



ANNUAL REPORT

2021–2022

Broadening  
Our Reach.

# Letter to our Community



## DEAR PARTNERS,

This past year was a notable time of resilience and growth as Invest in Kids **broadened its reach**, providing families with services from three high-quality evidence-based programs for the first time.

While we feel tremendous pride for all Invest in Kids (IIK) has been able to accomplish, we feel particularly grateful for the families, community partners, and supporters who have trusted us as we grew and adapted to best meet the community's needs.

We are excited to share our successes more in-depth throughout this report, but notable achievements from the past year include:

- **Nurse-Family Partnership®**—4,290 clients served across all 64 Colorado counties, utilizing a mix of virtual and in-person visits.
- **The Incredible Years®**—5,815 students learned social and emotional skills through Dinosaur School.
- **Child First®**—199 children served across 13 Colorado counties in its inaugural year.

Invest in Kids also launched our new three-year Strategic Plan with an eye to the future. In the plan, IIK intentionally intensified our commitment to addressing issues of Equity, Diversity, Inclusion, and Belonging within the organization and in the delivery of our programs. We finalized IIK's Equity Lens, and will use it as we consider all future organizational decisions.

Thanks to the support of donors, friends, and communities across the state, **our organizational growth and impact has been monumental**, allowing more Colorado families to access programs proven to make a life-long difference.

Thank you for being partners in this transformational work.

Lisa Hill  
Executive Director

Eric Hilty, J.D.  
Chair, Board of Directors

## OUR MISSION

Invest in Kids partners with local communities to ensure the success of evidence-based programs that improve the health and well-being of Colorado's youngest children and their families.

## OUR VISION

To ensure that every Colorado child has a strong start in life.

## OUR APPROACH

Trusted Relationships  
+ Evidence-Based Programs  
+ IIK Expert Implementation =

Better futures for Colorado's kids.

# Our Impact

Invest in Kids continued to have a far-reaching impact last year as we broadened our reach across the state. During the past fiscal year, a total of 14,445 children, students, parents and guardians were served by Invest in Kids' three programs statewide.

### NURSE-FAMILY PARTNERSHIP®

**3,671**  
CHILDREN

**4,290**  
PARENTS &  
GUARDIANS

### THE INCREDIBLE YEARS®

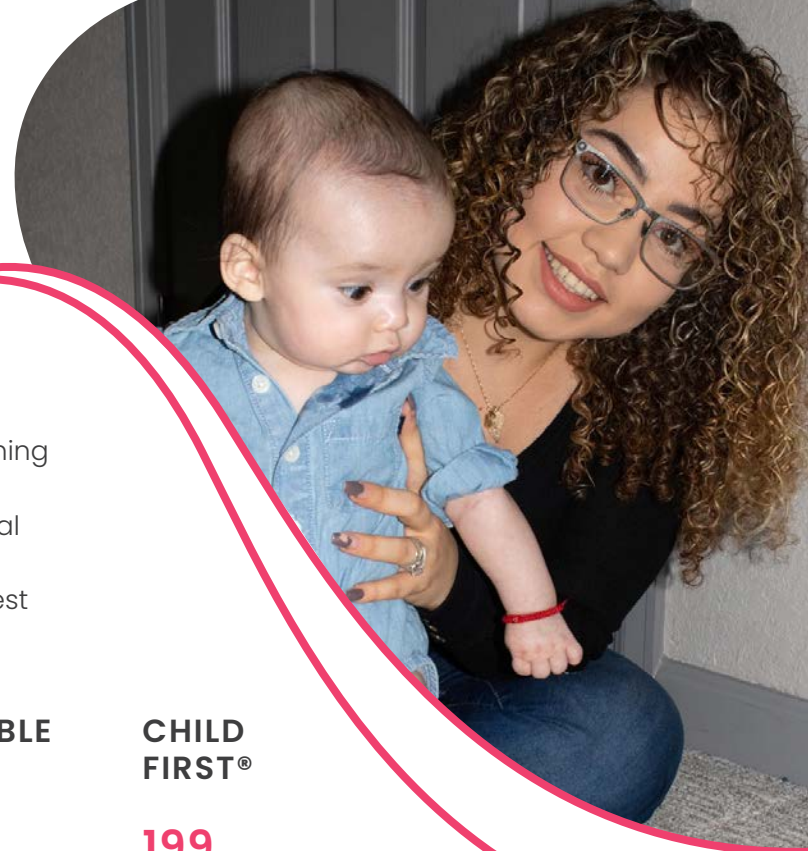
**5,815**  
STUDENTS

**470**  
PARENTS &  
GUARDIANS

### CHILD FIRST®

**199**  
CHILDREN

**14,445**  
TOTAL SERVED



"The program helped us connect as individuals and as parents. It helped us express ourselves better."

IY PARENT PROGRAM PARTICIPANT



# Year in Review

Invest in Kids continued to support our programs to be delivered with fidelity throughout the 2021–2022 fiscal year, ensuring Colorado families received the best possible programming to fit their needs. Because of our strong relationships, dedication to high-quality, and adaptability, we embraced the challenges of the past year to innovate and expand to serve more families both in person and virtually.

## MILESTONES

- Invest in Kids **hired a Director of Community Partnerships** in September 2021 to support the expansion and implementation of The Incredible Years and Child First.
- Invest in Kids **partnered with the newly-formed Colorado Department of Early Childhood** and successfully advocated for increased funding to support young children's mental health, including families enrolled in the Child First program.
- IIK's REACH initiative **increased initial referrals and referral-to-enroll rates** for clients in Nurse-Family Partnership and Child First, expanding the number of families served.
- The Incredible Years' Data and Evaluation Manager spearheaded IIK's Equitable Evaluation Initiative to **assess and integrate equity into our organization's evaluation methods.**



"I felt that all the added COVID resources [from IIK] really helped this year too, especially at the beginning of the year. I began implementing right away since there was a great need due to the ongoing pandemic, and this led my class off to a great start—being able to identify emotions in others since the beginning."

IY DINOSAUR SCHOOL TEACHER

A photograph of a woman with blonde hair measuring a baby's head with a white paper ruler. The baby is wearing an orange t-shirt with a dinosaur graphic and is crawling on a carpet. In the background, another woman is smiling. The scene is indoors, likely a living room, with a lamp and framed pictures visible.

# Guided by Our Values.

Invest in Kids' Equity Committee, in partnership with the Board of Directors, spent the past year engaged in a robust process to define and update our organizational values statements. These values are at the core of all we do, and reflect IIK's dedication to providing the best to Colorado's families.

RELATIONSHIPS  
EQUITY  
FIDELITY

ACCOUNTABILITY  
INNOVATION  
STEWARDSHIP



# Commitment to Equity



Invest in Kids is dedicated to building a future where we can no longer predict child and family outcomes, such as healthy pregnancies, child development, and school readiness based on socioeconomic status, race, ethnicity, or zip code. To create this future, we prioritize incorporating equity, diversity, inclusion, and belonging into all aspects of our organization and work.

Last year our staff entered a new chapter in our equity journey, moving from learning into action. As IIK continues integrating a more equitable focus into all we do, we embarked on the following:

- Invest in Kids **began an Equitable Evaluation Initiative** to learn, assess, and integrate more equitable practices into our evaluation processes.
- We **formalized a partnership with The Equity Project** to guide the next year of staff-wide professional development trainings.
- Using the science of implementation, IIK staff began work to **integrate our Equity Lens and Equity Action Tool into every aspect of our work.**

The progress that has happened alongside expert consultants and knowledgeable staff leaders has made us a stronger organization, and we look forward to continuing this momentum toward becoming a truly anti-racist organization in the coming years.

## EQUITABLE EVALUATION

An Equitable Evaluation approach acknowledges the importance of context, culture, and power, and the role these factors play in evaluation. The IIK Equitable Evaluation Initiative focuses on internal professional development and capacity building, and involves developing a plan for incorporating equity-focused strategies that elevate and center families and providers in IIK's program evaluations.



A woman in a dark dress stands on the left, gesturing while presenting to a group of people seated at long wooden tables in a modern office meeting room. Several people are looking at her, and one man in the foreground is working on a laptop. A large glass whiteboard is visible in the background.

## AN INCLUSIVE CULTURE

How we are embracing and developing our role in this work:

- IKK's Finance and Operations team reformed hiring practices, creating a structured process that reduces the likelihood of bias and increases objectivity throughout the hiring process.
- Each Child First site has at least one Spanish speaking team, where both the Family Support Partner and the Mental Health Clinician are bilingual. Other sites employ additional bilingual staff to better serve their specific communities.
- We defined "Belonging" as a key organizational value, because we prioritize human connection and have an organizational culture that supports employees holistically, honors our shared humanity, and encourages empathy, vulnerability, and authenticity.



# Nurse-Family Partnership®

Nurse-Family Partnership® (NFP) is a relationship-based program that partners first-time parents experiencing poverty with registered nurses from pre-natal through age two. Together, they work towards better futures for all families.

Invest in Kids' staff supports 21 sites across the state, ensuring all Medicaid-eligible first-time parents in Colorado have access to NFP. In the 2021-2022 program year, Invest in Kids' role expanded to provide even more direct support, as workforce challenges across the state threatened disruption to the program. IKK's staff mobilized to implement nurse recruitment strategies and additional professional development opportunities to maintain positive program outcomes.

## THE GOALS OF NURSE-FAMILY PARTNERSHIP:

- Transform lives through improved pregnancy outcomes
- Healthy child growth and development
- Self-sufficient, healthy families



## FAMILY OUTCOMES 2021-2022

**4,290** CLIENTS SERVED

**3,671** CHILDREN SERVED

### CHILD HEALTH & DEVELOPMENT

**96%** of parents initiated breastfeeding at birth

**65%** of infants were screened for developmental delays at ten months

**92%** of toddlers were fully immunized at age two

### PREGNANCY

**84%** of clients were screened for depression during pregnancy

**91%** of babies were born full-term

**88%** of babies were born at a healthy birth weight

### ECONOMIC SELF-SUFFICIENCY

**64%** of clients 18 years old at intake were employed at program completion

**37%** of clients without a high school diploma/GED at enrollment earned a diploma/GED by program completion

**18%** were still enrolled in school



## TELEHEALTH RESEARCH STUDY

The shift from face-to-face services to telehealth brought many new challenges and complexities to delivering NFP. In response, IIK developed “Telehealth Guidance and Recommendations: Through the COVID-19 Pandemic” in partnership with the University of Colorado.

The past year’s activities included:

- **Data Collection and IIK Telehealth Guidance Learning Sessions**  
IIK staff provided NFP nurses with interactive learning sessions to support the use of this guidance, and to improve the quality of program delivery for both telehealth and in-person visits.
- **Monitoring of Data and Program Delivery**  
IIK staff continues monitoring data around methods of program delivery, nursing assessments, and program outcomes with a focus on high quality care.



The Weld County Nurse-Family Partnership program hosted a client graduation event in July 2021, honoring all NFP graduates from 2020 and 2021.

“I am currently working on obtaining my nursing degree so that I can give back to my community. My experience that I had with the Nurse-Family Partnership Program helped me not only with my first born, but it also helped me with my other three children, because I would fall back on some of the questions that were answered by my nurse and some of the resources that she offered.”

NATALIA LOBATO, MOM OF FOUR AND NFP GRADUATE

## SUPPORTING NURSE RECRUITMENT

With a statewide nursing shortage, IIK provided increased nurse recruitment support over the past year, **working with NFP Nurse Supervisors to recruit and retain public health nurses throughout the state.** IIK began building partnerships with Schools of Nursing to recruit new graduates, deepened relationships with the Colorado Council of Black Nurses, and worked to build relationships with the BIPOC community to better support the diverse needs of families. IIK also initiated a direct-mail campaign to recruit registered nurses in Adams County, the highest need county in the state.

# The Incredible Years®

The Incredible Years® (IY) is a series of interlocking, evidence-based programs for young children, parents, and teachers. Invest in Kids supports three of the prevention programs, Teacher Classroom Management (TCM), Dinosaur School, and Preschool BASIC Parent Program (Parent Program). These programs leverage positive parent-child and teacher-child relationships to promote young children's social-emotional skills and school readiness.

Over 40 years of research has documented that the benefits of The Incredible Years include:

- Greater social-emotional skills in young children
- Increased use of positive teacher classroom management strategies
- Improved parenting practices

During the 2021–2022 school year, IIK partnered with Colorado communities across 21 counties to support the delivery of The Incredible Years for parents, teachers, and young children.

**5,815**  
STUDENTS

**437**  
TEACHERS AND  
EDUCATIONAL STAFF

**73**  
PARENT PROGRAM  
FACILITATORS

**470**  
PARENT PROGRAM  
PARTICIPANTS



## EXTENDING THE REACH OF IY TO FAMILY, FRIEND, AND NEIGHBOR (FFN) PROVIDERS



Invest in Kids' expansion efforts broadened to include the Family, Friend, and Neighbor (FFN) care community, **reaching educators who provide home-based childcare** in the Denver

Metro and surrounding areas. Two bilingual IY Consultants successfully delivered the 20-week Parent Program virtually to 12 FFN providers who were Spanish-speaking and identified themselves as Latina. Gathering providers' feedback throughout the series, the team tailored the content, activities, and materials, and helped address a critical unmet need for professional development opportunities in Spanish.





## REPRESENTING COLORADO FAMILIES IN PROGRAM MATERIALS

In response to feedback from families and providers, the IY team partnered with Dr. Carolyn Webster-Stratton, the IY program developer, to support the filming of updated video vignettes used in the Parent Program. Several Colorado families, including some who speak Spanish, have volunteered to be filmed in their own homes, demonstrating some examples of the evidence-based Parent Program strategies.

## PUBLISHING OUR INNOVATIONS

A case study of IIK's pandemic-related adaptations to IY during the 2020–2021 program year was published in The Journal of Global Implementation Research and Applications (GIRA). This case study will be featured in a December 2022 special issue that demonstrates how implementation science is used to inform adaptations to programs for children and families amidst rapid social change.

“Me encanta este programa, porque me ayuda a entender tantos comportamientos y cómo educar a mis hijos con amor y con tolerancia y la satisfacción de que sean un mejor ser humano, sin traumas y felices que piensen en los demás y en el cambio que pueden dar y hacer.”

PARENT PROGRAM GRADUATE



# Child First®

Child First® (CF) is an evidence-based, voluntary, two-generation model that works with young children and families, providing intensive, home-based services. The program aims to engage with a family early on to promote nurturing and protective relationships to both prevent and heal damage to a young child's developing brain.

Each family enrolled works alongside a two-person Child First team. The team consists of a mental health clinician with experience in early childhood development, and a family support partner who works with the entire family on sources of stress, connecting them with needed community resources.

Through IIK's support, **Child First began serving Colorado families for the first time in 2021**. After IIK staff engaged in a thorough exploration process to select and support four sites to deliver Child First in Colorado, rigorous training and preparation to offer these critical services to families began.

## CHILD FIRST INAUGURAL SITES

- Aurora Mental Health Center
- San Luis Valley Behavioral Health Group
- Savio
- Tennyson Center for Children

Invest in Kids' staff worked alongside agency partners to streamline the referral process, support family enrollment efforts, and to educate the community about the availability of the program. Within the first year, all four sites had full client caseloads.

**199** CHILDREN  
SERVED



## ENGAGING WITH THE COMMUNITY

Over the course of the past year, Invest in Kids' Director of Community Partnerships **provided over 60 information-based and introductory Child First meetings** for interested community stakeholders across the state to learn about the availability of the program in Colorado. We then engaged more deeply in exploration and discussed potential future expansion with over 30 organizations.





## BUILDING TEAMS AND TRAINING EXPERTS

Staff at all four Child First sites, as well as IIK's Child First Program Director, completed a rigorous training schedule, receiving between 120–180 hours of training to begin delivering the program.



“Child First is something that translates to all aspects of my life, because I’m a parent myself, and being able to just take a moment and reflect on “What is my child feeling in this moment?” “What is this behavior telling me?” I like that it’s (Child First) more like providing a structure of what we’re going to talk about, but we can take the client’s lead.”

**LADAIJU VELEZ, LSW, CHILD FIRST CLINICIAN, SAVIO,  
SERVING ADAMS AND EL PASO COUNTIES**

# Innovations and Impact



## INCREASING OUTREACH EFFORTS THROUGH REACH

The REACH (Referral Express and Central Hub) position, originally created by IIK to support referrals and outreach for NFP, expanded to support initial referrals and program enrollment for Child First in its launch year. In the first two quarters of utilizing the support of REACH, Child First sites saw an increase in the number of children served, the number of referrals received, as well as the conversion rate of referrals to clients. The number of children served increased from 96 in the first quarter of the project to 163 in the second, a 70% increase. The number of referrals grew from 63 in the first quarter to 85 in the second quarter, a 35% increase. While these numbers cannot all be attributed to this effort, we are excited by the positive trends and our ability to successfully serve more children through the REACH initiative.

## SHARING OUR LEARNINGS

In partnership with the National Service Office for Nurse-Family Partnership and Child First (NSO), Invest in Kids presented at the American Public Health Association Conference. Discussing NFP's rapid shift to telehealth, and how IIK supported and trained nurses throughout the process, we shared our Colorado learnings and how NFP sites nationwide utilized our Colorado initiatives. We are proud of our staff's leadership and ability to support more first-time parents nationally.

## STATEWIDE LEADERSHIP

As a bipartisan organization supporting communities across the state, Invest in Kids partnered with The Early Childhood Leadership Commission (ECLC) as part of the transition process to create the new Colorado Department of Early Childhood. IIK's Executive Director, Lisa Hill, was chosen to participate on the Transition Advisory Group in fall of 2021. As a representative of both a private non-profit entity and a community-based program provider, Lisa worked alongside a team of community stakeholders on how to best integrate early childhood programming into the new department.







## LEVERAGING FUNDING TO SUPPORT FAMILIES

Governor Jared Polis signed legislation in support of expanded mental health access for families, just like that provided by Child First. Funding allocated to the Children's Mental Health Program through HB22-1369 will expand access to prevention and early intervention services specifically for young children experiencing poverty and living with trauma and chronic stress. Child First will be eligible for these grant funds as an evidence-based, two-generation, home-based mental health intervention that serves young children and their families most impacted by systemic and structural inequities. A critical need in Colorado, we remain grateful for the passage of this important legislation and the positive impact it will have on families.



# Jane-A-Thon

As Invest in Kids' largest fundraising event of the year, the Jane-A-Thon helps raise funds to benefit communities across Colorado. The 23rd Annual Jane-A-Thon **raised a record-breaking \$337,585** during two exciting days on the slopes at Mary Jane Mountain at Winter Park Resort. **Over 340 participants and 26 corporate sponsors** came together in support of Invest in Kids' mission, surpassing our original fundraising goal for a truly transformational impact. A special thank you to the Jane-A-Thon Planning Committee, our community volunteers who help make this true-to-Colorado ski event happen.

## DOUBLE-BLACK DIAMOND SPONSOR

Aytu BioPharma  
Royal Gold

## BLACK DIAMOND SPONSOR

Newmont  
PNC Bank

## BLUE SQUARE SPONSOR

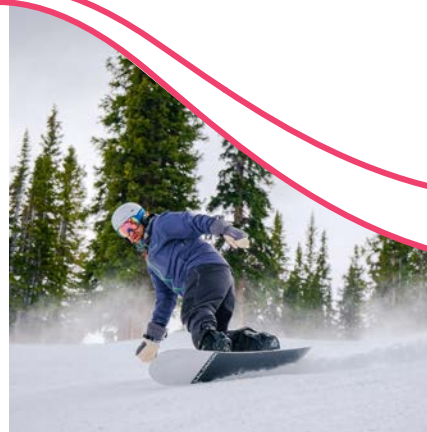
Christy Sports  
Cook Street Consulting  
MidFirst Bank

Total amount  
raised for  
Colorado children  
and families  
at this year's event

**\$337,585**

## GREEN CIRCLE SPONSOR

Aimco  
AIR Communities  
Aon  
Brandeberry-McKenna  
Public Affairs  
Breyton Family Fund  
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KPMG  
Monroe Group  
Nelnet  
Otten Johnson  
Southern Print and Promo  
Telus  
TrustPilot  
Tryba  
WilmerHale  
Winter Park Resort  
Woodruff Sawyer





# Financial Overview

## STATEMENT OF ACTIVITIES

audited numbers

Revenue without Restrictions	\$5,297,473
Expenses	\$4,942,001
<b>Revenue less Expenses</b>	<b>\$355,472</b>
New Restricted Revenue	\$770,552
Release of Restricted Revenue	\$(1,486,091)
Change in Net Assets	\$(360,067)

### NURSE-FAMILY PARTNERSHIP

For every \$1 invested in Colorado's Nurse-Family Partnership, a projected \$7.90 can be saved in future costs for the highest-risk families.

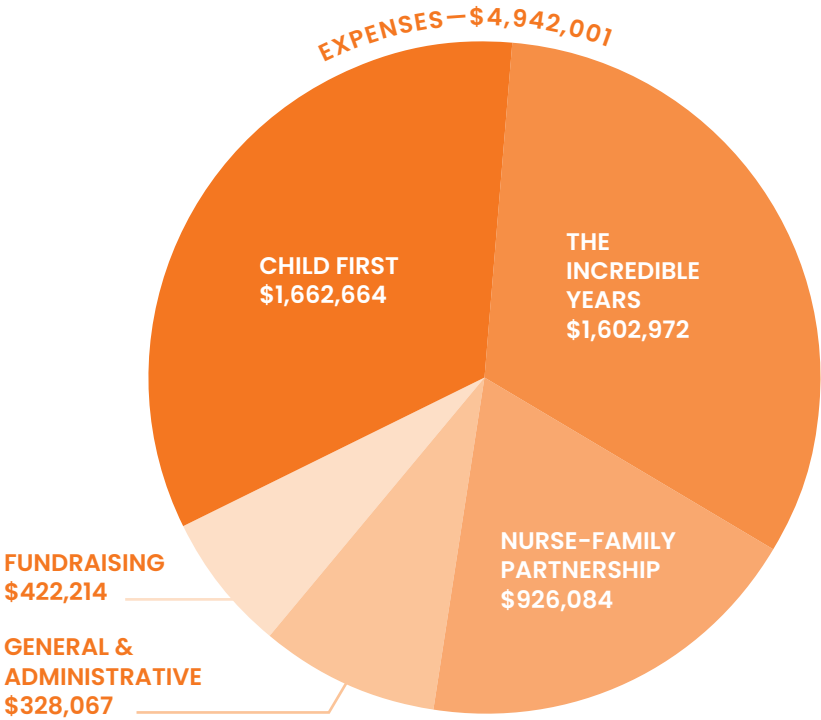
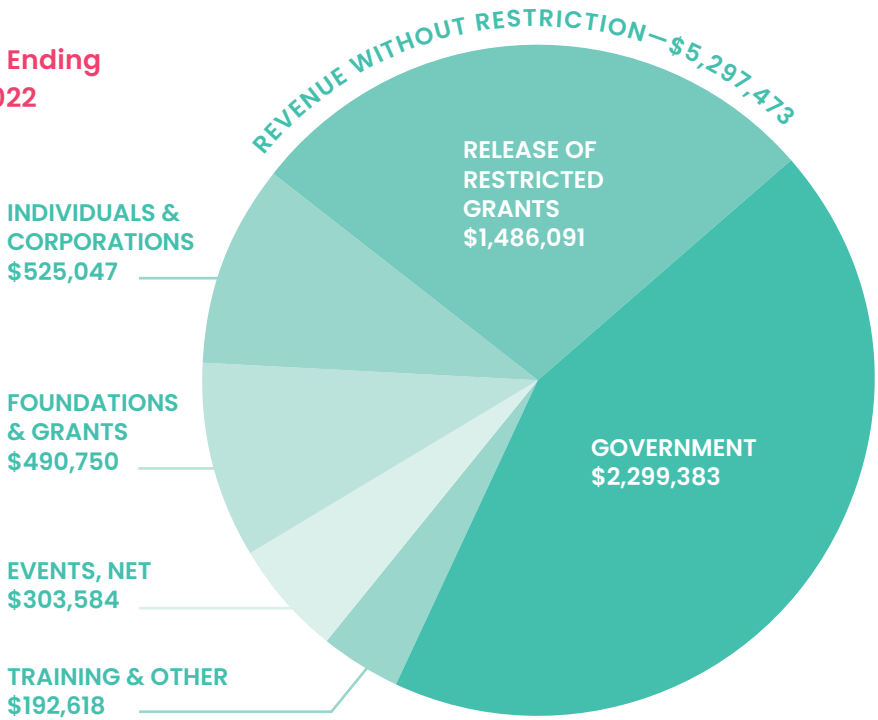
**\$1 → \$7.90**

### THE INCREDIBLE YEARS

For every \$1 invested in The Incredible Years Parent Program, \$4.13 can be avoided in future costs.

**\$1 → \$4.13**

**Fiscal Year Ending  
June 30, 2022**



# Thank You to Our Supporters

Thank you to everyone who supported Invest in Kids' mission during the 2021–2022 fiscal year.

## Supporters \$500 or more July 1, 2021 – June 30, 2022

### THE IIK SUPPORT SQUAD RECURRING DONORS

The IIK Support Squad is a special group of donors who have made a commitment to support Invest in Kids with a monthly gift of any size. Their gifts each month provide a reliable base of support so we can better serve children and families. Thank you IIK Support Squad!

Lillian Alves<sup>+</sup>  
Karen Curry<sup>+</sup>  
Stephanie and Brendan Harrington<sup>+</sup>  
Darren Jeppson<sup>+</sup>  
Kristen and Philip Mennona<sup>+</sup>  
Erica and Billy Ruge<sup>+</sup>  
Patricia and Dean Wilder<sup>+</sup>  
Harmony\* Wright<sup>+</sup>

### INDIVIDUAL DONORS AND FAMILY FOUNDATIONS

#### \$50,000+ IMPACT INVESTORS

Laura Barton  
Jerry Conover  
Molly and Rick Klau  
Debbie and David Younggren

**\$20,000–\$49,999  
GROWTH INVESTORS**  
Jake and Andrew\* Higdon  
Marissa and Chad\* Hollingsworth  
Rita and David Hughes  
Elizabeth McGeachin  
McKee Foundation  
Mistler Family Foundation

**\$10,000–\$19,999  
VENTURE INVESTORS**  
Marilyn and Larry Adler  
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Jodi Blomberg and Timothy\* Macdonald  
Katherine Kennedy Reinemund  
Mary Lee and Jay Schusterman  
Julia and Christopher Toll  
Judith Wagner

#### \$5,000–\$9,999 SEED INVESTORS

The B6 Fund  
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Avalanche Canyon Foundation  
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Molly and Taylor Kirkpatrick  
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Shelby\* Noble  
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Sean\* Waters

**\$1,000–\$4,999  
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Jayme Ritchie  
Marcia and Dick Robinson  
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 Gala and Mike Stude  
 Lindsey Schwartz and  
 Brian Sullivan  
 Chalyse Thomas-Robinson  
 Margaret Walsh  
 Amanda Fein and Jeff Williams  
 Nancy and Mark Wood

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 Amazon Smile  
 Aon  
 Aytu BioScience, Inc.  
 B&H Way Foundation  
 Boettcher Foundation  
 Brandeberry McKenna  
 Public Affairs  
 Bright Funds  
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 Charitable Giving

Caring For Colorado Foundation  
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 Christy Sports  
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 Community First Foundation  
 Community Shares  
 of Colorado  
 Connie Burwell White &  
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 DCP Midstream Matching Gifts  
 Denver Children's Foundation  
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 Monroe Group  
 Nelnet Foundation  
 Newmont Mining Corporation  
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 UCHHealth  
 United Way of Southeastern  
 Michigan  
 Varde Partners  
 Western Orthopaedics  
 WilmerHale  
 Woodruff Sawyer  
 YourCause, LLC Trustee for  
 Medtronic Foundation  
 Volunteer Grant Program  
 Zayo  
 Zoma Foundation/ZomaLab

\* IIK Board of Directors  
 + Monthly Recurring Donor



**Invest in Kids**

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info@iik.org  
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TO DONATE OR LEARN MORE, GO TO [WWW.IIK.ORG](http://WWW.IIK.ORG)

