Opening Doors to Bright Futures for Kids
“To me there is no picture so beautiful as smiling, bright-eyed, happy children.”

— P. T. Barnum
Dear Friend,

It is commonly said, “Talent is universal. Opportunity is not.” Unfortunately, when opportunities are not available, talent can be wasted. At ReadyKids, we recognize the talent of our community’s youngest, which is why we work every day to provide opportunities for children to learn, heal and have bright futures. This past year, over 9,100 kids, families and early childhood educators benefited from opportunities made possible by ReadyKids and you.

As we enter a new decade, let’s continue to work together to increase opportunities for ALL children in our community. Let’s make sure NO child fails or is left on the fringes. And let’s remember that we all benefit when every child is Ready to Learn, Ready for Relationships and, ultimately, Ready for Life.

Jacki

Sarah McLean
ReadyKids Executive Director

Sarah McLean
ReadyKids Board President

ReadyKids is a private non-profit agency. www.readykidscville.org

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Sarah McLean
ReadyKids Board President
I describe it as a rubber band. Once that rubber band is laying lifeless. You put something in it to make it spring back or move. That’s how ReadyKids and ReadySteps helps us. They give us that push and drive, that initiative to say ‘okay, I got this, we can do this if we’re working together.”

—Mary, ReadySteps Participant
Together we can extend services to the approximately 2,685 3 and 4-year-olds who are not attending preschool or in low-quality care in our area. According to the United Way, investing in high quality early childhood programs brings a 7 to 10 percent rate of return over a child’s lifetime.

ReadyKids delivers programs that provide or improve early learning opportunities.

Coached 502 Early Childhood Educators. Growing Minds improves the quality of early child care and preschool settings by offering coaching, training and support to early childhood teachers and directors.

Provided 289 early learning playgroups to kids in five neighborhoods around Charlottesville. ReadySteps encourages parents as a child’s first and best teacher through early learning playgroups within their home community.

Delivered 552 engaging and interactive lessons incorporating puppetry and music about self-regulation, healthy choices and problem solving skills.
I had so many different thoughts going through my head, just finally getting the chance to touch my first born child. The whole day after the visit I was daydreaming about her growing up and what type of environment I wanted her raised in ... I really wanted to change my own way of living.”

— REAL Dads Participant
FAMILY SUPPORT
Imagine a future where no parent or caregiver feels alone, no matter their circumstances.

Together we can begin to reach the approximately 2,307 children in the Charlottesville community that have an incarcerated parent or are not currently served by home visiting programs. According to Duke University, early parenting interventions are estimated to have high benefit-cost ratios and rates of return in the range of 6 to 10 percent per year.

ReadyKids delivers programs that foster positive, loving family interactions.

**HEALTHY FAMILIES**
Completed 872 home visits to help new parents build healthy bonds with their children. Healthy Families fosters nurturing family relationships for pregnant moms and safe environments for young children.

**REAL DADS**
Offered 32 fatherhood support groups to incarcerated dads. REAL Dads coaches fathers to have Responsible, Empowered, Available and Loving relationships with their kids.
I could ramble on forever about the difference ReadyKids has made in our lives. It’s hard to put into words. Finding ReadyKids saved not only my daughter’s life, but ours. The level of care provided here is top-notch. It gave my daughter coping skills and relit the best in herself.”

—Jeanie, InsideOut Counseling Participant
COUNSELING

Imagine a future where no child in crisis has to wait to find healing.

Last year, 1,358 children experienced child abuse or neglect in central Virginia. The Center for Disease Control estimated $210,012 per victim to be the lifetime burden of child maltreatment if left untreated.

ReadyKids delivers programs to prevent and treat childhood trauma.

**INSIDE OUT**

Had 3,789 sessions with children who experienced trauma. InsideOut Counseling program provides counseling to help kids and families who have experienced trauma begin the healing process.

**TEEN COUNSELING**

Answered 204 hotline calls for teens and parents in crisis. The Teen Counseling (TCP) program provides individual and family counseling to foster positive, nurturing family relationships and to ensure that teens are safe and healthy.
ReadyKids is proud to have more than doubled the number of kids, families and early childhood educators we work with from 4,204 in FY12 to 9,152 in FY19.

However, we know there are more kids that need the critical programming we provide. As a result, ReadyKids Board and Staff recently engaged in a deliberate and thoughtful planning process to assess community demand and our capacity to meet it today and in the future. From these conversations, it was determined that in order to reach the kids that need us most, increasing our building capacity was a critical next step for ReadyKids.
Ready for the Future

*Ready for the Future*, a Capital Campaign, was launched in Spring 2018 and will add 5,000+ square feet to our building at 1000 East High Street. The space will provide new individual and team offices to expand program staff, a larger waiting room and a new community training room. Most importantly, it will allow us to better serve our current participants and reach more kids, families and early childhood educators than ever before!

**We have been busy! Check out our progress—**
OUR IMPACT

- Caregivers are knowledgeable to promote the healthy development of kids in all areas: 98.6%
- Young children are better prepared to begin school: 85.5%
- Young children experience improved quality of early care and education: 82.1%
- Children are safe from abuse and neglect: 97.6%
- Teens and children are more socially and emotionally healthy and relate well to others: 94.8%
- Parents and children experience improved, positive family interactions: 94.1%
OUR FINANCIALS

Revenues Total
$2,333,836*

- Federal/State government grants $743,558
- Contracts/Fees for services $329,207
- Private foundations & United Way $189,504
- Other (includes investments, refunds & interest) $54,475

Expenses Total
$2,342,771*

- Direct services to clients $2,122,739
- Core Mission Support† $220,032
- Private contributions $791,654

*End-of-Year Income and Expenses (July 1, 2018 - June 30, 2019).
† Core Mission Support includes fundraising and management expenses
Unaudited numbers. Income & Expense statement does not include accrual items, e.g. depreciation expense.
Thank you to our donors
Gifts received to our annual campaign between July 1, 2018 – June 30, 2019.

$50,000 or more

Adiuva Foundation
Murlan Foundation
United Way - Thomas Jefferson Area

$10,000 to $49,999

BAMA Works
Charlottesville Area Community Foundation
Julie Christopher
Parkas Family Foundation
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This list does not reflect Capital Campaign Gifts.

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Though we strive to keep accurate records, we know that errors and omissions may occur. Please let us know if you find an error as we will be eager to correct our records.
In FY2019, ReadyKids impacted 9,152 kids, families and early learning educators. There’s no way we could reach this many kids without you! Thank you!
Kids are counting on you!