



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

- Increased contributions by 48 percent to more than \$1 million
- Conducted 364 trainings for 7,816 early childhood professionals
- Released a revised edition of the *Born to Learn*® Curriculum 2 Years to Kindergarten Entry
- Fielded more than 1,800 requests for information about Parents as Teachers
- Tripled the number of Heroes at Home sites from 12 to 36 nationwide
- Began the 25th Anniversary campaign and celebrations



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 www.ParentsAsTeachers.org



2008-2009

annual report





Joe Angeles/WUSTL photo

the diagnosis

Numbers can't begin to describe the impact of Parents as Teachers. They don't tell you about the parent educator who, during a routine vision screening, noticed a baby whose eyes were not tracking correctly and urged the parents to see a specialist.

Retinoblasoma is a rare cancer of the retina that usually results in the removal of the eye and, in some cases, death. But Daniel did not lose his eye because, as the doctor noted, the tumor was discovered so early.



message from the president

A recent survey of charities reports that 93 percent have been impacted by last year's recession. As a result, many have had to curtail services and trim staffs. Fortunately, that was not the case at the National Center. Instead, it was a year of service expansion as this report shows.

As we celebrated the 25th anniversary of the Missouri legislation that established Parents as Teachers, we were not simply reflecting on past accomplishments. We were working to create a stronger organization. With additional funds raised through the *Looking to a Bright Future* campaign, we will strive to:

- Serve one-third more families
- Screen one-third more children
- Increase the number of certified parent educators to 15,000

These are big goals at any time, but they are particularly ambitious in an economic downturn. We are very grateful to those who continue to support our existing programs and to those who are helping with our new initiatives. We promise to continue to report to you on our progress.

Susan S. Stepleton
President/CEO

his mother writes, "how different

the story would have been had it not been for Parents as Teachers. This program not only saved our son's vision and future, but may have also saved his life."

Amy Waters, St. Charles, Missouri

financial report

Fiscal year July 1, 2008–June 30, 2009

