

# Thriving

2019 ANNUAL REPORT



**ZERO to THREE**  
Early connections last a lifetime



# Babies need champions...not only to survive but to THRIVE.

From parents to pediatricians, infant and early childhood mental health practitioners to policymakers, we *all* have a role in ensuring that all babies have a strong start in life. At ZERO TO THREE, their potential is our priority.

As we share our successes in 2019, we tell the stories of passionate, committed and inspiring baby champions—from a mother overcoming the impact of her substance misuse on her baby to a visionary leader who has guided our work for over forty years.

We are tremendously grateful that you are part of our community of baby champions. Our accomplishments are yours. Together, we continue the journey to ensure all babies are thriving.

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# A Lifeline for Families

Our **Safe Babies Court Team™** approach to transforming the child welfare system ensures abused or neglected infants and toddlers receive developmentally appropriate services and reach their “forever” homes as quickly as possible.

The approach—which engages teams of judges, attorneys, early education and health care providers, the child welfare agency and others—is changing lives of babies and families in 29 states.

Among the beneficiaries are Pauline and her daughter, Donaria, who was born on the spectrum for fetal alcohol spectrum disorders due to Pauline’s substance misuse. Their foster care journey was guided by the Safe Babies Court Team in Pulaski County, Arkansas, who helped make significant and lasting positive changes that affected her entire family.

By actively participating in substance use disorder treatment, mental health therapy, and enhanced life-skills development, Pauline carved out a path for housing and employment stability and took control of her sobriety. Donaria now thrives under her mother’s confident parenting.

At a time when the narrative around child welfare is often focused on the failures of a broken system, families who partner with Safe Babies are embraced by an approach that is finding solutions to the barriers that families face as they feel supported and strengthened.

## PROVEN RESULTS\*

**0.7%**

Recurrence of maltreatment  
(compared to national standard  
of 9.1%)

**78.1 %**

Reach permanency while in foster care  
in 12 months (compared to national  
standard of 40.5%)

\*Casanueva, C., Harris, S., Carr, C., Smith, K., & Burfeind, C. (2018). Quality Improvement Center for Research-Based Infant-Toddler Court Teams: Summary. Washington, DC: ZERO TO THREE.



Learn more at:  
[zerotothree.org/sbct](https://zerotothree.org/sbct)



**"We've invested in the early childhood workforce by providing opportunities to deepen expertise and transform individual skill sets into collective knowledge that leads the growth of the field."**



**Paul G. Spicer, PhD**  
Board President, ZERO TO THREE  
Board of Directors





# A Special Connection

When Ava, a seasoned infant-toddler educator from Reno, Nevada, attended a **ZERO TO THREE Critical Competencies for Infant-Toddler Educators™** course sponsored by her employer, she was initially disinterested. But her mind changed when she realized the class was designed for infant-toddler educators at every stage of their career. Ava became a committed learner, a reflective educator and grew personally and professionally.

By the second session, Ava shared how she implemented what she learned in her work – being more intentional about making eye contact with babies and talking with children at eye-level. While feeding a baby, Ava said, “I looked at the baby in my arms and saw that he was looking right at me. He had always been looking at me. I suddenly realized that all the babies I had fed over the years were looking at me and that I had missed those opportunities. I felt so sorry to have missed those moments and vowed to never miss another. Thank you for creating this training that helped me to see this.”

provided high-quality learning experiences to more than 13,000 professionals worldwide. We also launched ZERO TO THREE Critical Competencies for Infant-Toddler Educators online, which offers the full course of 13 one-hour modules through our on-demand Learning Center.

Beyond our best-in-class professional development offerings, **ZERO TO THREE Membership** has its privileges. Celebrating its third anniversary, our Membership program has a vibrant and growing network of 3,600 professionals from the U.S. and 283 international members representing 41 countries. Each member has access to a treasure trove of benefits, including exclusive online resources, unlimited access to virtual events, a *ZERO TO THREE Journal* subscription and much more.



Learn more at:  
[zerotothree.org/learn](https://zerotothree.org/learn)

In 2019, our expert team of curriculum and content development specialists





ZERO TO THREE Annual Conference 2019 in Fort Lauderdale, Florida

## The Place to Be

More than 3,000 people gathered in sunny Fort Lauderdale, Florida, for the **ZERO TO THREE Annual Conference 2019**. The theme was “Dive In,” and attendees were immersed in the latest research and best practices in early childhood development, with more than 70 sessions featuring renowned experts and a wide range of networking opportunities.

Attendees were abuzz about three new, exciting features. At the beginning of every plenary session, the introductory speaker led a mindfulness exercise, prompting attendees to tap into their inner calm and be fully present in the moment. Every attendee of the Mindfulness Issue-Intensive session

received our newly released guide, ***Getting Started with Mindfulness: A Toolkit for Early Childhood Organizations***.

Between sessions, we held ***Baby Talks***, short TED-style conversations bringing the most innovative and inspiring ideas to address challenges in early childhood development. Throughout the conference, we broadcasted ***Annual Conference LIVE!*** online featuring interviews about hot topics and current events that impact the lives of babies. Participants returned home ready to dive into their work with new knowledge and a renewed sense of urgency.



Join us at:  
[zerotothree.org/annualconference](https://zerotothree.org/annualconference)

# There is strength in our numbers

Organizational Members

3,626

Downloads of Organization's Materials

288,834

Unique Website Visitors

3,913,683

Number of Media Articles Reflecting  
Preferred Issue Framing

920

Professionals Trained

13,102

Number of Policy Network Members

54,757

Number of Video Views

227,574

**“I love being  
a support,  
a guide,  
a contortionist  
— whatever it  
is that families  
need me to be.”**

— Rachel Herbst  
Pediatric Psychologist



# Building Bridges with Purpose



Rachel Herbst



As a college student living abroad, **Rachel Herbst** accompanied Czech nurses providing medical care to those battling addiction and poverty. She saw firsthand the importance of forming relationships to help those in need. So, instead of pursuing a career as a pediatrician, Rachel took a detour. She decided “to be a bridge for families” and help them obtain essential medical and health care for their children.

Now a pediatric psychologist, she was instrumental in launching ZERO TO THREE’s groundbreaking **HealthySteps** program at three clinics in Cincinnati, Ohio. She serves as a HealthySteps Specialist at the city’s Hopple Street Neighborhood Health Clinic. She is also lead psychologist overseeing integrated behavioral health services in pediatric primary care at Cincinnati Children’s Hospital Medical Center.

“I love being a support, a guide, a contortionist—whatever it is that families need me to be,” Rachel says. Hopple Street’s patient population has experienced trauma and economic hardship, and they often have limited support and encouragement while raising children. “I am inspired by the families as they navigate things that would knock other people down,” she says.

Through the HealthySteps network, Rachel is supported by more than 250 child development professionals integrated into pediatric primary care teams across the country. They work tirelessly to address families’ common

and complex concerns, such as feeding, behavior, sleep, adapting to life with a baby and detecting early developmental delays.

For Rachel, HealthySteps’ impact is far-reaching. “It helps to chip away at the intergenerational cycle of poverty that runs so strong,” she says. “(The program is) the glue needed in communities so that families have connections in safe places. It is a port of entry to redesign how we think about health care.” Through HealthySteps, we are transforming the promise of pediatric care.

## HEALTHYSTEPS 2019 GROWTH AT-A-GLANCE

**164**  
Total Sites

**27**  
New Sites, including sites in Alabama, Connecticut, Mississippi and two military bases

**250**  
HealthySteps Specialists

**200,000+**  
Children Served

Learn more at:  
[healthysteps.org](https://healthysteps.org)



*Althea Sachs and grandson*

# Unconditional Caregiving

Recognizing for many families that grandparents are the cornerstone of early child care, we partnered with the Bezos Family Foundation and the David and Lucile Packard Foundation to commission **Grand Plan**, a national survey to better understand the experiences and needs of grandparent caregivers. The results: while 94% of grandparents say they love caring for their grandchildren, they face challenges in navigating the process of sharing the care. Based on needs identified in the survey, we developed a **suite of resources** for families and organizations, including a video series with families sharing their “**grand**” caregiving stories.

The videos have received rave reviews with over 4,500 views.



See family stories, get survey results and download resources at:  
[zerotothree.org/grandplan](https://zerotothree.org/grandplan)



*Nancy Delgado and grandson*



*Jose Gamboas and family*



*Jose Gamboas*

# 1 in 4

**Children under age 5 are cared for by their grandparent on a regular basis**



*Althea Sachs and family*





*Shawnnita and her son, Kaden*

**“I am grateful for this experience, and I’m excited my family will forever be a part of it.”**

**— Shawnnita Buckner, family advocate**

# Dear Congress, we're coming to visit.

When Shawnnita gave birth to her son, Kaden, she and her husband, Jason, were filled with joy. Like most first-time parents, they cherished looking into his eyes and envisioning his future. But their dreams were quickly overshadowed by dread when doctors informed them that their baby was born with a severe gastrointestinal condition. Kaden would require a lengthy stay in the NICU, a battery of medical tests, costly medications and numerous doctor visits.

After exhausting her paid time off from work to give birth and care for Kaden, Shawnnita faced a difficult dilemma: take unpaid leave to continue caring for her sick infant son or go back to work full-time to pay for mounting medical expenses.

In April 2019, Shawnnita, Jason and Kaden traveled from their home in Fort Worth, Texas, to join 50 other families we brought from every state and the District of Columbia to storm Capitol Hill for the national ***Strolling Thunder™***, a marquee event of ***Think Babies™***, now in its third year. Families met with members of Congress and shared their stories about

what their babies need to thrive.

Reflecting on the event, Shawnnita shared, "I am grateful for this experience, and I'm excited my family will forever be a part of it."

## MAKING A DIFFERENCE ON CAPITOL HILL

**50,000+**

Dedicated advocates

**70**


National and state organization partners

**154**

Meetings with Congressional Offices



Learn more at:  
[thinkbabies.org](https://thinkbabies.org)

A photograph of a smiling man clapping his hands and a young child in a yellow dress waving. In the background, there are signs that say "PEAR" and "STRAW".

# \$550 million

Increase for the Child Care and  
Development Block Grant (CCDBG)





# Big Wins for Babies

The time to make babies a national priority is now. That's why we work tirelessly alongside baby champions and our partners on Capitol Hill, in state capitals and state agencies and on social media to urge leaders to do better for our nation's future by enacting policies built on the science of early brain development and creating budgets that put babies and families first. Together, we have helped achieve important wins for babies at the federal level\*:

- \$100 million for Early Head Start
- \$550 million increase for the Child Care and Development Block Grant (CCDBG)
- \$7 million for Early Intervention Services
- \$2 million for Infant and Early Childhood Mental Health (IECMH)

*\*Fiscal Year 2020 funding increases*

At the state level, we are also seeing important wins driven by our *Think Babies*™ and IECMH Financing Policy Project state partners, such as expansion of paid family and medical leave benefits, increases in child care subsidy rates for infants and toddlers and increased access to IECMH services.

# Transforming Data Into Action



**1 in 4**

American babies live in poverty

To tell the story about what it is like to be a very young child in this country and where we are headed as a nation, ZERO TO THREE, in collaboration with Child Trends, published the ***State of Babies Yearbook: 2019***. This first-of-its-kind resource compares national and state-by-state data on the well-being of infants and toddlers.

The data are clear: Where a baby is born makes a big difference in their chance for a strong start in life. All states need to do better for babies. Far too many children living in poverty and children of color face persistent hardships, such as food insecurity, unstable housing, and limited access to quality child care, which undermine their ability to grow and thrive.

This new resource has become an invaluable tool for advocates and policymakers alike to connect data to policy and empower more baby champions.

**12 million**

infants and toddlers in the United States

**51%**

of America's babies are children of color

## QUICK FACTS

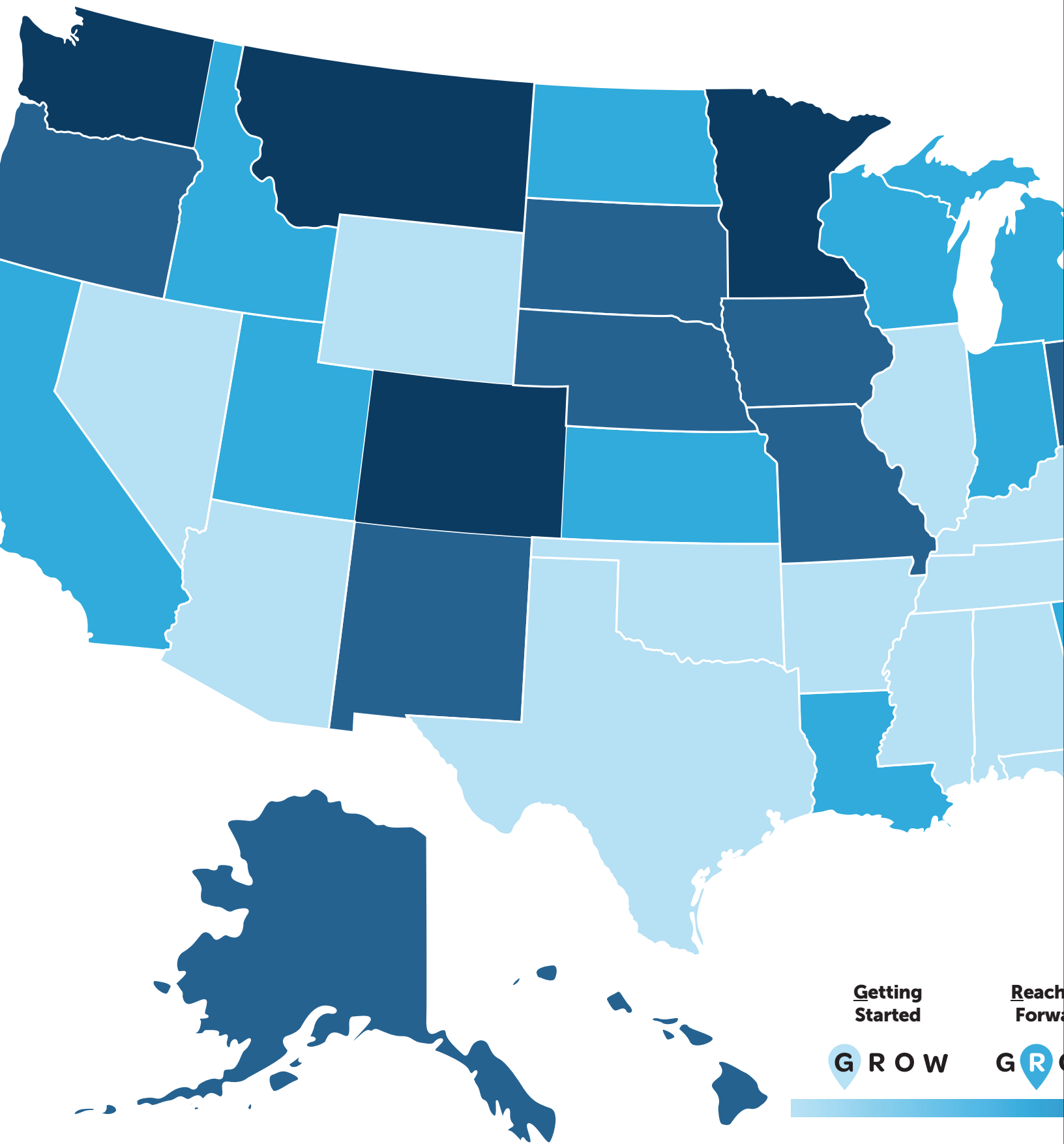
*Yearbook* hand-delivered to every office on Capitol Hill

**8,047**

Downloads

**150**

Local and national media hits



**Getting  
Started**

**Reach  
Forward**

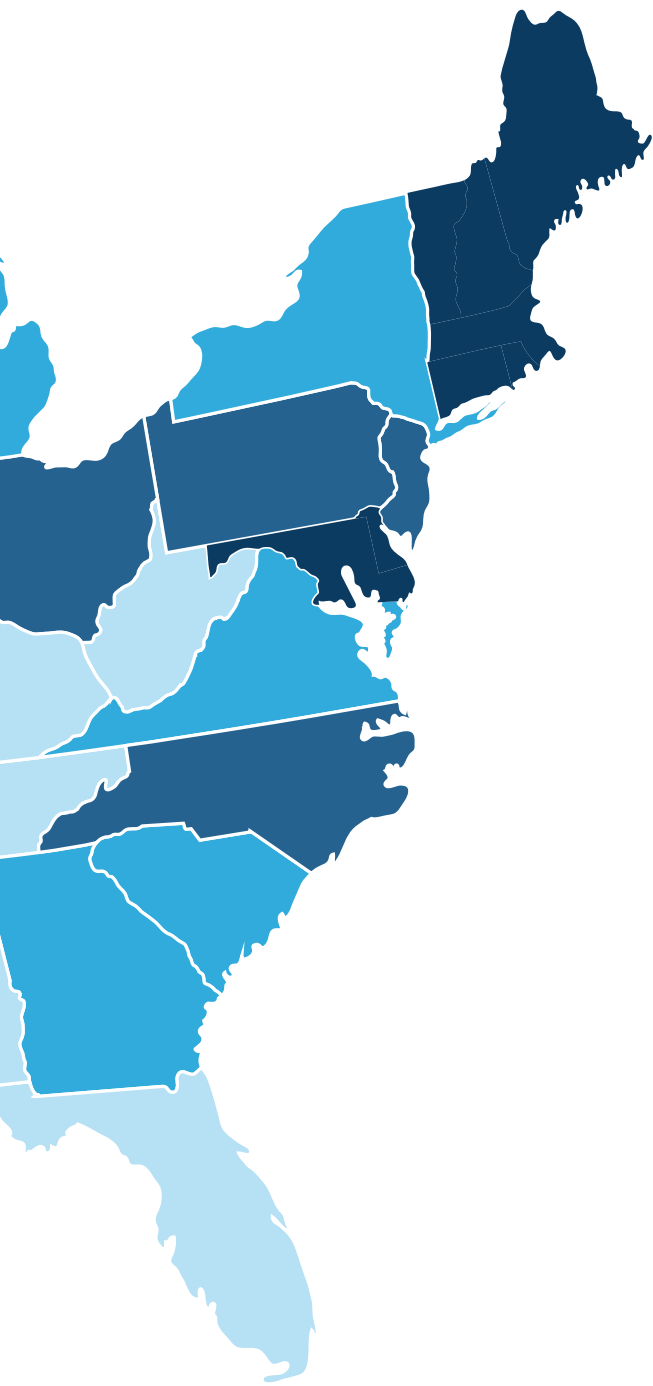
**G R O W**

**G R O W**



Explore the data: [stateofbabies.org](https://stateofbabies.org)





**"Providing a clear view into the lives of babies transfixes hearts, transforms thinking and helps ensure policies are directed where the need is greatest."**



**Brenda Jones Harden, PhD**  
Vice President, ZERO TO THREE  
Board of Directors

A close-up photograph of a newborn baby wrapped in a white towel with a brown border. The baby's face is visible, looking directly at the camera with dark eyes. The baby's hands are near their mouth. The background is blurred, showing a person's arm in a dark shirt.

**Babies are born  
with unlimited  
potential.**



***"How you are is as  
important as *what* you do."***

— Jeree H. Pawl, PhD  
Founding member and former ZERO TO THREE Board President



# Inspiring Our Vision

**Jeree H. Pawl** was there at the beginning over forty years ago. As a founding member and former ZERO TO THREE Board President, Jeree is a fount of knowledge and guiding influence for our work. Her personal ethos, *"How you are is as important as what you do,"* has become a centering principle for ZERO TO THREE's core values.

"I have loved being a member of ZERO TO THREE from the beginning," says Jeree, a clinical psychologist who spent her long and illustrious career at the University of California-San Francisco (UCSF). Jeree founded USCF's Infant-Parent Program at San Francisco General Hospital and served as its director. She led groundbreaking work to provide mental health consultation in child care centers and through home-visiting programs.

Early in her life, Jeree was attracted to the field of infant and childhood mental health. "I think I was probably wise enough to know that what kind of childhood you had made a difference in who you were," she

says. "If you made a difference early on, you probably could help someone have a different life than they otherwise would."

Jeree's work in the field continues to inspire and inform our work today, as well as that of professionals throughout the early childhood field. Most importantly, Jeree has made a difference in the lives of many children and families. For all her contributions and accomplishments,

Jeree was honored with the **2019 ZERO TO THREE Lifetime Achievement Award**.

"If I could wave a wand, all the children in the world would be properly nurtured and cared for. The more ZERO TO THREE can have an effect, the larger it grows, the more people join in," she says. "I think it's terribly crucial to continue to insist on the importance of the experiences that children have when they're small."



Watch video message from Jeree at:  
[zerotothree.org/jpawl](https://zerotothree.org/jpawl)

# Leading Change from the Inside Out

**Nucha Isarowong** is a 2012–2013 alumnus of **The ZERO TO THREE Fellowship** esteemed leadership development program, which empowers diverse professionals across disciplines and sectors to be “changemakers” in transforming programs, systems and policies that impact the lives of infants, toddlers and their families.

“My experience was life-changing. It provided the opportunity for me to deepen and expand my understanding of systemic barriers and inequities that families from diverse and marginalized communities must navigate to raise their children,” Nucha says. “I continue to be driven by the collective goal to integrate principles of diversity, equity and inclusion at all levels of the infant and early childhood mental health field.”

Nucha is living his passion as the director of the Advanced Clinical Training Program at the Barnard Center for Infant Mental Health and Development in Seattle, Washington. He also serves on the Coordinating Council of the Academy of ZERO TO THREE Fellows. In Fall 2019, the Council launched its first fundraising campaign to support the leadership development program.

The Fellows took an innovative approach and launched **ZERO TO THREE’s first peer-to-peer fundraising campaign**. Through their efforts, they surpassed their goal by raising over \$20,000.

Nucha is proud of the campaign success and considers ZERO TO THREE his



*Nucha Isarowong, PhD, LCSW*

professional home. He believes deeply in the transformative power of the Academy of Fellows. “There’s something about meeting kindred spirits whose beliefs, values and perspectives align on so many levels,” says Nucha.

# Financials

## 2019 REVENUE



Total Revenue: \$42,211,363

■ **48.3%**

Federal and State Government Grants and Contracts

■ **39.3%**

Private Grants, Contributions, and Contracts

■ **10.8%**

Program Service Revenue

■ **1.6%**

Investment Income

## 2019 EXPENSES



■ **83.1%**

Program Services

■ **15.9%**

General and Administrative

■ **1.0%**

Fundraising and Development





# Baby Champions

# Your continued support allows us to extend our work to advance the proven power of nurturing relationships.

We worked hard to recognize all of those who supported our work in the 2019 fiscal year through their financial generosity. If you were inadvertently omitted, please let us know.

## INDIVIDUALS

Anonymous (2)  
Anonymous in honor of Steven and Ann Pleshette Murphy  
Sandra Adams  
Maria Adelman  
Therese Ahlers  
Carol Airone  
Michael B. Allen  
Sonia Altizer  
Samatha Anderson  
Bob & Eileen Angelica  
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Quinn Kaiser	Joy Markowitz	June Solnit Sale	Johanna Vetter
Vicki Kalen	June Marquiss	Lela Sarnat	Judith Viorst
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Kirsten Koerner	Andrew Meltzoff & Patricia K. Kuhl	Jim Schweitzer	Marjorie Beeghly Wasek
Kathryn Kogan	Joshua Metz	Prachi E. Shah, MD	Deborah J. Weatherston, PhD
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Valerie Kuklenski	John Morning	Charlotte Skelton	Lauren Williams
Sheri Lacy	Cheri Morris	Rose-Ella Slavin	G. Gordon Williamson, PhD, OTR



Monique Wilson  
 Molly Romer Witten, PhD  
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 Marcel Wright  
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 Zohreh Zarnegar, PhD  
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## FOUNDATIONS & CORPORATIONS

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 The Burke Foundation  
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 Ronus Foundation  
 Capital One Services LLC  
 Community Foundation for Greater  
 Atlanta  
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 George Kaiser Family Foundation  
 Global Volunteers  
 Goldman Sachs Matching  
 Gifts Program  
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 Foundation - Pritzker  
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 Turrell Fund  
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 WestEd  
 Wonderbabies, LLC  
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 Fund

## PUBLIC FUNDS

Arkansas Department of  
 Human Services  
 Connecticut State Department  
 of Children and Families  
 Frederick County, MD  
 Department of Social Services  
 Magellan Federal  
 National Traumatic Stress Network  
 U.S. Department of Health and  
 Human Services - Administration for  
 Children and Families  
 U.S. Department of Health and  
 Human Services - Health Resources  
 and Services Administration  
 U.S. Department of Health and  
 Human Services - Substance Abuse  
 and Mental Health  
 Services Administration

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 (The Alliance)  
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 ChildCare Exchange  
 Children's Hospital Colorado  
 Colorado Association for Infant  
 Mental Health (CO-AIMH)  
 Colorado Funders Learning Network  
 The Colorado Health Foundation  
 Colorado Office of Early Childhood  
 Community First Foundation  
 Division for Early Childhood  
 First 5 LA  
 Frog Street  
 Gary Community Investments  
 Great Kids, Inc.  
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