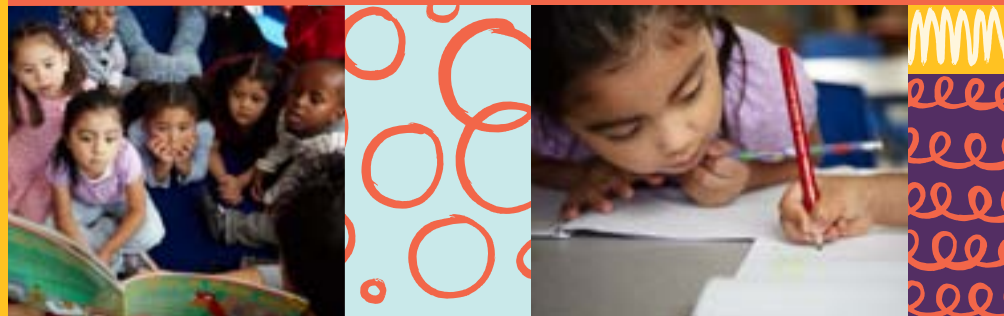


Way to Grow™



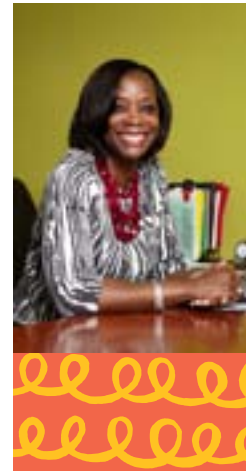
2010 Annual Report

Vision

Together, we will ensure that every child has an equal opportunity to succeed in school and life.

Mission

Working closely with parents and communities, we ensure that children within the most isolated families are born healthy, stay healthy and are prepared for school.



Hello,

Martin Luther King, Jr. said, “an individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”

Today, our immediate concerns must include the educational disparities afflicting Minnesota’s children, and the ramifications it will have on our future. It is in our best interest—morally, socially and economically—to eliminate the barriers that prevent children from being prepared for school and beyond. We know that if we don’t do anything now, our workforce will be less educated and less fruitful, and it will compromise the safety and fiscal success of our communities.

We care about the kids in our state, and we care about the future of our communities. That’s why we do what we do. In 2010, Way to Grow experienced its toughest challenge due to significant losses of funding. Despite that obstacle, 80% of our children were deemed ready for kindergarten; we served over 2,300 parents and children; we completed 8,759 home visits, and we made over 2,300 referrals to connect parents and children to other agencies for food, clothing, housing and medical services. Moreover, 99% of newborns born to Way to Grow parents met the healthy birth weight, and 95% of the teen mothers served by Way to Grow did not have a repeat pregnancy. In the fall of 2010, we piloted the Great by Eight initiative to serve children through the completion of third grade. Expanding on our belief in the importance of kindergarten readiness, third grade is a critical milestone because even at this young age, a child’s test scores can accurately predict if he or she will have success in school and life.

As we move toward the next few years, we have more hard work to do. And we can’t do it alone. We need the diligence of parents, foundations, businesses, schools, and government and community leaders who, like us, believe that all children should have an equal opportunity to learn and succeed regardless of their life circumstances.

We will continue to face many challenges as we work to overcome educational disparities. Perhaps to some it seems like a hopeless issue. One that is too big for us to make a real and lasting change. But for the many of us who still believe in our children’s futures, and believe that every child deserves an equal education no matter their social or economic status, we know there is still hope. And the time to act is now.

Sincerely,

Carolyn Smallwood
Executive Director, Way to Grow

Our Impact

80%

of Way to Grow children were prepared for kindergarten in 2010

vs. 71% of children deemed kindergarten ready in Minneapolis in 2010

86%

of Way to Grow parenting high school seniors graduated

vs. 64% of teen mothers nationwide

85%

of Way to Grow parents without a high school diploma read to their children

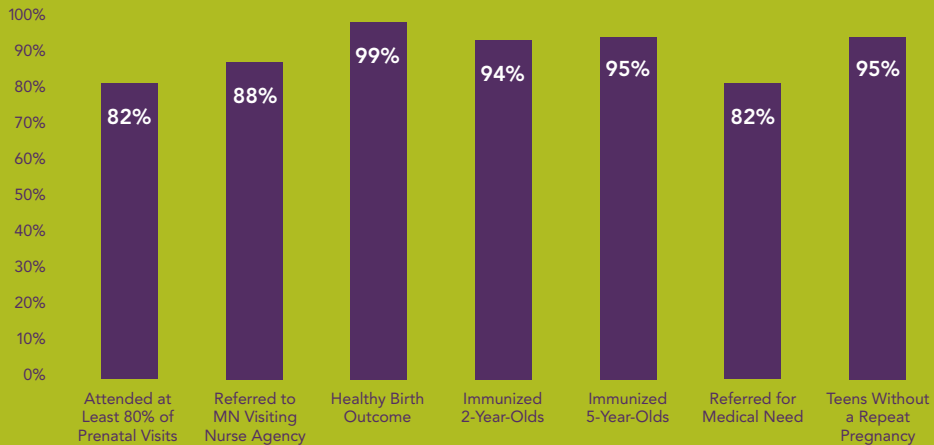
vs. 41% of parents without a high school diploma

99%

of Way to Grow newborns were born at a normal birth weight or above

vs. 92% of children born at a normal birth weight in Minneapolis

Results of Our Health and Wellness Services





Family Support

In 2010

- We served 2,303 unduplicated parents and children with high quality home visits focusing on early education
- We completed 8,759 home visits
- We made 2,310 referrals to agencies to access food, clothing, affordable housing and other support services

We make strong connections for better care.

Effective early learning must start in a stable home. When a family's living situation is in jeopardy, it directly affects education efforts. And while Way to Grow parents are committed to helping their children succeed in life, overwhelming economic and social barriers often block their way. Our resource advocates work closely with parents to address and help overcome any challenge. Through Way to Grow, parents learn to advocate for themselves and develop the skills they need to nurture their families.

During Way to Grow home visits, our resource advocates and family educators learn about each family's situation and any challenges they have in accessing resources or services. When a family needs help with housing, food, clothing or employment services, resource advocates connect them to one of our 50+ partners. This helps parents build a stable home—enabling children to develop the skills and knowledge they need for kindergarten.

Health & Wellness Education

In 2010

- 278 pregnant mothers received individualized prenatal home visits
- 99% of pregnant mothers served had a healthy birth outcome

A happy life happens in a healthy home.

That's why Way to Grow is focused on making sure every child is born healthy, stays healthy and is ready to succeed.

Research proves that when children are born healthy, they have fewer developmental delays through their formative years. Our in-home health-and-wellness programming teaches parents about prenatal care, nutrition, immunizations, well-child checkups and safety to ensure all children are healthy, strong and prepared to learn. When necessary, our resource advocates refer families to our appropriate health and dental care partners. Two of our most prominent partnerships are with the Minnesota Visiting Nurse Agency and Women, Infants and Children.

This complete health-and-wellness programming enables Way to Grow parents to access health services and develop skills to work effectively within the healthcare, school and social-services systems.

Tonia

Tonia first learned about Way to Grow when her own family was struggling and her physician referred her to the program. The support she received helped put her and her family on a path toward success. Fifteen years later, Tonia was hired at Way to Grow as a Family Educator. With the new role, she would be giving families the same support she needed years earlier.

Among her many responsibilities, Tonia teaches parents how to prepare their young children to enter kindergarten, she shares prenatal education with pregnant mothers and connects families to resources. Tonia is passionate about what she does. Way to Grow made a difference in her life, and now she hopes to do the same for others.

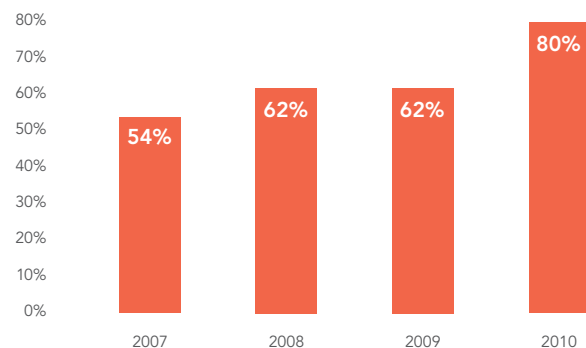




Early Learning (Great by Eight)

In 2010

- 116 3- to 5-year-olds received quality, center-based early learning programming through Preschool Pals
- 177 children graduated Way to Grow and started kindergarten more prepared to learn
- 80% of Way to Grow children achieved school-readiness when entering kindergarten
- 87% of Way to Grow families reported reading to their children daily
- 55% of Way to Grow kindergarteners were reading above their grade level



Percentage of Way to Grow children who meet or exceed the benchmark for Individual Growth and Development Indicators.

Success starts well before the first school bell.

Studies prove that if a child receives support in developing physical, cognitive, social and emotional skills before age 5, he or she is more likely to succeed later in life—reducing the chances the child will drop out of school, receive welfare benefits or commit crime.

Our family educators engage parents in their children’s education—showing them how to teach through everyday interaction and play. Through home visits, our Preschool Pals classes and Play, Learn and Grow center-based programming, we unlock parents’ potential to be strong, positive role models.

Learn at home and away.

During home visits, family educators use the Sprouts curriculum to teach parents how to develop vocabulary, conversation, sound awareness and alphabet knowledge with their infants and toddlers from ages 0 to 3. For children ages 3 to 5, family educators utilize the Read Together, Talk Together curriculum to begin preparing children for school and to continue teaching them the big-five early literacy skills: vocabulary, alliteration, rhyming, letter naming and letter sounds.

Beyond the home, Way to Grow offers two center-based programs: Preschool Pals and Play, Learn and Grow. Preschool Pals is our free preschool offered three or four days a week to children ages 3 to 5 at two Minneapolis locations. Play, Learn and Grow focuses on parents and their 0- to 5-year-old children learning together. Both programs utilize the Opening the World of Learning curriculum and teach oral language and early literacy skills through mathematics, science and social studies.



Jacqueline

Jacqueline is an outgoing, curious little girl who loves learning and going to school. Like her three older brothers before her, Jacqueline is enrolled in Way to Grow. Through home visits with her Family Educator, Eveline, and the Way to Grow preschool she attends, Jacqueline is learning the skills she'll need to be prepared for kindergarten.

Jacqueline's parents do not speak English, but, as a participant in Way to Grow, she is learning to speak English fluently while her parents receive advice for navigating the school system and learn ways to reinforce the lessons that will help Jacqueline find success in school. With this support now, Jacqueline is on a better path toward fulfilling her dream to someday become a doctor.



Teen Parenting Program

In 2010

- 38 parenting teens enrolled
- 86% of parenting high school seniors graduated
- 83% of parenting graduates enrolled in college
- 95% of Way to Grow teen moms did not have a repeat pregnancy

Giving love is as important as receiving it.

Though teen parents face many obstacles and struggles, the Way to Grow teen parenting curriculum helps educate and prepare them for a successful life. As part of a three-year commitment, teen parents receive home visits twice a month, academic tutoring, guidance in career development and participate in evening group sessions.

The program is specifically designed for mothers ages 15 to 21 who are attending or willing to enroll in high school/GED programs and are committed to their education and career goals.

Throughout the course of the teen parenting program, participants are encouraged to constantly set, work toward and achieve new goals for themselves and their families. This forward-looking approach helps these young parents gain new skills and greater confidence as a parent and member of the community. The program is broken down into three phases:

Phase 1:

Parenting, motivational empowerment and academic engagement

Phase 2:

Career adaptability modules with a culture-centered career development curriculum

Phase 3:

Reciprocal community involvement, giving teens the opportunities to develop leadership skills, give back to the community and mentor younger participants

Krystle

At 17 years old, high school student Krystle gave birth to her son Jamison. After enrolling in an alternative school for teen moms, she learned about a teen parenting program being offered through Way to Grow. Krystle joined, and there she quickly formed a bond with the other young moms and found the support she was lacking at home.

Two-and-a-half years later, Krystle is a high school graduate and she continues to attend the group. She works and goes to school full time with the goal of eventually helping other teen moms and families in difficult situations. Krystle credits Way to Grow with much of her success as an employee, as a student and, most importantly, as a mom to a happy, healthy boy.





2010 Revenue & Expenses

In 2010, Way to Grow faced major and unexpected funding decreases. While challenging, these decreases were not insurmountable. We have responded by restructuring and combining or expanding certain programs, allowing us to continue to provide high-quality, critical support to the parents and children we serve.

Operating Revenue	2010	2009
Contributions	34,461	22,619
Government	814,739	908,603
Foundations	591,750	938,896
United Way	223,026	193,325
Program Service	9,328	16,302
Annual Celebration	143,008	36,327
Interest Income	2,682	5,822
Total Operating Revenue	1,818,994	2,121,894
Operating Expenses		
Program Services	1,673,536	1,654,823
Administrative Services	206,554	278,826
Fundraising Services	213,197	150,586
Total Operating Expenses	2,093,287	2,084,235

Our Outlook for the Future

Great by Eight Initiative

In 2010, Way to Grow partnered with Minneapolis Public Schools to launch the Great by Eight initiative which expands our proven pre-K programming to include public school students through the important third grade milestone. Studies show a strong correlation between a child's third grade literacy scores and the chances that the child will either graduate from high school and go on to college, or follow a path of crime and, ultimately, incarceration. By serving children in the Minneapolis Public Schools during these critical first eight years, we hope to lay the groundwork for their success in school and life, and create a better future for our community by reducing cyclical poverty and creating an educated workforce.

Board of Directors

Judy Farmer, Interim Chair
Minneapolis School Board Member, Retired

Chris Cassirer, ScD, MPH, Past Chair
Senior Vice President, Capella
Education Company

James Boyle, Vice Chair
President, James R. Boyle & Associates

Sally Scheefe, Treasurer
Finance Manager, General Mills

Phil Kibort, MD, Secretary
Chief Medical Officer & Vice
President, Medical Affairs, Minneapolis
Children's Hospital

Judge Pamela Alexander
President, Council on Crime & Justice

Maria Christu
General Counsel, Children's
Hospitals & Clinics

Keith Halleland
Founder & Shareholder, Halleland Habicht

Amber Krchnavy
Manager, Powerplant Engineering,
Delta Airlines

Robert Marsh
President & Chief Executive Officer, Synico

Suzanne McCarty
Senior Director of Community
Involvement, Cargill

Malcolm McDonald
Director of Various Organizations, Retired

Joellyn Veninga
Vice President, Human
Resources, Ecolab

Katie Kloster
Chief Compliance Officer,
Varde Partners, L.P.

Karen Mullery
Director, Global IV Us Marketing,
Boston Scientific

Robin Schroeder
Chief Financial Officer, Schroeder
Company, Retired

Emma Mogendorff
Senior Community Relations Specialist,
Thrivent Financial for Lutherans

Laurie Lafontaine
Vice President, Finance & Treasury,
Allina Health System

Advisory Board

Terri Barreiro
Director, Donald McNeely Center for
Entrepreneurship, St. John's University

Gary Cunningham
Vice President of Programs, CPO,
Northwest Area Foundation

Todd Otis
President, Ready 4 K

Government, Foundation, Corporation and Organization Donors

ADC Foundation

Albrecht Family Foundation

Borders

Boston Scientific Foundation

Bush Foundation

Capella University

Capstone Publishers

Cargill Foundation

Carl & Eloise Pohlad Foundation

Catholic Community Foundation

Christensen Foundation

City of Minneapolis

Coughlan Companies

Curtis L. Carlson Family Foundation

Delta Dental of Minnesota

Deluxe Foundation

Edward R. Bazinet Foundation

Fidelity Charitable Gift Fund

Fieldstone Alliance, Inc.

General Mills Foundation

Graco Foundation

Greater Twin Cities United Way

Grotto Foundation

Halleland Habicht

Hennepin County

Hennepin County Medical Center

Hinrichs & Associates

Jay & Rose Phillips Family Foundation

Jostens Foundation

Little & Company

M&I Bank

MacPhail Center for Music

McKnight Foundation

Medtronic Foundation

Mitchell Construction

The Minneapolis Foundation

Minneapolis Public Schools

Minneapolis Rotary Club

Minnesota Children's Museum

Minnesota Early Learning Foundation

National Association of Black Social Workers

Northwest Area Foundation

Otto Bremer Foundation

Park Nicollet Health Services

The Patchwork Quilt

Ready 4 K

St. Joan of Arc Church

The Saint Paul Foundation

Sauer Children's Renew Foundation

Saunders Family Foundation

Science Museum of Minnesota

Shakopee Mdewakanton Sioux Community

Sheltering Arms Foundation

SPEDCO Economic Development
Foundation

Target Foundation

Thrivent Financial for Lutherans

Tunheim Partners

United Health Group

University of Minnesota Center for Early
Education & Development

Vander Zanden Inc.

Wayzata Community Church

Wells Fargo

W.K. Kellogg Foundation

Women's Leadership Council

Individual Donors

Alan & Lynn Goldbloom	Cheryl Commers	Gloria Perez	Joellyn Veninga	Marci Malzahn	Rebecca Sydeski
Alice Scheefe	Chris Cassirer	Gretchen Ebert	John Blomquist	Margo Allen Hurst	Richard Goff
Allison Barman	Chris Mickelsen	Gretchen Musicant	John D. Kilburn	Mark Abeln & Monica Little	Rob, Liz & Laura Page
Amber Krchnavy	Chris Renier	Harold Ireton	Joseph & Barbara Welle	Mark Frank	Robert Baker
Andrew & Emma Mogendorff	Christine Johnson	Heather Sanerbrey	Joseph Anthony & Mega Mourning	Mary Stavast	Robert Jones
Angela & John Vikesland	Christopher Meyer	Heidi Gesell	Judy Blaseg	Mary & Werner Hampl	Robin Schroeder
Ann E Luce	Craig & Julie Murphy	Heidi Vader	Judy Farmer	Mary & Winston Wood	Robyn Green
Ann Munt	Cynthia Wilson	Holly Adams	Julie Ingleman	Mary Griesedieck & Jac Sperling	Ron Christianson
Annetta Diedrich	Daniel Kuhlman	Howard Stacker	Karen Bailey	Melanie Nelson	Rose Lindsay
Anthony Hinrichs	Daniel J Stewart	James Williams	Karen Casanova	Melissa Hanson	Ruth & Stefan Friedrichsdorf
Art & Cheri Rolnick	David & Karen Nasby	James & Lauri Roberts	Karin Taylor	Mike Mann	Sally Scheefe
Barbara Butts Williams	David & Lee Ann Overman	James Davnie	Karin Wendt	Mike Schacherer	Sandra Harris
Barbara Nicol	David Lucas	Jan JorDET	Katherine Poindexter	Missy Thompson	Sandy Young
Barbara Westgard	Deb Cohen	Janice Ervin	Katrina VanderKooi	Mitch Grunes	Saunders Family
Becky Roloff	Denise Dunn	Janice Grochal	Keith Halleland	Nancy Heimer	Sharon Falvey Moser
Bev Ordahl	Dennis Schapiro	Jean Nitchals	Keith & Linda Enrooth	Natalie Ramier	Shawn & Brianna Carlson
Beverly Propes	Diane Bushyager	Jean Wolfe	Kenneth Paulus	Natasha Alexander	Sheila Wright
Blanton Bessinger, MD	Diane Hofstede	Jeanne & Paul Ravich	Kenneth & Judith Fields	Nathan & Elissa Lindquist	Steve Kafitz
Bob McKlveen	Dianne Krizan	Jeanne Bailey	Kevin Ludke	Oluranti Onadipe	Steven Deruyter
Bob & Suzanne McCarty	Dinah Tansey	Jeanne Mock	Kristine Danzinger	Pam Nolan	Sue Crolick
Brad & Melissa Hanson	Donald & Pamela Gerberding	Jeanne Stenn	Larry Jacobs	Patricia & Malcolm McDonald	Susan Boren
Brad Passer	Donna Dematteo	Jeff Lemaster	Laura Cohen	Patrick Woodring	Susan Denk
Brent Schlosser	Donna Hoelke	Jenny Donovan	Lauren Wood	Paul Nelson	Susan Eichhorst
Brett & Sheila Waldman	Doug & Deb Persing	Jerry Lee	Laurie Lafontaine	Paula Abramson	Tasha Alexander
Bridgette Crawford	Douglas Bailey	Jill Davis	Lawrence Hendrickson	Paula Kocken	Temma Shankman
Bridgid O'Malley	Douglas Wolfe	Jill Lindsey	Linda Mona	Peg Birk	Terri Barreiro
C.R. & Naomi Erdman	E. Peter Gilette	Jill Swenson	Lori & Bryan Barnes	Phil Kibort	Theresa McCormick
Carolyn & Carey Smallwood	Eddie Wilson	Jim Boyle	Lucy Gerald	Priscilla Chester	Tim Swanson
Cathleen Meyer & Dale Olson	Elizabeth Williams	Jim & Chriss Renier	Lucy & Kip Heegaard	Priscilla McNulty	Tony Santucci
Cecily & Tom Hines	Eric Schubert	Joan Higinbotham	Lynn Hassan Jones	Rachelle Dockman Chase	Wenda W. Moore
Charles Slocum	Fred Hurst	Joanne Henry	Makeda Zulu-Gillespie	Raymond Ruppert	William Keatts
	Gary and Elaine Dachis	Joanne & Howard Kuebler	Malcolm MacDonald	Rebecca Miller	

Community Partners

348-TOTS
Abbott Northwestern Hospital
AchieveMpls
American Indian Family Center
Annex Teen Clinic
Blue Cross Blue Shield of Minnesota
BlueWater Association, Inc.
Brain Injury Association of Minnesota
Brian Coyle Center
Broadway Family Medicine
Broadway High School
Bundles of Love
Center for Families with the Greater
Minneapolis Council of Churches
Centro Cultural Chicano
City of Minneapolis Department of
Health & Family Support
CLEARCorps USA
CommonBond–Seward Towers West
Community University Health Care
Center–CUHCC
East Side Neighborhood Services
Fairview Riverside
Families Moving Forward
Family Medical Center
The FATHER Project
Federal Trio Programs–TRIO
Greater Minneapolis Council of Churches
Head Start, Parents In Community
Action–PICA
Hennepin County Child Protection Services
Hennepin County Human Services and
Public Health Department

Hennepin County Medical Center
Hmong American Mutual
Assistance Association
Indian Health Board
Kente Circle
La Crèche Early Childhood Centers
La Oportunidad
Legal Aid
Little Earth United Tribes
MacPhail Center for Music
Medica
Minneapolis Interagency Early
Intervention Committee–MIEIC
Minneapolis Public Libraries; Sumner,
North Regional, Hosmer
Minneapolis Public Schools- MPS
Minnesota Association for the Education
of Young Children–Mn AEYC
Minnesota Organization of Fetal
Alcohol Syndrome–MOFAS
Minnesota Visiting Nurse Agency
MPS Health Related Services
Neighborhood Achievement
Zone–NAZ
North High School
NorthPoint Health & Wellness Center
Office of Multicultural Services–
City of Minneapolis
Park Avenue Methodist Church
People Serving People
Phyllis Wheatley Community Center
Pillsbury United Communities
Powderhorn Cultural Wellness Center

Pratt Community Education
Ready 4 K
Research, Planning & Development
Department–Hennepin County
Reuben Lindh Family Services
Roosevelt High School
Sabathani Community Center
St. Anne’s Place
St. David Child Development &
Family Services
Saint Paul Early Childhood Family
Education–ECFE
St. Stephen’s Human Services
Simpson Housing Services
South High School
Sustainable Resource Center
Teddy Bear Band
Tree of Life Family Church
UCare
University of Minnesota–Urban Research and
Outreach/Engagement Center (UROC)
Waite House
Washburn High School
Women, Infants and Children–WIC

way to grow™

To learn more about Way to Grow, see our community impact, or to read our success stories, please visit www.mplswtg.org.

125 West Broadway
Suite 110
Minneapolis, MN 55411

TEL 612.874.4740
FAX 612.874.4757

