

QUARTERLY REPORT

PROGRAM FOCUS

1ST & 2ND QUARTER 2022



Mission & Values

The Power of Play

Programs & Attendance

Program Successes

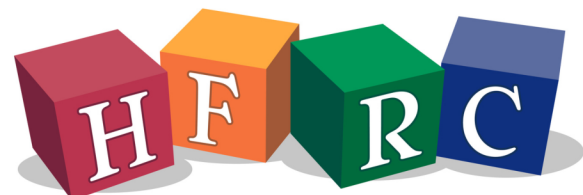
Program Challenges

Thank You

1034 W. Broad St, Horseheads, NY

607-483-1067

HorseheadsFamilyResourceCenter.org



**Horseheads Family
Resource Center**

“Where families learn together”

Our Mission & Vision

The Horseheads Family Resource Center provides inclusive, strength-based programs for young children and their families that increase school readiness, support informed parenting, and strengthen community relationships. The Horseheads Family Resource Center envisions communities that recognize, support, and celebrate the role that parents and caregivers play in their children's development and well-being.



Our Values

Safety

We provide safe, clean, and facilitated environments where all families can play and learn together.

Respect

We welcome, accept, and respect all cultures, races, family structures, and abilities. Our diversity is an asset that we celebrate.

Empowerment

We recognize and support the strengths inherent in each family and child.

Learning

We partner with families in promoting school readiness skills. Staff members share resources and information about programs in our area.

Accessibility

We are centrally located and easily accessible by car or bus. There are no physical or financial barriers to participating in our programs.

Accountability

We depend on donations, grants, and family contributions and are committed to using them wisely.

Message from the Executive Director

We have been busy at the Horseheads Family Resource Center so far this year! As we come to the end of our second quarter I am so pleased to see all of the amazing things we have been able to do in our community. Not only has the HFRC seen an increase in the number of families we are serving, but we have also added programs, hosted events, and increased our reach through the continued development of our staff, expanded community partnerships, and our ever-present desire to better serve our community.

Our Playful Learning Program continues to be successful, with many families accessing resources through the use of our playrooms and the assistance of our staff. We have seen families making connections not just with us, but with other community resources and with each other! We are so excited to watch families develop relationships and to see parents network in order to feel more secure and supported.

Our Supervised Visitation Program has welcomed a new coordinator, Selina, and the program has flourished under her care and attention. Families using this program have taken advantage of expanded hours, which include evenings and weekends, and have been better able to enter the program quickly and successfully thanks to Selina's care and dedication.

We have also been very busy making connections with other community agencies and hosted an Early Childhood Fair at the Arnot Mall on June 4th. This event boasted over 20 vendors which included everything from Early Intervention of Chemung County to local preschools and businesses! Over 60 families attended this event and walked away with giveaways and some wonderful connections. It was a perfect way for families to come and explore what our area has to offer and we look forward to hosting this event again next year.

While we are happy to be hosting some fun summer programs we are also looking forward to the fall when we expect to again expand our program offerings to include increased access to Music and Movement programs, parent education programs and so much more. We appreciate all of the support that we have received not only from our funders, but also from the amazing organizations that have partnered with us in the past few months. I am personally so appreciative of our amazing staff and volunteers that work so hard to bring access to resources to so many families.

-Shelby Mickinkle



The Power of Play

More than just a chance to have fun, play is serious business when it comes to a child's health and development. Research shows play can improve children's abilities to plan, organize, get along with others, and regulate emotions. In addition, play helps with language, math and social skills, and even helps children cope with stress.

Physical

Play develops motor skills and balance

Emotional

Play promotes emotional competence and an understanding of empathy

Cognitive

Play creates opportunities to learn, think, explore and problem solve

Social

Play improves the ability to navigate group settings and learn skills like taking turns

"Play is often talked about as if it were a relief from serious learning. But for children play is serious learning. Play is really the work of childhood."

-Mr. Rogers

Programs

Playful Learning Program

The Playful Learning Program (PLP) is offered free of charge and is at the core of the HFRC's programming. With the recent expansion to our additional location, PLP offers a playroom at each Center with creative play such as dress-up, play dough, painting, and building blocks.

A gym at the First United Methodist Church location offers the opportunity for more physical play featuring climbing structures, basketball, and riding toys. During visits, families play together in activities that support school readiness skills. As always, parents and caregivers are able to ask HFRC staff questions about childrearing, development, skills for school success, and referrals to other agencies and programs.

All HFRC Programs are free and open to all!



Supervised Visitation

The HFRC provides this service free of charge to families who need supervised visits as a result of a Family Court order or due to a Department of Child and Family Services intervention. Families are given the opportunity to visit with their child either during the Playful Learning Program or privately, with some families doing both depending on the week. In both settings, a designated monitor is provided who supports the parent/child bond through positive reinforcement and hands-on coaching when required.

Our safe and child-friendly environment further facilitates quality togetherness for families experiencing the trials of supervised visitations. With half of the families enrolled in the HFRC's Supervised Visit Program being below the poverty guideline, the fact that the HFRC offers these visits for no charge is significant.



Stroller Walk

Stroller Walks give parents the welcomed opportunity to be active and social while also promoting school readiness skills among babies, toddlers, and school-age children. While traditionally hosted at various local, stroller-friendly parks, the HFRC moved Stroller Walks indoors to the Arnot Mall to continue to provide this outlet for families over the cold New York winter.

An HFRC staff member leads the leisurely walks and encourages the development of school readiness skills through building language and vocabulary, using tools and materials, exploring with the senses, navigating social situations, and developing far-sightedness through visual stimulation. The Program also provides opportunities to promote healthy and active habits throughout the year and develops networks among families.



"I like that the HFRC is a free place to visit with lots of fun and educational things to do. I like that they offer additional activities like Stroller Walk and Music and Movement"



Music & Movement

Music & Movement is an engaging music class that incorporates all kinds of movement and participation to assist in the development of speech and motor skills. Children in this program learn through their sensory systems utilizing tactile/touch, auditory/hearing, visual/vision, communication/oral motor sensory, breathing/respiratory awareness, olfactory/smell, vestibular/body movement, and proprioceptive/body awareness.

Parents and caregivers can sometimes feel isolated or resistant to participate in group activities with their children, especially those with developmental challenges. Music & Movement engages parents and promotes participation and facilitation of play with their child while building confidence through an atmosphere of acceptance and friendship and through watching their child learn and grow!

Literacy Programs

Creative Kids Program

New to the HFRC, the Creative Kids Program is an art and literacy program that combines a story with a craft project each week following a theme. So far themes have included Exploring Emotions, Exploring Our Community, and Exploring Nature. Children in this program not only gain school readiness skills like listening, following directions, and establishing routines but also work on fine motor skills through cutting, gluing, and painting!

The Bright Red Bookshelf

The HFRC partners with the Family Reading Partnership of Chemung Valley to recirculate gently used books. The Bright Red Bookshelf Program is designed to promote literacy and book ownership, particularly in lower-income homes, while also encouraging parent-child bonding.

HFRC has given out 400 books so far this year!

Bookmobile

The Chemung County Library Bookmobile visits the HFRC once or twice a month during the school year. The bookmobile is a great opportunity for families to borrow or return books even if they cannot get to the library!

The knowledgeable librarian always has wonderful recommendations and children can get a library card right on the bus!

Parent Education & Support

Early Intervention Parent Support Group

The EI Parent Support Group meets monthly and is a wonderful resource for families utilizing any early intervention services. Each month features a guest speaker with topics like: navigating county resources, lip and tongue tie, speech delay, autism and neurodivergence, and many more. This group has become an important resource in our community for families to connect and support one another, with many families coming every month.

The Fatherhood Connection

This program was done on a trial basis this year and was geared toward supporting fathers and discussing male caregiver topics and issues.

Nutrition Programs

The HFRC has welcomed the Foodbank of the Southern Tier and Cornell Cooperative Extension into our centers to offer nutrition and food education. These programs have touched on healthy eating, food budgeting, and tips and tricks for introducing new foods to little ones!

"The staff are great! HFRC is a safe place to come and play with my children."

Early Childhood Fair

On June 4th the HFRC hosted the first annual Early Childhood Fair at the Arnot Mall. This event boasted over 20 community organizations and businesses and gave area families an opportunity to connect with many services all in one place.

Children were able to participate in activities and experience our playroom while parents accessed information on community services and programs. This event was completely free for all participants and included take-home crafts, books, and other giveaways.

The Early Childhood Fair was also featured on our local news station, WETM, which expressed the impact of this event by saying, "The programs offered at this childhood fair are free and will spearhead change in our community, providing information that could change the trajectory of someone's life in the Southern Tier."

Over 60 Families attended this event with over 90 adults and 75 children participating!

"Having all of these agencies in one location, I think it really helps parents and families understand better the resources available to them and how to use them effectively within their family dynamics."

-Mary Joe Wallner



Community Partnerships

The HFRC is so grateful to all of the organizations that have collaborated with us over the past 6 months to bring programs and resources to so many families.

Our partners include:

- Chemung County C.I.D.S.
- Chemung County Early Intervention
- Chemung County SPCA
- Cornell Cooperative Extension
- The Food Bank of the Southern Tier
- Chemung County Library District
- Leaps and Bounds
- Therapy Dogs International
- The Arnot Mall

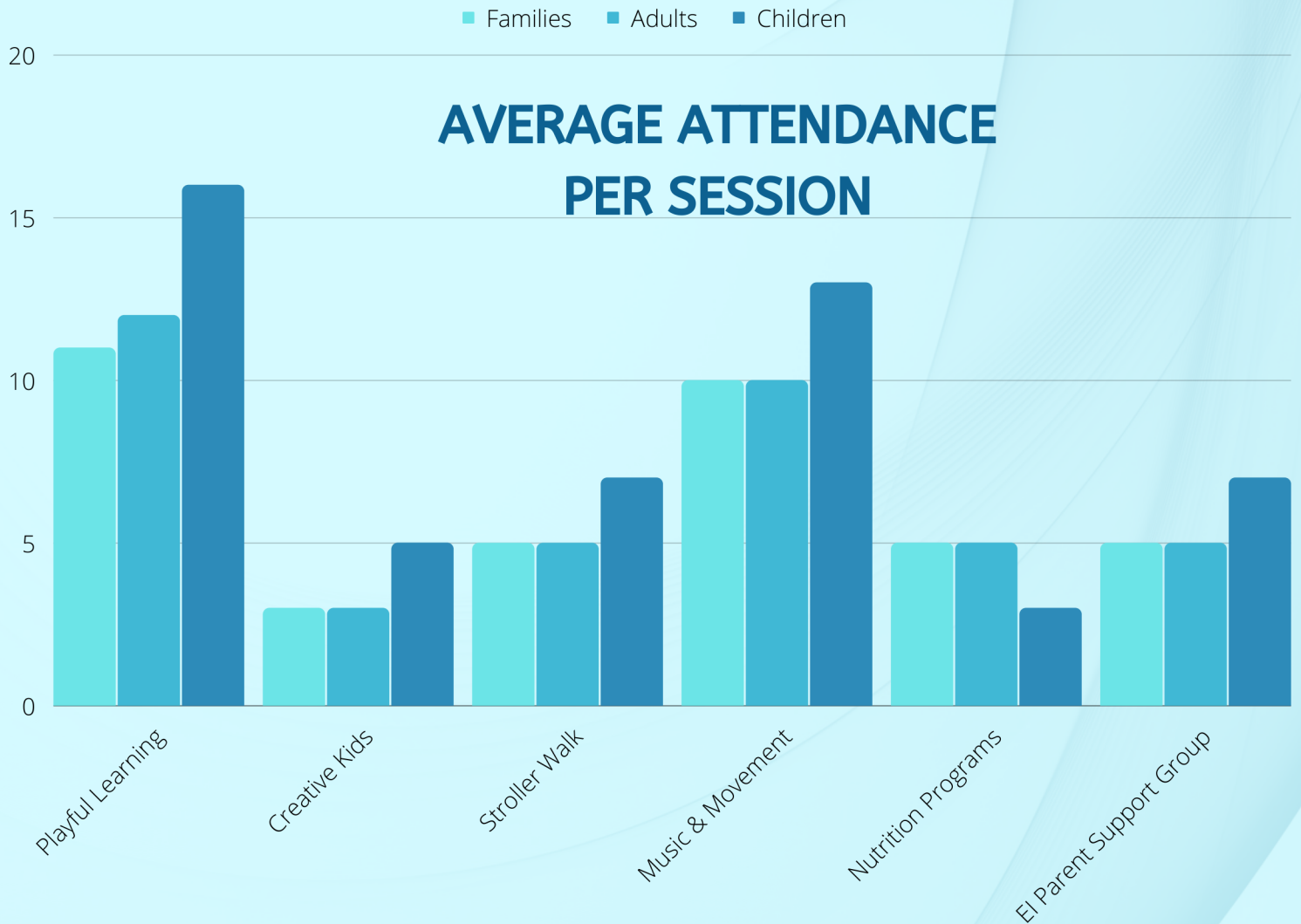
Attendance

Unduplicated Families Served January-June 2022

First Visit at Mall Location	254
First Visit at Church Location	58
First Visit for Supervised Visits	16
Total	328

Total Number of Visits January-June 2022

Families	1,999
Adults	2,311
Children	2,812
Total	5,123



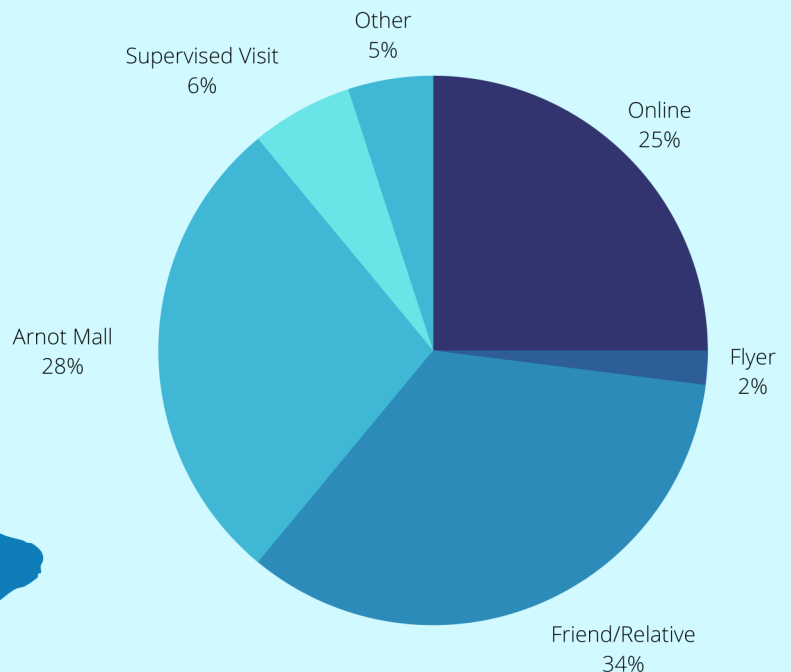
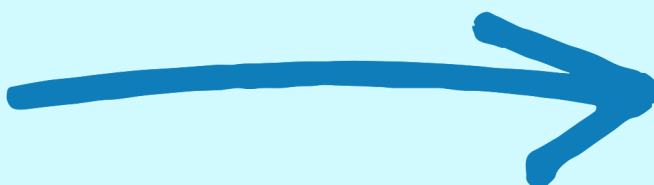
Attendance Continued

Average Number of Visits Per Week January-June 2022

Program	Families	Adults	Children
Playful Learning	61	71	89
Supervised Visits	3	3	4
Small Group Programs and Special Events	13	15	16
Total	77	89	109

Attendance at the HFRC has increased dramatically over the last six months. We are very pleased to see that the Arnot Mall location has been a huge entry point for families with many families finding us there first and then coming to both of our locations. Additional programs like our Early Intervention (EI) Parent Support Group, Creative Kids, and Music & Movement have created even more reasons for families to visit our locations and familiarize themselves with our organization and staff. Our Supervised Visitation Program has also seen an increase in attendance. This is directly due to the hiring of a Supervised Visit Coordinator who has provided fast, consistent and professional service to all families entering this program. Our coordinator has increased the number of visits HFRC is able to offer each week and the number of families who make it into the program in a timely fashion.

How did you hear about HFRC?



Successes

The HFRC has experienced so many successes so far this year! First, we have seen a return to pre-Covid numbers of families that come to our center with 328 families visiting us in the first 6 months of the year and this number continues to grow.

This year we also took a risk and committed to a new location at the Arnot Mall. This location was born of a need to be more visible within our community and we are so excited to see that this choice has paid off with 77% of our families entering through the mall location first.

We have also worked hard this year to increase our community partnerships and collaborations. We have worked with more than 10 community organizations to bring new and exciting programs and opportunities to the families we serve. One of our most successful collaborations has been the Early Intervention Parent Support Group which meets once a month at our Arnot Mall location. This group has created so many relationships between parents and community resources and the HFRC has supported this effort through the use of our space and by providing childcare so that all families have the ability to participate.

We have also placed a focus on art and literacy this year with a new program, Creative Kids, which has been successful in engaging families in reading and art as well as promoting school readiness skills like taking turns, fine motor skills, and following directions. This program also promoted expressing emotions, which was especially relevant with expressive language being at a huge deficit coming out of the pandemic.

We are also so grateful to have a wonderful and dedicated staff team and are very excited about our Supervised Visitation Coordinator, who has done a wonderful job of growing our visit program, and a Creative Coordinator who has made our center a colorful and visually beautiful place to play and create. Families are enjoying our facilities and programs and it shows!

Challenges

While the HFRC is overjoyed at the success that we have had so far this year, it is also important to acknowledge the challenges we have faced, and the programs that were not as successful as we would have liked.

This year we tested out The Fatherhood Connection as a program geared toward engaging male caregivers in our community. The program was scheduled to meet in person each week, but due to a combination of low attendance and instructor conflicts, it did not garner the interest or consistency we had hoped. While we intend to look at other father-focused programs this one did not fulfill the need that we see in our community.

Another challenge that we have seen this year has been some employee turnover. While this is a completely normal part of business we are seeing some of the same challenges in hiring as many other industries. We continue to work toward a full staff that is consistent within our program and are so grateful for the dedicated staff that are connecting with families in our center everyday.

THANK YOU



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The HFRC is so grateful for the support that we receive. Every contribution helps to provide families with programs and spaces that are safe, fun and friendly to all.

Thank you so much for your support and please feel free to stop by or reach out at any time. We love to hear your feedback and we love to share all of the great things we do!



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