join our board this year: Hillary Frommer of Farrell Fritz, P.C., and Tracy Dodd of CA Technologies. We are delighted to be working with them.

● This spring has also brought a change in our board leadership. We are extremely grateful to Thea Kelly, who has just completed her term as Board President. She has been a wonderful leader and, as she is staying on the board, we know she will continue to be a strong advocate for the Program. Our new Board President is Eric Hess, General Counsel at DirectEdge Holdings, LLC. Eric will be joined by Sonia Hamstra of AIG Asset Management, as First Vice President. Sonia has been chairing our Resource Development Committee, Eric was previously First Vice President and chaired the Audit Committee, and both have been very involved in fundraising and gala planning. We thank Thea, Eric, and Sonia for their powerful commitment to the Program.

Have a wonderful summer,

Sarah E. Walzer, Executive Director

In Memoriam

Trisha E. Lewis, Coordinator of The Parent-Child Home Program site in Erie, PA, passed away on February 14, 2010 in a tragic sledding accident. Trisha was 33 years old and the mother of two young children. Survivors include her husband Anthony and her children Jordan and Owen. Trisha was the Early Childhood Development Supervisor at the Erie County Family Center. She had a particular love for children, and her smile and passion for her work was evident when she became associated with the Program. The National Center extends its condolences to her family and her staff. We honor her memory by continuing the important work that she began in Erie. She is very much missed.

From Shelter to Stability: One Parent's Story

Sarah Benjamin is Coordinator of the Mobile Outreach Parent-Child Home Program in Suffolk County, New York. This is her account of one of the families with whom she worked.

I first met Delilah in the Department of Social Services, waiting with her two small daughters, Brooklyn and Maria. Delilah was different from the other mothers waiting to be seen; she was communicating with her children. Brooklyn, who was older, had a few broken crayons and a torn piece of paper, drawing a picture and enjoying herself while her mother encouraged her. Looking for referrals for The Mobile Outreach Parent-Child Home Program, I approached them and learned her story.

Delilah had great instincts despite her upbringing. She loved to teach and read to her children; she knew how to play with them. Abandoned with her other siblings,

Delilah took on enormous responsibility at a young age. She began living on the streets at 14, never finished high school or received a driver's license, and had her first daughter at 17.

By the time she was 21, when I met her, she had three small children, and was living in a shelter. I invited them to be a part of the Program by asking if they would like to receive some new books and toys. Delilah agreed and I began my visits soon afterwards. I continued over the next two years, wherever they moved in the county. They moved at least six times in those two years.

"This Parent-Child Home Program inspired me and my children," said Delilah. "I was angry about the turn that my life had taken, and I didn't know how to communicate with my children. The Program has taught me to be a better mother, how to communicate with my

children, to teach them, to listen to them, and to learn about them. The bond I have with my children is now stronger and healthier."

Our relationship has remained strong as well. Delilah, now 30-years-old, rents her own house and is working in an upscale food store. She has a young son, and her daughters all are very good students and excel in school. Over the years, the Program gave them beautiful times of respite together; it was more than a program, it was a time of fun that lasted over the years.

"Sarah Benjamin, who brought us the Program, has been more than support, she has been my friend. She has taught me to believe in myself and in my children. I know we have a strong future; I can see the silver lining. We are so thankful," says Delilah.

Program Wins Social Impact Exchange Business Plan Competition

(continued from page 1)

This award is the culmination of an intensive 8-month process, during which The Parent-Child Home Program submitted an initial 30-page business plan for the first round, and, working with Sheila Murphy, a non-profit consultant provided by the Social Impact Exchange, then prepared a revised plan for the second round, and finally developed its oral presentation for the final round of the competition. "This was a very challenging yet rewarding competition. The board and staff worked very hard to develop a strong three-year scaling plan that will expand our services across the country and continue to build capacity at the National Center so we can reach out to the growing number of families and communities in need of evidenced-based home visiting to ensure that young children and their families are prepared for school success," said Walzer, Executive Director of The Parent-Child Home Program. "We are looking forward to pushing ahead with implementing our scaling plan and ensuring that many more families have the opportunity to bridge the achievement gap and enter school ready to succeed."

The 2010 Conference Brings Us Together

The Parent-Child Home Program's 2010 Annual Conference was again a huge success, bringing over 125 coordinators, home visitors, and educators together to share their innovative ideas on bringing the Program's home visits to a wide range of families in need.

The two-day event featured author, filmmaker, and parenting educator, Amy Hatkoff, who presented "You Rock My World: Inside the Hearts and Minds of Toddlers". The conference concluded with Dr. Patricia H. Manz of Lehigh University's keynote speech "Balancing Scientific Rigor and Community Partnerships: A Collaborative Evaluation of the School District of Philadelphia's Parent-Child Home Program." Between these two enlightening lectures were a number of well-attended workshops, trainings, and forums, and the always popular Conference Marketplace, featuring a selection of vendors showcasing the best in educational books and toys.

Deloitte Impact Day – A First Graduation



June 11, 2010 was the first Graduation Day at the Women's Prison Association's Brooklyn Parent-Child Home Program site. Graduates and their families shared the day with a group of volunteers from the World Financial Center offices of Deloitte LLP. This was the 11th annual day of service for Deloitte employees, who joined in the graduation festivities by providing play, reading and art activities for Program graduates and their families. Shown above is the team from Deloitte along with Program staff.

Parent-Child Home Program Activities

Summertime: Outdoor Fun That Keeps the Learning Going

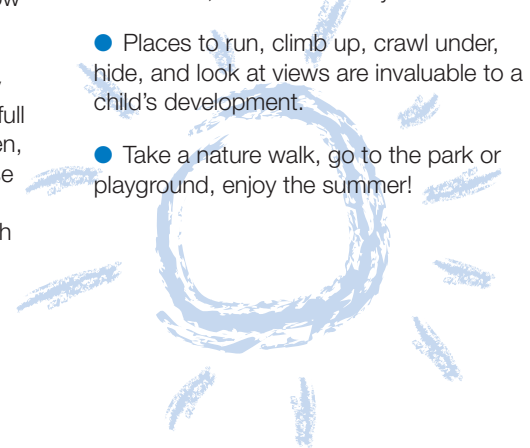
Children can learn valuable early literacy, math, and science concepts while having fun outside during the summer. Children learn best through play and discovery, and need opportunities to explore, discover, imagine, and be spontaneous. Opportunities to play in nature are ideal for children, and engage the whole child by allowing the child to be active, develop his/her gross motor skills, use all five senses, develop his/her small motor skills, practice observational skills, and employ problem-solving techniques.

Unfortunately, in today's world, children stay indoors far too much, in front of computers, video games, and television. Children's lives have become more structured and they often do not have valuable opportunities to explore the fields, streams, or forests of rural and suburban environments, or the zoos, playgrounds, or parks of urban environments.

The result is that many children have an aversion to, or a disregard for, nature. They have not had the opportunity to enjoy the positive psychological rewards, including the feeling of well-being, that nature can provide. A positive relationship with all that grows in nature and lives in nature will build your child's positive social skills with other people, as well as her/his cognitive skills.

Take time during the summer months to allow your children to play outside. Give them the freedom to run, to shout, and to get messy. Start them young, under your supervision. You will find that children have a natural affinity for the natural world. They experience the here and now in a different way than adults, and they will take in the experience of the ever-changing outdoor environment in a way that may surprise you. The outdoors is full of wonder and mystery to young children, and adults can learn from a child's sense of discovery. Here are some wonderful outdoor opportunities to experience with your child:

- Playing in sand, particularly at the beach, where they can mix the sand with water.
- Playing in water. For a very young child, use very little water, with implements for pouring, floating, and measuring.
- Interacting with animals. This might be at a local pond, observing the creatures that live in the pond. Or it may involve a trip to a local zoo or farm.
- Parks or nature preserves that feature different types of vegetation, from tall grasses to towering trees, will give your child opportunities to experience, with all five senses, nature's diversity.
- Places to run, climb up, crawl under, hide, and look at views are invaluable to a child's development.
- Take a nature walk, go to the park or playground, enjoy the summer!



The Parent-Child Home Program Recommends*

(All available through the Amazon link on our Home Page)



Complete Sand and Water Beach Play Set

- Includes: watering can, shovel-sieve, spade, rake, 2 sand molds, bucket, and sieve
- Comes in a reusable zippered bag



Melissa & Doug Sunny Patch Happy Giddy Bug House

- Sturdy, Wire Mesh Construction
- Get up close and personal with critters that hop, fly and crawl
- Bright designs will delight any young explorer
- Bug Houses feature Sunny Patch Friends



American Plastic Toy Sand and Water Wheel

- 14 3/8" sand and water wheel
- 11 1/4" shovel
- 11 1/4" rake
- 2 different wheels that spin in opposite directions
- Sieve built into the base with funnel on top

amazon.com

The next time you shop at Amazon.com, please consider supporting The Parent-Child Home Program by clicking the Amazon.com link on our website, <http://www.parent-child.org>. Your purchases will benefit The Parent-Child Home Program.

www.parent-child.org

Statehouse Event Celebrates Massachusetts Sites

The Parent-Child Home Program celebrated 40 years of Program success in Massachusetts on May 5th, 2010. The gathering marked the 40th anniversaries of the Pittsfield and Newton/Needham/Wellesley/Waltham sites, as well as recognizing 10 years of state funding in 20 other Massachusetts communities. The celebration featured remarks by Massachusetts Secretary of Education, Paul Reville, and Massachusetts Early Education and Care Commissioner Sherri Killins. The Parent-Child Home Program staff were joined by many state legislators from the communities being honored.

"I can say without qualification: the Parent-Child Home Program is one of the few educational programs we offer about which I can say with assurance, "It works." [...] The expansion of PCHP to a state-wide and national scale would, in a generation, ameliorate many problems that policy makers and educators alike now find to be intractable."

– William J. Cameron, Jr., Superintendent of Schools
in Salem, Massachusetts



The Lawrence, MA Parent-Child Home Program celebrates 10 years with Program Executive Director, Sarah Walzer.



Coordinator Sharon Kerr, Executive Director Sarah Walzer, Rep. Pam Richardson and Coordinator Joan DeOliveira (L to R) recognize 10 years of The Parent-Child Home Program in Framingham, MA.

Thank You To Our Recent Supporters

Thank you to all those who have supported The Parent-Child Home Program's national center. Your support enables the Program to reach out to new families in new communities, as we strive to ensure that all children have the opportunity to enter school ready to learn.

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**The Parent-Child
Home Program is an innovative,
literacy and parenting
home visiting program
that strengthens families and
prepares children to succeed
academically.**

Where to Find The Parent-Child Home Program

ARIZONA: Phoenix **CALIFORNIA:** Los Angeles, Modesto, Santa Ana, Stockton-Charterhouse, Stockton-El Concilio, Stockton-Lincoln USD **CONNECTICUT:** Greenwich **DISTRICT OF COLUMBIA:** Georgetown University/Ward 5 **FLORIDA:** Monticello, Palm Beach County-ASPIRA, Palm Beach County-Guatemalan-Maya Center, Palm Beach County-Minority Development & Empowerment, Inc., Palm Beach County-Noah, Inc., Palm Beach County-Sickle Cell Foundation of Palm Beach County, Wauchula **ILLINOIS:** Chicago-Carole Robertson Center, Chicago-Gads Hill Center **MASSACHUSETTS:** Adams/Cheshire, Barre/Fitchburg, Boston/Dorchester, Brookline, Cambridge, Clinton/Nashoba, Framingham, Greenfield, Lawrence, Leominster, Lowell, Lynn, Marlboro, Medford, New Bedford, Newton/Needham/Wellesley, North Adams, Northampton, Pittsfield, Plymouth, Quincy, Salem, Shirley, Somerville, Springfield, Taunton, Waltham, Ware, Wareham, Watertown, Worcester **MICHIGAN:** Ferndale, Pontiac **MINNESOTA:** Minnetonka **NEW JERSEY:** Central New Jersey United Way **NEW YORK:** Brentwood, Brooklyn-Excellence Early Learning Academy, Brownsville-East New York-SCO, Brooklyn-Women's Prison Association, Buffalo-King Urban Life Center, Buffalo-Jericho Road Ministries, Centereach, Center Moriches, Central Islip, Child Care of Nassau County, East Ramapo, Freeport, Great Neck, Manhasset, Mastic Beach, Nanuet, Nassau BOCES, North Rockland, Oyster Bay, Port Washington Library, Port Washington USD, Queens-SCO, Ramapo Central, Roslyn, Shirley, Suffolk Homeless Project, Westbury, White Plains **PENNSYLVANIA:** Altoona, Armstrong County, Beaver County, Bedford County, Cambria County, Columbia County, Easton, Erie, Fulton/Juniata/Mifflin Counties, Greene County, Hanover, Huntingdon, Indiana County, Lancaster, Luzerne County-East, Luzerne County-West/Tunkhannock, Luzerne County-South, Lycoming-Clinton, Mckees Rocks, Monessen, Nanticoke, Northumberland County, Scranton, Philadelphia, Philipsburg, Pottstown, Washington County **SOUTH CAROLINA:** Camden, Charleston County School District, Clarendon SD #3, Dillon SD #2, Dorchester SD #2, Dorchester SD #4, Florence SD #1, Florence SD #2, Florence SD #3, Florence SD #4, Florence SD #5, Georgetown, Horry County Schools, Lancaster, Lexington SD #2, Richland SD #1, Williamsburg County Schools **TEXAS:** Cooke/Fannin/Grayson/Hood/Hunt/Palo Pinto/Johnson/Somervell Counties **WASHINGTON:** Seattle-Atlantic Street, Seattle-Neighborhood House/Kent, Seattle-Neighborhood House/Rainier Vista, Seattle-Southwest, Yakima-Cottonwood, Yakima-Highland **BERMUDA:** Hamilton **CANADA:** Brandon (Manitoba) **IRELAND:** Dublin, Inchicore.

SAVE THE DATE

The Parent-Child Home Program 45th Anniversary Gala

Honoring William O'Brien, CEO of DirectEdge

November 16, 2010

The Yale Club
50 Vanderbilt Avenue
New York, New York

For further information, contact:
info@parent-child.org