REACHING FOR NEW HEIGHTS

2014 Annual Report

NBCDI
National Black Child Development Institute
A Note from NBCDI’s Board of Directors

This year was one of growth and transition for the National Black Child Development Institute (NBCDI). After a nation-wide search, NBCDI proudly announced Tobeka G. Green as the organization’s new President and CEO. With Ms. Green at the helm, NBCDI will continue implementing long-term initiatives that have positive and meaningful impacts on the lives of Black children and their families.

We have a strong foundation on which she and the team will build. This year we worked to establish new partnerships, implement effective programs and advance equity in educational policies. Together with our Affiliates and partners, we present our Top Five Achievements of Fiscal Year 2014:

1. Created new reports and resources as part of the State of the Black Child initiative, including *Being Black is Not a Risk Factor: Statistics and Strengths Based Solutions* reports for the states of Michigan and Wisconsin

2. Celebrated our 2014 Annual Conference in Detroit, Michigan with extraordinary events, workshops and speakers who engaged nearly 1,000 practitioners, parents and policymakers from across the country

3. Provided comprehensive support and higher education scholarships to over 125 early childhood educators through the T.E.A.C.H. Early Childhood DC program – and 31 earned their degrees

4. Engaged more than 11,000 children, parents and teachers in healthy eating and physical activity through our Promoting Positive Practices program

5. Advocated at the local, state and federal levels for policies that support young Black children and their families, and that promote equity, excellence and effectiveness

In 2015, NBCDI will celebrate 45 years of advocating for Black children, educating Black families and supporting Black communities. As we partner with our network of Affiliates, sponsors and national nonprofit organizations, NBCDI looks forward to further expanding our voice in early childhood education, health and wellness, family engagement, child welfare and literacy. We invite you to partner with us in our work, envisioning a society that ensures a successful future for all children, and join us as we celebrate 45 years of improving and advancing the quality of life for Black children and their families.

Best Regards,

Dimitrius M. Hutcherson
NBCDI BOARD CHAIR

With a mix of gratitude for the past and the sadness that comes with a departure, NBCDI announced that Dr. Felicia DeHaney would be stepping down from her role as President and CEO. Dr. DeHaney’s tenure at NBCDI was one of great accomplishments as her leadership further positioned the organization within the early education community.
For nearly 45 years, the National Black Child Development Institute (NBCDI) has been at the forefront of engaging leaders, policymakers, professionals and parents around critical and timely issues that directly impact Black children and their families.

We are a trusted partner, delivering culturally relevant resources that respond to the unique strengths and needs of Black children concerning early childhood education, health, child welfare, literacy, and family engagement.

With the support of our Affiliate network in communities across the country...

we are committed to our mission “to improve and advance the quality of life for Black children and their families through education and advocacy” and our vision of a society that ensures a successful future for all children.

NBCDI’s Affiliates are the heart of this organization. Located in more than 20 communities across the country, our volunteer-driven network of Affiliates partner with schools and organizations to implement culturally-relevant and research-based programs, while advocating for better, stronger and more effective policies at the local, state and federal level.

NBCDI welcomed a new Affiliate to the BCDI family this year. BCDI-Dallas, under the leadership of Dr. Nedra Washington, was chartered in September 2014, and will lead initiatives on literacy and family engagement throughout the Dallas area.
We are dedicated to challenging the prevailing discourse about Black children, which overemphasizes limitations and deficits and does not draw upon the considerable strengths, assets and resilience demonstrated by our children, families and communities.

We do this work, in part, through our “State of the Black Child” initiative, which includes our Being Black is Not a Risk Factor publications and resources. This fiscal year, we held a joint press conference and event on Early Learning Opportunities in the African American Community at the Department of Education, which highlighted our national report, with support from the White House Initiative on Educational Excellence for African Americans.

In addition, with support from the Alliance for Early Success and our Affiliates and partners in Wisconsin and Michigan, we produced two state-based reports and related events, featuring incredible programs, organizations and individuals, and bringing together advocates, policymakers and parents to strengthen our collective impact.

Since their debut, these publications have received recognition in national and local news outlets including: Black America Web, the Hechinger Report, the Richmond Free Press and have also been featured on TV One NewsOne Now and emPowerHour radio.

But it’s not just at the state level. We also make a difference locally, for example:

- NBCDI President and CEO, Tobeka G. Green was appointed to the Transition Team for then-incoming Mayor of the District of Columbia, Muriel Bowser. NBCDI provided recommendations for Mayor-Elect Bowser’s actions on advancing early learning, and Wendell Campbell, President of BCDI-Metro DC, provided testimony at the Mayor-Elect’s public hearings.

- BCDI-Jackson co-hosted an event with WHIEEAA (The White House Initiative for the Educational Excellence of African Americans) at the COSEBOC (The Coalition for Schools Educating Boys of Color) Gathering in Mississippi, attended by over 50 key individuals, including policymakers and leaders.

- BCDI-Paramus held a voter registration and membership drive, in partnership with the local NAACP chapter, ahead of the November 2014 elections.

- BCDI-Milwaukee hosted its 8th Annual Excellence in Community Service Celebration, highlighting local child care providers, leaders, and families.

- BCDI-Sacramento hosted its 24th Annual DIVA conference, which provides motivation, encouragement and information to young Black girls.
And we make a difference nationally:

- NBCDI’s policy team was deeply engaged in several key initiatives on Capitol Hill and presentations with our early childcare partners, such as:
  - joining the Strong Start Campaign to advocate for investment in high-quality early learning;
  - engaging as a panelist at education discussions at the NAN Education Summit;
  - rallying teachers and parents at the Early Learning Builds Our Future event on the U.S. Capitol Lawn; and
  - participating in an event focused on Closing the Word Gap at the White House.

“Sometimes we are more comfortable with talking than moving. We need solution-focused approaches if we ever hope to move forward. Want to move forward? Read NBCDI’s Being Black is Not a Risk Factor reports. In there, are solution-focused approaches.”

—David Johns
EXECUTIVE DIRECTOR
White House Initiative on Educational Excellence for African Americans
And we make a difference by implementing our knowledge.

**Promoting Healthy Practices**

With generous support from the Walmart Foundation, NBCDI has developed an initiative to promote culturally-relevant healthy nutrition practices among Black families with young children. This year was the second year of a two year grant, and through our collective work for these two years, we have reached a total of 22,102 individuals – including 6,093 children, 4,471 parents and 578 staff members and teachers through in-depth work at the local levels.*

In the four years of program implementation, NBCDI has worked in partnership with local child care centers, schools and community-based organizations, as well as with our BCDI Affiliates, national groups and leading experts in the child nutrition and health fields to create lasting nutrition education curricula and materials, as well as additional strategies that effectively and successfully connect positive nutrition messages and actions with traditionally hard-to-reach Black families and communities.

Our resources are created with the explicit goals of being developmentally appropriate, culturally relevant and aligned with the most recent research and evidence about nutrition and physical activity.

The **Good for Me!** curriculum engages children three to five years old in healthy eating and physical activity through introduction to a diverse range of fruits and vegetables, hands-on activities and active play.

The **Grow Green Get Fit™** curriculum is for students in grades K-6, to be used in schools and after-school programs. It is based on the “five seeds” concept, developed by Donna Richardson, and incorporates physical, nutrition and environmental education to improve both individual and community health.

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*22,102 is the total individuals reached from the period November 1, 2012-October 31, 2014.

<table>
<thead>
<tr>
<th>6,093</th>
<th>children</th>
</tr>
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<tr>
<td>4,471</td>
<td>parents</td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>+</td>
<td>578</td>
</tr>
<tr>
<td>10,960</td>
<td>staff members and teachers</td>
</tr>
<tr>
<td></td>
<td>other individuals</td>
</tr>
<tr>
<td>10,960</td>
<td></td>
</tr>
<tr>
<td>=</td>
<td>22,102</td>
</tr>
</tbody>
</table>

Total Individuals we have reached in areas such as:

- Milwaukee, WI
- Ft. Lauderdale, FL
- Greensboro, NC
- Philadelphia, PA
- Charlotte, NC
- Washington, DC
- Jackson, MS
- and Atlanta, GA
The *Family Engagement Handbook* supports a critical element of this program, providing ideas and activities to help Affiliates host family engagement events and activities.

The *Cultural Competency Improvement Tool (CCIT)* helps educators evaluate the extent to which health and wellness programs they are using are culturally relevant, while guiding improvement strategies to help strengthen their curricula.

Rigorous evaluation, as conducted by the nationally-renowned organization Child Trends, indicates that this program is culturally relevant, developmentally appropriate and easy to implement.

**Highlighted outcomes include:**

- 99% of teachers agree that Good for Me! increased participants’ engagement in physical activity.
- Children in grades 4-6 ate more vegetables and whole grains at home (20% increase)
- Children in grades K-3 ate fewer unhealthy foods “a lot” of the time (15% decrease)
- 75% of all parents reported that the family engagement events helped “a lot” in their understanding of how to choose healthy meals for their families.
- After attending the events, the majority of participants reported that they planned to have their family do more physical activity and eat more fruits and vegetables, while also eating at fast food restaurants less often.
- 100% of participating parents agreed that the program had positive impacts on their lives and on their children’s lives.

“Students were always excited about what new fruit or vegetable we were going to discuss. They also came back from the weekend telling us about the new ways they used the fruits and vegetables at home.”

—TEACHER
BCDi-Charlotte Affiliate
T.E.A.C.H. Early Childhood® Washington, DC

T.E.A.C.H. Early Childhood® is a nationally-recognized, evidence-based scholarship model operating in over 20 states and the District of Columbia. By providing comprehensive higher education scholarships, T.E.A.C.H. leads to increased educational attainment, increased compensation and decreased turnover among early care and education providers, which in turn leads to improved program quality and increased school readiness for the children they serve.

This year, NBCDI awarded over 125 scholarships to recipients, accounting for more than 940 school credits. Since October 2010, when the program began, T.E.A.C.H. DC has engaged in over 500 outreach activities and awarded over 400 scholarships; T.E.A.C.H. recipients have taken more than 5,800 semester hours; and 28 educators have earned their degrees. After just one year participating in T.E.A.C.H., wages increase by more than 6%, on average.

T.E.A.C.H. Early Childhood® Washington DC is made possible by the Office of the State Superintendent of Education - Division of Early Learning, and the Washington Area Women’s Foundation - Early Care and Education Funders Collaborative.
**Literacy**

As NBCDI collaborates with our Affiliates and national partners, one of our areas of focus is on the particular strengths and needs of Black children and families in the context of a shared goal: ensuring that all children are reading proficiently by the end of 3rd grade. To help achieve this goal, NBCDI partnered with Raising A Reader, a national nonprofit organization that offers local agencies an evidence-based, early literacy and family engagement program. This year, the Raising A Reader program was implemented with over 100 young children and their families with support and leadership from our Affiliates in Albany, Atlanta, Charlotte, Chicago, the District of Columbia, Milwaukee and Philadelphia.

On Tuesday, November 12, the graduates of the 2013 T.E.A.C.H. Early Childhood® DC program were honored with a special breakfast program hosted by senior staff members from the Administration of Children and Families (ACF).

The program was held in celebration of the 21 graduates of the 2013 cohort, which is the largest graduating class since the program began in 2010.

In attendance were Linda K. Smith, Deputy Assistant Secretary and Inter-Departmental Liaison for the Early Childhood Development Administration for Children and Families (ACF), Shannon Rudisill, then-Director, Office of Child Care (OCC), representatives from the National Black Child Development Institute (NBCDI) and other prominent policy experts, researchers and administrators in the early childhood education community.

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“I loved the whole educational experience! This program was very helpful and professional. You have given me my future! God bless you and thanks!”

—Elvira A.

ONE OF 100+ EARLY CHILDHOOD EDUCATORS who received a T.E.A.C.H. DC Scholarship this year.
Parent Empowerment Program

NBCDI provides the Parent Empowerment Program (PEP), a flexible, unique and powerful family engagement curriculum that uses meaningful, culturally-relevant activities to help parents reflect on and strengthen their parenting practices, while reinforcing their sense of pride and confidence in themselves, their community, their culture and their history.

NBCDI has more than ten years of successful PEP implementation and learnings. We operate, with our Affiliate network and community partners, as a trusted resource responding to the unique strengths and needs of Black children and their families, working closely with schools and early childhood programs to implement and evaluate the program.

PEP is built on four guiding principles that embody our fundamental beliefs about parents:

1. Parents want what’s best for their children.
2. Parents know best what they need to be better parents.
3. Parents learn best when they are involved in selecting the topics and activities.
4. With sufficient information, resources and support, parents will make the best choices for their children.
PEP is comprised of topic areas that include both core and extended activities, which are designed to be delivered to parents in multiple group sessions led by expert PEP family facilitators.

PEP’s rigorous evaluation is conducted by Child Trends. Some of the key findings from surveys of parents at the end of their participation in the most recent PEP implementation included:

- 96 percent of parents strongly agreed that the curriculum helped to improve their knowledge about children’s development.
- 77 percent of parents were more likely to feel confident in their ability as a parent and more likely to feel knowledgeable about things they can do to help their children.
- Nearly 3 in 4 parents reported that their children drank fewer sugar-sweetened beverages; 2 in 3 reported that their children ate more fruits and vegetables.
- 83 percent reported that they were more likely to have enforced family rules about TV and other media.
- 83 percent reported that they were less likely to spank their children, while 81 percent were more likely to “explain to their children why their behavior is not appropriate” and 75 percent were more likely to “listen to their children when they are upset.”

“As a facilitator of the PEP curriculum, I was excited to see the positive impact the PEP had on the parents. Not only did the parents learn skills that promoted healthy relationships between the parent and child, but the parents also were able to bond and learn from each other.”

— Vivian L.
NBCDI’s 44th Annual Conference
Bright Past, Better Future: Remember & Rise Up

Each year, NBCDI brings together educators, administrators, social workers, health professionals, policymakers, parents and practitioners in the fields of early childhood education, child welfare and social justice. NBCDI’s four-day conference, held this year in Detroit, Michigan from October 11-14, included more than 80 innovative sessions led by notable experts; exciting keynote addresses; informative issue forums; and opportunities to network with hundreds of professionals who work every day to empower Black children, families, and communities.

The annual Evelyn K. Moore Early Childhood Leadership Institute, where we debuted this year’s two new “Being Black is Not a Risk Factor” reports, offered the audience an opportunity to discuss timely issues impacting Black communities across the country.

Our Opening General Session was a spirited dialogue about Black male achievement, moderated by TV One’s NewsOne Now’s Roland Martin and including panelists from non-profit organizations, the White House and media outlets. Several other prominent speakers and contributors to the field of early childhood education also participated in the conference, ensuring that participants left reenergized and motivated to impact change in their schools and communities.
Child Health Talk

Child Health Talk (CHT), published three times each year, provides information, advice and resources to parents and providers about children’s health and well-being. Published with the support of State Farm and Walmart, CHT features articles, recipes, and activities that cover a range of topics, including literacy, safety, development, nutrition and physical activity.

One special feature of NBCDI’s Child Health Talk publication is Between the Covers, a column and initiative led by dedicated volunteers who compile developmentally-appropriate and culturally-relevant books that showcase African-American authors and illustrators.

This year, we completely redesigned the publication with a fresh look that mirrors the theme of our new website and other NBCDI publications and materials.

NBCDI Calendar of Children

NBCDI’s first annual Calendar of Children was printed in 1972. More than 40 years later, we continue this proud tradition with the publication of a calendar celebrating the beauty, strength, and resilience of Black children. Alongside gorgeous images that grace homes, offices and classrooms around the country, our 2014 Calendar of Children exclusively featured the poetry of author Burnece Walker Brunson, one of NBCDI’s most cherished members and a living legend in her own right, who was celebrating her 99th birthday in 2014.
For The Year Ended October 31, 2014 (With Comparative Total For 2013)

<table>
<thead>
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<th>SUPPORT AND REVENUE</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
<th>As Restated 2013</th>
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<td>$1,241,686</td>
<td>$ 1,751,276</td>
<td>$ 388,688</td>
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<td>Unrealized loss on investments</td>
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<td>(7,916)</td>
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<td>Retirement plan forfeiture</td>
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<td>31,825</td>
<td>63,650</td>
<td>74,934</td>
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<td>165,838</td>
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<td>Net assets released from restrictions</td>
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<td>(826,781)</td>
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<td>(826,781)</td>
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<td><strong>Total support and revenue</strong></td>
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<td><strong>2,607,932</strong></td>
<td><strong>1,301,960</strong></td>
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<table>
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<th>EXPENSES</th>
<th>Unrestricted</th>
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<td>Program Services:</td>
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<td>266,261</td>
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<td>1,427,742</td>
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<td>746,796</td>
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<td><strong>2,081,469</strong></td>
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<td><strong>1,836,205</strong></td>
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<td>415,804</td>
<td>831,608</td>
<td>326,758</td>
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<td>21,696</td>
<td>43,392</td>
<td>1,627</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>2,518,969</strong></td>
<td><strong>2,518,969</strong></td>
<td><strong>5,055,570</strong></td>
<td><strong>2,164,590</strong></td>
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</tbody>
</table>

| Increase (decrease) in net assets | (325,942) | 414,905 | 88,963 | (862,630) |
| NET ASSETS, BEGINNING OF YEAR | 983,722 | 265,915 | 1,249,637 | 2,112,267 |
| Net assets, end of year | $ 657,780 | $ 680,820 | $1,338,600 | $1,249,637 |
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*as of 10/31/14