



CELEBRATE

VISION and COMMUNITY
DEDICATION and PARTNERSHIP
COLLABORATION and IMPACT

SUCCESS

BUSINESS PARTNERSHIP
for EARLY LEARNING

REPORT to the COMMUNITY 2010



“We’re proud to be an early investor in the Business Partnership for Early Learning. This innovative education project applies a strategy similar to our proven health care approach—we make it easy and convenient for families to get health information and then to receive the right care, at the right time, in the right place. BPEL has done the same thing for early learning. In both cases, the whole community benefits.”

SCOTT ARMSTRONG, President and CEO of Group Health Cooperative

EXPANSION: A MAJOR SUCCESS

United Way of King County is sustaining and expanding BPEL's success; thousands more low-income families with young children will be able to help their children be prepared for school success.

1,200 FAMILIES/YR

United Way plans to serve 1,200 families a year in Phase 2 of its expansion

500 FAMILIES/YR

United Way plans to serve 500 families a year in Phase 1 of its expansion

160 FAMILIES/YR

BPEL was serving 160 families a year



Six years ago, the Business Partnership for Early Learning (BPEL) decided to test whether a research-based home visiting program would be a game changer in closing the school preparedness gap of children living in low-income families who were not being reached by existing early learning programs. Today, I can confidently say that the Parent-Child Home Program has met that standard and that the community will earn a tenfold return on BPEL's investment.

The Parent-Child Home Program (PCHP) has produced what its founders told us it would: Engagement of low-income, isolated and ethnically diverse families with young children ages 2 and 3. Over a two-year period, during which time parents become masterful teachers for their children, the children's cognitive, social and emotional skills improve dramatically, which enables them to enter kindergarten as successfully as more advantaged children. Because BPEL carefully evaluated results annually, we now have solid evidence of the difference PCHP has made in the lives of 400 diverse families.

BPEL's success and the 45 years of research behind PCHP persuaded United Way of King County to select PCHP as its School Readiness strategy. United Way has launched a \$25 million campaign to expand PCHP to any low-income family in King County who meets program guidelines and wants the program. Response to the campaign has already been very positive, and I am delighted and appreciative that many of BPEL's original investors are stepping up once again to support the expansion of the program.

What's more, PCHP has had a positive impact on the policy discussions in Washington state. Policymakers, early learning leaders, other business leaders and school officials are taking note of this previously little-known home visiting program as they are constantly looking for ways to improve the school and life trajectories of children of color, children of immigrant and refugee families, and children from families with low incomes. These leaders are increasingly aware that formal, institutional programs cannot reach a large percent of young children, and that we must enlist and support parents, children's first teachers, to be active in the early cognitive, social and emotional development of their children. Unless we do, school failure and dropout rates will remain high, and we will be unable to produce a local skilled and creative workforce to keep Washington strong in the global economy.

It has been my privilege to serve as chairman of BPEL the last four years. I am excited to support United Way's PCHP campaign and to continue to advocate that PCHP needs to become an integral and widespread part of Washington state's early learning strategy.

JOHN W. STANTON, chairman, Business Partnership for Early Learning

A bold **VISION** addresses an urgent need

Sov Ung and Yim Sam Ung are Cambodian immigrants. They have a limited grasp of English. They live on a hard-earned income barely sufficient to cover rent and groceries. They lack access to reliable transportation. More importantly, they are proud and loving parents. Today, their 2-year-old daughter, Tina, is holding a book for the first time. And her life is about to change.

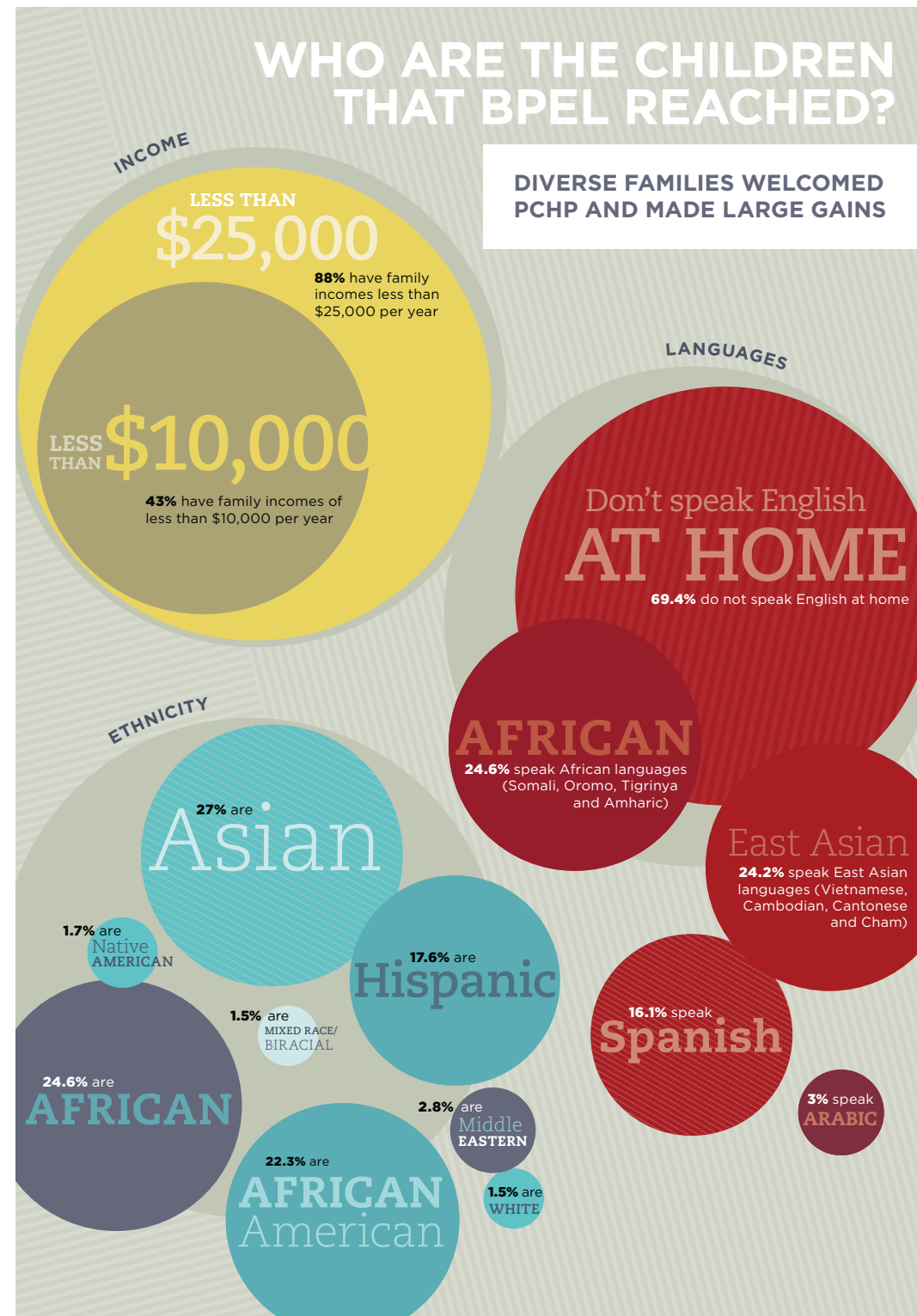
Thousands of families in King County share a similar story—many of them living in poverty and facing multiple challenges in their lives. They take care of their young children at home, and have been largely invisible and overlooked by school readiness efforts, which focus on child care centers and preschools. As a result, children like Tina arrive at kindergarten up to two years behind their peers in language and learning skills. They enter school at such a disadvantage that catching up is difficult and their chances for success are slim.

Six years ago, a group of King County business leaders and innovators decided to step up and test a new approach to closing this preparedness gap. We had become increasingly dismayed that students were not prepared for our knowledge-based economy nor to become our future leaders. Based on our growing understanding of brain development, we realized that the foundation of traits needed in the future workforce and to lead our communities had to be developed at a very young age. We were committed to finding ways to create that foundation for Tina Ung and for other children least likely to be ready for kindergarten.

Blending business savvy with a passion for a strong community, we created the Business Partnership for Early Learning to fund and implement an innovative five-year early learning strategy. We saw this as an opportunity to overcome intergenerational poverty and the unconscionable achievement gap in our schools by stopping it before it ever gets started.

We launched a demonstration project that forever changed the lives of 400 Seattle families, including the Ungs. We drew on research and data. We sent trained home visitors to go where the families already are—in their homes. We got parents excited about helping their toddlers learn. We forged partnerships. We strengthened communities. We influenced policy changes. We achieved results.

That's a lot to celebrate.





Innovative leaders and a unique **PARTNERSHIP**

We chose to focus on the children least likely to be prepared for school and whose families are considered the hardest to identify and engage. Many said these families couldn't be reached or would not participate. We committed to finding them. We offered them an approach that research showed would be effective and welcomed.

How did we do it? We engaged a bipartisan group of 20 of King County's most prominent and caring business and community leaders with a concrete proposal, whereby they could invest in a project that had compelling promise to address a serious workplace and community issue. We engaged Nancy Ashley, of the Seattle consulting firm Heliotrope, to serve as project coordinator.

Over the past five years, BPEL funded two local community agencies, Atlantic Street Center and Neighborhood House, to find and serve families with 2- and 3-year-olds who were not enrolled in institutional early learning programs. The City of Seattle's Families and Education Levy funded the same home visiting program at Southwest Youth & Family Services. The primary strategy funded by BPEL—the Parent-Child Home Program (PCHP)—provided parents and primary caregivers tools and encouragement that allowed them to enrich their children's cognitive, intellectual and social development.

We continually reviewed progress to see if the program was working as hoped. As overwhelmingly positive results rolled in, we began building a case for continued funding and expansion of the Parent-Child Home Program throughout Washington state. We engaged Organizational Research Services, an independent third-party evaluator, to conduct a rigorous process and outcome evaluation, the results of which began to attract attention.

"I never read a book to my son. I never played or talked to him. Before, I never went and learned about the school of my children."

PCHP PARENT

Demani reading with his mother.
Photo © Gregg Snodgrass 2010

Engaged parents boost school **SUCCESS**

The Parent-Child Home Program has been the cornerstone of BPEL's demonstration project. A key ingredient in PCHP's success is the premise that education and support are equally important for parents and children.

PCHP is deceptively simple. Neighbors from the community are recruited and trained to be home visitors. They bring gifts of books and educational toys to families right in their homes. While the home visitors are professionals, they are also known and trusted in the community—they speak the same languages as the families and understand cultural nuances. Twice a week, the home visitors model for the parents how to read and play with their children. Children and parents continue to learn together between visits.

The results are transformative. Before long, parents become the leaders in their children's education. Interaction, engagement and encouragement become the norm as families begin to recognize the importance of spending time together, asking questions, talking to their children and turning off the TV. More than 85 percent of families complete the two-year program.

Home visitors also serve as a link to outside resources for challenges the families are facing. At the end of the two-year program, home visitors assist families in enrolling the children in Head Start or other preschool programs so they can gain additional skills as they approach kindergarten.

Success in teaching their children motivates parents to spend more time talking, reading and playing with them for the duration of their school years. Evidence demonstrates that children who participate in PCHP consistently fare better on kindergarten readiness measures and score significantly above other low-income children on standardized reading and math tests in school. These gains hold through high school graduation—children like Tina Ung whose parents complete PCHP have been shown to have graduation rates similar to those of middle-class families.

"I know what toys are good for them. I buy puzzles and toys that are more 'open' to use his imagination."

PCHP PARENT

Oceanna and Oceanae with their mother at Atlantic Street Center.
Photo © Gregg Snodgrass 2010



Years of **MILESTONES** and momentum

“On the outside the program looks so simple: You go into a home two times a week for 30 minutes each. But when you leave, that child has a book and he goes to his dad and says ‘read this to me.’ He has a toy and he wants to interact with his parents and siblings. It’s so simple in some ways but it’s really so profound.”

ANNIE SOUSTEK, PCHP Coordinator

2003



Greater Seattle Chamber of Commerce devotes portion of annual Leadership meeting to early learning

IMPACT — Catches the attention of local business leaders, paving the way for BPEL

Photo © The Parent-Child Home Program 2010

2004

Key business leaders explore an early learning investment through stakeholder input, data analysis and program research

IMPACT — Strategy, focus population and budget developed

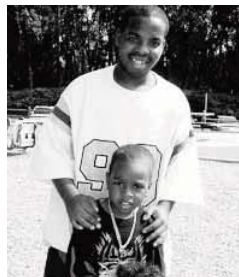
2005

FIVE-YEAR DEMONSTRATION PROJECT

Business Partnership for Early Learning announces \$4M five-year demonstration project; Mike McGavick serves as initial chairman

IMPACT — Fundraising begins; community providers selected

2006



Atlantic Street Center, Neighborhood House and Southwest Youth & Family Services begin to deliver PCHP

IMPACT — Providers hire staff matching language of families; recruit and provide first year of services

2006

John Stanton steps in as BPEL chairman

IMPACT — Smooth leadership transition accomplished; increased attention on rigorous evaluation

2008

First cohort of PCHP families graduates with strong gains by both parents and children

IMPACT — Retention rate is 80%; parents express high satisfaction and serve as recruiters



2009

\$4M

BPEL tops \$4M fundraising goal

IMPACT — Funding to ensure full completion of project

2010

BPEL issues comprehensive evaluation report demonstrating success on all goals of demonstration project

IMPACT — BPEL success encourages investors to join United Way campaign

2010



United Way of King County

United Way of King County launches \$25M initiative to offer PCHP to every family in King County who qualifies and would like to participate

IMPACT — Substantial media coverage and increased awareness of PCHP

An inspired program enlivens **COMMUNITIES**

PCHP's impact rippled through communities.

As parents connected and had fun with younger children over books and toys, they also became more involved in the education of their older children—participating in school meetings, reading and playing together as a family, and understanding the importance of helping children with homework.

Fathers became more active in their children's education—toys gave them fun ways to interact and to become engaged through play and creativity.

Families started using more community resources, including libraries, playgrounds, the children's museum and speech therapy.

Participants in PCHP helped trigger community change, injecting confidence and pride into communities. Parents who participated in PCHP became enthusiastic about the importance of school readiness. They quickly grasped the reality that children without access to preschool or Head Start programs begin school behind their peers, unless learning is encouraged in the home. They spread the word among their neighbors, friends and extended family, many of whom asked to participate in PCHP.

THE RESULTS ARE REMARKABLE. Trust and retention made all the difference.

PARENTS CHANGED.

Percentage of parents scoring "MOST OF THE TIME" or "ALWAYS" in behavior assessment during the two years of PCHP.

only **9%**

At baseline evaluation, only **9%** met the standard

Behaviors assessed in parents include **conversational and listening skills**, the ability to **verbalize approval and expectations**, **responsiveness**, the ability to **give direction and encouragement**, and other positive parenting behaviors.

29%

After first year, **29%** met the standard

97%

After second year, **97%** met the standard

CHILDREN LEARNED.

Percentage of children scoring "MOST OF THE TIME" or "ALWAYS" in behavior assessment during the two years of PCHP.

only **4%**

At baseline evaluation, only **4%** met the standard

Behaviors assessed in children include **attentiveness**, **concentration**, ability to **follow rules**, and the ability to **share and initiate interaction**, **participation and cooperation**.

14%

After first year, **14%** met the standard

92%

After second year, **92%** met the standard



Agility and experimentation have **IMPACT**

From the start, we believed business leadership could influence the success of these programs, and ultimately the development of children, in unique ways. We employed many of the hallmarks of the business mindset to help drive the partnership—agility, experimentation and determination. We assembled a group of sophisticated team members who had key connections in both the public and private sectors, enabling us to raise both awareness of the need and the necessary funds to make the program a success.

We had three goals. First, we wanted this demonstration project to be about the success of hard-to-reach children with hard-to-meet needs. Second, we wanted to shine a light on how many kids were not enrolled in formal early learning programs. Third, we wanted to affect policy—to secure funding to expand PCHP and other research-based home visiting models and to encourage early learning policy that eliminates the school achievement gap.

We exceeded all our goals. Through meetings with and presentations to legislators, significant media placements, and dozens of conversations with community leaders, BPEL has shifted perceptions about what is needed and what is possible to ensure that every child has a fair shot at success when entering school. BPEL has been a critical partner in increasing state funding for research-based home visiting programs despite very tough economic times; preparing Washington state to effectively participate in the early shaping of guidelines for new federal funding for home visiting programs; and implementing a public-private matching fund in the state for research-based home visiting programs.

“Now I know I have to read to my child. I will play with my child. I wish I would have had this program for my older kids.”

PCHP PARENT

PCHP child with her mother at Atlantic Street Center.
Photo © Gregg Snodgrass 2010

EXPANSION and evaluation as we celebrate the future

Fueled by its commitment to school readiness and the exciting results of PCHP in the BPEL project, United Way of King County has launched a \$25 million campaign to expand PCHP to offer the program to every family in need in King County who wants it, ensuring that all kids have an equal chance to succeed in school, in the workforce, and ultimately, in life. Details can be found at unitedwayofkingcounty.org. BPEL investors have generously contributed to that campaign and several are assisting in fundraising.

United Way will continue the rigorous measurement of the program's effectiveness—which will ensure continued success in funding and policy. In addition, United Way will follow the children who attended PCHP during the BPEL demonstration project as they enter Seattle Public Schools to determine how they are doing compared to peers. Initial results from that longitudinal evaluation will be available by 2013.

"He's so excited about school that he cries on Fridays when his Head Start class is not in session."

SAMUEL'S MOTHER,
a PCHP Parent

Samuel, a graduate from Neighborhood House PCHP, with his Head Start teacher. Photo © Gregg Snodgrass 2010



THANK YOU TO OUR GENEROUS INVESTORS OVER THE YEARS.

BILL & MELINDA GATES FOUNDATION
gatesfoundation.org

THE BOEING COMPANY
boeing.com

SAFECO
safeco.com

JOHN STANTON AND THERESA GILLESPIE

GROUP HEALTH COOPERATIVE
ghc.org

THE SEATTLE FOUNDATION
seattlefoundation.org

UNITED WAY OF KING COUNTY
unitedwayofkingcounty.org

REGENCE BLUESHIELD
regence.com

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bankofamerica.com

WASHINGTON MUTUAL MIKE MCGAVICK

LESTER M. SMITH FOUNDATION

FIRST CHOICE HEALTH
fchn.com

SOCIAL VENTURE PARTNERS
svpseattle.org

WEYERHAEUSER COMPANY FOUNDATION
weyerhaeuser.com

STUART ROLFE

LIBERTY MEDIA CORPORATION
libertymedia.com

QWEST FOUNDATION
qwest.com

THE TABOR 100
tabor100.org

ICOS

KEY FOUNDATION
key.com

REGIS FAMILY COMMUNITY FUND

PUGH CAPITAL MANAGEMENT
pughcapital.com

GREATER SEATTLE CHAMBER OF COMMERCE
seattlechamber.com

BOB AND JUANITA WATT

VERVERKA FAMILY FOUNDATION

SPECIAL THANKS TO The Seattle Foundation, the BPEL Work Group and Evaluation Committee, Organizational Research Services, City of Seattle, the Council for Children & Families, National Center of the Parent-Child Home, Inc., Pyramid Communications, The Fearey Group, Child Care Resources, Seattle Public Schools, and the White Center Community Development Association.

Multiservice **PROVIDERS** respond to family needs

All three agencies providing PCHP in Seattle have hired and retained strong coordinators and dedicated home visitors. The trust developed between the home visitors and the families they serve, and the array of services provided by each agency, have helped coordinators to respond to additional needs of PCHP families such as health care, food, developmental screenings and job training.

Atlantic Street Center is a private, nonprofit organization founded in Seattle more than 100 years ago. Each year, Atlantic Street Center provides academic assistance, early literacy, parent education and support, leadership development, and mental health counseling to approximately 3,000 multiethnic, low-income families. Through its child and youth development activities and family support programs, the agency aims to build skills, strengthen families and promote self improvement.

Neighborhood House, from its earliest beginnings serving Jewish immigrants in the 1900s to its work today with people from numerous countries and cultures, has helped generations of families fulfill the promise of America—an education for their children, self sufficiency for their families and a meaningful place in a caring community. The caseworkers, teachers, volunteers and tutors (many of whom are bilingual) work in neighborhoods across King County. In addition to PCHP, Neighborhood House provides tutoring, citizenship classes, Head Start and Early Head Start programs, job training, case management, community health programs and transportation to more than 11,000 low-income people each year.

Southwest Youth & Family Services has been providing services in the West Seattle area since 1979. It is a private, nonprofit organization. It provides services in three main areas: Individual, family and group counseling for youth and families; education through high school re-entry services and GED preparation for teen parents; and family support including parenting education and support, assistance in accessing community resources for immigrant and refugee families, and English as a Second Language classes. Southwest Youth & Family Services served 1,420 people in 2009.

0.5% ADMIN/EVENTS \$21,086

FINANCIAL SUMMARY

TOTAL EXPENDITURES 2005-2010
(allocation shown at right)
\$4,013,250

TOTAL REVENUE 2005-2010
(contributions, grants, dividends and interest) \$4,013,250

72.6%

PARENT-CHILD HOME PROGRAM AND PLAY & LEARN GROUPS
\$2,914,600

3.3% COMMUNICATIONS
\$132,158

5.0% CONTRIBUTION TO UNITED WAY PCHP CAMPAIGN \$200,000

8.1% EVALUATION
\$325,427

10.4% STAFFING
\$419,375



“I feel really grateful to help my child and my ability is so strong because of this program. I changed myself and I can help my child be ready for school.”

PCHP PARENT

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For INFO on PCHP:

Nancy Ashley
PCHP REGIONAL
COORDINATOR
Heliotrope
(206) 526-5671
nancyashley@
heliotropeseattle.com

**If you are
interested in
investing in
PCHP expansion,
contact:**

MARSHA HEATON
United Way King County
mheaton@uwkc.org
(206) 461-8367

For the 2005-2010 overall evaluation report prepared for BPEL, annual reports for BPEL, and information about United Way of King County's PCHP campaign, visit unitedwayofkingcounty.org.