



# Parents as Teachers



## Parents as Teachers

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Saint Louis, MO 63146  
1.866.PAT.4YOU (1.866.728.4968)  
[www.ParentsAsTeachers.org](http://www.ParentsAsTeachers.org)



annual  
report  
2009|2010

# message from the president

**How do you measure success?** It is a question increasingly asked by institutional funders in this era of accountability and formal evaluations. The question is one about outcomes, not simply outputs. For Parents as Teachers, the question becomes, “How can you **prove** you make a positive difference in the lives of parents and children?”

Parents as Teachers has always believed that research and program quality go hand-in-hand. Since its inception, evaluation has been integral to our success and has been the driving force behind continual quality improvement.

Recently, this strong research foundation led to a coveted – and highly competitive – federal **Investing in Innovation (i3)** grant from the U. S. Department of Education. These grants, meant to address failing schools and students at the highest risk of failure, are part of the landmark \$10 billion federal investment in education.

**Our \$14.25 million i3 grant will support the BabyFACE project at 24 Bureau of Indian Education schools in six states.** BabyFACE provides home visiting/parent education services for American Indian families and incorporates tribal customs and languages. FACE, a similar 20-year-old Parents as Teachers program for American Indian children, has already demonstrated that the program contributes to school readiness and third-grade reading achievement.

We are proud to be one of only 49 grantees selected from nearly 1,700 applications. It is a tribute to the work of Parents as Teachers and a testament to our culture of evaluation and continuous quality improvement. You will be hearing much more about this five-year initiative in future communications.



Susan S. Stepleton  
President & CEO



## vision

All children will learn, grow, and develop to realize their full potential.

## mission

To provide the information, support and encouragement parents need to help their children develop optimally during the crucial early years of life.

## highlights

- More families receive Parents as Teachers services due to increased federal funding for Head Start/ Early Head Start
- Patient Protection and Affordable Care Act contains a provision for home visiting
- Missouri slashed funding for Parents as Teachers by 60 percent; focus shifted to high-needs families
- Parents as Teachers Heroes at Home programs served 3,006 families and 3,743 children at 36 military installations
- 366 new donors contributed \$79,392
- Parents as Teachers trained 7,644 people and fulfilled 1,727 requests for information.

# letter from the board

In 2009, our Board crafted a new three-year strategic plan to carry Parents as Teachers through 2012. This three-year plan makes for a daring roadmap. It demands we use technology to better communicate and train parent educators. It spotlights our work with vulnerable families and sets clearer requirements for better and more effective delivery of services to families.

In just the first year of this plan, we're already seeing results. We're now on track to introduce in January a new curriculum that introduces sweeping changes. The new materials in the curriculum rate as so substantial that – for the first time since 1999 – all programs will be required to participate in a re-training session to maintain certification.

We're also asking programs to submit an Annual Performance Report that will help measure their success at meeting compliance milestones. Programs will have until June 1, 2014 to come into full compliance with the essential performance measurements.

Our timing, on all this, couldn't be better. In the current funding climate, home-visiting programs seeking funding must be able demonstrate their success and document model fidelity. More than ever before, we're poised to do that. Meanwhile, as always, we remain determined to provide the most meaningful and effective services possible to families.

Thank you for supporting our work to give all children the opportunity to learn, grow and develop to realize their full potential.

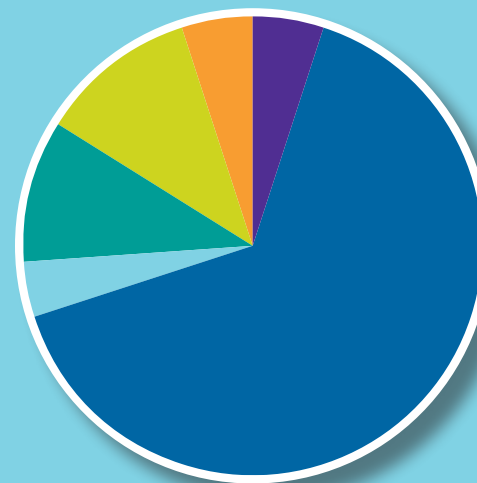


Karabelle Pizzigati  
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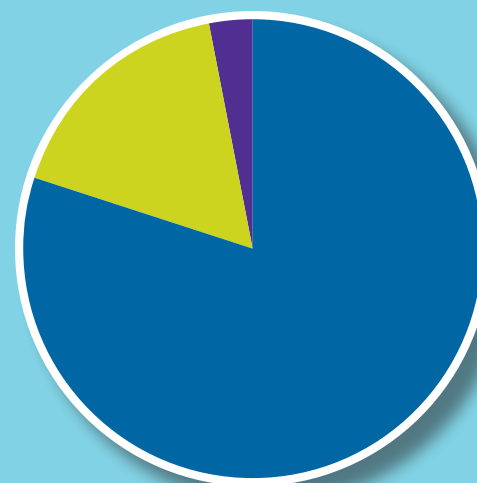
# financial report

Fiscal year July 1, 2009–June 30, 2010



Income \$12,794,491

- Contributions = 5%
- Contracts = 65%
- Federal Grants = 4%
- Sales = 6%
- Training Fees = 14%
- Other = 6%



Expenses \$10,750,228

- Program = 80%
- Support = 17%
- Fundraising = 3%

# contributions and grants



Remember the old song about “Make new friends but keep the old, one is silver and the other’s gold?” Did you notice that the song doesn’t tell which friend is silver and which is gold?

That’s really true in fund raising. The long-time donor who gives religiously is just as cherished as the new funder who responds to a special solicitation.

The concept of donors as ‘friends’ is not new. In fact, many organizations call their supporters the Friends group. And it is absolutely true that all friends – old and new – must be treated with the same care and attention.

At Parents as Teachers we honor long-serving parent educators each year at a Milestone Reception. Pins are awarded for 10, 15, 20 and 25 years of service. It says something really special about the rewarding experience of Parents as Teachers that so many people continue to work as parent educators throughout their careers. It’s also very unusual in today’s marketplace to find such dedication.

It is time to honor long-term dedication among our donors and funders, too. It doesn’t mean that we aren’t incredibly grateful for our new supporters. But it is right to recognize those who have seen us through thick and thin. Look for the + sign beside their names.

And to all our friends, many thanks!

Parents as Teachers is very grateful for the support provided through contributions and grants. These funds support our work with children and families in all 50 states and around the world. Gifts received from July 1, 2009 through June 30, 2010.

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