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The Family Conservancy's  
**IMPACT  
UPDATE**

*Creating a community where every child thrives.*

the  
*family*  
conservancy<sup>SM</sup>

[www.tfckc.org](http://www.tfckc.org)



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# TFC'S VISION *FOR 150*



## *A community where all kids are thriving.*

This year marks 140 years since the founding of our organization. As you can imagine, we have undergone significant transformation through the decades — most notably, shifting from a reactive service provider to the proactive organization The Family Conservancy is today.

To illustrate our evolution, consider our first endeavor into the child care sector almost 80 years ago. Long before we knew what was happening in a young child's brain, we moved into the child care space to build capacity and enable women to work on behalf of the war effort. Fortunately, now we know much more about the magic that happens during the first five years of life, and how early education can pave the way to success. It is much more than a need, it is an opportunity — taking advantage of an unrivaled period of human development.

Unfortunately, as a country, we are still treating child care in much the same way we did in the 1940's — a safe place for children to pass time while their parents are at work. As we chart our course to 2030, and our 150th anniversary, we are envisioning a Kansas City community where all children are thriving. The Family Conservancy is working toward the following bold progress:

1. All children will have access to high-quality early education so they can take full advantage of the critical development period that exists from birth to age 5 so they transition to kindergarten ready for success.
2. Families experience increased well-being, and are empowered to realize the lifelong impact they can create for their children with nurturing, loving interactions.
3. Individuals and families have the resilience to develop social-emotional skills and healthy relationships, learn coping skills and heal from trauma.

These are aggressive goals, but they are also within reach, and long overdue. In 2019, we made significant strides toward preparing our organization to achieve these goals.

- We are recruiting advocates and empowering them to promote local, state and federal policies that support these goals. We know the progress we want to see will require systemic change.
- We have created a new position, director of impact and strategy, who will analyze data across all our program areas and ensure that we are implementing programs that are relevant, evidence-based, and meet the changing needs of children and families we serve.
- We are working to clarify our messaging and identity so funders, donors, and the community have a better understanding of our work.

Working together with our amazing partners, and of course, you, we will change the trajectory for Kansas City kids. We hope you will commit to increasing your investment moving forward. **This is a community effort and we need you.**

# THE OPPORTUNITY

*Improving access and removing obstacles.*

We are building a Kansas City where all children are thriving by addressing the following issues:

**Too many children start school without foundational skills.**

One in three children in Kansas City is not prepared for kindergarten. Students who begin school behind experience more cognitive issues and behavior problems, and enroll in special education programs at a higher rate than their peers.<sup>1</sup>

**Access to high-quality, affordable child care is sparse.**

Currently, there is only capacity to serve approximately 40 percent of working families with young children in Wyandotte County, Kansas, and about 60 percent in Missouri. With no regional quality rating system and less than 5 percent of programs nationally accredited, families face additional challenges finding the high-quality care their children need.<sup>2</sup>

**Over 25 percent of local residents have experienced three or more adverse childhood experiences (ACEs).<sup>3</sup>**

Although stress is a normal part of life, when a child is exposed to ACEs, like abuse or neglect, it can have a significant impact on behavior, emotional development, mental and physical health. If not properly addressed, the impact can be lifelong.

# THE SCIENCE

During the first five years of life, children are processing and retaining more information than they will at any other time through adulthood. In this period, 90 percent of brain growth occurs. It is critical that parents and teachers know how to support healthy brain development for children to thrive.

<sup>1</sup>Kansas City Public Schools.

<sup>2</sup>Child Care Aware of America. 2018 State Fact Sheets

<sup>3</sup>Kansas Department of Health and Environment. 2014-2015 Kansas Behavioral Risk Factor Surveillance System



# OUR PROGRESS

*Creating a community where all children thrive.*



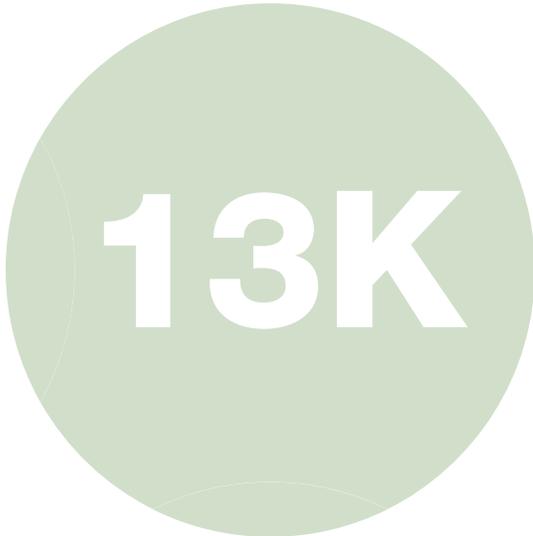
**71K**

## **IMPROVING ACCESS TO HIGH-QUALITY CARE**

71,014 children received higher-quality child care focused on optimizing child development and preparing children for success.

## **STRENGTHENING FAMILIES**

12,931 parents learned to be their child's first and most important teacher.



**13K**

## **IMPROVING TEACHING PRACTICES**

7,804 early educators developed new skills and learned to make the most of the time they spend with their students.



**8K**

**71K**

Children received social-emotional support from TFC mental health professionals.

**1,978**

Children accessed higher-quality child care and early education.

**69,036**

Parents learned to be their child's teacher and caregiver.

**13K**

**4,260**

Individuals accessed mental health services to address issues like trauma, depression and abuse.

**5,988**

Families were assisted in finding child care options to meet their needs.

**2,617**

**8K**

Child care providers improved their quality of care by participating in TFC trainings - learning about health, safety, STEAM and improving child-teacher interactions.

**7,404**

Teachers learned to address behavior issues and support children's social-emotional health.

**400**

# 2019 HIGHLIGHTS

## **Head Start Expansion Grant**

TFC received a new, five-year grant from the Office of Head Start which allowed us to enroll an additional 181 children in Head Start in Wyandotte County, Kansas.

With the addition, TFC is able to provide continuity of care, allowing children to remain in the same care throughout the day and year, and also with the same provider until they reach kindergarten. Before the expansion, TFC was only able to serve children until age 3.

## **Reaching In-Home Child Care Providers**

In-home child care providers are a vital part of our community's child care sector, but they can often be isolated. Not just in providing care on their own, but by lacking frequent interaction with other teachers and the professional development opportunities that are more often available to teachers at child care centers.

Through funding from the Early Education Funders Collaborative, TFC's Early Care and Education team launched a new model of their CLASS Institute designed to provide coaching to in-home child care providers to help them improve the teaching and learning process, specifically the interactions they have with children.

## **Start Young Turns One**

Every parent wants their child to succeed. Unfortunately, not all parents have the means to provide their children with high quality early education, which research suggests might be the greatest window of developmental opportunity.

With your support, we set out to change that by increasing access to high-quality child care in Wyandotte County, Kansas.

Highlights from year one include:



- 180 new child care spaces were opened in Wyandotte County.
- 204 families received supplemental scholarships that enabled them to access care.
- 103 teachers qualified for salary supplements by continuing their education.

### **Partnership with Clay County child care providers will support ECMH**

With support from the Clay County Children’s Service Fund, TFC launched new partnerships with child care programs to support social-emotional learning and help children overcome traumatic experiences.

The project’s largest partner is the North Kansas City School District, where 100 preschool teachers are learning how traumatic events impact and impede child development, and how to develop trauma-informed approaches to build resilience for children in their classrooms.



### **CEO Dean Olson Retires**

After more than 40 years in the field of human services, president and CEO of The Family Conservancy, Dean Olson, retired at the end of 2019. Olson was named president and CEO in December 2014. Under Olson’s leadership, TFC increased its impact and strengthened efforts to create opportunities for children and families.

Olson led TFC to several significant accomplishments including: securing a grant to implement the Early Head Start-Child Care Partnership model in Kansas; launching several early education improvement initiatives metro-wide, most recently the Start Young program serving Wyandotte County; and expanding early childhood mental health services in Missouri. In November 2019, TFC’s own Paula Neth was named as Olson’s successor as president and CEO.

### **TFC Expands Advocacy Effort**

Advocacy has played a significant role in our work for many years, but in 2019 TFC made a commitment to formalize a plan. Over the last year, with funding from Child Care Aware and Kellogg, we have been working to develop a strategic approach to advocacy.

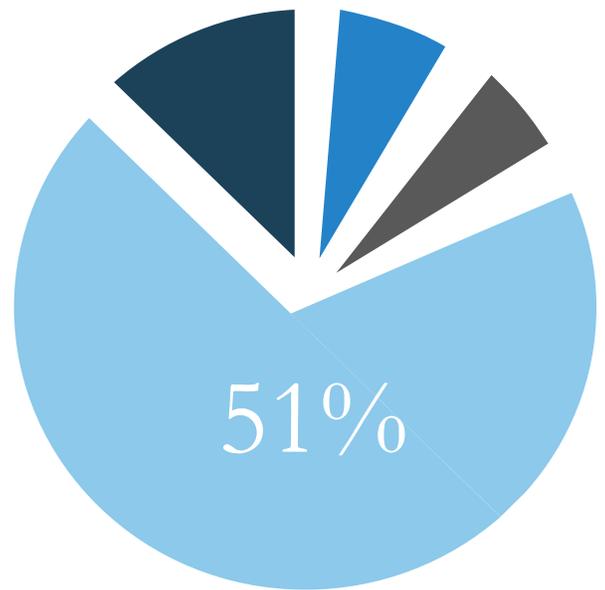
To date, this work includes developing a public policy agenda, creating an Advocacy Action Center that facilitates communication between constituents and their representatives, and convening conversations with key stakeholders and decision makers.

At the core, this work is all about leveraging voices. Please sign up for our advocacy alerts at [www.tfckc.org/advocacy](http://www.tfckc.org/advocacy). These periodic emails will keep you up-to-date on policies that can help us improve outcomes for children and families, and offer timely opportunities to use your voice for change.

# 2019 FINANCIALS

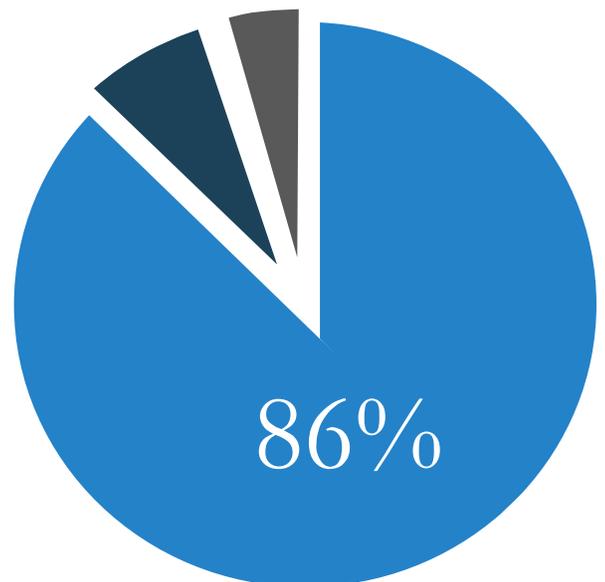
## Revenue

Government Contracts	\$6,632,835	■
Grants	\$3,603,832	■
United Way	\$1,428,982	■
Service Fees	\$368,205	■
Contributions / Events	\$453,845	■
Investments	\$404,048	■
<b>Total</b>	<b>\$12,923,131</b>	



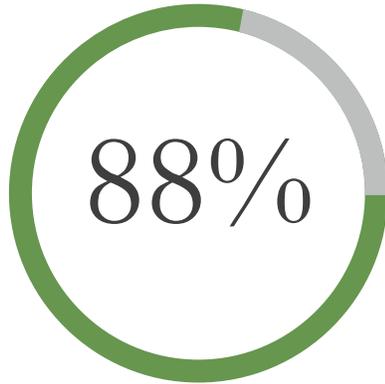
## Expenses

Programs & Services	\$10,095,970	■
General & Administrative	\$1,065,130	■
Development	\$444,544	■
Community Awareness	\$81,547	■
<b>Total</b>	<b>\$11,687,191</b>	

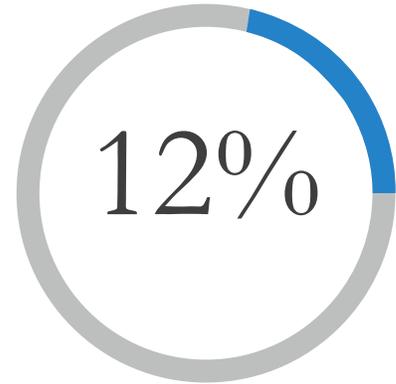


## Expenses By Focus Area

Children's  
Services



Family  
Support



## Expenses by Program

Head Start  
Services



Home-based  
Head Start



Coaching and  
Training



Start  
Young



Child Care Food  
Program



Early Childhood  
Mental Health



Outpatient  
Metal Health



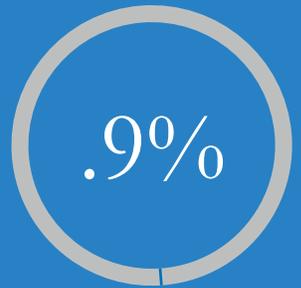
Child Care Resource  
and Referral



Healthy Parents,  
Healthy Kids



Student Assistance  
Program



\*Percentages are calculated as a percent of total program and services expenses.

# MAJOR SUPPORTERS



All of the amazing things outlined in this report are made possible by the generous support of donors, funders and supporters like you.

The following individuals and organizations made significant financial contributions in 2019.

Albert Bean Family Foundation  
Aligned  
Ann Defever  
AT&T  
Black & Veatch Foundation  
Dr. Mark Box  
BlueScope Foundation  
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Child Care Aware of America  
Child Care Aware of Missouri  
Clay County Children's Service Fund  
Clinical Reference Laboratory  
Early Education Funders Collaborative  
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Ewing Marion Kauffman Foundation  
Angelia and Todd Ewing  
Meg and Jason Fuehne  
Francis Family Foundation  
Hall Family Foundation  
Hallmark Corporate Foundation  
Health Care Foundation of Greater Kansas City  
Henry H. and Marion H. Bloch Foundation  
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Hollywood Casino  
Huhtamaki  
Graham Hunt  
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Jackson County Community -  
Children's Service Fund  
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Tim Jardine  
J.E. Dunn Construction Co.  
Jelley Family Foundation  
Kansas Children's Cabinet and Trust Fund  
Kansas Governor's Grants Program -  
U.S. Crime Victims Fund  
Mariner Foundation  
Mary Kay McPhee  
Menorah Heritage Foundation  
Mid-America Regional Council  
Montana Cahill Foundation  
Stephen and Shannon Nixon  
Oppenstein Brothers Foundation  
Sherman Family Foundation  
Stanley H Durwood Foundation  
Systems of Care Initiative  
United Community Services of Johnson County -  
Human Service Fund  
United Community Services of Johnson County -  
Alcohol Tax Fund  
United Way of Greater Kansas City  
United Way of Wyandotte County  
U.S. Department of Health and Human Services -  
Head Start  
U.S. Department of Agriculture -  
Child and Adult Care Food Program  
Virtus  
Matthew and Liz Webb  
Cami and Greg Walker  
Wyandotte Health Foundation