

2017/2018
ANNUAL
REPORT

PARENT AID



We are devoted to educating families on positive parenting practices through support, guidance and role modeling.

"OHANA MEANS FAMILY, FAMILY MEANS NO ONE GETS LEFT BEHIND OR FORGOTTEN"

Building Bright Futures For Children



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- Board & Staff

PARENT AID

MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends,
Parent Aid is grateful for your support over the past 28 years. 2018 brought many changes to our organization, and I am excited for what 2019 will bring. I am honored to be in a position of leadership for Parent Aid, and I strongly believe that with transition follows new opportunities. With a fresh perspective I hope to bring new programs, partners and collaborations to Parent Aid. If you have questions about our operations or ideas on how we can strengthen our programs, please feel free to contact me at allan@parentaid.org.



FAMILY PARTNERSHIP



Blanca enrolled in the In-home SafeCare program with Parent Aid to learn positive parenting for her two kids Sofia and Lucas. Blanca has struggled with being positive when it comes to setting rules and consequences. Blanca grew up in Mexico with a stricter parenting style. She is trying to adjust to the "American way" of parenting because she believes that there are more positive outcomes. After her first training, Blanca decided to practice using the steps we taught her by going to the super market. She said she was skeptical but still tried them. She shared that it was a huge success. She next challenged herself to use the skills in getting the kids ready in the morning to get to school 10 minutes early without having the feeling of being rushed and stressed out. She said that it worked! Blanca realized that positive parenting is hard but that it works. She has asked to do an extra session or two in the Parent-Child Interaction module because she wants to master the skills.



Fiscal Year 2017-2018 In Numbers

Our Core Impact

- 652** participants gained essential parenting knowledge through our classes and workshops
- 127** families, including 306 children participated in the SafeCare home visiting program which led to:
- 3631** home safety hazards removed
- 107%** improvement in essential parenting and bonding skills

Helping Pima County families since 1990

Our Community's Challenge:

- Children who are abused or neglected are more likely to:
- Commit violent crimes
 - Indulge in substance abuse
 - Drop out of school
 - Develop mental illness
 - Continue the cycle of violence

Our Community's Demographics

In Arizona:

79 children

 died from child maltreatment

46% of children

 Live in low income families

Last year, just in Pima County

There were **8,977** reports of child abuse



A child is abused or neglected every hour
9.3% of children have no health insurance


37% of children

 Live in single parent families



2,131 children were removed from their homes

(Kids Count Databook 2017, Annie E. Casey Foundation)

AZDCS, Child Welfare Reporting Requirements Semi Annual Report 10/1/2016 - 9/1/2017)

Our Funding

First things first	43%
Special Events	17%
City of Tucson	14%
Investments	9%

Donations	10%
Corporate Grants	4%
AZ License Plate	2%
Other	1%

2017-2018 Organizational Budget
\$355,211

Functional Expenses - 5 year average

89% Programs	
6% Administrative	
5% Fundraising	

Dedication to Excellence

Our staff certifications and notable trainings include: SafeCare, Active Parenting, CPR & First Aid, Motivational Interviewing, Breastfeeding, and much more.

Average professional development **85 hours** per staff
423 hours -2018-



Building Bright Futures for Children

Mission: To strengthen families and prevent abuse

SafeCare in-home parenting support

Skill building and behavioral training

Core Modules include:
Parent Child Interaction
Child and Family Health
Home Safety

Utilizes reinforcement, modeling, shaping, skill practice, and other behavioral science principles.



60+ research studies and counting



CEBC Scientific rating - 2



Supported by the National SafeCare Training and Research Center



U.S. DHHS recognized evidence based program

Over 65 sites in 20 states and six countries



Family Enrichment Workshops

One session workshops that target topics relevant to family needs



Active Parenting

A course that gives parents more tools to raise responsible, caring children



Holiday Adopt-a-Family

Community groups and individuals come together to spread joy by supporting families during the holiday season through directed lists that help families achieve success.

How Can You Help?

Go to:

www.parentaid.org for information on how we positively impact the community and donate to support our mission. Your contribution can also qualify for the AZ State Charitable Tax Credit!

*"This program has taught me how to have a safer and healthier home for my children."
"It's been so encouraging to see the results, and it's been wonderful to have the support of somebody who's trained and able to answer questions."*

PARENT AID

"My family support specialist was so helpful, caring and kind. She always took the time to listen to my concerns and ask me questions. Together we would come up with a solution."



BBB Rating: NA
As of 03/05/18
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OUR IMPACT

Early reading experiences, opportunities to build vocabulary, and literacy rich environments are the best way to support the development of reading and cognitive skills. These skills ensure that children are prepared for school success and life.

Did you know?

90% of brain growth happens by age five. In fact, if children are reached with high quality education by age 5, they are 40% less likely to be held back a grade level and 70% more likely to graduate high school.



THE PARENT AID FAMILY

Executive Committee

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Mary Keysor-Past President
Jackie Atkins - Secretary
Ernie Huber- Treasurer

Directors

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