

ANNUAL REPORT

2023



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**Horseheads Family
Resource Center**

"Where families learn together"

1034 W. Broad St, Horseheads, NY
607-483-1067

HorseheadsFamilyResourceCenter.org

Message from the Executive Director

Successes & Challenges

2023 was full of fun, learning, laughter, and new friends. In the past year, HFRC was humbled to host 801 unique families at our two centers with an average of over 250 people participating in our programs per week! We have seen growth in children's school readiness and watched families make friends, try new things, and explore resources in our community. We are so grateful for all the support we have received from the families we serve, and from the community at large.

The HFRC staff and board worked hard last year to bring meaningful and needed programs to our community that increase school readiness, support informed parenting, and strengthen community relationships. Almost all HFRC programs include a literacy component, such as reading books to children or sending books home with families. Program enhancements, like our Story, Craft, and Snack programs, encourage children to try new foods, explore textures, and increase fine motor skills through crafts and activities.

The diversity of our spaces, from the church playroom and gym to the Arnot Mall playroom, allows families to play in multiple environments with toys and spaces that encourage gross motor skill building, creative play, executive function skills, and social-emotional connections. HFRC also branched out of our locations to take on some new projects including the Summer Lunch Program hosted at Thorne Street Park in Horseheads. This program provided free meals for children 18 and younger for 7 weeks in the summer while school was not in session and had the goal of combating summer food insecurity in our community.

The Summer Lunch Program was a huge undertaking for our organization, and we worked hard to partner with other community organizations to make it so much more than just "free food." Instead, every day we watched an empty park become a place for families to come together. We saw the Family Reading Partnership put a book into the hands of children who then sat under the trees reading! We watched pre-teens create a friend group who were eager to make it to lunch each day to spend time together. The benefits of this program cannot be overstated and was truly one of the most rewarding things that we have done.

HFRC also experienced challenges including the ever-rising cost of doing business. With so many families visiting us every week, cleaning was a top priority. We incurred higher costs for labor and supplies to keep our rooms sparkling and stocked with snacks, paper products, and art materials. Additionally, the Supervised Visit Program continued to have issues with families' consistency, a high cancellation rate, and more demands for staff time in court. Overall, these challenges were easily managed and we continue to learn from any obstacles in our path.

HFRC is overwhelmingly grateful for all of the support that we receive and cannot wait to see what 2024 holds!

-Shelby Mickinkle

Our Vision

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 Mission

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.

Our Values

Safety

We provide safe, clean, and facilitated environments where all families can play and learn together. Our programs support families' physical and emotional well-being.

Respect

We welcome, accept, and respect all cultures, races, family structures, and abilities. Staff and families treat each other with respect. 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 such as following group rules, taking turns, using language, making friends, respecting others and property, using art materials, using large and fine motor skills, and putting toys and materials away. Staff members share resources and information about programs in our area.

Accessibility

We are centrally located and easily accessible by car or bus. We work to minimize physical and financial barriers to participation. All our programs are offered free of charge.

Our Responsibility

We depend on donations and grants and are committed to being fiscally responsible. The HFRC welcomes all feedback and works toward continuous improvement.

All HFRC Programs are free and open to all!

Programs

Playful Learning Program

The Playful Learning Program (PLP) offers year-round drop-in play and learning opportunities during daytime, evening, and weekend hours. Our two locations offer a variety of toys and materials for creative play and an assortment of climbing structures and riding toys for physical play. During PLP, families engage together in developmentally appropriate play that supports school-readiness skills. As always, parents and caregivers are able to ask HFRC staff members questions about childrearing, skills for school success, child development, and referrals to other agencies and programs.

Stroller Walk

Stroller Walks give families the welcomed opportunity to be active and social, which promotes healthy habits throughout the year and helps develop networks among families. Babies, toddlers, and school-age children, with their parents or caregivers, join us for weekly walks at various local, stroller-friendly parks. During the winter, the walks are held indoors at the Arnot Mall.



"I bring the little girl I babysit to music and movement. It's been so good for her. She asks for me to play the songs at my house all day now."

Supervised Visitation



The HFRC provides this service 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.

During visits, children play and bond with their non-custodial parents in our safe, fun, child-friendly environment. We provide a trained monitor to supervise and support families by modeling positive interactions, assisting with transitions, and being available for questions. This is a much-needed service in our community, with the need exceeding the supply. 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.

Music & Movement

Music & Movement is an engaging small-group class that incorporates a variety of fun activities that assist in the development of speech and motor skills. Children in this program learn through their sensory systems utilizing touch, hearing, vision, movement, communication, breathing, and body awareness.

Parents and caregivers can sometimes feel isolated or resistant to participating in group activities with their children, especially if they have 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

Bright Red Bookshelf

The HFRC partners with the Family Reading Partnership of Chemung Valley to recirculate gently used books that we display on the "Bright Red Bookshelves" at both of our locations. Children are encouraged to take a book home with them, promoting literacy and book ownership, particularly in lower-income homes, while also encouraging parent-child bonding. During 2023, children took home 2,712 books from the HFRC's Bright Red Bookshelves.

Bookmobile

The Chemung County Library Bookmobile visits the HFRC twice a month during the school year. It is a great opportunity for families to borrow or return books even if they cannot get to the library. The librarian always has wonderful recommendations and children (5 and over) can get a library card right on the bus!

Child Development & Parenting Programs

C.I.D.S Developmental Screenings

C.I.D.S. (Comprehensive Interdisciplinary Developmental Services) offers drop-in developmental screenings at the HFRC to assess vision, speech, language, gross motor, fine motor, hearing, and social development. The C.I.D.S. team has information for parents regarding developmental issues and can provide referrals if requested.

Baby Bistro

Twin Tiers Breastfeeding Network offers their popular "Baby Bistro" at the HFRC allowing families to meet each other, ask lactation specialists questions, learn about breastfeeding topics, and help support other moms.

Playful Parenting

Kelly Bartle-Bush is a play therapist who leads parents and children through activities and gives information about strengthening bonds, regulating emotions, and other parenting skills and tactics. There is a new topic of focus each month. All families are welcome, children are encouraged to attend with their parents or caregiver, and registration is not required.

Program Enhancements

Story, Craft, & Snack

HFRC offers at least one drop-in program enhancement per week which is themed and includes a story, craft, and snack. These programs are great at engaging families, introducing literacy, and helping children explore new foods, textures, and activities.

Program Attendance 2023

| | 2023 Goals | 2023 Actual Numbers |
|---|--------------------------|--|
| Unduplicated families served by HFRC | 500 | 801 |
| Attendance at Playful Learning Program (drop-in play-based learning program for families) | 7,500 (avg. 150/week) | 11,357 (avg. 227/week) |
| Attendance at small group programs & events | 1,200 (avg. 24/week) | 2,465 (avg. 49/week) |
| Attendance at Supervised Visits | 770 (avg. 15/week) | 581 (avg. 12/week) |
| Attendance at Summer Lunch Program | No Goal Set | 3,068 (average 93/day for 33 days) |

Beyond the Numbers

HFRC is so proud of the numbers we saw in 2023 and is continually surprised by how our centers keep growing! With over 800 unique families participating in our programs, we have had to work hard to keep up with this new pace of over 250 people visiting HFRC each week. HFRC staff members are making sure that families are getting the attention they need and that our spaces are always clean, comfortable, and welcoming for everyone. Our growing attendance has increased our needs when it comes to staffing and consumable supplies and HFRC continues to work with funders to make sure that our centers are stocked and kept to the best possible standard.

HFRC also took on a brand-new project in 2023, hosting a Summer Lunch Program site at Thorne Street Park. This program was very successful with over 2,300 free lunches served to children in our community in just 7 weeks. We were also able to introduce families to other community resources and help families connect with each other.

Survey Results

In October HFRC conducted its annual survey of families at our centers. This year we had more responses than ever with 120 participants taking the survey.



When families were asked to rate their experience at HFRC from 1-10 our average rating was **9.7!**

What participants had to say:

“We absolutely love it here and are so thankful for the HFRC. We have been coming regularly for over 2 years. I think this program has tremendously helped our 3 year old with group skills and social skills and has prepared her well for pre-k. We also have enjoyed making friends with all the parents here.”

“HFRC is amazing! I absolutely love the diversity of both staff and participants.”

“The staff is wonderful, supportive, loving, and so helpful.”

“As a new member to the community this place was the first place I felt like I belonged. Having this resource for my children and myself means more to me than I can say.”

| 2023 Annual Survey Results from Families | |
|--|---|
| 100% | agree that the HFRC is welcoming and accepting of all cultures, races, family structures, and abilities. |
| 100% | say that the HFRC environment is safe, fun, and clean. |
| 94% | agree that the HFRC offers programs that are useful for families with young children. |
| 96% | say that their child(ren) benefit from playing with other children at the HFRC. |
| 93% | agree that their child learns about and/or practices group rules such as taking turns, following directions, and cleaning up at the HFRC. |
| 91% | feel that coming to the HFRC makes them feel more connected to their community. |
| 90% | feel more confident and empowered to manage the challenges of raising a child after visiting the HFRC. |
| 92% | learned more about their child’s developing skills and behaviors at the HFRC. |
| 78% | learned at the HFRC about parenting techniques to use with their child. |
| 95% | learned at the HFRC about activities, services, programs, and resources that are available in our area. |

HFRC Summer Lunch Program 2023 Recap

This summer HFRC served free lunches at Thorne Street Park Monday - Friday for all children ages 18 and under followed by a free special program each day.

This program evolved from the growing needs that we have seen in our community over the past year, and HFRC's desire to help. With the assistance of our generous program sponsors, we were able to reach so many families and children this summer and offer support and resources.

| | Families | Adults | Children |
|--|----------|--------|----------|
| # Attending Lunch Program 12pm-1pm | 721 | 745 | 2,323 |
| # Attending Activities After Lunch Program 1pm-2pm | 541 | 577 | 1,115 |

Total Number of
Lunches Served
2,314

Special Summer Programs

Family Reading
Partnership
of free books
given out

520

Karren's
Clothing
Cupboard
of Families
getting clothes

61

Thorne St.
Park Pool
Passes
given out

195

Kid's Farmers
Market
of kids
getting free
produce

472

Backpack Food
Bags and
Chemung Canal
Lunch Bags given
out

132

Thank you for helping us make a difference!

The Impact of the Summer Lunch Program

Throughout the summer HFRC staff and volunteers connected with hundreds of families in our community. Through these relationships, we had the opportunity to gain insight into what families needed help with and how we could support them.

In addition to lunches being provided, HFRC worked with community organizations to deliver programs and services that were meaningful and fun. Some of these programs included free books through the Family Reading Partnership, an animal experience with Tanglewood, STEM projects with the Science & Discovery Center, storytime and music with the Horseheads Free Library, a Kid's Farmers Market through the Food Bank of the Southern Tier, and many more.

Some things we heard:

"We are so glad this is here everyday."

"It's free?!"

"We love the farmers market!"

"We can all get passes to swim!"

"We had fun this summer!"

"This is great!"

"Will this be here next summer?"

"This has really helped us this summer."

HFRC is so grateful for all of the support we received and we fully intend to offer this program again next summer!

We are so glad to have been able to make a difference in a new way and look forward to partnering with everyone again next year!



Finance Report

HFRC is funded through generous donations from our community and through grants awarded through local foundations.

Thank you for your support!

Finances Explained

HFRC Fiscal Year 7/1/22 - 6/30/23

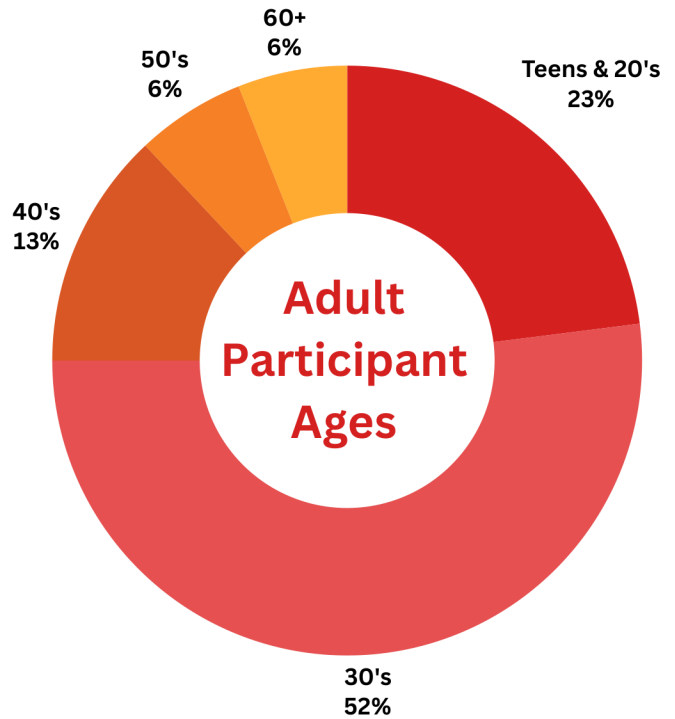
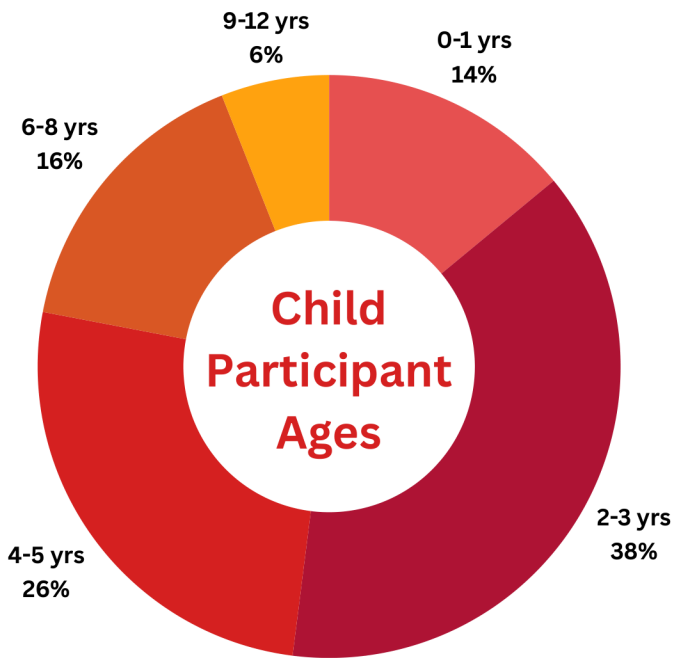
| Revenue Source | Amount | Percent |
|----------------|-----------|---------|
| Foundations | \$148,733 | 87% |
| Businesses | \$4,145 | 2% |
| Individuals | \$16,636 | 10% |
| Other | \$2,405 | 1% |
| Total | \$171,919 | 100% |

| Expenses | Amount | Percent |
|----------------------|-----------|---------|
| Program | \$128,400 | 76% |
| Management & General | \$25,589 | 15% |
| Fund Development | \$14,353 | 9% |
| Total | \$168,341 | 100% |

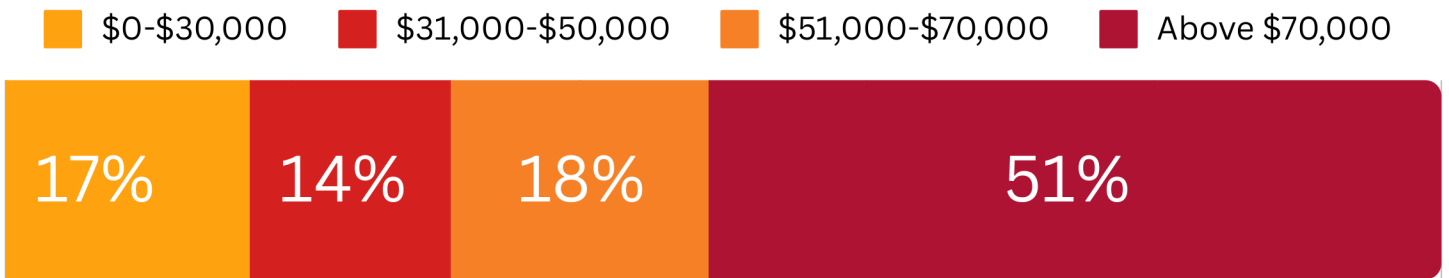
The HFRC fiscal year runs from July 1st through June 30th. HFRC's budget has consistently grown over the last few years which aligns with our expansion to a second location, extended operating hours, and increased community outreach.

The HFRC prides itself on using all resources effectively and efficiently. With little overhead and with dedication to making the most of every dollar, the HFRC is able to serve more families in our community. New families find us every day, with very few resources dedicated to marketing. Word of mouth is still our best advertising!

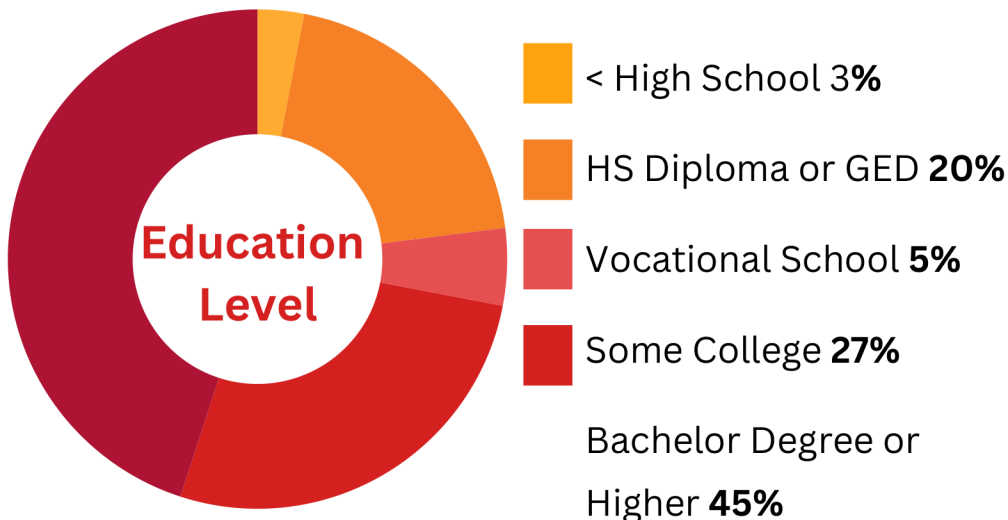
Demographics



Household Income



16% of families in HFRC programs are below the Federal Poverty Guideline which represents extreme poverty. About half of HFRC participants fall below the "ALICE" Basic Needs guideline. Find more information at: UnitedForALICE.org.



Counties Served

65% Chemung County, NY
 17% Steuben County, NY
 5% Bradford County, PA
 4% Schuyler County, NY
 2% Tioga County, NY
 2% Tioga County, PA
 2% Tompkins County, NY
 3% Other

THANK YOU!

The HFRC receives support from many sources including several foundations, businesses, and, of course, our families and community. We appreciate all of them!

2023 Donors Include:

Foundations

Community Foundation of Elmira-Corning
and the Finger Lakes
Corning Incorporated Foundation
Douglas G Anderson Leigh R Evans
Foundation
Eaton Charitable Fund
Fund for Women of the Southern Tier
Matthews Children's Foundation
Rose's Youth Philanthropists
The Alfred & Jane Ross Foundation
The Anderson Foundation
The Hilliard Foundation
The New York Bar Foundation
The Triangle Fund
The Tripp Foundation
Tioga Downs Regional Community
Foundation

Businesses

Alsworth Capital Management
Arnot Mall Barber Shop
Chemung Canal Trust Company
Corning Credit Union
Dandy Mini Marts
Edger Enterprises
Excellus BlueCross BlueShield
First Heritage Federal Credit Union
Gough Holding Corporation
Kennedy Valve
Picnic Pizza
Simmons-Rockwell
Valicenti Insurance Services

Service Groups

Horseheads Elks Lodge
United Women in Faith

58 Donations from Community Members

Over 100 cash donations from HFRC Participants

HFRC is also so grateful to the board members, families, friends, and businesses that donate money, supplies, and their time to our organization. We couldn't do it without them!

Families also support us by donating some of our most used supplies!

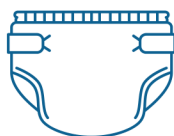
80 Boxes
of Snacks



2,500
Children's
Books



80 Packs
of Diapers



35 Packs
of Batteries



90 Glue Sticks
& Craft Supplies



Too many
toys
to count!

