



Annual Report 2017

the Ounce



A baby's first steps are a momentous occasion, often captured on video and shared by ecstatic parents. What we don't see in those videos is what came before: the tipsy falls, the almost-had-its, the timid exploration and bold attempts.

We celebrate a baby's first steps because they're an exciting sign of growth, and because they foreshadow even greater developments to come. Yet shouldn't we also commemorate all the work that preceded them, and the support and encouragement that made that milestone moment possible?

This is why the Ounce of Prevention Fund is so grateful for the partners and supporters who have helped us reach these milestones: 35 years of program, policy and research advances; 20 years of supporting expecting mothers and new parents with doulas; and 10 years of federal advocacy from the First Five Years Fund. As we celebrate these anniversaries, we acknowledge that these are merely "baby steps" to the future we seek to create.

We want all children to enter kindergarten ready to succeed in school and in life, and all parents to have the supports to help them. This transformational change for our nation's children and families requires consistency and longevity on our part, but also a sense of urgency. Thank you for sharing our passion to help all children realize their potential and our ambition to change the lives of over 5 million children living in poverty.

A baby's world changes when she can stand up, gaze with amazement at the horizon, and walk toward it. With your support, the Ounce has taken important steps, and now we're ready to run.

Thank you,

Diana Mendley Rauner

Curt R. Bailey



President



Chairman



the Ounce

Our Mission

The Ounce of Prevention Fund gives children in poverty the best chance for success in school and in life by advocating for and providing the highest-quality care and education from birth to age five.



Our Impact

Impact by Innovation

Innovation and leadership aren't always about inventing something new; sometimes they're about adapting new ideas and best practices to fit the local context. But wherever innovation comes from, its value is measured by its impact. We focus on discovering the best programs, implementing them with fidelity, and helping to create the policy environment in which they can produce socially significant outcomes at scale.

The Ounce is proof that longevity and consistency can lead to innovation with impact. Great support from our staff, our partners and our donors allows us to make great things happen.

Improving Kindergarten Readiness in Illinois

In 2017, every kindergarten teacher in Illinois used the Kindergarten Individual Development Survey (KIDS), which will provide, for the first time, a comprehensive picture of our state's kindergartens.

The classroom observation data collected through KIDS creates a common language among educators for the skills, knowledge and behaviors children need to develop in

their early school years. That data will enable policymakers, administrators and communities to organize around the identified needs of local children and advocate for new resources. It will also help teachers better tailor classroom instruction to support individual students' progress and help parents understand the expectations of kindergarten.



Since 2010, the Ounce has played a leadership role in developing and implementing KIDS, working with the Illinois State Board of Education, philanthropic partners, other advocacy groups, educators and researchers to develop a tool that benefits both children and schools. With KIDS now in place, every year 130,000 children in Illinois will transition more successfully to kindergarten.

Preventing Expulsion From Early Childhood Programs

Expelling very young children from programs and schools denies them the many benefits of early learning while potentially ignoring their underlying real needs. The Ounce led in the drafting of and advocacy for Illinois House Bill 2663 to prevent such expulsions. Children are better served if educators have help addressing root causes.



The bill, signed into law this year, requires programs funded and licensed by the state to first address any issues through intervention and community resources, and to document those efforts. If those efforts fail, only then, and with parental permission, does it allow providers to transfer children to other programs.

Nationwide, children in preschool are expelled at a rate three times that of their peers in grades K-12, but Illinois law now serves as a model for reform in other states.

Universal Newborn Support

While all families want to do what's best for their newborn, they don't all know how to access support, education and resources, especially if they are first-time parents.



To help connect parents with systems of care, the Ounce partnered with local providers to launch a pilot of Illinois Family Connects—a universal support services program that sends licensed nurse home visitors to hospitals and then to families' homes during the first weeks following delivery.

The nurses provide a physical examination of the newborns and also check on the physical, emotional and

social well-being of the parents. The visits are coordinated with local hospitals and offer support and information that all families can benefit from, including help with feeding, sleeping, crying and early literacy, as well as referrals to more resources.

With a pilot in two Illinois counties, this program is already making strong connections between families and medical insurance, pediatric and maternal health care, mental health care, early childhood education, early intervention services and other community supports. These families can now experience coordinated wrap-around services and care.



Impact by the Numbers

Reached 25,000 children and families through a network of early childhood providers in Chicago, across Illinois, and throughout the country

Served 145 young, low-income children and their families at our high-quality, birth-to-five Educare school on Chicago's South Side

Served 5,300 children and families through our Early Head Start and Head Start programs in Chicago and our network of home visiting and doula programs across Illinois

Facilitated peer learning and fostered innovation with **22 Educare schools**, which reach 3,400 children and families in diverse communities nationwide

Trained more than 4,000 community-based early childhood professionals across the country

Advocated for more than 5 million children nationally through the First Five Years Fund, the federal policy arm of the Ounce

Partnered with state-based advocacy organizations in **19 states and Washington, DC**, to build their capacity to increase public investment in early learning

the Ounce





35 Years of Innovation in Early Learning

Poverty is an entrenched, intergenerational problem in this country. We believe (and research shows) that the years from birth to age five represent our best chance to change the odds. For 35 years, we've developed innovative solutions to improve outcomes for our country's youngest learners.

With successful programs as our foundation, we're now increasing our impact nationwide through knowledge sharing and field-strengthening tools.

We've partnered with several state systems to ensure families have access to high-quality home visiting services. Our comprehensive support system for school



leaders is now debuting in three states. And we've partnered with PBS Kids and the NYU School of Medicine's Center for Early Childhood Health and Development to create new resources that empower parents as their child's first teacher.



For 35 years, the Ounce has served children and families in Illinois and nationally—with innovations large and small.

The Ounce of Prevention Fund is founded by Irving Harris with matching grants from the Pittway Corporation and the State of Illinois

1982



One of our best examples of innovation is Educare, now a national network of 22 birth-to-five schools that serve as learning labs for best practices and policy improvements. Educare began as an ambitious Ounce initiative to serve families displaced by the loss of public housing on Chicago's South Side.

In partnership with the Buffet Early Childhood Fund, the Educare Learning Network then grew organically as philanthropists, education leaders and early learning programs expressed a desire to create greater impact in their own communities as well as a collective voice for change on a larger scale.



Educare schools serve children and families in cities, suburbs, rural communities and on an indigenous tribe's reservation, and they provide innovation to the entire field. By focusing on improving practice based on each community's needs and available resources, Educare has demonstrated what's possible in a wide variety of contexts.

As a next wave of innovation, the Educare Best Practices Initiative aims to help other community-based programs achieve greater outcomes for many more children. Local Educare schools are serving as training hubs for their communities and states, helping others to implement high-quality practices that improve classroom experience and family engagement. Together, we will not rest until all young children have equal opportunities to succeed.

Began providing home visiting services in Illinois

Opened Head Start in Chicago, the only other grantee in the area besides the City of Chicago

1982

1984

Meet Frances and Olivia

Nearly three decades ago, 15-year-old Frances Quintanilla sought out resources for herself and her soon-to-be-born daughter, Olivia. She started with a prenatal class at an Ounce-funded program and moved along her uncharted journey with the support of a home visitor.

Over the years, Frances stayed in contact with that Ounce-funded program and enrolled Olivia in its Head Start program when she was 4 years old. “Those resources in the beginning were fantastic,” Frances says. “It gave me confidence. And it gave me the tools I needed as a parent.”

Frances went on to finish college and pursue a career, while Olivia started learning the violin in 2nd grade and eventually became a member of the Milwaukee Youth Symphony Orchestra. Today, Olivia is a 27-year-old working musician, business owner and instructor, giving violin, cello and viola lessons to people of all ages. Frances describes both herself and her daughter as “content and happy.”

After 27 years, the impact of Frances’ involvement in the home visiting and center-based program is still there. “I’m at the point in my life where I want to start giving back,” Frances says. She now helps mentor young girls and women, seeing how many of them often don’t know what resources are available. Frances says that the Ounce-funded program helped give her that connection and relationship, and now she’s helping others find it.

Founded the Center for Successful Child Development (aka the Beethoven Project), a landmark, comprehensive early childhood program in a Robert Taylor Homes high-rise

Expanded Head Start operations by subcontracting with other community-based agencies

1986

1990



Published “Head Start on Head Start,”
*a special report that helped lay the
groundwork for the development of the
federal Early Head Start program*

1994

***Helped advance creation of the Illinois Early
Childhood Block Grant,*** which combined
existing funding streams and required a percentage
of them to support birth-to-three programs

1997

20 Years of Helping New Moms in Illinois

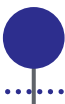
Doulas have been an innovative addition to the traditional home visiting program model. They build strong bonds with expecting and new parents, and those parents in turn build strong bonds with their own babies. The belief that “I can do this” is passed from doula to parent, and from parent to child, creating a new, self-perpetuating cycle that helps families make healthy choices for a lifetime. The University of Chicago is currently conducting a randomized control trial evaluating our doula home visiting model. Data collected for this study thus far shows multiple benefits in the first year of life, including use of safe sleep practices, parent encouragement of infants’ learning, and mother persistence in higher education and employment.

The doula program is a perfect example of the work we do: using private support to launch a program rooted in the power of relationships, and scaling it with public funding. Since we piloted our model 20 years ago, we have expanded our doula support to more than 20 locations across Illinois, supporting the births of over 17,000 children. And now we’ve expanded our impact through an online home visiting training program so other states can implement effective programs and services.

Opened Educare Chicago as the next evolution of the Beethoven Project

Began consultations with policymakers and advocacy organizations in other states on early childhood issues, based on success in Illinois

2000



2002





Meet Kristina and Monzell

Before their child was born, the reality of becoming parents brought Kristina, 19, and Monzell, 20, happiness and hope. But it also brought anxiety, especially for Kristina. Her stress about employment, education and housing took a toll. She learned from her doctor that her baby was underweight and that her blood pressure was dangerously high.

But their Ounce doula, Loretha, helped them navigate every obstacle they faced during Kristina's pregnancy. "She taught me how important it was not to have stress," Kristina says. "She was always reminding me to think about my health, and the health of my baby."

Monzell describes Loretha as being like a third parent to their daughter: "She was there all the time, every time, whenever we needed her." Learning about his developing baby motivated Monzell to be the best possible partner, and helped him build the confidence he feels today as a father.

Since the baby's birth, Loretha has helped Kristina and Monzell secure and furnish their first apartment together, connected them to quality child care, and continued to encourage them both to pursue their own career and education goals. "We want [our daughter] to see us as her first love and her role models," says Monzell.

Established a partnership—now called the Educare Learning Network—with the Buffett Early Childhood Fund

2003



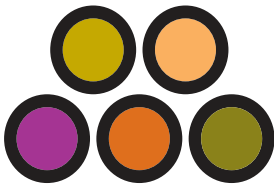
Helped create Illinois' Early Learning Council to ensure public funds are spent wisely

2003



10 Years of Advocacy in Washington, DC

With millions of children under 5 living in poverty, the Ounce and a core group of Educare funders recognized that a strong, bipartisan federal advocacy effort would be needed to create tipping-point change on a national scale. Out of this, the First Five Years Fund (FFYF) was born in 2007.



First Five Years Fund

From the beginning, FFYF was designed to be different: rooted in the language of education, and integrating a balanced approach of messaging, policy and advocacy. It was also inclusive, helping unite the advocacy community

and ultimately helping to secure cumulative federal funding increases of more than \$8 billion for early education.

Not only have there been steady funding increases to expand the quality of Head Start programs, but for the first time there is now a dedicated funding stream within the nation's largest education law to support high-quality preschool expansion. With that addition to the Every Student Achieves Act, the Preschool Development Grants have already served more than 130,000 children.

Helped to make Illinois the first state in the nation to offer quality preschool to all 3- and 4-year-olds via the *Preschool for All* bill

Launched the First Five Years Fund, the federal policy team of the Ounce

Expanded training and technical assistance to over 100 community-based programs in Illinois

2006

2007

2007



82%
of Republicans



97%
of Democrats

i

85%
of Independents

*Voters support making quality
early education more affordable
for working families to give children
a strong start.*

Won a \$3 million Investing in
Innovation grant from the
US Department of Education, to explore
innovations in leadership development

**Awarded Race to the Top-Early
Learning Challenge** grant to bring
leadership training to 300 programs
in Illinois

2011



2012



As the country has recently become more divided along political lines, FFYF has successfully navigated these uncertain waters, serving as a trusted, nonpartisan resource and thought partner to the White House, Congress and a growing coalition of advocates in Washington, DC, and states across the country.

According to FFYF polling, 89% of American voters agree that we must make quality early childhood education more accessible and affordable to low- and middle-income families. Having played an integral role in advancing bipartisan victories for America's youngest learners this past year, FFYF has cemented early childhood education as an issue that can unite a divided government.



First Five Years Fund helped
convene the White House Summit
on Early Education

Launched Achieve OnDemand,
an online professional development
platform for home visitors and their
supervisors

Hosted the Sixth National
Summit *on Quality in Home*
Visiting Programs

2014

2015

2016

Meet Chuck Mills

Of all the stories that the First Five Years Fund has helped elevate in Washington, DC, and across the country over the past decade, one memorable voice has been that of Chuck Mills, a former Marine One pilot and Head Start graduate. Chuck is the youngest of six children raised by a single mother, and when he testified as part of a 2011 panel of expert witnesses on Capitol Hill, he shared how influential Head Start had been for him personally.

As a successful owner of two businesses, and leader of Virginia's Small Business Administration for three years, Chuck encouraged lawmakers to broaden their view of Head Start's power:

"If we think about Head Start as a program from an economic perspective as opposed to simply a social program—as a program that can take a child and teach them the ways that they can be successful on their own with no additional government assistance—then we can all conclude that Head Start is a fantastic place to not only give a kid an early childhood education but also start the basic foundation of economic prowess and economic success."

Guided the launch of Illinois Family Connects, a universal newborn support system

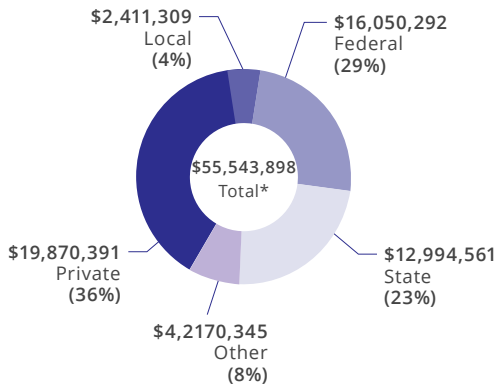
And we'll continue our work to make early learning opportunities, beginning at birth, an integral part of our nation's education system.

2017

Financials

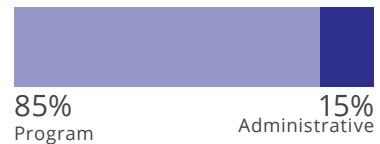
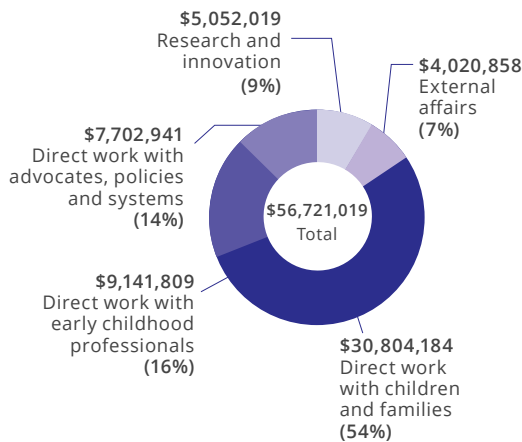
Year ended June 30, 2017

Revenue

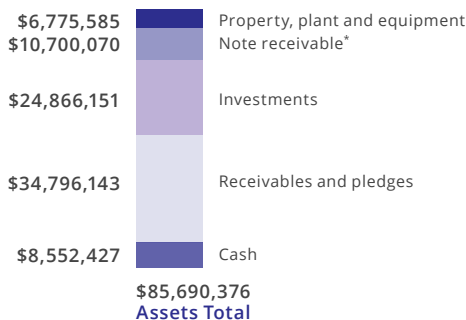


**Per GAAP requirements, revenue includes restricted and multiyear pledges recognized in FY2017 and for which corresponding expenses will be incurred in subsequent years*

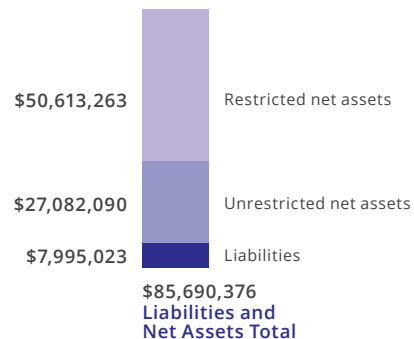
Expenses



Financial Position



*New Markets Tax Credit transaction for Educare Washington, DC



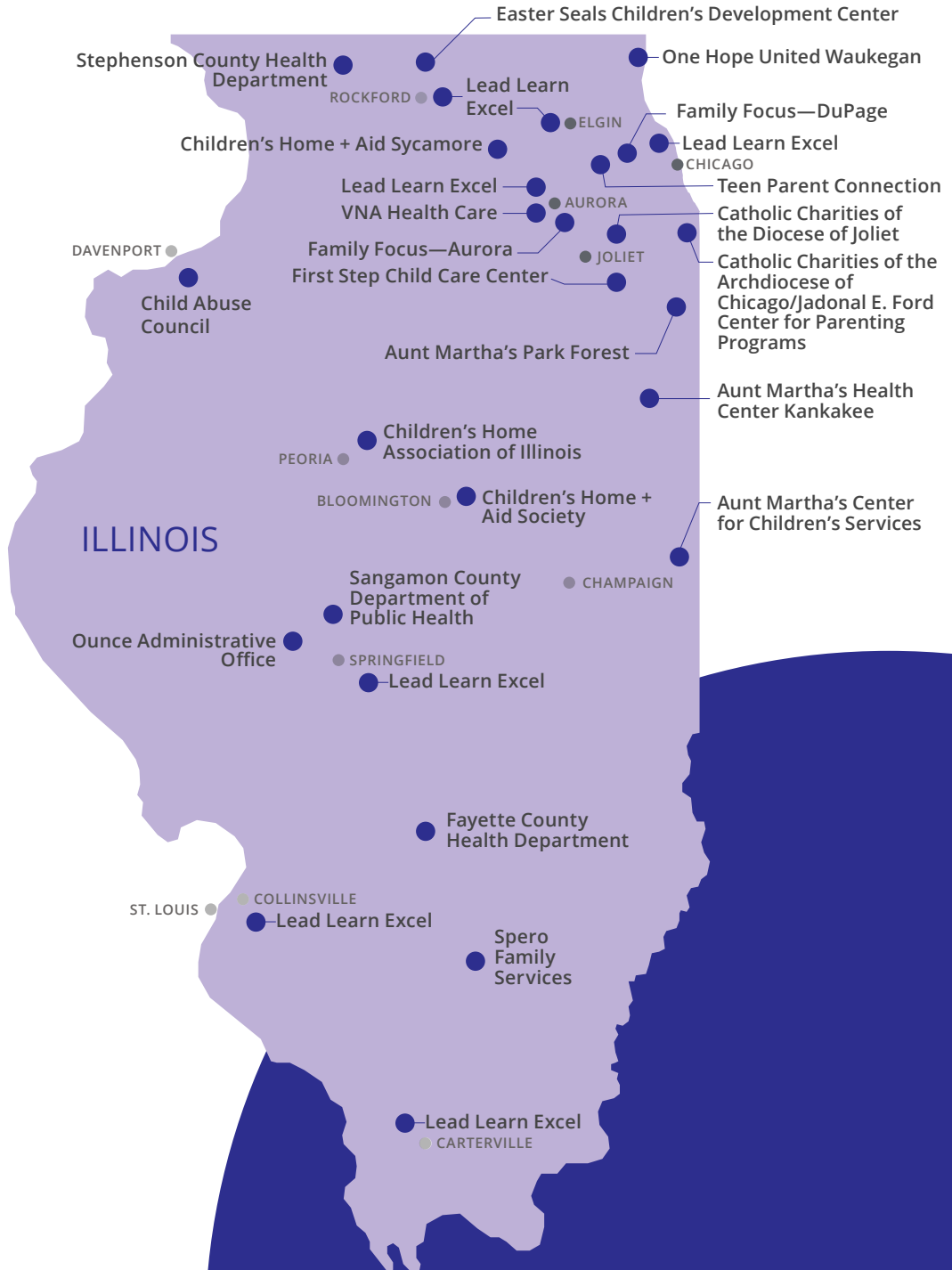
Partners and Sites

Chicago



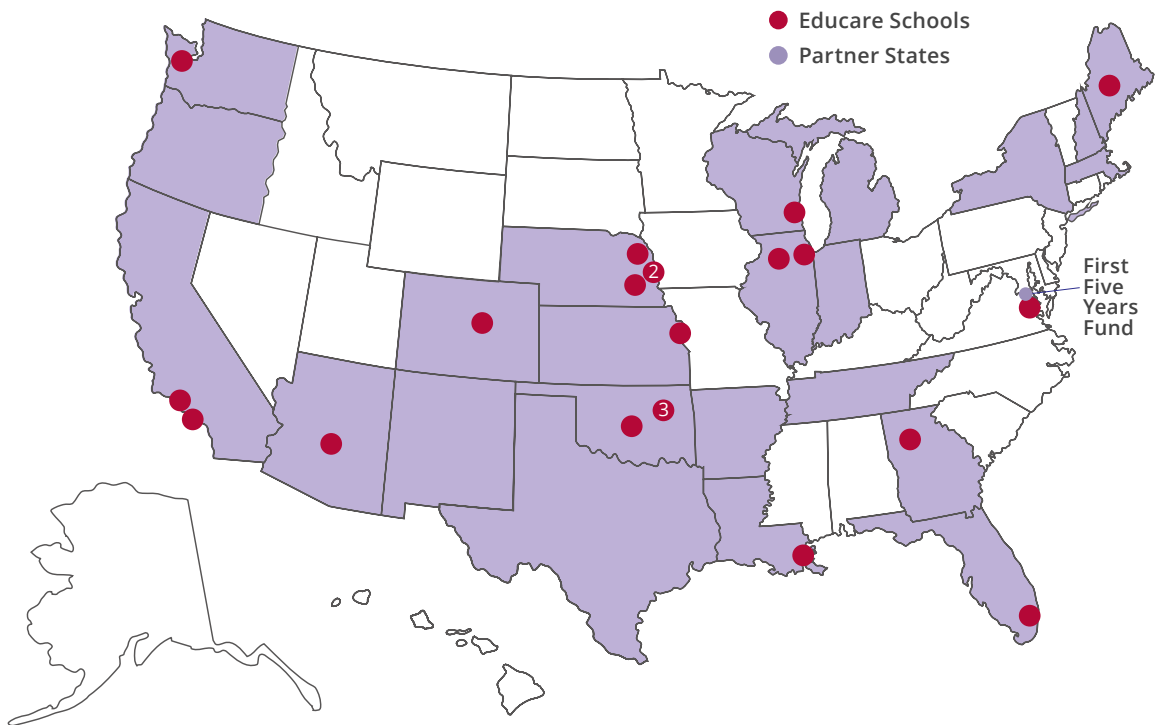
Partners & Sites

Greater Illinois



Partners & Sites

National



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Massachusetts	
Michigan	



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First Five Years Fund

FEDERAL POLICY

Washington, DC

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The Ounce is thankful to the following donors for their commitment to the Ounce's Campaign for America's Children (2014-2018 Strategic Plan).

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The Ounce is proud to recognize the following donors for their significant lifetime investment in the Ounce and its mission to help all children achieve their potential.

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The Ounce honors all our donors for their gifts, pledges and payments this year from July 1, 2016, through June 30, 2017.

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