

Attachment 1: Past, Present & Planned Activities

The VISION of Success By 6 Coalition of Douglas County is *“Success in the Early Years: Building Blocks for the Future.”*

From this vision springs the MISSION *“To ensure that all Douglas County families of children under 6 have what they need to successfully parent their young children, thereby fostering positive parent-child relationships and preparing children for success in school and in life.”*

Success By 6 formed in 1997 as a natural outgrowth of ongoing collaboration by agencies and individuals concerned with families with young children. With technical assistance provided by the Kansas Health Foundation this nascent early childhood coalition came together to adopt the above vision and mission and to chart a course for strategies and activities. The initial strategies were divided into two broad areas.

Public Awareness

First, the coalition adopted a public awareness strategy to “Develop a public awareness campaign that educates the Lawrence community about the importance of the early years to future success in school and in life.” Activities under this strategy focused initially on an early childhood literacy campaign directed at parents, early childhood educators, businesses and the community in general. The “Read, Talk, Sing” brochure was developed (see attached brochure and distributed throughout the community EXHIBIT A). The coalition developed “READ ON! kits” that provided a lending library of kits consisting of a book and related activities around various themes. The purpose of these kits was to provide parents of infants, toddlers and preschoolers with activities and supplies to foster positive parent-child relationships and improve literacy outcomes at the same time. These kits were distributed through various partnering agencies in the community and continue to be available through Parents as Teachers program at Lawrence Public Schools. “Six Tips for Parenting” bookmarks (EXHIBIT B) were also developed at this early stage in the coalition’s history and continue to be made available to parents through Success By 6 partners. Success By 6 collaborated with Headquarters Counseling Center, another local partner, to develop a “Parent Info Line” that parents could telephone 24 hours a day to receive resources and referrals regarding parenting small children. The Parent Info Line project included refrigerator magnets and other advertising channels to reach parents. The Parent Info Line was eventually taken over completely by Headquarters Counseling Center. These activities were made possible by a grant from the Kansas Health Foundation.

Another activity under public awareness is the “Pediatric Literacy Kit” project distributed through a local pediatrician’s office. These kits contain a bookmark, an age appropriate book, a Parent Info Line magnet, information about Lawrence Public Library services and resources for families with young children, and a Read, Talk, Sing brochure. These age specific kits are given to families with children one through four years of age upon receiving their annual physical examination. This activity was made possible through a grant from the Rotary Club of Lawrence.

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Employer ID # 74-3130758
Part IV, Narrative

In 2002, Success By 6 convened over 20 different agencies concerned with early and emergent literacy to look at problems and opportunities to improve coordination and collaboration to better meet the needs of families with young children who are at risk for low school achievement due to literacy related deficits. This collaborative effort evolved into a broader community organizing effort to develop a consensus vision for the adaptive reuse of the Historic Carnegie Library in downtown Lawrence. The City Commission ranked the resulting proposal highest of all the proposals submitted to use the building for public purpose.

In 2003, Success By 6 joined Lawrence Public Schools, Bert Nash Community Mental Health Center, Big Brothers – Big Sisters, Lawrence Police Department, the Lawrence Partnership for Children and Youth and others to implement a Federal Safe Schools Healthy Students grant (SS/HS). As part of its implementation, Success By 6 designed and implemented a social marketing campaign targeting parents of young children and the community at large. The goals of this campaign are to increase the awareness of the importance of early childhood in preventing later substance abuse and violence. “Everything that I See, Hear, Smell, Feel, Learn Lasts A Lifetime” included eight 30-second television spots with Lawrence infants, toddlers, and preschoolers. A corresponding poster was developed for distribution to parents of young children and to social service and early learning locations throughout the county. Enclosed are a Compact Disc and VHS tape with these spots (EXHIBIT C). Also enclosed are several copies of the posters. Success By 6 continued to collaborate with its Safe Schools/Healthy Students partners in the design of another social marketing campaign that targets parents of middle school parents. The goal of this continued collaboration, from Success By 6’s perspective, is to draw visual and textual message links between its early childhood campaign and the campaign directed at middle school age parents thus connecting the early years to success in school and in life. Enclosed is a DVD distributed to middle school parents by our partner Lawrence Public Schools.

Also in 2003, Success By 6 introduced “Run For Success and Family Fun Festival” as its first fundraiser with increasing public awareness as a complimentary outcome. In its first year Run For Success attracted 200 world-class competitors including U.S. Olympic team members. In its second year the Run For Success attracted 250 runners. The Family Fun Festival was held concurrently near the finish line and drew 25 families the first year and about 50 the second. Sponsorships grew both in terms of cash and in kind contributions from the first to the second year.

Collaboration and Planning

The second broad strategy adopted by Success By 6 in its early formation was collaboration and planning. This strategy focuses on parenting education and family support services related to early childhood to:

1. *Develop a plan for coordination and collaboration among existing parent education and family support services for families of children under 6;*
2. *Identify gaps in such services;*
3. *Advocate for ongoing support for existing successful programs and for development of programs or services to address identified gaps.*

Volunteer leadership from professionals working with families of young children identified the unmet need for home based infant mental health and case management services. In

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2001, Success By 6, after two years of community consensus building, prepared a Smart Start Kansas proposal to the Kansas Children's Cabinet and Trust Fund. This proposal included a project called the Family Resource Team. This is an *inter-agency* team of social work and mental health professionals with experience serving families with young children. The team provides home-based services to overburdened families with young children. Several Success By 6 partner agencies collaborate on this project. Each partner agency employs one or more Family Resource Specialists. Implementing partners are Bert Nash Community Mental Health Center, Douglas County Infant Toddler Coordinating Council, the KU Child and Family Services Clinic. A consortium of three early childhood education centers share a full time Family Resource Specialist on the team as well. Family support services are provided at no cost to the family and are funded through grants. In 2003, with revenue from the SS/HS, Success By 6 doubled the number of Family Resource Specialists on the team and with it the number of families served. Currently Success By 6 is seeking a sustainable source of funding, like Smart Start Kansas, to continue serving the numbers of families made possible by the SS/HS.

Other Success By 6 collaboration and planning activities are directed at increasing the quality and availability of out of home early learning opportunities for infants, toddlers and preschoolers. Community assessment reveals that the demand by families for infant and toddler childcare slots consistently exceeds the supply of these slots. As part of its Smart Start program, Success By 6 began offering professional development scholarships to early childhood educators, grants to family childcare homes and childcare centers to cover the cost of providing infant and toddler care and education, and financial assistance to early childhood learning programs seeking national accreditation. Success By 6 also developed an infant subsidy program that increased compensation to family childcare homes for enrolling infants. In return for this subsidy, early childhood educators enrolled in the program agreed to receive technical assistance by an infant toddler specialist and to attend formal classroom training as investments in professional development. These Smart Start programs are implemented through Success By 6's Smart Start partner agency the Douglas County Child Development Association – Douglas County's childcare resource and referral agency.

In 2003, with the additional funds from the SS/HS, Success By 6 made additional investments in childcare. Success By 6 collaborated with Brookcreek Learning Center, a 501(c)(3) agency, and the Lawrence-Douglas County Housing Authority to renovate an apartment into a new 12-slot toddler room serving residents of the housing authority's Edgewood Homes. In 2003, the State of Kansas, facing an unprecedented budget crisis, reduced the eligibility of families for childcare subsidies from 185% to 150% of the Federal Poverty Level (FPL). Success By 6 Coalition responded to this crisis by garnering funds to replace a portion of the subsidies for families making between 150% and 185% of the FPL. This enabled 25 families with 26 children the opportunity to remain in the childcare setting of their choice (see attached description of Early Education Emergency Scholarship and Family Support Project, EXHIBIT D).

In 2004, Success By 6 used SS/HS funds to collaborate with Lawrence High School and Brookcreek Learning Center to open a classroom for infants, toddlers and preschoolers on the high school campus (see attached description of High School- Based Teen Parent Early Intervention Project, EXHIBIT E). This facility serves teen parents who need childcare while

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attending classes but is also available to other low and moderate-income parents in the community. Also in 2004, Success By 6 with SS/HS funds initiated a partnership with Haskell Indian Nations University to assist with the installation of "Haskell Little Nations Academic Center." This facility will provide slots for infants, toddlers and preschoolers of students, staff and faculty of Haskell Indian Nations University. Success By 6 used SS/HS funds to purchase curriculum materials and to help pay for the salary of a director to complete the development of the project (see attached description of Haskell Little Nations Academic Center Project, EXHIBIT F).

Also in 2004, Success By 6 received a \$10,000 Smart Start Planning Grant from the Kansas Children's Cabinet and Trust Fund (see attached Executive Summary, EXHIBIT G). This grant provided Success By 6 with resources to take the lead in building consensus for a Comprehensive Early Childhood Plan for Douglas County. A plan to which parents, educators, businesses, social service professionals and others in the community could support to ensure that all children enter school ready to learn.

The 2005 Smart Start program adds two new projects. First, in a collaborative project with the Douglas County Infant Toddler Coordinating Council and the Douglas County Child Development Association, Success By 6 will oversee a project that brings technical assistance to 3 family childcare homes and 2 center based classrooms with the goal of increasing the supply of quality, appropriate early learning opportunities to families with infants and toddlers with special needs. Second, in collaboration with the Kansas Association of Childcare Resource and Referral Agencies, Success By 6 will provide T.E.A.C.H. (Teacher Education and Compensation Helps) scholarships to between 5 and 10 early childhood educators. Attached is the 2005 Smart Start Kansas Work Plan (EXHIBIT H)

Conclusion

In 2005, Success By 6 will embark upon its 4th year of Smart Start Kansas funding. As an organization Success By 6 has grown from a purely voluntary organization with no funding to managing over \$500,000 in early childhood investments supporting families with young children in Douglas County. Success By 6 has assembled a strong record of achievements with projects funded for charitable purposes (See attached description of a few Smart Start Successes, EXHIBIT I). With its maturation as a broad-based coalition advancing the charitable purpose articulated in its original vision and mission, Success By 6 has found it strategically beneficial to come fully into its own agency. Full agency has enabled Success By 6 to more effectively pursue its vision and mission while collaborating with existing early childhood professionals in the community and the state. This application for tax-exempt status under section 501(c)(3) of the U.S. Internal Revenue Code is part of what is needed to complete that agency development.