



8129 Packard Ave., Warren, MI 48089 (586) 759-3895
www.leapsnbounds.org

FY 2020 ANNUAL PROGRAM REPORT OCTOBER THROUGH SEPTEMBER
October 2019-September 2020
Federal ID # 38-2854143

MISSION

To creatively and collaboratively address the economic, educational, social and community needs of at-risk children and families.

PROGRAMS

In mid-March, due to the Coronavirus Pandemic, all in person, onsite programs were cancelled. Staff immediately and professionally pivoted to providing virtual services using Zoom, Google Classroom, Doxy, FaceTime and telephone calls. These services to families and childcare providers continued throughout the fiscal year without interruption while maintaining high quality service delivery.

PARENT AND FAMILY SERVICES

Services include parent education seminars, early learning activities, home visiting, case management and referral and advocacy services. Services are provided throughout Wayne and Macomb counties

All parents received support, recommendations and assistance in identifying other programs to meet their children's developmental, health, social emotional and childcare needs. Resources and materials for families include: new children's books, emergency cloth, food and diapers, winter hats and gloves, learning materials and Amazon Tablets. Services are designed to assist parents as their child's first teacher and to provide support and resources to families during stressful times.

- ✚ 21 parent/child interactive learning groups were provided to 190 adults and their children. These groups focused on early math and reading skills, playful literacy, family assets and parent/child together time. Groups were held at Dickinson East Elementary in Hamtramck in October through March. Beginning in April, families were given access to zoom groups.
- ✚ 1,156 home visits were completed for 85 Wayne and Macomb County high-risk children 0-5 years and their parents. Visits focus on early learning activities, early child development, health and wellness information, and support services. 50% of these visits were completed virtually.


WORKFORCE DEVELOPMENT: CHILDCARE PROVIDER TRAINING

The neighborhood-based Early Learning Communities provide home and center-based childcare providers with free training in early child development, health and safety as well as support services, access to free learning materials and to family/community events. The training sites are located in Detroit, Sterling Heights and Warren. The program helps childcare providers have the training and resources necessary to insure that children enter kindergarten ready. Additionally, the agency provides support and technical assistance to providers in improving quality.

- ✚ 352 training sessions were provided with 3,911 participants. 40% of these trainings were completed virtually.

WORKFORCE DEVELOPMENT: THE CDA, A NATIONAL CREDENTIAL PROGRAM

The agency provided a focused training series for childcare professionals wishing to earn their national credential from the Council for Professional Recognition. The Child Development Associate is a national certification for childcare providers 110 individuals participated in this credential training.

-  The Agency is one of only two organizations in the state of Michigan who have attained the CDA Gold Standard from high quality training.

RECRUITMENT

In FY 2019, the agency informed parents and childcare providers about services through 37,837 emails, 1,300 letters, 5,085 phone calls, and visits to 444 childcare centers. Face Book likes increased by 200% and website visits increased by 145%.

COMMUNITY COLLABORATION/ADVOCACY

The organization participates in a host of collaborative efforts including Great Start Macomb and Great Start Wayne Collaborative, United Way for Southeast Michigan's Regional Early Learning Community, Wayne County Home Visiting Group, Wayne County Early On ICC and the Social Innovation Fund Learning Community.

VOLUNTEER INVOLVEMENT

Strong support from volunteers included 364 hours of Board members contributed time during this past year and 1,200 hours of time from community members.

FINANCIAL DEVELOPMENT

The organization continues to practice sound, conservative financial management and ended the year within its approved operating budget. Sources of revenue include United Way (68%), state, federal and county contracts (10%), grants (10%), interest, fees and investments gains (4%) and special events/general donation support (4%). The agency remains committed to a diverse revenue mix. The agency's cash reserve remains strong.

The agency's Annual Fundraising dinner was cancelled due to the Coronavirus Pandemic.

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