National Center for Families Learning 2016 ANNUAL REPORT

CONTENTS

Five Head Start Programs Receive Funding from NCFL to Enhance Parent Engagement	1
Say & Play with Words—NCFL's Detroit Vocabulary Initiative	2
Toyota Family Learning Results 2015	
Toyota Family Learning: MES graduate selected to serve on State Superintendent's Parent Advisory Council	5
MSU Denver celebrates Toyota Family Learning graduates	6
fiNdings Women's Project creates 1,000 totes for Summit attendees	7
NCFL celebrates 25 years of FACE partnerships	
Wonderopolis	9
Camp Wonderopolis	9
Wonder Ground	10
Healthy Family Habits	10
Family Trails Celebrates First Year	
Digital Properties	
Stay Connected	
Leadership	13
Funders	14
Donors	15
Financial Information	

TWO-GENERATION LEARNING EXPANDS



In May, NCFL and National Head Start Association (NHSA) unveiled Head Start programs that have been selected to implement NCFL Family Learning, an original twogeneration and community-centered education model in five U.S. communities.

The following organizations received a \$160,000 grant from NCFL, made possible by funding from the W.K. Kellogg Foundation:

- East Side House, Inc., Bronx, New York
- Educational Alliance, Inc., New York, New York
- Genesee Intermediate School District, Flint, Michigan
- Guilford Child Development, Greensboro, North Carolina
- Adelante Mujeres, Forest Grove, Oregon



The sites were selected through a national competition and rigorous proposal review process.

This two-generation project puts families at the forefront of learning together in an innovative and empowering way. With this initiative, the program will reach even more families and build on Head Start's already strong legacy of parent engagement. Family Service Learning has already been successful in cities such as Detroit and Houston.

Each Head Start site will incorporate NCFL's traditional family literacy approaches, Parent and Child Together (PACT) Time® and Parent Time, along with two cutting-edge components: Family Service Learning and Family Mentoring. NCFL will provide program directors and facilitators with professional training and technical support to produce family engagement outcomes provided in the Head Start Parent, Family, and Community Engagement (PFCE) Framework.

NCFL's whole-family approach to achieving educational outcomes, currently being implemented in 10 partner U.S. communities, has already been proven to improve child and family outcomes for low income, ethnically-diverse families.





East Side House SETTLEMENT







NEW VOCABULARY INITIATIVE WITH FAMILIES

Say & Play with Words is NCFL's newest collaborative effort to teach vocabulary in a real-world, active context through family service learning and community outreach in Detroit neighborhoods.



Research shows that a lag in vocabulary development

GROW SMART FROM THE START

puts children at an academic disadvantage before they even start kindergarten. Say & Play with Words is designed to increase the vocabulary and literacy levels of young children, establish the importance of and improve parent skills in supporting their children's vocabulary development, and create word- and print-rich environments in Brightmoor and Southwest Detroit.

The program focuses on supporting parent-caregiver interaction because we know talking to children is the most effective way to help build vocabulary. Successful family literacy and learning harnesses and boosts the strength of parent-child bonds resulting in greater opportunity for success for both.

Say & Play with Words is a \$1.5 million, two-year, multi-language initiative supported by the PNC, Skillman, and Max M. and Marjorie S. Fisher Foundations to reach 150 parents and 413 young children through direct intervention (Family Service Learning) and close to 2,250 parents (with 6,500 children) through additional outreach.



TOYOTA FAMILY LEARNING RESULTS 2015

NCFL leverages the power of the family, the opportunity to learn in context, and the motivation to build a stronger community through service learning to produce powerful two-generation outcomes.

Toyota Family Learning, a six-year nationwide initiative led by NCFL, was created to address educational needs and provide opportunities for low-income and ethnicallydiverse families to roll up their sleeves and build stronger communities. NCFL knows that when children and families solve community issues together, they are simultaneously learning and applying 21st century college and career readiness skills.







NCFL has been busy building a stronger America one family at a time through <u>Toyota Family</u> <u>Learning</u>. NCFL has now awarded ten \$175,000 three-year grants to three schools districts, two library systems, and five community-based organizations across the U.S. These organizations were chosen based on their two-generation approach to providing educational services to low-income families.

In 2014-15, 296 predominately low-income families (including 860 children) participated in Toyota Family Learning programs, producing the following results (based on the independent evaluation conducted by Goodling Institute for Research in Family Literacy at Penn State University).



TOYOTA FAMILY LEARNING: MES GRADUATE SELECTED TO SERVE ON STATE SUPERINTENDENT'S PARENT ADVISORY COUNCIL

Jamahl Turner, a 28-year-old father, National Guard sergeant, and recent graduate of Toyota Family Learning at Milwaukee Environmental Sciences School (MES), was selected to serve on State Schools Superintendent Tony Evers' Parent Advisory Council.



A representative for Tony Evers had listened to Jamahl's impassioned speech at the MES Toyota Family Learning graduation in June 2015 and recommended the MES team nominate him to sit on the state school superintendent's Parent Advisory Council. While the youngest member of the council, Jamahl will bring a passion for parents' involvement with their children. The program inspired him to be more engaged in the education of his two sons.

<u>Toyota Family Learning</u>, a six-year nationwide initiative led by NCFL, was created to address educational needs and provide opportunities for low-income and ethnically-diverse families to roll up their sleeves and build stronger communities. NCFL knows that when children and parents solve community issues together, they are simultaneously learning and applying 21st century college and career readiness skills.



MSU DENVER CELEBRATES **TOYOTA FAMILY LEARNING GRADUATES**

The first 60 participants in Metropolitan State University of Denver's (MSU Denver) Toyota Family Learning program celebrated their joint in-classroom, home, and community accomplishments during a ceremony on December 8 at St. Cajetan Catholic church on the MSU campus.

MSU Denver launched Toyota Family Learning with a grant awarded by <u>NCFL and Toyota</u> for innovation in engaging families in learning together. The three-year, \$175,000 grant is a part of the initiative's pioneering movement to bridge the gap between the classroom, lifelong learning, and college and career readiness. The intergenerational program is geared toward vulnerable and low-income families. It focuses on parents and children learning alongside each other and from other families as well as by serving their communities through instruction, Family Service Learning projects, mentoring, and technology use.

All of the Denver graduates are Hispanic and are English learners. Their Family Service Learning projects focused on exercise and nutrition. They volunteered at a local urban gardening facility,

The GrowHaus, to learn about growing food locally, as well as nutrition, cooking, and other skills that drive healthy communities. Additionally, they volunteered at three local races, executing tasks such as race setup, registration, handing out water, cheering on runners, cleanup and medals disbursement.

Graduation requirements of Toyota Family Learning include:

- Regular attendance in Parent Time and Parent and Child Together (PACT) Time®: Participants engaged in guided learning with a focus on leadership. During PACT Time®, families learned together while engaging in activities including mentoring and service learning, using technology together, reading together, and taking family trips.
- Family Service Learning activities: Reflecting Toyota Family Learning's guiding philosophy, which is rooted in community, families participated in at least three service projects.
- **Family-to-family Mentoring:** Building community networks is integral to maintaining learning success post-graduation, and the mentoring element teaches families how to share learnings with one another during the program and beyond.



The results of their participation in Toyota Family Learning are improved English skills, more confidence in supporting their children's education, as well as being an involved parent. With a better grasp on English, they are able to help with homework, better communicate with their children's teachers, and be better advocates for their children.



FINDINGS WOMEN'S PROJECT CREATES 1.000 TOTES FOR SUMMIT ATTENDEES



The fINdings Art Center established the fINdings Women's Project as a non-profit organization to provide women of diverse ethnic heritage the opportunity to design and produce art pieces. fINdings Women's Project was established as a next step after the women had come to school with their children to learn English and earn their high school diplomas at the Meyler Adult and Family Learning Center in Torrance, California. The project provides training in English language communication, job preparation, and community leadership.

One result of their involvement in the Women's Project has been that the participants are empowered to take on leadership roles in their children's schools and neighborhood communities. The fINdings moms have become leaders, mentors, and entrepreneurs. They share techniques and ideas, provide emotional support and a sense of community, and hold each other to high standards-all while building key workplace skills.

NCFL President Sharon Darling, a longtime supporter of these women's endeavors and their family literacy program, approached the group and asked if they would be interested in celebrating our 25-year partnership by creating 1,000 handmade totes for Summit attendees and to help raise money for the flNdings Art Center.

While the partnership with NCFL began with the opening of the Meyler Adult and Family Learning Center, the women were thrilled to say yes to the project and thank you to NCFL and Toyota by making the bags. Generous donors provided surplus fabric and supplies to the women as a conscientious effort dedicated to upcycling and preserving valuable resource materials.

The bags were made for and distributed at NCFL's Families Learning Summit. But today, they continue to be used by participants across the United States.



7

NCFL CELEBRATES 25 YEARS OF FACE PARTNERSHIPS



The Family and Child Education (FACE) program was created in 1990

by the Bureau of Indian Affairs (now the Bureau of Indian Education) within the Office of Indian Education Programs to develop an integrated model for an American Indian early childhood/parental involvement program. The program was designed to serve:

- children (from birth to age 5) and their parents by providing early childhood and adult education—including academic and parenting services—at home and in center-based settings; and,
- children in grades K-3, providing opportunities for active learning.

This year the NCFL celebrated a 25-year partnership with the Bureau of Indian Education to provide the FACE program alongside Parents as Teachers (PAT). The experience working with these organizations has been one that continues to empower current and future generations of American Indian families through education and learning together. NCFL's center-based family literacy services for FACE has benefited 17,000 families in American Indian schools.

The NCFL two-generational, four-component family literacy model was fine-tuned to integrate culturally appropriate programming for the American Indian community. These changes were the start of a long and valued relationship with the Bureau of Indian Education.

Parents have earned their GEDs, become employed, and learned how to support their children's language and literacy development and school success. Children have received a host of educational services, scored higher than their peers on K-3 standardized reading and math tests, are less likely to require special education services, learned about their culture and community, and thrived in school.

NCFL is honored to have been a part of the lives of thousands of FACE families and thankful for the support and efforts of our partners. The past 25 years have provided such a strong foundation for the future of families learning together, and influenced much of NCFL's work along the way.





WONDEROPOLIS



<u>Wonderopolis</u>[®], the site that keeps millions wondering and learning every day, continued to garner millions of

hits over the past year. To start the school year, Wonderopolis® hosted a <u>#WonderChat</u> that brought together Wonder Lead Ambassadors to share their best tips for engaging students and getting them back into the routine of learning and asking the big, curious questions. Wonder Ambassadors hosted #WonderChats each month with topics such as digital reading, creating a culture of wonder, focusing on math, and using wonder to further wordless picture books.

Highlights

Wonderopolis enjoyed its biggest year ever in FY 2016

- Welcomed more than 10 million unique visitors (and nearly 13 million visits), an increase of more than 80% from FY 2015
- 70% new visitors, showing the platform is still in a growth phase and attracting new Wonderers
- Visitors from all 50 states and Washington D.C., plus more than 128 countries
- Mobile use continues to rise, as 50% of all visits were from a tablet or smartphone
- The most popular Wonders of the Day:
 - #125: How do you get rid of the hiccups?
 - <u>#1382: Why are fire trucks red?</u>
 - #80: Why do people kiss under mistletoe?

CAMP WONDEROPOLIS

Camp Wonderopolis[®] offers 2-Gen summer-learning opportunity for libraries.



NCFL believes libraries are natural partners for two-generation learning—trusted and powerful community hubs where all parents and children, including vulnerable families, can learn together and build literacy skills in diverse and inspiring ways. <u>Camp Wonderopolis</u>[®] provided opportunity for two-generation learning this summer.

Thanks to the support of <u>Better World Books</u>, NCFL offered libraries across the U.S. the opportunity to apply for funding to implement Camp Wonderopolis programming this summer. From an initial pool of applicants, libraries with strong two-generation programs—and great ideas for families—were invited to propose Camp Wonderopolis-inspired hands-on activities and booklists for the Camp Wonderopolis website and accompanying materials. Six libraries were selected to receive a \$1,500 grant and Campsite Kits.

The <u>New York City Department of Youth and</u>

<u>Community Development</u> (NYC DYCD) selected Camp Wonderopolis as one of its Cultivating Curiosity Summer in the City 2015 programs again this summer. Beginning in July, more than 1,000 kids, ages five to 14—tested their inner Makers using Camp Wonderopolis online content and Campsite Kits to learn and earn Wonder Cards[®] by exploring camp.wonderopolis.org. NCFL worked with nine DYCD summer program providers at 13 sites to engage parents in learning with their kids, too.



WONDER GROUND



Wonder Lead Ambassadors

Historical Perspective and

First-Hand Accounts

In March, expanding the Wonderopolis resource, NCFL launched <u>Wonder Ground</u>[™]. This new educator community broadened the inquiry-based approach to education and is led by innovative ambassadors. The online network supports educators who use Wonderopolis® in engaging students of all ages. The Wonder Ground serves as a comprehensive how-to guide for integrating Wonderopolis into the classroom and beyond. The new website features ready-to-use lesson plans and classroom resources, relationships to educational standards, and blogs from leading

educators on using Wonders of the Day® to introduce units, build background knowledge, support student driven projects, and more. More than 4,000 educators are already utilizing the Wonder Ground.

This new educator community offers real-world examples for inspiration and guidance as it serves as a forum to advance the conversation around inquiry-based learning.



NCFL is committed to providing intergenerational strategies for promoting community health and wellness. In October, to help celebrate Health Literacy Month, we pulled our favorite <u>Healthy Family Habits resources</u>, recipes, and family activities to create a <u>31-day calendar</u> to help motivate families to establish and

Healthy Family Habits

hone healthy habits. The initiative, funded by the Humana Foundation, offers free step-by-step guides and downloadable resources (available in both English and Spanish) to help families jump into to a healthier lifestyle.





FAMILY TRAILS CELEBRATES FIRST YEAR

NCFL believes the family is the best teacher a child will ever have. That's why, in partnership with Toyota, we created <u>Family Trails</u>, an online community that celebrates and inspires family adventures and anytime,

anywhere learning. Here, you'll find writings and photographs from a diverse community of families sharing how (and where!) they learn together. Launched in March 2015, the Family Trails community quickly gained its footing and has taken off. The infographic below demonstrates many of the adventures families have taken.





ΤΟΥΟΤΑ





DIGITAL PROPERTIES



familieslearning.org



wonderopolis.org



nationalliteracydirectory.org



face.familieslearning.org



camp.wonderopolis.org



familytrails.com



toyotafamilylearning.org



wg.wonderopolis.org



familieslearning.org/health

STAY CONNECTED

familieslearning.org twitter.com/ncfl facebook.com/familieslearning familieslearning.org/subscribe familieslearning.org/blog







LEADERSHIP

NCFL's Board of Directors is a diverse group including researchers and business executives who help us champion the cause of family literacy. They understand that literacy is the foundation for national economic well-being and local community progress.

BOARD OF **DIRECTORS**

Sharon Darling President and CEO National Center for Families Learning

Jason Falls (Vice Chair) Senior Vice-President, Elasticity; Author, Speaker

Jacquelyn Jackson Fleming, Ed.D. President, LifeLearn Associates Retired, Director of Student Achievement and School Accountability U.S. Department of Education

Mary Gwen Wheeler Executive Director 55,000 Degrees

Christopher Lehman Founding Director The Educator Collaborative **Richard E. Barr** (Chair) Retired Vice President, Airline Operations UPS

Meredith M. Parente Financial Consultant Retired Vice President/Treasurer Brown-Forman Corporation

Greg Hintz, CPA Partner Crowe Horwath, LLC

E. Susan Gourley, Ph.D. Retired Superintendent Lincoln Public Schools

Nicole M. Chestang Vice President and Chief Strategist American Council on Education



FUNDERS



BetterWorldBooks®

C.E. and S. Foundation, Inc.







THE SKILLMAN SFOUNDATION





The William R. Kenan, Jr. Charitable Trust

DONORS

\$1,000,000 or more

Toyota Motor North America, Inc.

\$100,000-\$999,999

Better World Books C. E. and S. Foundation, Inc. Delta Dental of Kentucky Foundation Dollar General Literacy Foundation PNC Bank, N.A. Skillman Foundation The Max M. & Marjorie S. Fisher Foundation W.K. Kellogg Foundation William R. Kenan, Jr. Charitable Trust

\$25,000-\$99,999 Indiana Department of Education

Lee B. Thomas The Gheens Foundation, Inc.

\$10,000-\$24,999

Benevity Dr. Seuss Fund at The San Diego Foundation Old National Bank Foundation Republic Bank/Republic Bank Foundation The After School Corporation (NYC DYCD) **\$5,000 - \$9,999** Gannett Foundation Kentucky Educational Television

\$500-\$4,999

American Heart Association Association of American Publishers, Inc Boris Kofman Brian Littleton **Brown-Forman Corporation** Charles and Mary Anne Cronan **Combined Federal Campaign** Community Foundation of Louisville, Inc. George and Sharon Darling Half Price Books Jean Frazier Jovita Carranza Meredith Parente Pearson Education Richard Barr Suzanne Warner Thomas Marsh



\$100 to \$499

Betty Ansin Smallwood Bradley Snider and Shea Coughlin Charles Stewart Daniel Friedman David Seidenberg Heidi Orcino Jennifer Miglus Jon and Rachael Reigelman Joshua and Susanne Cramer JustGive.org Kroger Louise Wall Lynda Alexander Margo Waddell Ray's Trash Service, Inc. **Robby Berthume** William and Margie Wilson

Up to \$99

Aaron Davis Adam Cochran AmazonSmile Anne Fyffe Chad and Jaime Farabee Christine Martin Colleen Patton Erin Schleiff GoodSearch (GoodShop) Google, Inc. Jennifer Rubin K. Sunday Cummins Katherine Henry Lynn Davies Lisa Avetisian Max Termidor Melissa Bogaert Michael Franklin Raquel Cuperman **Ronald Phillips** Sara Armstrong Simon & Schuster, Inc. Thomas Johnson William Myers

FINANCIAL INFORMATION

JULY 1, 2015 — JUNE 30, 2016

Income Corporations, foundations, and individuals Federal and state grants Contract services/registration fee income Endowment income Other income	\$3,910,829 \$66,025 \$2,136,655 \$(211) \$105,511
Total	\$6,218,809
Expenditures Program services Development and fundraising Management and administration	\$4,981,558 \$356,310 \$899,038
Total	\$6,236,906
Change in net assets	\$(18,097)
Net assets end of year	\$15,514,382

```
familieslearning.org | 325 West Main Street, Suite 300, Louisville, KY 40202
```