

PARENT-CHILD DEVELOPMENT CORPORATION

ANNUAL REPORT

FISCAL YEAR END AUGUST 31, 2023



P.O. Box 799, 602 Main Street

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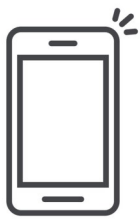
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STRENGTHENING FAMILIES TO STRENGTHEN COMMUNITIES

01

HISTORY AND BACKGROUND



The Parent-Child Development Corporation (PCDC) is a 501(c)(3), private, non-profit organization founded in 1971 by a group of local citizens committed to helping families improve their quality of life. They were concerned about the high degree of intergenerational illiteracy and social isolation of many children and families in Virginia's Middle Peninsula. Their objective was to help break the cycle of poverty by providing a cadre of educational and self-help programs that strengthen the entire family. They believed, as we still do, that it takes the whole community working together to ensure that all children and families have the opportunity for a healthy and successful life.

WE ARE PASSIONATE ABOUT WHAT WE DO

The agency's service area includes the counties of Charles City, King & Queen, King William, Mathews, Middlesex, New Kent and Gloucester, as well as the Town of West Point. Services includes pre-school education, family literacy, family support workshops, child care, and community awareness activities.



Our Vision

The vision of Parent-Child Development Corporation (PCDC) is to be a leader in comprehensive preschool programs, child care services, and family support services in Virginia's Middle Peninsula. PCDC will provide direct services, coordinate regional and inter-agency delivery system for children and families, and advocates for programs and services which promote welfare of all children and families in the community, state and the nation. PCDC will forge partnerships with communities and organizations to effectively and efficiently utilize human and financial resources, both public and private.



Our Mission

The mission of Parent-Child Development Corporation (PCDC) is to empower families to improve the quality of their lives through education and self-help programs, family support services, and advocacy activities in partnership with the community.

02

AMAZING PEOPLE

WORKING AS A TEAM

dreamstime.



**WE HAVE A DEDICATED TEAM OF PROFESSIONALS,
INCLUDING OUR EMPLOYEES, BOARD OF
DIRECTORS AND POLICY COUNCIL,
WHO ARE COMMITTED TO
SERVING OUR FAMILIES.**



Our efforts are supported by members of the communities we serve. These include local school board, health departments, social service agencies, extension offices, law enforcement agencies, fire departments, mental health providers, dental care providers, local libraries, and community volunteers.

Our community partners provide transportation, classroom space, educational activities for parents and children, health/dental/mental health services and child care assistance.

OUR MANAGEMENT TEAM

Rosalin Ball Executive Director rball@pcdcva.org (804) 843-2289 ext. 2103	Harry Morgan Assistant Executive Director hmorgan@pcdcva.org (804) 843-4869 ext. 2105	Sherry Bort Education Manager sbort@pcdcva.org (804) 843-2289 ext. 2122
Kristie Taylor Family Services and ERSEA Manager ktaylor@pcdcva.org (804) 843-2289 ext. 2104	Ksenia Smoak Fiscal Manager ksmoak@pcdcva.org (804) 843-2289 ext. 2111	Tina Stukes HR Manager tstukes@pcdcva.org (804) 843-2289 ext. 2101

OUR BOARD OF DIRECTORS

JOYCE WASHINGTON Chair	TERRY HALL Vice Chair	DEBORAH BALL Treasurer
CATHY BRAY Secretary	LYNETTE WADDEY Director	Sandra Willis Director
Mary Nealy Director		

GRANTS AND PROGRAMS



In 2022-2023, we received \$3,456,554 in funding from the Department of Health and Human Services, \$11,996 passed through Department of Social Service, and \$118,129 passed through U.S. Department of Agriculture.

HOW WE DO WHAT WE DO



PCDC is a grantee of the federal Head Start and Early Head Start programs. We operate Bridges Head Start and partner with six Early Head Start child care facilities. We also provide fee-based child care at our Smart Start facility in West Point, Virginia.

01 HEAD START



Head Start programs support the comprehensive development of children for ages of 3 to 5 years through early learning, health and family well-being services. Our Head Start program operates 12 center-based classrooms at 7 locations throughout the Middle and Virginia Peninsulas.

www.pcdcva.org/head-start

02 EARLY HEAD START

Early Head Start (EHS) programs serve infants and toddlers from the age of 6 weeks to 3 years. Our Early Head Start program operated in partnership with 6 other programs in the region, ranging from home-based to center-based facilities.

www.pcdcva.org/early-head-start



03 SMART START



Smart Start is our fee-based program located in the Town of West Point, VA. Throughout the school year, we provide before-and-after child care for children ranging in age from 6 weeks to 5 years. Smart Start converts to a full-day program in the spring, summer and winter breaks.

www.pcdcva.org/smart-start-preschool

BY THE NUMBERS HEAD START

HEAD START PROMOTES HEALTHY CHILDREN

Head Start emphasizes preventive care and early detection of health problems. Every child receives a complete physical examination including vision and hearing test, immunizations, a dental exam and identification of disabling conditions. Follow-up services are provided.

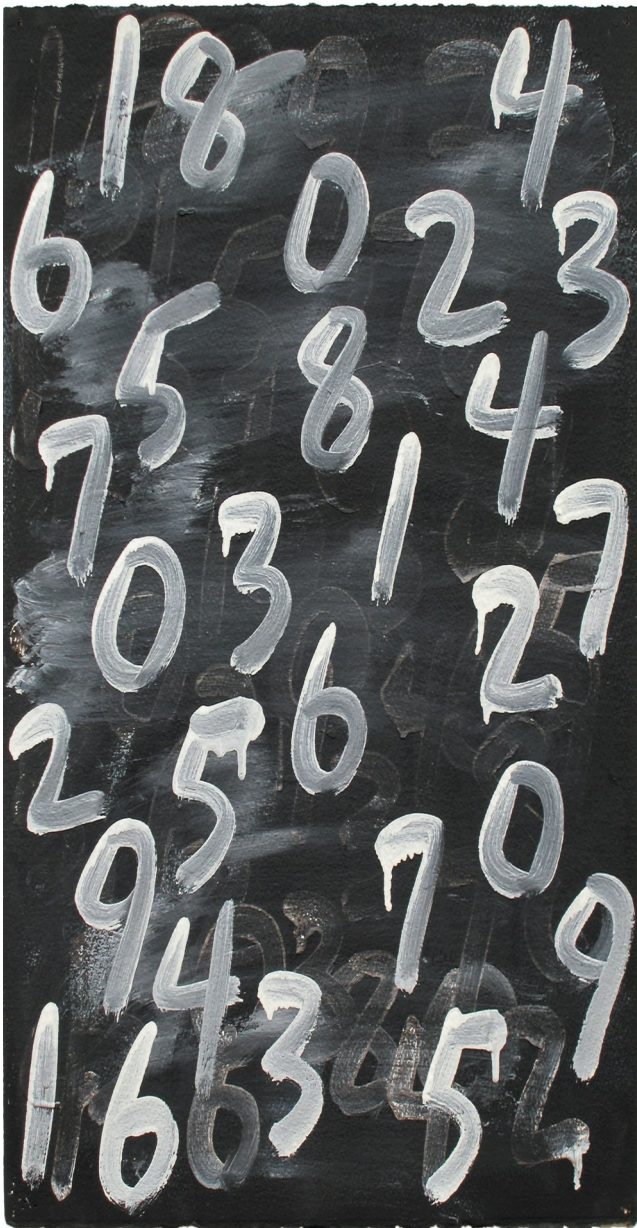


WE WORK WITH FAMILIES

Parents are their child's first and most influential teacher. Head Start's success is based upon the creation of compassionate partnerships between Head Start staff and parents on behalf of their children. We work with families to remove barriers to their success and to deepen their ability to support their children.

Early Childhood experiences determine how well a child performs in school and beyond. All young children deserve a quality early educational experience and Head Start recognizes our role as the major and most successful provider of early educational services to the neediest of those children. We are committed to continuing to ensure that Head Start contributes to making the American dream possible.

This year, our work impacted 225 children.



OUR IMPACT IN NUMBERS

15

Children referred for mental health services

17

Hours/month mental health professionals spent on site

11

Children diagnosed with speech/language

3

Children diagnosed with other



152

Number of children who have been determined by a health care professional to be up-to-date on all immunizations appropriate for their age



137

Number of all children, including those enrolled in Medicaid or CHIP, who have completed a professional dental examination



133

Number of all newly enrolled children who completed required screenings within 45 days for developmental, sensory, and behavioral concerns

05 WHO ARE OUR FAMILIES?

Age	HS	EHS	Total
Under 1 year	0	26	26
1 year old	0	16	16
2 years old	0	20	20
3 years old	72	0	72
4 years old	75	0	75
5 years old	0	0	0
Type of Eligibility	HS	EHS	Total
Foster	2	2	4
Homeless	16	4	20
Income below 100% of Federal Poverty Level (FPL)	49	20	69
Public assistance (TANF, SSI, etc.)	79	32	111
Race and Ethnicity	HS	EHS	Total
American Indian or Alaskan Native	0	0	0
Asian	0	0	0
Black or African American	49	28	77
Native Hawaiian of Pacific Islander	0	0	0
White	73	18	91
Biracial/multi-racial	21	10	31
Other	0	4	4
Unspecified	1	0	1
Primary Language of Family at Home	HS	EHS	Total
English	152	60	212
Native Central American, South American & Mexican languages	0	0	0
Spanish	5	3	8
Unspecified	0	0	0

Types of Family Services	HS	EHS	Total
Emergency/Crisis intervention	109	23	132
Housing assistance	12	10	22
Mental health services	89	27	116
English as a Second Language (ESL) training	2	4	6
Adult education/Job training	48	4	52
Substance abuse prevention	33	1	34
Substance abuse treatment	2	3	5
Child abuse and neglect services	0	0	0
Domestic violence services	0	0	0
Child support assistance	0	0	0
Health education	134	47	181
Assistance to families of incarcerated individuals	7	1	8
Parenting education	134	47	181
Relationship/Marriage education	41	2	43
Asset-building services (financial education)	126	21	147

HOW DID WE DO?



**THE IMPACT OF OUR
PROGRAM IS REFLECT-
ED IN OUR COR
ASSESSMENTS AND
PHONOLOGICAL
AWARENESS LITERACY
SCREENING (PALS)
SUMMARY SCORES.**

COR Advantage is the leading research-backed assessment for all children from birth to kindergarten. Results for individual students are used for the development and modification of educational goals and Individual Learning Plans (ILPs). Program results are used to target professional development needs and modify school readiness goals.

The Phonological Awareness Literacy Screening (PALS) tool provides a comprehensive assessment of young children's knowledge of the important literacy fundamentals that are predictive of future reading success. PALS is the state-provided screening tool for Virginia's Early Intervention Reading Initiative (EIRI) and is used by 99% of school divisions in the state on a voluntary basis.

PCDC uses pre-K PALS Summary score to assess individual students, classroom and program growth. Our teachers will use the data, in combination with other assessment results, to develop instruction for future school years.

HEAD START PRE-K PALLS SUMMARY

The table list the number of children who were evaluated by the Pre-K PALS assessment instrument for Fall and Spring.

Task	Number of Students assessed Fall/Spring	Max Score	Division Range Fall/Spring	Division Average Fall/ Spring	Fall Percentage	Spring Percentage
Name Writing	102/118	7	0-7	4/4	57%	57%
Letter Name Recognition	102/118	26	0-19/0-26	4/13	15%	50%
Letter Sounds	102/118	26	0-8/0-20	4/9	15%	35%
Beginning Sounds Awareness	102/118	10	0-10	3/6	30%	60%
Print and Word Awareness	102/118	10	0-10	4/0 (no spring assessment)	40%	0% No Spring assessment

HOW DID WE DO?

CONTINUED



THE TABLE ON THE NEXT PAGE SHOWS OUR COR ADVANTAGE SKILLS ASSESSMENT SCORES FOR EACH PROGRAM PERIOD, CHRONOLOGICALLY FROM LEFT TO RIGHT

COR ADVANTAGE HEAD START								
COR ADVANTAGE HEAD START								
◆	◆	◆	◆	◆	◆	◆	◆	◆
PERIOD 1 SCORE 3.12								
◆	◆	◆	◆	◆	◆	◆	◆	◆
PERIOD 2 SCORE 3.51								
◆	◆	◆	◆	◆	◆	◆	◆	◆
PERIOD 3 SCORE 4.47								

Approaches to learning	HS	EHS
A. Initiative and planning	3.33	2.65
B. Problem-solving with materials	3.22	2.42
C. Reflection	3.20	2.49
Social and Emotional Development		
D. Emotions	3.26	2.30
E. Building relationships with adults	3.04	2.78
F. Building relationships with other children	3.68	2.80
G. Community	2.73	2.77
H. Conflict resolution	2.96	2.91
Physical Development and Health		
I. Gross motor skills	3.45	2.83
J. Fine motor skills	3.69	3.16
K. Personal care and healthy behavior	3.78	3.13
Language, Literacy and Communication		
L. Speaking	3.48	2.46
M. Listening and comprehension	3.03	2.18
N. Phonological awareness	2.65	1.83
O. Alphabetic knowledge	3.07	2.14
P. Reading	2.55	1.92
Q. Book enjoyment and knowledge	4.15	2.40
R. Writing	2.83	2.15
Mathematics		
S. Numbers and counting.	2.89	1.92
T. Geometry: Shapes and spatial awareness	3.00	2.22
U. Measurements	3.11	2.42
V. Patterns	3.60	2.10
W. Data analysis	2.92	1.92
Creative Arts		
X. Art	3.15	2.50
Y. Music	4.36	2.39
Z. Movement	3.36	2.16
AA. Pretend play	3.54	2.93
Science and Technology		
BB. Observing and classifying	3.45	2.55
CC. Experimenting, predicting and drawing conclusion	3.21	2.30
DD. Natural and physical world	3.18	2.02
EE. Tools and technology	3.34	2.38
Social Studies		
FF. Knowledge of self and others	3.44	2.60
GG. Geography	3.28	2.53
HH. History	2.86	2.28
English Language Learning (ELL)		
II. Listening to and understanding English	4.83	5.75
JJ. Listening to and understanding English	4.29	4.50

FUNCTIONAL EXPENSES

EXPENSE CATEGORY	AMOUNT EXPENDED
Personnel	\$1,711,606
Payroll Taxes and Fringe Benefits	\$309,494
Staff Development	\$101,093
Supplies	\$384,498
Contracted Services	\$896,228
Other	\$408,086
In-Kind	\$1,621,928
TOTAL	\$5,432,933

An independent audit was conducted by the auditing firm of Keiter CPAs for the fiscal year ended August 31, 2023. In their statement dated November 30, 2023, the firm stated: "In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Parent-Child Development Corporation as of August 31, 2023 and 2022, and the changes in its net assets and cash flows for the years then ended in accordance with accounting principles generally accepted in the United States."