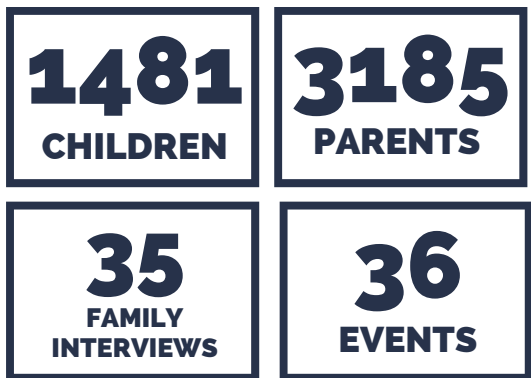


2021 DATA REPORT

(July 1, 2020 - June 30, 2021)

Virtual client support and meetings continued through May 2021. We have started to meet with parents while adhering to social distance guidelines

SPARK FY21 Cumulative Data

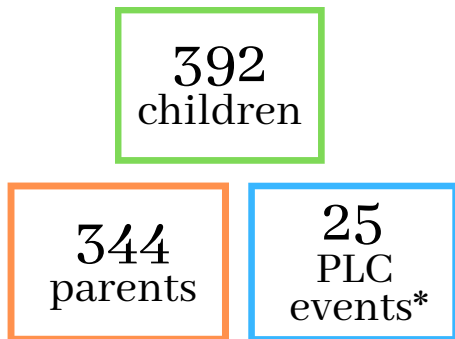


*33 events were virtual.



Snapshot

Play. Learn. Connect.



*PLC events were primarily hosted virtually

Intake



*Referral to EI, Home Visiting, PFA (including Expansion) and CCAP

Engagement*



Outreach*



*Engagement is defined as a personal interaction with a family or caregiver
*Outreach is defined as spreading awareness of SPARK and EC. SPARK conducted outreach at food pantries, local agencies, school districts, the park district, museums and neighborhoods.

Play. Learn. Connect. Virtual Activities.

Responding to the added stress families are facing we understood the need to bring virtual early childhood resources to families furthest from opportunity. So, we began to offer all of our Play. Learn. Connect., Gateway to Early Childhood Programs, and developmental screenings virtually and over the phone. This year we also hosted all activities and Week of the Young Child resource fair virtually. Finally, families can now complete the Gateways Family Interview online or via phone so our Family Engagement Team can connect them with the resources they need to give their children the best start in life.

5,718 People Reached
Week of Young Child - Facebook

10 Partners
10 local agencies collaborated to provide virtual materials for Week of the Young Child and Play. Learn. Connect.

12 Virtual Parent Cafes
with over 130 parents in attendance discussing the Basics' and learning from and supporting each other.

Testimonials from fathers and other father figures from a newly launched group about their experience with the group.

"There should be these types of programs all year long, not just around Father's Day."

"These groups are good to learn and listen to the experiences of other dads with little kids."

"It feels good to be able to share with other parents"

Comments from Anti-Racism Conference

"What struck me, as an educator, was your story about the boy who wanted his teacher to see him. The phrase: when we look for negative behaviors we find them(paraphrased). I put it on a post it that is in my office now. Thank you."

"That was an amazing conference! Thank you so much for the time and effort that went into communicating excellent and timely content in such an accessible and inviting way. Such a challenge and encouragement to me!"

"Reflection-We need to educate our staff on Racism -let them know the powerful effects it can have on our children in the center and outside the center"

Countdown to Kindergarten Campaign

Following the pandemic there has also been a significant decrease in enrollment into Early Childhood programs and kindergarten. To address this we began a Countdown to Kindergarten (C2K) campaign. C2K is a digital marketing campaign and a grassroots door-to-door initiative. We created door hangers with activities and tips for every year leading up to enrolling in kindergarten. We partnered with school districts to localize our C2K materials to handout in neighborhoods with the lowest enrollment rates in each district. The goal of the C2K campaign is to increase the awareness of the importance of early childhood and enrollment into early childhood programs and kindergarten.