



2019 ANNUAL REPORT

WHAT'S BETTER THAN SERVING ONE GENERATION?

SERVING TWO











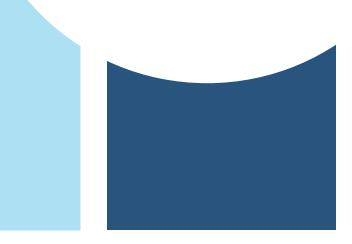






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Stephen J. Niven

Board President

LETTER FROM THE BOARD PRESIDENT

It is my pleasure to share with you the Bright Beginnings 2019 Annual Report!

On October 1st, 2019, my two-year term as President of the Board of Directors of BBI came to an end. It has been an exciting, challenging and rewarding time for me personally, our dedicated staff, my fellow Directors, and our wonderful donors.

Our organization continues to operate with a sound infrastructure which has played a crucial role in enabling us to expand our reach in the homeless community with the opening of our 4th Street Center in 2018 to go along with the existent services provided by our MLK Center. The transition to a dual location environment necessitated an organizational restructure which I am happy to report, in its first full year of operation, proved instrumental to our achieving the financial and program related goals we set out to achieve in FY 2019.

BBI has established for itself a very challenging value proposition which I believe is articulated best in the organization's Vision Statement, "Our leadership and programming will restore and revitalize the quality of life for every child and family experiencing homelessness in Washington, DC." This is not only an aspirational and worthy goal but also defines the value of the

contributions made daily by our staff for the betterment of our community.

I leave my position of President with a great deal of hope for the future. We have the right team serving our families, we have a Board of Directors dedicated to supporting the efforts of that team, and we have a base of loyal donors who have stood by us in difficult times and can be depended on to be there as we move forward.

It has been a singular honor to serve as President and I want to thank our Board for the confidence they placed in me when I was asked to take on the responsibility in 2017.

Sincerely,

Stephen J. Niven Jr.

Fmr. President, BBI Board of Directors

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Dr. Marla M. Dean

Executive Director

Hello Friends of Bright Beginnings, Inc.,

It is my pleasure to present to you our 2019 Annual Report. This was truly an amazing year for us as we settled into our new home in the Ward 8 community of Congress Heights. Bright Beginnings has continued to grow as a learning and data-driven institution for children and families experiencing housing instability here in our nation's capital.

Sadly, just as we were drafting this report, COVID-19 reached the shores of the United States causing us to have to physically close our doors. Now, with the pandemic severely

LETTER FROM THE EXECUTIVE DIRECTOR

impacting the children and families we serve due to historic disparities in health outcomes, we had to shift our focus to how we can continue to support families experiencing homelessness in an environment of social distancing and stayathome orders. While the initial reaction may have been to think of this as the worst of times, we came together as an organization to launch Project #BrighterTogether.

#BrighterTogether is a project that moved all that we do as an organization to a digital platform or a virtual space. Our Home Visitors immediately moved from in person visits to visits via teleconferencing technologies and are continuing to operate remotely. Our Family Advocates ensure that each family receives this weekly contact from Bright Beginnings to ascertain their needs and determine how to meet them. At the beginning of COVID-19, our therapeutic team immediately assembled resources for our families. They organized into communities of practice to provide meditation. mindfulness, yoga, group and individual counseling sessions, and other therapeutic practices to ensure our families are able to cope with the new set of pressures that COVID-19 has brought us. Our health services team continues to ensure that families receive groceries, infant formula and milk, diapers and wipes to support their daily needs. Our fatherhood and workforce development programs continue to support fathers with emergency financial assistance and support coping with the types of pressures fathers feel when they cannot provide for their

children and families. These proactive measures help mitigate the incidence of both child and domestic abuse.

Bright Beginnings has also continued the Parent Intern Program which helps parents develop employability skills and pays them a week's wage, providing needed income to parents for their children. Lastly, each Bright Beginnings family received a classroom in a box: a bookbag full of learning resources, materials, and activities and a device to connect to Bright Beginnings' digital learning platform. This ensures that learning routines can continue with an array of Bright Beginnings videos that captures story time, circle time, learning time, and other developmentally appropriate and culturally sensitive resources for our children and families. Bright Beginnings continues to innovate, whether it is the use of the Language Environment Analysis (LENA) devices and our closing the vocabulary gap, the implementation of our two-generation approach and the development of our Self-Sufficiency Matrix and data dashboard, or the launching of #BrighterTogether and our digital resources for both children and their families.

With many thanks for your support,

Dr. Marla M. Dean Executive Director



MISSION AND VISION

Mission

Bright Beginnings, Inc. (BBI) is dedicated to meeting the immediate needs of children and families experiencing homelessness by:

- Providing children with a safe, nurturing educational environment;
- Preparing children to enter kindergarten ready to learn; and
- Supporting parents in stabilizing their home lives and becoming self-sufficient.

Vision

Bright Beginnings seeks to restore and revitalize the quality of life for every child and family experiencing homelessness in Washington, D.C. The children we serve enter kindergarten ready to learn and succeed, and our program serves as a model for other communities in need.

Bright Beginnings is accredited by the National Association for the Education of Young Children (NAEYC)—a distinction earned by only 8% of early childhood education centers nationally, and the gold standard for early childhood education programs across the country. Bright Beginnings is also rated at the Gold Star (highest) level by the Office of the State Superintendent of Education (OSSE) for providing exemplary early learning

programming that ensures preschoolers who are impacted by home instability are just as prepared to enter kindergarten as any other child.

OUR HISTORY

Bright Beginnings was established in 1990 by the Junior League of Washington to provide quality childcare to families experiencing homelessness in Washington, D.C.

For over 29 years, Bright Beginnings has helped thousands of children experiencing homelessness by providing them and their families with quality care and support during times of hardship and transition.

In 2014, Bright Beginnings pioneered one of the first home-based programs in the country with the sole focus of supporting families impacted by the trauma of homelessness. Through programs such as this, Bright Beginnings staff have provided hundreds of Washingtonians living in shelters and transitional housing with important high-quality family and educational support.

In 2018 BBI opened a new 19,000 square foot state of the art Child and Family Learning Center located at 3418 4th Street, SE.





OUR DISPOSITIONS

Bright Beginnings believes that we can best achieve success by being intentional and thoughtful in our programming. Our three dispositions remain at the forefront of every aspect of our planning and programming, and serve as a guiding light as we work to create thriving organizational processes and structures:

Using A Whole-Child Approach

Bright Beginnings uses a whole-child, personalized approach to learning. The Association for Supervision and Curriculum Development (ASCD) defines a whole-child approach as an effort to transition from a focus on narrowly defined academic achievement to one that promotes the long-term development and success of all children. This approach requires educators, families, community members, and policymakers to move from a vision of simply educating a child to one that includes sustainable, collaborative action.

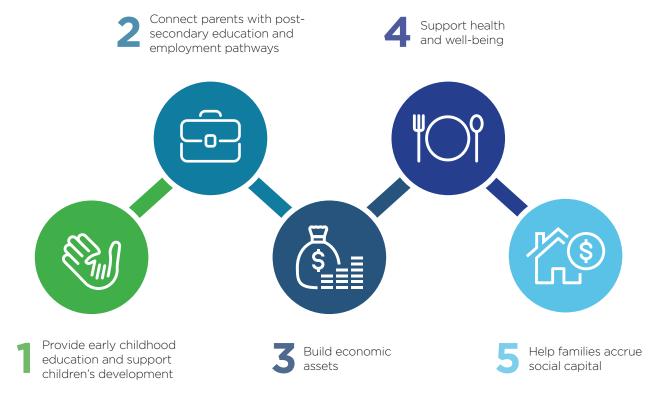
Being A Learning Organization

As an evidence-based, data-driven organization, Bright Beginnings is committed to continuous learning, evaluation, and improvement, which is why we not only engage in a process of Prepare-Inquiry-Act, but we also practice the ACE Habits of Mind. The ACE Habits of Mind are a shared commitment to action, assessment, and adjustment; intentional collaboration; and a relentless focus on evidence.

Being Data-Driven, Evidenced-Based

Bright Beginnings recognized that in order to truly fine-tune our work, we required more robust data systems to help us understand which programming is effective and which is not. We partnered with Innovare Social Innovation Partners to create and implement a comprehensive data dashboard. The information collected will enable staff to more rapidly identify and respond much sooner when a child's, or parent's, progress is impeded or slowing.





Two-Generation Approach

Bright Beginnings works with families in five key areas to support them in transitioning from crisis to self-sufficiency. In addition to our early childhood education programming, we also provide a robust Workforce Development Program, Health and Wellness Program, Therapeutic Services Program, and other wraparound family services that support children and parents in transitioning from crisis to self-sufficiency.

What's better than serving one generation?

SERVING TWO

The two-generation approach has also helped people such as Shania Walker. Walker joined the Bright Beginnings staff in 2018, working over 40 hours each week as a substitute teacher amongst other roles within the school. While her two-year-old has spent time at the school, Walker is there as well working throughout the school in any area she can. Walker has gained her Child Development Associate certification and hopes to not only start college, but to also open up her own school one day.

TWO-GENERATION APPROACH

Provide Early Childhood Education and support children's development.

Bright Beginnings provided year-round Early Head Start and Head Start education to roughly **366 children** at no cost to their parents. Based on the average cost of childcare in our city, this is an estimated savings to our parents of nearly **\$9 million**.

Connect parents with post-secondary education and employment pathways.

26 BBI Parents enrolled in adult education vocational or certification programs.

20 BBI Parents acquired part time employment.

19 BBI Parents acquired full time jobs on their journey to self-sufficiency.

Build economic assets.

By providing roughly **50** parents with an opportunity to increase their annual household income to an average of \$35,000, BBI has added roughly **\$1.75** million in revenue to our city's economy.

Self-Sufficiency Matrix Dashboard

Bright Beginnings designed and implemented the **Self-Sufficiency Matrix (SSM)** and data dashboard, both of which allow us to track the progress of individual children and their families; provide the best

interventions; and mitigate any regression in 17 key domains. The matrix scores our families in four key areas: Crisis, Vulnerable, Stable, and Self-sufficient. To minimize attrition rates in our program, we use the SSM to assess our families and how they utilize our programming to move from Crisis to Self-sufficient. As parents progress from one cohort to another, Bright Beginnings' support addresses additional areas of the participant's life.

The Self-Sufficiency Matrix (SSM) is a tracking program that Bright Beginnings uses to take a two-generational approach towards serving families. The matrix is comprised of seventeen different categories that are listed along four major groups: Crisis, Vulnerable, Stable, and

Self-Sufficient, Antoine Robinson and Shania Walker are two parents from this program who are now employed by Bright Beginnings and who continue to succeed in their employment.

BRIGHT BEGINNINGS' SELF-SUFFICIENCY MATRIX TRACKS THE FOLLOWING INDICATORS:

A family's assessment score in the designated colored domain areas determines if they meet self-sufficiency criteria for one of four cohorts that designate a level of family functioning.

As parents progress from one cohort to another. BBI supports address additional areas of functioning.

ENHANCING/ADVOCATING FOR

Employment Stability | Physical Health Support System | Transportation

DEVELOPING

Career Resiliency | Education | Life Skills

IMPROVING ACCESS TO

Services | Legal Services | Parenting Skills | Substance Abuse Resources

IMPROVING THE CONDITIONS OF

Housing | Income | Safety | Childcare | Food Access | Mental Health These critical domain areas (Power Domains) are continuously assessed

DOMAINS





EARLY LEARNING

LENA Data

In 2018, we officially rolled out our LENA (Language Environment Analysis) language tracker project! Bright Beginnings is collaborating with Education Leaders of Color (EdLoC) to address the language acquisition disparity that exists between low-income children and their more resourced peers. Bright Beginnings utilizes LENA data collection devices to track how many words children are exposed to. and analyzes language usage and vocal interactions between children and their parents and teachers. The results inform how parents, caregivers, and teachers personalize interventions for students and families in order to make sure each child is receiving targeted support.

Pre-K Spanish Exposure

In the 2018-19 school year, Bright Beginnings added Spanish language exposure to our center-based program curriculum by hiring new bilingual educators to our classrooms.

Art, Music & Dance

In the 2018-19 school year, Bright Beginnings added music and dance to our center-based program curriculum by hiring new instructors with a focus on art, music, and education for early learners.



OUR IMPACT

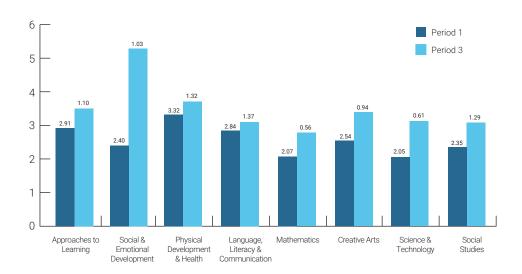
Bright Beginnings actively works to be the foundation of education for children throughout the area. As seen below, our organization works to ensure that all families have the opportunity for early childhood education. Bright Beginnings uses the Child Observation Record (COR) to assess children's developmental progress.

Cycle 1 through Cycle 3 Child Outcomes data show Head Start and Early Head Start children were on par with their peers and performed within the developmental range of performance (0-3 Infants and Toddlers; 2-5 Preschool; 4-7 Kindergarten). The School Readiness measure shows how many pre-kindergarten students are prepared to enter kindergarten. Out of the 16 students enrolled in the Head Start program, seven students were enrolled from the beginning to the end of the school year. 100% of the students that were enrolled the entire school year were prepared for kindergarten.



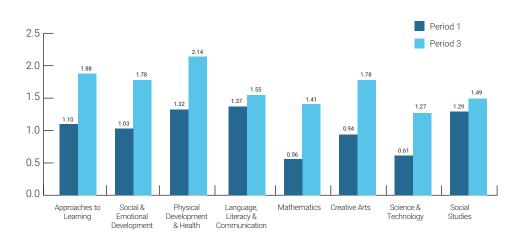
EARLY HEAD START COR ADVANTAGE CHILD OUTCOMES

School Year 2017 - 2018 | Ages 6 Weeks - 3 Years Old



HEAD START COR ADVANTAGE CHILD OUTCOMES

School Year 2017 - 2018 | Ages 3 - 5 Years Old



OUTCOMES



14,000+

Meals provided during the 2018-19 School Year



366

Number of kids served



63%

Dental



83%

Medical



100%

Eligible Children Served



25%

of children with developmental delays



100%

Children that made progress on school readiness goals



FEATURED PROGRAMMING

Home Visiting

The Home-Based Program offers Early Head Start services to children and their families in their home environments. The Home Visiting Program gives pregnant women and families necessary resources and skills to raise children who are physically, socially, and emotionally healthy and ready to learn. Home Visitors meet with parents and children in the family's home environment for a 90-minute visit during which parents are coached on strategies to be the child's "first teacher." Home Visitors screen and assess the child, while also providing family support services, including connecting families with workforce development, health,

mental health, and disability services and collaborating with case managers and other family service providers.

Fatherhood Initiative

Bright Beginnings launched its new Fatherhood Initiative in October 2018. This initiative began with only 15 fathers and has now grown into a weekly program that engages 65 Bright Beginnings dads. This program offers fathers information and tools related to parenting young children, and follows the Effective Black Parenting Curriculum, created specifically for parents of Black/African-American children that teaches culturally specific parenting strategies. Fathers are supported by Bright Beginnings' multi-disciplinary support teams, which include a Teacher/Home Visitor. Family Advocate, Therapeutic Specialist (as needed), and Workforce Development Specialist. Fathers report that their increased time at Bright Beginnings has enhanced their personal and parental development.

Parent Intern Program

With our two-generation approach towards education, we also offer the Parent Intern Program. This is an opportunity we offer to the parents of students to be paid on a regular basis and build on established skills. This year, 10 parents participated in the program.





HOME VISITS

- Home Visiting currently uses Parents
 As Teachers (PAT) and Partners for a
 Healthy Baby (PFHB) curricula.
- The Home-Based Program is based on the knowledge that infants and toddlers are more likely to thrive in all domains when relationships are positive and nurturing.
- Home Visitors encourage parents to develop nurturing, close relationships with their young children by modeling positive behaviors.



64
Total families served



630
Total hours completed



420Total visits completed

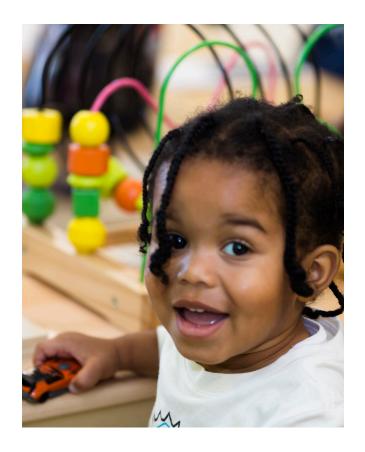


Socialization
Activities Provided

Antoine Robinson is a single father who began in the preschool as a general custodian. He is proud to be working near his son and knows that his child understands that he is working, "Even though he is only three, I know that he understands I am working. He sees me in the building. I am always here." Since being employed, Robinson has been promoted to the head of maintenance for the building that houses the infant and toddler program.







Case Study

Evans & Chambers Technology (EC), a Washington, D.C.-based information technology firm founded in 2003, develops software for government and commercial enterprises. Because the firm is located in what the U.S. Small Business Administration has designated a "HUBZone," it has a unique opportunity to ensure that at least 35% of their employees live in the "HUBZone." EC used this opportunity to employ Bright Beginnings parents as interns. For 10 hours a week, parents are paid at \$14.00 per hour, D.C.'s current minimum wage, to perform administrative duties, conduct research, assist with health services, and complete other tasks at one of BBI's two learning centers. Parents also have the option of pursuing Child Development Associate National Credentialing Program requirements or other professional certifications. Five mothers and three fathers are currently

enrolled in the Technology and Community Connecting Hands (TAACH) program. One father commented that the TAACH provides him with the invaluable opportunity to create a stronger relationship with his two young sons while expanding his professional abilities.

The EC team now knows philanthropy is not simply a financial donation, but rather a means for impactful change. The TAACH internship has no end date – meaning parents with unpredictable schedules can continue to participate in the program until they are more self-sufficient. EC is also in talks with other information technology firms to adopt this internship model. For the BBI community and the staff at EC, there is no provision that can stop them from building a stronger future for children and their parents. Providing a brighter beginning is the best measure of success.





CHAMPIONS FOR CHILDREN 2019

Champions for Children, Bright Beginnings' annual award ceremony and reception, is a time when we honor and celebrate those who have strengthened our community and partnered with us in our relentless pursuit to break the cycle of intergenerational poverty.

















OUR PARTNERS



ASCEND Network



Junior League of Washington



John Wall & the John Wall Family Foundation



Monumental Sports and Entertainment Foundation



LINK Strategic Partners



Evans & Chambers Technology



Washington Area Women's Foundation



St. Alban's Episcopal Church



PNC Bank



An Exelon Company

Pepco/Exelon



EdLoc



DC Diaper Bank



Bainum Family Foundation



Kiwanis Club of Washington



Alfred Street Baptist Church



Metropolitan Group



Events DC



Under 3 DC Coalition



Alpha Kappa Alpha



Delta Sigma Theta



Head Start

THANK YOU TO OUR SUPPORTERS!

CAPITAL CAMPAIGN DONATIONS AND PLEDGES

A. James and Alice B. Clark Foundation | \$500,000

David and Leighan Rinker Family Foundation | \$100,000

Fowler Memorial Foundation | \$80,000

DONOR LIST

\$20,000+

United Way of the NCA
World Bank Community Connections Fund
Paypal Charitable Giving Fund

\$10,000-\$19,999

Keith Boniface

Susan and Stephen Brobeck

Friends of Choice in Urban Schools

Elizabeth Ann Hylton

\$5,000-\$9,999

Sally Wells

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GIFTS UNDER \$5000

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Linda Schakel

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DONOR LIST

\$100,000+

A. & M. Stewart Trust

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\$50,000-\$99,999

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World Bank Community Connections Fund

\$10,000-\$19,999

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Mayor's Office on African American Affairs

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Sally Wells

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The Benevity Community Impact Fund

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\$3,000-\$4,999

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FINANCIAL REPORT - YEAR ENDED SEPT 30, 2019

	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Support			
Federal government grants	-	4,707,514	4,707,514
DC government contracts	-	1,042,650	1,042,650
Contributions and support	1,263,382	1,383,736	2,647,118
Donated services and supplies	103,988	-	103,988
Special events	43,327	-	43,327
Other income	149,742	-	149,742
Net assets released from restrictions	6,914,776	(6,914,776)	-
Total revenue and support	8,475,215	219,124	8,694,339
Expenses			
Program Services			
Education	3,299,222	-	3,299,222
Family Services	773,169	-	773,169
Health and Safety	700,389	-	700,389
Home-based Services	447,992	-	447,992
Workforce Development	387,793	-	387,793
Other Programs	1,000,859	-	1,000,859
Total Program Services	6,609,424	-	6,609,424
Management and General	1,343,787	-	1,343,787
Development	460,923	-	460,923
Total Expenses	8,414,134	-	8,414,134
Change in Net Assets from Operations	61,081	219,124	280,205
Non-Operating Activity			
Loss on Disposal of Fixed Assets	(2,607)	-	(2,607)
Change in Net Assets	58,474	219,124	277,598
Net Assets, Beginning of Year	7,233,323	736,956	7,970,279
Net Assets, End of Year	7,291,797	956,080	8,247,877





Thank you to the Junior League of Washington for hosting our 5k!









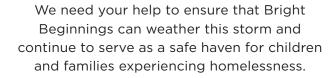








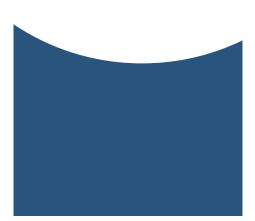
DONATE



Although COVID-19 has had a profound impact on the way Bright Beginnings operates, we have not stopped our critical work. While our physical centers are closed, we continue to provide innovative learning opportunities for our children and virtually support our families every day. We are exploring safe reopening practices, and your gift makes a difference in our success.













Sunny Starts, Where Children Grow & Families Thrive

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