The question is not if we will weather this unknown, but how we will weather this unknown together.”

— Amanda Gorman, National Youth Poet Laureate
Dear Friend,

Thank you for being with us as we weathered the unknown of the pandemic. Thanks to the generosity of our community, the flexibility and commitment of our staff, and the extraordinary resilience of our participants, ReadyKids was able to provide counseling, family support, and early learning opportunities to over 7,000 kids, families, and childcare providers last year.

As we move ahead, we look forward to building a future where every child in our community has the opportunity to learn, connect, and heal. We are so proud of and grateful for your support as we build the foundation that will make that possible.

Thank you for investing in today’s Ready Kids and paving the way for tomorrow’s Ready Adults.

---

Jacqueline Bryant, LPC
ReadyKids Executive Director

Andrea Ayres
ReadyKids Board President

ReadyKids is a private non-profit agency.

www.readykidscville.org
Growing Minds provided training, coaching, and consultation to 393 early childhood educators to improve the quality of early childhood care and education.

ReadySteps engaged 147 kids and parents in weekly early learning playgroups in multiple neighborhoods around Charlottesville.

Early Education Specialist Belén shares her art during a virtual ReadySteps playgroup.
STAR Kids educators taught 168 preschoolers social/emotional and problem solving skills.

Family Coordination helped 33 parents support their children’s learning and create a linkage between preschool and home.

“All aspects of my life have been positively impacted by ReadyKids—my job, my family, my kids. They are in the neighborhoods really making a difference where people are.”

— Ashley Howard, Child Health Partnership

STAR Kids participant with homemade puppets.
Healthy Families provided 512 home visits. Family Support Workers visit families weekly during the critical early years to improve bonding, safety, and connection to vital resources.

REAL Dads supported and coached 16 dads to help build more secure relationships with their kids.

Healthy Families provided baby items at a drive-thru baby shower to celebrate new and expecting moms.
COUNSELING

Inside Out Counseling provided 250 children and guardians with counseling. Inside Out offers counseling to kids for as long as they need it to heal from trauma.

The Teen Counseling Program answered 165 hotline calls and provided short-term individual and family counseling to 116 teens.

Anya and Audrey organized a book drive that raised more than $1,200 and purchased 160 books.
Why is Equity a Part of ReadyKids’ Mission?

ReadyKids believes that every child has the right to grow up in a world that values their whole selves and offers every opportunity for health and wellbeing. Systemic racism causes a lack of opportunity that lasts for generations. Acknowledging and understanding racism is integral to our mission of getting kids ready for the future. It also supports our programming to be most effective.

Racism is trauma. As an organization focused on trauma-informed practices, we are invested in building an inclusive environment that recognizes the effects of trauma while also ensuring we more effectively engage with and elevate the voices of marginalized members of our community.

As a 100-year old organization, ReadyKids’ history is interwoven with the historic and systemic racism in our community. Our past continues to shape our organization and the people we serve today. As a result, we must actively participate in dismantling systems that preserve racism to ensure the best outcomes for our community’s kids, families, and early childhood educators.
In June 2020, we promised to...

- Partner with community members to elevate voices marginalized by race and other identity characteristics
- Create an equitable environment for staff, board, and participants by identifying and altering practices that ignore the experiences of marginalized people
- Educate staff and board on the history and effects of systemic racism and white supremacy

So far, we have...

- Hired a Community Engagement and Inclusion Strategist and an Internal Equity Analyst to evaluate our efforts, change our practices, advocate for the community, and guide decision-making
- Engaged equity consultants to help inform systemic and programmatic changes
- Implemented organizational and programmatic assessments that examine practices and lead to concrete action steps to improve cultural responsiveness
- Continued to engage staff in ongoing training and discussion on topics such as race, justice, and the effects of incarceration on children and families

We understand that this work is ongoing and we will not stop here. ReadyKids is invested in learning, evolving, and taking actionable steps to ensure a more equitable, just, and inclusive community.
In FY21, ReadyKids impacted 7,004 local kids, families, and early childhood educators.

- Caregivers were knowledgeable to promote the healthy development of kids in all areas: 100%
- Children were safe from abuse and neglect: 96.1%
- Young children were better prepared to begin school: 95.5%
- Teens and children were more socially and emotionally healthy and related well to others: 88.8%
- Parents and children experienced improved, positive family interactions: 84.3%
- Young children experienced improved quality of early care and education: 57.9%
**OUR FINANCIALS**

**Revenues Total**

$2,745,196 *

- Federal/State government grants $957,460
- Contracts/Fees for services $470,698
- Local government support $195,686
- Other (includes investments, refunds & interest) $69,957
- Private contributions $1,051,395

**Expenses Total**

$2,641,766*

- Direct services to clients $2,361,928
- Core Mission Support† $279,838
- Other (includes investments, refunds & interest) $69,957
- Private contributions $1,051,395

*End-of-Year Income and Expenses (July 1, 2020 - June 30, 2021).
† Core Mission Support includes fundraising and management expenses.
Unaudited numbers. Income & Expense statement does not include accrual items, e.g. depreciation expense.
Community members making a difference.

Gifts received to our annual campaign between July 1, 2020 – June 30, 2021.

ReadyKids recognizes our donors in alphabetical order instead of by dollar amount. Every gift, at any size, is meaningful to carry out the mission of ReadyKids and we are grateful for your dedication to provide opportunities for all kids in our community.

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Supporting KIDS every step of the way.

A PRIVATE NONPROFIT AGENCY

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