



# 2019

ANNUAL REPORT

# 2020

Over 21 years  
of bringing proven  
programs to young  
children and families  
across Colorado.

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# A Year of Growth and Adaptation

Invest in Kids® has always **believed in the boundless potential of the children and families we serve.** We know that through the implementation of our evidenced-based programs, all of Colorado's children can grow, learn, and flourish long into the future.

As the world changed this past year due to the COVID-19 pandemic, we knew that Invest in Kids' programs became more important than ever. We learned to adapt so that we were there in the greatest time of need, and maintained focus—strengthening the foundations, stability, and sustainability of our proven programs to benefit more Colorado families.

In this report, you will read more about the accomplishments for the fiscal year ending June 30, 2020, including:

- Adapting and modifying the delivery of Nurse-Family Partnership® and The Incredible Years®, taking advantage of technology to maximize our impact on the lives of children and families throughout the COVID-19 pandemic.
- Formally adopting our third program, “Child First.” As described in more detail later in this report, Child First provides mental health support through home visits to families with young children. We are thrilled to begin implementation in 2021 to grow and serve more families.
- Educating key decision-makers at the state and local level about the effectiveness of our programs, and strengthening our public-private partnerships by working collaboratively with agency staff. These efforts helped protect Nurse-Family Partnership funding to maintain service levels and expanded The Incredible Years.

We are proud of the work we have done this past year to positively impact Colorado families who are most impacted by systemic and structural inequities, right when many need it most. Invest in Kids is dedicated to continuing this focus on equity throughout the growth and adaptation critical to our programs' success.

We are thankful that with our volunteers, donors, care providers, and partners, we can continue working together to ensure all Colorado children are given the best opportunity to grow and thrive in the years to come.



**ERIC HILTY**  
BOARD CHAIR

*Eric L. Hilty*



**LISA HILL**  
EXECUTIVE DIRECTOR

*Lisa Hill*

# Ensuring Every Child in Colorado Has a Strong Start in Life

Invest in Kids serves as a **catalyst to adopt, implement and scale programs proven to best serve children and families** across Colorado.

Invest in Kids knows that investing in young children and families is the best way to strengthen our community today and for future generations. Our youngest Coloradans deserve every opportunity for a bright future, and we support programs with the highest level of evidence to help make that a reality for all children, particularly those facing poverty and systemic inequalities.

More than **1 in 10** Colorado children **under six** have already been exposed to **two or more adverse childhood experiences** (*Kids Count in Colorado, 2019*). Examples include:

- Physical abuse or neglect
- Emotional abuse or neglect
- Sexual abuse
- Domestic violence
- Loss of parents

Only **41%** of kindergartners meet all **six domains of school readiness**:

1. Physical well-being and motor development
2. Social and emotional development
3. General knowledge in math
4. General knowledge in literacy
5. Language and comprehension development
6. Cognition

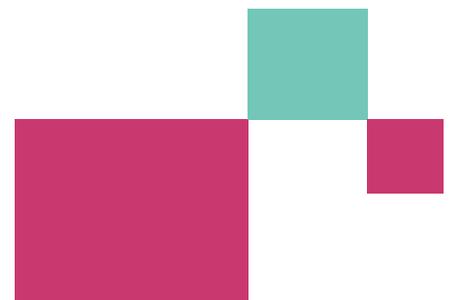
We believe in the power of evidence-based programs that have a proven track record of meeting the needs of children in families experiencing poverty. These programs are most successful when we invest in them holistically and support their long-term sustainability. Together with local partners, Invest in Kids scales and expands program reach, addresses barriers to implementation, and delivers the highest quality programs to get children off to the strongest start possible.

**Early Childhood Investment** leads to:

- *Increased* high-school graduation, college matriculation, and economic self-sufficiency
- *Decreased* need for special education/remediation, dependence on social welfare, crime related costs, and incarceration

Our **portfolio of programs** spans multiple disciplines of prevention and intervention work, proven to **make the greatest impact on children's long-term well-being**:

- Maternal and prenatal health
- Children's social-emotional wellness
- Early childhood education
- Mental health and wellness, along with healing



# Bridging Research into Practice— An Art and a Science

For **over 21 years**, our team has **partnered with the larger field of experts** to bring the **most effective programs available** to the Coloradans who need them most.

Together, we work to implement them at the highest quality to realize the best possible outcomes for children and families. Invest in Kids works for a future in which we can no longer predict child and family outcomes, such as healthy pregnancies, healthy child development, or social-emotional competence and school readiness, based on socioeconomic status, race or ethnicity. This year, the essential nature of this work became paramount to the health and well-being of our families.



We **develop deeply integrated relationships** with the founders and researchers of the most respected, proven, and evidence-based programs.

The **expertise** of our Invest in Kids team allows us to **understand the research and science of the program**, while also translating it into **hands-on replication** for our frontline partners across Colorado communities.

We **partner to secure local, state and federal funding** through public and private sources and **advocate to deepen understanding** for the essential nature of our collective work.

**Most importantly, we develop trusted relationships with our community providers**, ensuring they are fully supported and have access to the **tools and expertise** that will **unlock sustainable, long-term success** for our programs. We do this by:

- Serving as a guiding, supportive resource on best implementation practices, helping resolve any challenges that arise while also coaching how to deliver our programs with high fidelity and accountability.
- Providing the training and tools to gather, decipher and make actionable plans based on data, unlocking continuous improvement.
- Collaborating on the metrics and outcomes that define program quality and helping support program sustainability.

# The Inspiring Families We Serve

“

Nurse-Family Partnership has impacted my life really positively. Before the program, I was really confused and didn't know where I was going or what I was doing with my life. My nurse really got me on the right track and my pregnancy was a lot less scary and confusing. I had someone to turn to for advice and really liked that they felt like a friend. If you have at least one person in your life that believes in you or pushes you then you can do anything. My nurse was that person in my life that did that for me.

—FIRST-TIME MOTHER

NURSE-FAMILY PARTNERSHIP

“

I have found that my clients with newborns are finding Nurse-Family Partnership especially helpful right now. Many well child checks have now become virtual or have been delayed and brand new moms are having a lot of questions that may normally have been answered during these visits. I've had a lot of clients reach out between scheduled telehealth visits to receive reassurance that their babies are doing well and that they're doing a good job as a mom.

—LAUREN GRADY

NURSE-FAMILY PARTNERSHIP NURSE

“

With everything that is happening right now with the Coronavirus I was able to have Dina and myself do a video, and shared it with my class through Classdojo. Dina was able to express that Wally and Molly [IY puppets] were not able to go to school but they were still at home doing classwork. Dina said she was practicing to stay safe and healthy. The children were excited to see her and I had them give her a virtual High Five. I love The Incredible Years and the children do too. Thanks for such a wonderful program.

—ELAINE SALAZAR

THE INCREDIBLE YEARS PRE-SCHOOL TEACHER

“

As nurses, we take the time to be present and truly listen to our clients, coming alongside them as they pursue their hearts' desire. We have a unique opportunity to build a relationship, as our visits are longer and more frequent than those with other healthcare providers. In just three visits, conducted via telehealth, my client and I have begun to form a partnership. Her engagement in Nurse-Family Partnership grants me the opportunity to share resources and deliver crucial information, bolstering her self-confidence as a new mom and increasing her and her baby's safety.

—CAITLIN BOCK

NURSE-FAMILY PARTNERSHIP NURSE

“

These classes have given me many tools to not only work with one of my children, but also to see things from a different point of view—one in which I am investing in my child. The teachers understand our culture, and they give us respect and pay personal attention to all of our individual needs. I am so proud to have been able to participate in this class. Thanks to my teachers, I'm a better person and parent.

—ZENAIDA

THE INCREDIBLE YEARS PARENTING CLASS PARTICIPANT



# Amplifying the Power of Nurses Statewide

Nurse-Family Partnership has **worked with first-time mothers experiencing poverty**, helping them transform their lives and the lives of their children **with the support and trust of a highly-trained professional nurse**.

## Celebrating 20 Years of Transforming Lives

This year, the Invest in Kids community celebrated 20 years of Nurse-Family Partnership in Colorado. For two decades, dedicated nurses across the state have helped low-income, first-time moms in all 64 Colorado counties thrive. On October 22nd, 2019, these nurses were the guests of honor at a celebration held at the Westin Westminster and attended by some 225 dedicated partners, including state and local leaders and community advocates for children. Invest in Kids Board member and Nurse-Family Partnership graduate, Amanda Smith, had the pleasure of introducing Governor Jared Polis, who offered his praise for the nurses' dedication to their work. We look forward to another 20 years of success together.

### THE GOALS OF NURSE-FAMILY PARTNERSHIP ARE:

**Transform** lives through improved pregnancy outcomes

**Promote** child health and development

**Encourage** economic self-sufficiency for families

One focus of Invest in Kids this past year was to streamline Nurse-Family Partnership referrals in the Metro Denver area. The solution was to hire an experienced Nurse-Family Partnership nurse to staff the Metro Area Referral Express and Central Hub or "REACH" system. Invest in Kids employs this nurse and has led a series of assessments in the last year, including building relationships, improving current systems, developing a new external referral and tracking process, and setting up clear communication streams to decrease both the duplication of efforts and the burden on nurses to do outreach.

Additionally, the **efforts of Invest in Kids to support families in Nurse-Family Partnership included:**

- Mental health support/training for parents and nurses
- Training and support with delivering telehealth
- Supporting all families to remain engaged in the program through the pandemic, and in fact, enrolling more new moms during this challenging time

We are proud that **our support achieved** the following:

- 4,634 clients served/  
3,812 children served
- 91% of babies were born full-term
- 82% of moms were screened for depression during pregnancy
- 36% of moms without a high school diploma/GED at enrollment earned a diploma/GED by program completion



# Innovating and Supporting to Serve Through a Pandemic

In mid-March after the stay-at-home order was announced, Nurse-Family Partnership nurse home visitors **quickly pivoted from conducting in-person visits with clients to telehealth**, often balancing their own family challenges simultaneously. **Invest in Kids stepped up to support nursing teams**, providing additional consultation to supervisors and training on best practices using delivering nurse visits via telehealth.



Thanks to Jerry Conover, his family, and hundreds of other donors this year, Invest in Kids provided additional support to families participating in Nurse-Family Partnership. The **Jacquelyn Wonder Fund** helps address unmet needs experienced by Nurse-Family Partnership families, as well as educational and professional development needs for Nurse-Family Partnership's nurses. This focused approach to philanthropy uniquely reaches both the client and service provider. Invest in Kids was able to provide financial resources to **215 clients who were negatively impacted by the pandemic** thanks to this special fund.

# Meeting Families Where They Need Us Most

The Incredible Years is a series of interlocking, evidence-based prevention programs for young children, parents, and teachers. Through the Teacher Classroom Management Program (TCM), Dinosaur School student curriculum, and Preschool BASIC Parent Program, our collaborative efforts leverage positive parent-child and teacher-child relationships to promote young children's social and emotional skills and promote their social, emotional and academic competence.

Fiscal year 2020 was a major capacity-building year for The Incredible Years in Colorado. Invest in Kids hired our **second bilingual staff member** to train, coach and deliver the program, allowing us to increase our support of Spanish speaking families and promptly translate more program materials. Additionally, we continued training our **third cohort of community-based peer coaches**, increasing support to parent groups and classrooms across the state.

We are **proud of the achievements** of The Incredible Years:

## PARENTS

**94** Program Facilitators delivered Parenting Program to **746** parents across **63** unique groups, achieving statistically significant increases across parenting outcomes covering Discipline, Clear Expectations and Positive Parenting.

## STUDENTS

**459** staff delivered Dinosaur School to **6,376** students, achieving statistically significant increases in the Dinosaur School student outcomes, which include students' social competence and their application of Dinosaur School skills in the classroom.

## TEACHERS

**206** teachers and staff were trained in Dinosaur School and **156** teachers and staff received Teacher Classroom Management training and coaching. They reported a significant increase in their confidence in managing current and future behavioral problems, as well as their ability to promote social, emotional, and problem-solving skills in the classroom.



## Bringing Learning Home for Every Family

As Colorado pivoted to remote learning, Invest in Kids worked to continue supporting teachers and classrooms virtually. Invest in Kids also partnered with Rocky Mountain PBS, the Office of the Governor of Colorado, the Colorado Department of Education, and many other essential partners, as they launched “Colorado Classroom: Read With Me At Home!” The Incredible Years team created original video content to share social/emotional lessons for young children across the state via public television, helping to bridge the resource gap for those without internet access.

# Virtual Innovations and Teaching Support



This past March, when schools and sites delivering The Incredible Years had to abruptly stop in-person learning and meetings due to COVID-19, **our combined and collaborative team quickly and efficiently shifted gears to provide a variety of implementation supports remotely**, including the following:

- Developed and distributed weekly classroom activities to all sites that support The Incredible Years.
- For teachers who were able to provide remote learning opportunities for their students, our team provided coaching support by joining remote Dinosaur School lessons.
- Our bilingual Invest in Kids consultants translated materials available to support Colorado's Spanish-speaking implementers via The Incredible Years website, supporting The Incredible Years providers domestically and internationally.
- Parent Program Facilitators from **19** of the **32** spring parent groups were able to continue the weekly parent groups virtually. Groups that were unable to meet virtually were provided weekly activities and some families received weekly check-ins by their parent program facilitator, sometimes also providing meal certificates to support families.



# An Essential Addition to Invest in Kids

Knowing that Colorado families deserve access to programs that are uniquely proven to help children succeed, **Invest in Kids engaged in a thoughtful process to explore bringing additional evidence-based programming** to the state. After thorough feasibility and needs-based analysis by Invest in Kids' staff over the past 18 months, before COVID-19 touched the lives of Coloradans, the Invest in Kids Board of Directors **voted to formally adopt Child First as Invest in Kids' third program offering.**

## WHAT IS CHILD FIRST?

Child First is a national, evidence-based, two-generation program model that works with young children and families, providing intensive, home-based mental health services. Child First helps families build strong, nurturing relationships that heal and protect young children from the devastating impact of trauma and chronic stress.



## WHY NOW?

Invest in Kids' long-standing programs focus on primary prevention for families. The addition of Child First allows Invest in Kids to maintain our strategic approach, intentionally serving the entire family unit and providing more intensive mental health treatment to families who have experienced traumatic events.

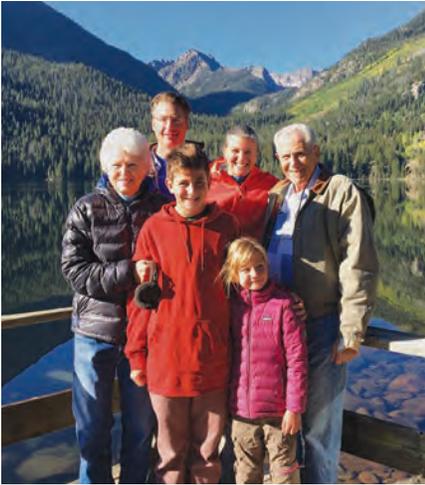
The economic and psychological effects of quarantine, job loss, reduced income and all of the elevated risks Colorado households face, cannot be underestimated and are disproportionately felt by our families most impacted by systemic and structural inequities.

We feel strongly that now, more than ever, Colorado's young children and families need the type of prevention and early intervention found in Child First's wraparound team approach. Invest in Kids is proud to invest in expanding our programs and reach to meet the needs of Colorado families.



# Celebrating Our Change-Makers

**THE COMMUNITY IMPACT AWARD**  
**JENNIFER ATLER FISCHER & FAMILY**

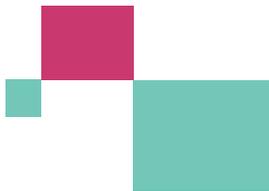


Jennifer Atler Fischer served as the Executive Director of Invest in Kids from 1999-2009 and she and her family, including parents Marilyn and Larry Atler, continue supporting Invest in Kids as engaged donors.

“One of the main values I got from my parents was to give back to the community. With them as my role models, I knew that I wanted to dedicate my career to being in service to others. My time at Invest in Kids afforded me the opportunity to do incredibly meaningful work and have a positive impact on people that I care about.”

Jennifer’s parents, Marilyn and Larry stated, “We both really value giving back to the community—both to individuals and to organizations doing effective work. Between the proven efficacy of the programs themselves and the thoughtful way in which they facilitate the programs’ implementation in communities, Invest in Kids is the gold standard. When you couple that approach with the documented Return on Investment (ROI) of Invest in Kids’ proven programs, the investment is a no-brainer. Invest in Kids ensures that funding is being spent wisely and that the time families engage in their programs is a worthwhile investment for them as well—collectively serving our community at every level.”

Invest in Kids will forever be grateful for the generosity of the Atler family as their time, treasure, and talent is evident in our work every day. We are proud to present them with this year’s Community Impact Award.



**THE CONSTELLATION AWARD**  
**LISA HILL**



In November 2019, Invest in Kids’ Executive Director Lisa Hill was awarded the Constellation Award from Constellation Philanthropy in honor of the donor community’s five-year anniversary. The award is given to “a leader who has demonstrated systemic impact, stretching above and beyond the expected to ultimately change the early childhood ecosystem for the better.” Constellation Philanthropy members also awarded Invest in Kids **\$13,000** for the impact we continue to have statewide in the early childhood ecosystem thanks to Lisa’s leadership. Thank you, Constellation Philanthropy, for recognizing Lisa and our team’s hard work and profound impact on children and families throughout Colorado!

# A Record-Breaking Show of Support

Before ski season ended in early March 2020, Invest in Kids held **our largest and most successful Jane-A-Thon event in history!**

The event, held annually at Winter Park Resort, is a one-of-a-kind ski and snowboard fundraiser that helps raise critical funds for Invest in Kids' mission. This year's 21st annual event attracted over **350** participants over two days, with more than **30** corporate sponsors.

Thanks to the generous support of our community, we **surpassed our fundraising goals** and raised a **record-breaking \$269,000!**



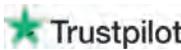
**BLACK DIAMOND SPONSOR**



**BLUE SQUARE SPONSORS**



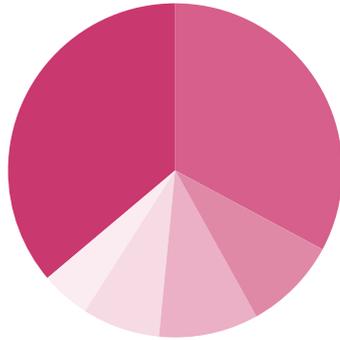
**GREEN CIRCLE SPONSOR**



**OTHER SPONSORS**

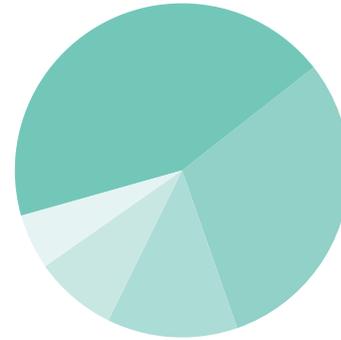


# Financial Overview



REVENUE WITHOUT RESTRICTION

**\$3,258,873**

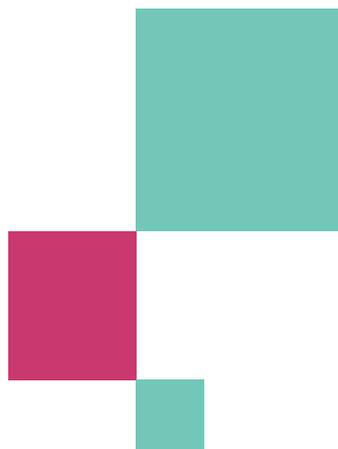


EXPENSES

**\$3,093,799**

- Government • **\$1,178,748**
- Release of Restricted Grants • **\$1,072,448**
- Foundations Grants • **\$295,000**
- Individuals & Corporations • **\$309,645**
- Events (Net) • **\$241,679**
- Training & Other • **\$161,353**
- The Incredible Years • **\$1,346,958**
- Nurse-Family Partnership • **\$944,364**
- Child First • **\$164,833**
- Fundraising • **\$384,680**
- General & Administrative • **\$252,964**

## Statement of Activities



Revenue Without Restriction	<b>\$3,258,873</b>
Expenses	<b>\$3,093,799</b>
<hr/>	
<b>Revenue less Expenses</b>	<b>\$165,074</b>
New Restricted Revenue	<b>\$1,017,638</b>
Release of Restricted Grants	<b>(\$1,072,448)</b>
<hr/>	
Change in Net Assets	<b>\$110,264</b>

## DONORS

# Thank You to Our Generous Supporters

Thank you to the many donors and community supporters who have helped make Invest in Kids' work possible. Listed below are donors who supported Invest in Kids in the amount of **\$500 or more** this past fiscal year (July 1, 2019–June 30, 2020). We are eternally grateful for the tremendous impact each and every supporter has made and apologize for any inadvertent omissions or errors.

### CORPORATIONS AND FOUNDATIONS

Aimco  
AJL Foundation  
Anschutz Foundation  
Aon  
B&H Way Foundation  
Benevity Community Impact Fund  
BMO Capital Markets  
Brandeberry McKenna Public Affairs  
Buell Foundation  
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Christy Sports  
Colorado Health Foundation  
Colorado Trust  
Community First Foundation  
Community Shares Of Colorado  
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The Denver Foundation  
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Flexential  
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Royal Gold

Selerant Corporation  
TELUS International  
Trustpilot  
Tryba Architects  
Weitz Company, LLC  
WilmerHale  
Zoma Foundation

### INDIVIDUALS AND FAMILY FOUNDATIONS

#### \$50,000+

Jerry Conover

#### \$20,000–\$49,999

Randy Engel  
Molly and Rick Klau  
Elizabeth McGeachin McKee Foundation  
Debbie and David Younggren

#### \$10,000–\$19,999

Laura Barton and Family  
Deane Family Fund  
Andrew and Jake Higdon  
Jeffrey Kahn  
Molly and Taylor Kirkpatrick  
Mary Lee and Jay Schusterman

#### \$5,000–\$9,999

Avalanche Canyon Foundation  
Kari and Patrick Guinness  
Laura and Bob Hill  
Teri and Jon Kruljac  
Jodi Blomberg and Timothy Macdonald  
William Scaff  
Gretchen and Phil Seefried

## \$1,000–\$4,999

Renee and Larry Allen  
Elise and Brian Barish  
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Stuart Bohart  
Breyton Family Fund  
Annie and Rutt Bridges  
Bo Brownstein  
Campbell Family Fund  
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Dobbins Foundation  
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Jeanette Schuck  
Scott Family Foundation  
Brooke and Luke Simpson  
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Sandra and Kurt Stenmark  
Strear Family Foundation, Inc.  
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Wege Foundation  
Karen and Brian Wendling  
Danna Wiepking  
Amanda Fein and Jeff Williams  
WJ Moltner Charitable Family Fund  
Tricia and Patrick Youssi

## \$500–\$999

Lisa and Bruce Alexander  
Diana Allison  
Anne and Brad Anderson  
David J. Anderson  
Susan Ashbrook  
Jenn Atler Fischer and Michael Fischer  
Marilyn and Larry Atler  
Rasmani Bhattacharya  
Lacy Bogan  
Andrew Calerich  
Mandy Allison and Chris Carson  
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Tom Roberts  
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Randy Shefman  
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Margaret Walsh  
Jennifer and Sean Waters  
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Jill Whitmore  
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