Annual Report FY24-25

Powered by Hope; Strengthened by Prevention

A Message from Our CEO

"Overloaded and overwhelmed." That's what we hear so often from families, and from the community-based agencies working tirelessly to support them. Whether it's financial stress, concerns about children's safety, or the daily challenge of balancing work and family, raising children remains one of the most important roles in our society. With the right support in place from the start, families can truly thrive.

That's why the work of Positive Childhood Alliance NC matters. In a time of stress and uncertainty, we are powered by hope and strengthened by prevention. By promoting positive relationships and nurturing environments, we help families and children not only get by, but live a happy, purposeful life with hope for the future.

The science is clear: positive experiences change lives. They shape healthier futures and build stronger communities. This past year, we've seen what's possible when we center families and work together to create conditions where every child in North Carolina can grow up safe, supported, and full of promise.

As you read through our Annual Report, I hope you feel the same inspiration and hope that we do. Your support makes this work possible, and together we are building a future where children's wellbeing is the measure of our success.

With gratitude,

Sharon Hirsch
President & CEO

By the Numbers

282,150
people reached through public awareness activities

North Carolina Family Resource Center NETWORK

61 Family Resource Centers supported statewide

76 total NC FRC Network members

114 staff from 32 FRCs certified in the Standards of Quality

38 sub-grantee organizations completed child safeguarding policies this year

31 professional development workshops delivered to family support grantees (100% reported increased knowledge)

375 participants attended the Learning & Leadership Summit

730 CAPM toolkit downloads (720 English / 28 Spanish)

49 Family support agencies served through coaching

40,129 individuals trained through online courses, webinars & learning collaboratives

Positive Childhood Alliance NORTH CAROLINA

Hubs of Hope:
Family Resource Centers Helped Families Rise After Helene

Across North Carolina, community-based Family Resource Centers (FRCs) serve as hubs to provide support, resources, and hope for families in the communities they serve. These FRCs, many of whom are members of the North Carolina Family Resource Center Network led by Positive Childhood Alliance North Carolina (PCANC), are staffed by dedicated, compassionate professionals who work to ensure the families they support have what they need to thrive. From diapers and food to parenting classes, connections to child care and mental health resources, FRCs serve a role in communities as a place that families can go when they are in need of concrete supports and community connections.

In late September 2024, Hurricane Helene devastated Western North Carolina, with winds and flooding causing major destruction of infrastructure and residential areas. Nestled within the hills and hollers of the mountains, families faced crises they never could have expected: homes flooded or damaged, roads washed out, family members and neighbors lost. Once the storm passed, FRCs evaluated damage to their facilities, worked to contact their staff members, and began to help their communities recover, despite also experiencing crisis themselves.

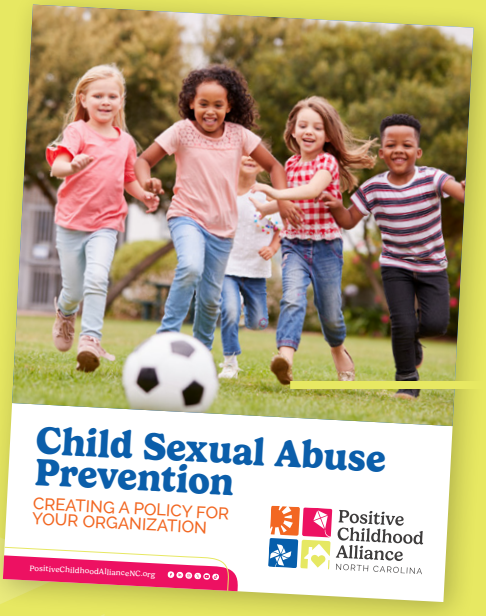
As the backbone organization of the North Carolina FRC Network, PCANC jumped into action, contacting FRCs in the impacted areas. While phone and internet services were intermittently accessible, PCANC staff members were able to reach each agency and ask, "How are you doing, and what kind of support can we provide?" This mirrored the way FRCs reached out to their own communities in the aftermath to fill the gaps, connect families to resources, and bring their community together. PCANC maintained flexible support and communications to FRC organizations, understanding that some may need more support, or different support, than others.

Each individual FRC responded to the unique needs of their communities; most served as crisis assistance centers, providing relief for immediate needs like clothing, diapers, food, and water. In true partnership, they coordinated efforts with other local organizations to collect and distribute donated goods. Some FRCs opened their doors as a temporary shelter or offered facilities to shower, do laundry, or simply relax and play with their children. In doing so, they created opportunities for Positive Childhood Experiences to grow while buffering stress and building resilience. As PCANC maintained contact with the impacted organizations, one thing mentioned time and time again was the importance of the FRC Network in recovery efforts. An FRC in one county might have had a surplus of clothing or diaper donations, while an FRC in another community had a surplus of water or baby formula. Because of their connections through the NC FRC Network, they were able to effectively coordinate and exchange resources to better serve the unique needs of each community.

As communities in Western North Carolina continue their recovery efforts over a year later, PCANC is here to support them through the NC FRC Network. The efforts of each individual FRC ensure that children and families don't just survive challenges but rise and thrive through positive experiences that last a lifetime.

From Policy to Prevention

Safeguarding Every Child



Youth-serving organizations work tirelessly to support children and families in their communities, building brighter futures for North Carolina's children and families. Their dedicated staff members know that every child deserves safe, stable, nurturing environments where they can thrive. Yet, many of these organizations operated without comprehensive child safeguarding policies. Without safeguarding frameworks, even the most well-intentioned organizations can experience gaps in protection. Many organizations have some policies built into HR documents and procedures, such as background checks or transportation policies, however most organizations lack cohesive approaches to creating safe environments for the children they serve.

While these staff members often knew a child safeguarding policy was needed, they didn't know where to start. Rather than starting from scratch, PCANC developed a simple toolkit based on recommendations from the Centers for Disease Control and Prevention (CDC), condensing complex guidance into three digestible components with templates and resources that staff could implement for their organizations. In addition to the toolkit, PCANC's Child Sexual Abuse Prevention Manager Kelly Baxter also offered one-on-one technical assistance and flexible support to 38 Family Resource Centers (FRCs) across the state—those who received a grant from PCANC in September 2024 through the NC FRC Network—acting as the first cohort of organizations to purposefully implement these new policies within their organizations.

The response was overwhelmingly positive. Through an introductory webinar and personalized support calls, organizations began transforming their approach to child safety. While some just needed simple tweaks to existing policies, others built comprehensive frameworks from the ground up to meet the unique needs of their organizations. The toolkit is designed to be accessible—several organizations successfully implemented policies independently, and others utilized support from Baxter through the process with multiple support sessions. Baxter's support to these organizations led to a 100% success rate among the first cohort, with all 38 organizations building their own safeguarding policies.

All these organizations now have the knowledge and tools needed to shift from reacting to crisis to building environments where all children have what they need from the start. These policies aren't just boxes checked, they create safe environments for every child and family served by these agencies.

Moving forward, PCANC hopes to expand this work by building a coalition with other agencies to strengthen safeguarding and prioritize safety for all children in North Carolina, ultimately making comprehensive safeguarding policies the norm for all youth-serving organizations and programs. Child sexual abuse is a preventable, solvable issue when we give communities the tools and support they need. Every child benefits from safer spaces designed with their well-being in mind.

When Parents Lead, Families Thrive

Every day, North Carolina parents and caregivers juggle the demands of work and school schedules along with bills and the ups and downs of family life. Too often, they do this without community or resources that would make the journey easier. Without support, it's natural for parents to feel isolated and overwhelmed.

At PCANC, we know that the most effective family-strengthening strategies are shaped by the people who live them every day. That is why PCANC was thrilled to become the state chapter for the *Circle of Parents National*. Through *Circle of Parents*, moms, dads, and caregivers are stepping into leadership roles, guiding peer support groups, shaping programs, and using their voices to make sure families' real needs are heard.

Parent leadership transforms families and communities. By investing in parent leadership, PCANC ensures that the vital work of strengthening families isn't just done *for* them, it's done *with* them. Parent voice brings wisdom, inclusiveness, and real-world solutions that make strategies stronger and more effective, creating communities where families feel connected and empowered to thrive.

Through *Circle of Parents*, families gain confidence, connections, and the tools to strengthen their communities. The change is visible and deeply personal. Monica Hicks, PCANC Senior Capacity Building Team Lead, recounted seeing it firsthand:

"Parents who take on the role of parent leader usually gain confidence," she said, "One parent told me, '*I am timid, but I have to use my voice because he can't (my child is non-verbal). Circle has helped me use my voice*.'"

That confidence extends far beyond the group, it helps parents speak up, share their challenges, and seek support in every part of their lives.

Circle of Parents groups are more than meetings; they are lifelines. They create safe, judgment-free spaces where caregivers build friendships, resilience, and the protective factors that keep families strong.

"I hear story after story about how being connected to a Circle group reduces isolation and strengthens parents' capacity to deal with challenges," Hicks said.

Parent leadership doesn't just strengthen individual families; it ripples out to communities. From advocating for family-friendly policies to leading community service projects to sharing unique talents, parent leaders make real, lasting change.

When parents have support to count on and people to lean on, stress gives way to hope. That foundation allows caregivers to nurture their children and families to flourish.

PCANC Capacity Building Specialist Stacey Cunningham explains, "We provide a safe, strengths-focused place for parent leaders, facilitators, and agency leaders to talk about and dig into what's important to them."

Through *Circle of Parents*, strong connections, support, and resilience are built. Together, we're creating positive childhood experiences as well as positive *adult* experiences that will drive lasting change for generations.

Circle has meant a lot to me. I've been attending my Circle for eight years, and I've been a parent leader for two. My Circle has seen me go through being married with a two-year-old, all the way to being happily divorced with a 10-year-old now. They saw me graduate from college last year with a bachelor's in finance. Now I get to watch other parents in the group, who I've known for years, go through similar struggles and start their journey—and I'm able to reach a hand back and help them as they're beginning their path towards whatever their life holds."

– NC Circle of Parents Parent Leader

Amplifying the Heart of North Carolina

At PCANC, we continue to learn that there are signs of the positive everywhere. Dr. Jeff Linkenbach of The Montana Institute states, "The positive exists, and is worth growing." Through this lens, our collective work is about investing in and amplifying what makes North Carolina families strong. Everywhere, hope can be found.

TFSS staff at the 2025 PCANC Summit

Over the past few years our communities have been impacted by natural disasters, COVID-19, and more. Nevertheless, our partners pulled together to help one another and provide essential services. This has helped make North Carolina what it is today and through our Community Partner Spotlights, we're not only spotlighting the positive, but also highlighting partnership.

We featured monthly spotlights on partners from across the state. For our first spotlight if the 2024-2025 fiscal year, we featured the Thriving Families Support Services (TFSS) program at the Guilford County Department of Social Services. This program provides services to families to support them throughout their journey to success. As a relatively new program, TFSS turned to PCANC for support and training to help ground their work with families in a strength-based approach.

After Hurricane Helene, we highlighted the Mountain Child Advocacy Center in Asheville which serves as an essential hub of support in their community and has participated in several training courses and opportunities offered by PCANC.

More recently, we featured PBS North Carolina and the Rootle Ambassador Program, which connects families to early learning resources, books, and community events through a statewide network of nearly 100 Ambassadors. Rootle Roadster Tour events bring PBS KIDS programming to life, creating joyful learning experiences for children and strengthening family connections right where they live.

These are just some of the organizations you'll see highlighted when you visit the Community Partner Spotlights section in our blog. Thank you to each of our partners across the state who grow positive experiences for children and families every day. PCANC's impact is powered by hope, and it endures because prevention is love in action.

Supporting Local Coalitions to Advocate Effectively

When neighbors talk to neighbors about what their community needs, people listen differently. It's hopeful to see communities realize they have the power to shape their own future."

— Melissa Clepper-Faith, *PCANC Policy Director*

North Carolina families are working hard to give their children positive, nurturing childhoods with hope for the future. But the overload of stress from the rising cost of living and limited opportunities make it harder for parents and caregivers to meet their family's needs. Wages have not kept up with inflation, childcare is expensive, and safe housing can be out of reach. These pressures do not just strain parents and caregivers, they ripple out and affect children's healthy development and our collective future.

In Surry, Vance, Wayne, Harnett, and Watauga counties, local coalitions are working to reduce the overload of stress on families. These communities wanted to change the conditions that shape daily life for families in their community. That meant looking beyond individual programs and asking how local policies, practices, and resources could better support parents and caregivers. But advocating for policy change can feel daunting. Where do you start? Who do you talk to? How do you explain what your community needs in a way that inspires action?

That's where PCANC stepped in to help make the process of advocating to strengthen families easier and more hopeful, because we know family is our best investment. We gathered advocacy resources and created a toolkit that breaks them into simple, usable steps. Instead of searching for answers, those five coalitions now have a roadmap that shows them where to begin and what tools to use along the way.

But resources alone are not enough. That's why PCANC also serves as an advocacy consultant and partner. We walk beside these coalitions, helping them build the skills and confidence to advocate on their own. We don't advocate on behalf of communities because change is most powerful when it is driven by local voices speaking to the people who know them best.

The impact of this partnership is visible and inspiring:

- In **Surry County**, the Raising Surry Coalition has been refining their message about why family support matters. What once felt overwhelming now feels possible: they are developing a plan to share their message with the community and have already identified more than 40 potential champions.
- In **Vance County**, the Vance Parenting Support Coalition, led by pastors from four congregations, has united around the challenge of affordable housing. With PCANC's guidance, they are mapping assets and clarifying priorities to advocate for funds that would make safe housing more accessible.

These wins show how equipping communities with the right tools can spark hope and momentum. Across all five counties, coalition members are growing in confidence and discovering that big changes start with steady, small steps.

PCANC Policy Director Melissa Clepper-Faith explains that the work is not only about tools and strategies. It is also about shifting hearts and perspectives.

"Communities where we take care of one another moves us away from division and back toward our common humanity," Clepper-Faith said. "That gives me hope."

And that hope is spreading. When supporting families is seen through the lens of everyday relationships, neighbors helping neighbors, advocacy becomes a catalyst for systems change, transforming how communities respond to families' needs and how opportunities are created for the future.

That is what makes this work so promising: real people in our communities discovering they already hold the keys to change, and PCANC is here to walk beside them every step of the way.

Building Stronger Families by Supporting Partners

Behind every strong family support program is a strong professional who needs encouragement and tools to succeed. Too often, agencies have been left to figure it out on their own. PCANC changed that.

Through coaching and technical assistance, our Capacity Building Team partners with facilitators, supervisors, and agency leaders across North Carolina to strengthen skills, build confidence, and ensure families receive the best possible experience. This trusted partnership helps agencies deliver programs more effectively—even when faced with staff turnover, tight budgets, growing family needs, or community crises.

By walking alongside agencies in every season, PCANC ensures they are never alone. Our steady, strengths-based support helps professionals thrive, which in turn helps families thrive. That's the power of our work: building resilience in the people and systems who walk beside families every day. As Senior Capacity Building Team Lead Kathy Smith reflected, "*It's a privilege that people trust us enough to share their struggles. Hearing how it [our support] impacts parents at the end of the day brings us joy.*"

And our technical assistance and coaching is never one-size-fits-all. PCANC adapts to the unique needs of each agency, helping professionals make the most of their time and resources. "One thing I love about this work is showing up curious and meeting people where they are," said Monica Hicks, PCANC Senior Capacity Building Team Lead. "It's such a respectful way to work that builds trust."

The results are often transformational. At one agency, facilitators once dreaded the role-play component of their parenting program. With steady coaching from PCANC, they moved from skepticism to enthusiasm. "It's not just that they're doing role plays now because they have to, they love them and can see the benefit," Smith explained. "That's huge."

This work also sparks culture shifts. One facilitator often refers to early conversations with Smith about making sure families are connected to a program that truly meets their needs. It was one of the first things they talked about, and now that facilitator brings it up with new staff when they onboard as a best practice. "That's the magic — when it sticks and becomes part of how the organization works," Smith said. PCANC's coaching doesn't just build individual confidence and skills; it has the power to positively impact how *agencies* best serve families.

Over the past year, PCANC partnered with **49 family support agencies** and supported **23 Triple P (Positive Parenting Program) coalitions and service delivery agencies**. The results are clear:

- **100% of survey respondents reported increased knowledge after our trainings.**
- **93% rated the quality of our support as high or very high.**

Because of donors like you, agencies working with families across North Carolina aren't working alone. They have expert partners from PCANC who listen, encourage, and celebrate every success with them. Together, we are creating a strong system of support for North Carolina families.

Allies in Action:
Learning & Leadership Summit 2025

Positive Childhood Ally Award Winners and their teams at the 2025 PCANC Summit

For the first time since 2019, the vision of gathering with fellow child advocates in person for connection, sharing ideas, and celebrating progress came to life. After years of pandemic delays, PCANC hosted its in-person **Learning & Leadership Summit** in Spring 2025, marking a powerful return after five years apart.

With the theme "Become a Positive Childhood Ally," this year's Summit became a powerful reminder of what's possible when we collectively take action, together, for children and families. Nearly 400 positive childhood allies filled the space with energy and commitment, engaging in conversations about positive childhood experiences, learning from thought leaders, and forming meaningful connections. One of the most inspiring experiences was the A Peace of My Mind activity led by John Noltner, where participants shared stories, reflected on their own journeys, and left with a renewed sense of purpose.

PCANC's 2025 Biennial Summit reminded us that when we stand together as allies, we can build stronger, more supportive communities across North Carolina where children and families thrive.

Planting Hope:
2025 Child Abuse Prevention Month Celebrations

In partnership with the NC Department of Health and Human Services (NCDHHS), PCANC launched Child Abuse Prevention Month with a celebration that redefined what prevention can look like—joyful, visible, and rooted in families. Raleigh's Pullen Park buzzed with energy as families, community partners, and leaders came together to share resources, connect, and celebrate hope.

Children giggled at a balloon artist and marveled at a stilt walker, while parents and caregivers connected with local partners sharing resources, support, and hope. NCDHHS Secretary Dr. Dev Sangvai, PCANC President & CEO Sharon Hirsch, and Parent Leader Sanaa Sharrieff, spoke to the importance of strengthening families, grounding the day's fun in a powerful message: when families have what they need, children can thrive.

Nearly 100 attendees paraded through the park and planted a garden of blue and silver pinwheels, representing the bright and hopeful childhoods all children deserve.

Stewarding Your Resources with Care

Behind every PCANC success story is a foundation built with care and intention. While investments in systems and infrastructure may not always feel exciting, they are the bedrock that makes bold ideas and lasting change possible.

This year, PCANC made strategic investments to strengthen our organization for the long term. We implemented Salesforce and NetSuite, launched a new digital Resource Library, and completed clean audits that earned Candid and GuideStar recognition. Together, these tools help us stay proactive rather than reactive.

The impact goes far beyond internal systems. As PCANC Evaluation Director Erin Meehan explained, "Our investment in Salesforce will be transformative for how we track and steward relationships... This creates a clear line of sight across teams, helping us avoid duplication, ensure accountability, and tailor our outreach."

We also downsized our office to direct more resources toward mission-driven work while maintaining the support our team needs to thrive. "Downsizing our office was a bold but strategic move that reflects our commitment to sustainability and fiscal management of resources," said Christy Bradsher, PCANC Vice President of Finance and Administration. "By reducing overhead, we've redirected resources toward mission-critical work, promoting concrete support for children and families, training professionals, and expanding our reach."

Investing in our infrastructure today equips PCANC to better support partners, evaluate impact, and retain talented staff. For donors and funders, it means every dollar is tracked with greater accuracy and transparency. This is stewardship in action: ensuring resources are used wisely and building a foundation that allows us to dream big and deliver for children and families tomorrow.

Charity Navigator
FOUR-STAR
2025

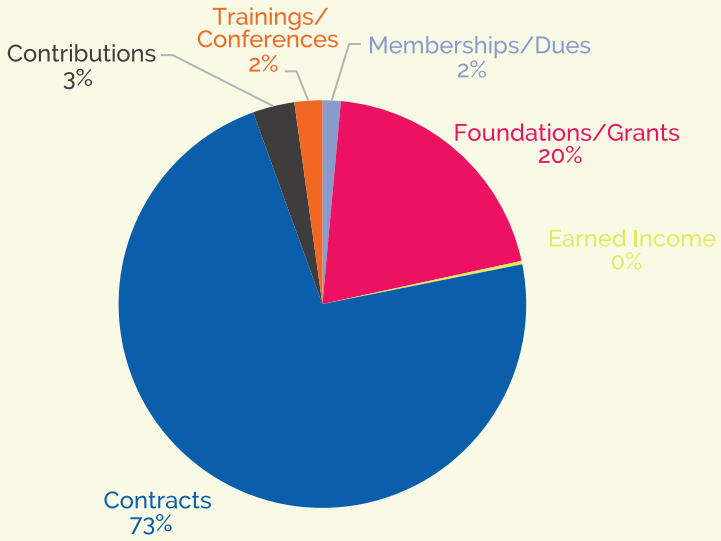
Platinum Transparency 2025
Candid.

Financials

Revenue

Reporting Period: July 1, 2024 - June 30, 2025

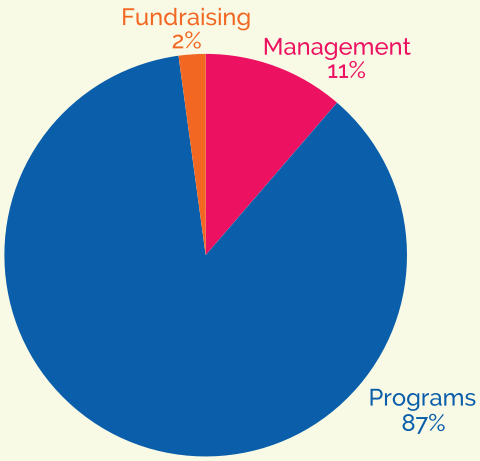
Memberships/Dues	$83,446
Foundations/Grants	$1,156,001
Earned Income	$15,566
Contracts	$4,166,278
Contributions	$190,143
Trainings/Conferences	$126,275
	$5,737,710



Expenses

Reporting Period: July 1, 2024 - June 30, 2025

Management	$676,567
Programs/Services	$5,172,705
Fundraising	$128,817
	$5,978,089



*Expenses were in excess of income as a result of spending down restricted grant funds received in previous fiscal years.

Thank You to Our Funders

ChildTrust Foundation

100 James B. Duke Years — The Duke Endowment

John Rex Endowment — advancing positive change for children

John William Pope Foundation

kNOT Today

NC Budget & Tax Center

NC Department of Health and Human Services — Division of Social Services, Child Welfare Services

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Oak Foundation

Triangle North Healthcare Foundation