



# Celebrating 40 Years and Focusing on the Future

During 40 years of service to our community, Main Street Child Development Center has consistently been on the leading edge of early childhood education, welcoming children from families of all income levels. Over the years, we have worked to maintain and grow our reputation for excellence. Our achievements include maintaining NAEYC accreditation continuously since 1995 and earning a 4-Star Quality rating from The Commonwealth of Virginia. Our staff is both dedicated and motivated, with each of our teachers having obtained their CDA, and several renewing their certificates this year. Moreover, all Main Street teachers are certified in our research-based HighScope early childhood curriculum.

The stress of the uncertain economic climate is trying for many of us, but it is especially hard for many of the children at Main Street who often must deal with circumstances that they cannot understand and over which they have no control. In response, we offer programs to support both our children and their families. Our partnership with Fairfax County Public Schools has allowed us to have an Early Childhood Special Education Teacher on site who works to identify and provide services to our children with special needs. A mental health specialist spends one day each week working with children and their families to navigate social-emotional challenges as well as coaching them through traumatic or stressful circumstances. Parents are encouraged to participate in our ESL and Nurturing Parent classes during the year, with dinner and childcare provided. Main Street also offers before- and after-school care for school aged children and health screenings for all students.

Every year, Main Street prepares and nurtures 72 children to confidently and happily embrace change as they move up an age level to a new classroom or graduate to a new school as Kindergarteners. Following the example of our children, the Main Street community also embraced change this year, when long-time director Elizabeth Egan retired in June. Main Street's Board of Directors and Miss Elizabeth established a transition plan to allow for stability and continuity during the process. I am grateful for their support and honored to serve as Main Street's new director.

With a dedicated and well-trained staff, an engaged and active Board of Directors, and a generous community of supporters, I am optimistic that Main Street can continue to accomplish its mission to educate and nurture young children from all families, regardless of income. As we complete our first 40 years, we are proud of our history, grateful for our success and firmly committed to our future.

Educate. Inspire. Love.

Carol Lieske  
Main Street Director

Elizabeth Egan  
Former Main Street Director

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of our history,  
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— Carol Lieske and  
Elizabeth Egan

# Fiscal Year 2013 Success Stories

## Improving the Odds through Early Intervention

Three-year-old Dylan is in his second year at Main Street Child Development Center. Last spring, his teachers expressed concern about his frustration and lack of focus. We met with Dylan's mother, a



single parent of three, who indicated that he had displayed similar behavior at home. During our conversation, Dylan's mother said that she had taken Dylan to an eye doctor, prompted by the vision screening he had received at Main Street through the Prevention of Blindness Society. The doctor had determined that Dylan was badly in need of glasses but she had not yet been able to afford to buy them. She was hoping to have the money very soon.

We told Dylan's mother that Main Street could pay for the glasses through our scholarship and emergency fund. She was thrilled and, that afternoon, she took him to get his glasses. The following day, Dylan entered Main Street with a beaming smile, proudly wearing his new blue-framed eyewear. The improvement in his attentiveness and confidence was rapid and noticeable. Our Licensed Clinical Social Worker, Mark Gardner,

who spends every Wednesday with Main Street, continues to work with Dylan as he learns to manage his emotions. His story is just one example of Main Street's commitment to improving each and every child's odds for success.

## Helping Eagles to Soar

Cristi loves being at Main Street and has been with us since she was three, when she was identified as a child needing extra developmental and educational support. Through our partnership with Fairfax County Public Schools, Cristi obtained an Individualized Education Plan (IEP) and received the services she needed from our onsite Child Find Specialist, Mary Wilkinson.

Now an elementary school student, Cristi is part of our Eagles program, which provides 20 elementary school children with before- and after-school care, including a nutritious breakfast, bus transportation, afternoon activities and tutoring. Cristi's mother is unable to help her with her schoolwork and views Main Street's program to be vital in Cristi continuing to succeed academically.

Many of our families find themselves in crisis situations, such as the loss of a job or a medical issue, which can result in the loss of their childcare subsidy during the very times when their children are most in need MSCDC's stable and nurturing environment. When Cristi's mother faced the loss of her childcare subsidy when complications from pregnancy and childbirth left her unable to work for several weeks, she was very worried about the adverse impact on Cristi. Main Street was able to prevent a lapse in Cristi's care by offering a scholarship for her until her mother could return to her job. Like Cristi, many of her peers in the Eagles class face significant challenges and Main Street gives them the support they need to spread their wings and fly.

# Fiscal Year 2013 Accomplishments

## Main Street's Re-Branding

Many nonprofit organizations are often associated with a logo, color scheme or tagline. Main Street is no exception. Starting in the summer of 2012, Main Street's Board of Directors embarked on a six-month process to update Main Street's online and visual presence. The goal of these changes was to more accurately reflect the high-quality programming currently taking place at the center and to attract new supporters, volunteers and donors.



The organization was privileged to receive support from graduate students of Georgetown University's Center for Social Impact Communications, who developed a marketing plan for Main Street, as well as template marketing and messaging materials. Main Street developed a new fact sheet, brochure and 40<sup>th</sup> anniversary postcard based on many of the Georgetown team's suggestions.

In addition to the strategic component of Main Street's marketing initiatives, the organization completely overhauled its website and logo. The updated website includes joyful photos of past and current students, and has a fresh new look to match Main Street's impactful programs. In addition, the previous orange logo was updated with new colors, which include red, blue and purple. The message of "Educate Inspire Love" remains the same, but has a greater visual resonance to correspond with the new logo.

## Main Street Flooring

Main Street is housed in a City of Fairfax-owned building, which used to serve as an elementary school (Green Acres). Despite the ample space and suitability for young children, the facilities themselves require upgrades. The need has become so great in recent years that Main Street began to actively pursue resources to support the updates of the facility.

In December 2012, Main Street received funding through the Home Depot Foundation to support the installation of new flooring in the classrooms and office reception area. The City of Fairfax also contributed to these efforts to show its support for Main Street and the importance of upgrading the facility. The day before the installation, Main Street received assistance from 55 volunteers from Deloitte LLP during their annual Impact Day community building event. These volunteers helped move furniture, clean, and paint classrooms and cubbies. In addition, Main Street staff and parents spent many hours moving furniture into and out of the classrooms.

The local Fairfax Home Depot store provided volunteers to assist with the installation, and they spent many hours beyond what was originally expected. Upon completion of the flooring, Main Street has received multiple accolades on the new modern look of the facility. This effort became a pinnacle event of the organization's larger 40<sup>th</sup> anniversary fundraising drive.

# Partnerships and Volunteers

## STEM Education

Through a “Grow Up Great” grant from PNC Bank, three of our classrooms participated in a science residency with Ideaventions, an innovative educational organization focused on pre-K-8 science, technology, engineering and math (STEM) enrichment.

During the three one-hour lessons, children were encouraged to plan, explore, create and communicate their experiences as they learned about chemistry, physics, biology and earth science. Each class participated in different discovery labs, designed to engage and spark the curiosity of both children and teachers so that they would seek to create their own discovery labs as an integral part of their ongoing curriculum. The children explored the chemistry and physics of bubbles, created their own chemical reactions, engineered their way across a body of water, made a toy they could balance on their finger, and looked at pond life through digital microscopes. Most importantly, we learned that preschoolers are natural scientists!

## Wolf Trap Partnership

Main Street continued its partnership with The Wolf Trap Institute for Early Learning Through the Arts with an eight week residency on using puppetry to support language and literacy. This residency, like others we have been fortunate enough to take part in, encouraged our students to explore the arts and guided our teachers in the effort to use the performing arts as an integral part of early childhood education.

This spring, three of our classes went on a field trip to the Wolf Trap Education Center. Students, teachers and parents were treated to a special performance, introducing storytelling through music. The children were excited to have the opportunity to learn about the individual instruments used in the performance

## Library Dedication

Each year, Main Street is grateful for the individual, group and corporate volunteers who support the organization. From Morgan Stanley and Fairfax Presbyterian Church purchasing and wrapping holiday gifts for students from low income working families to the countless number of student hours that George Mason University students provided in the classrooms, Main Street would not be able to accomplish its goals without the time, effort and generous support provided by these individuals and organizations.

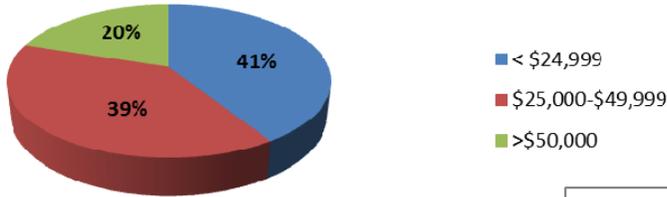
This year, Main Street lost a dedicated and loyal long-time volunteer and advocate, Leslie Prokop. Leslie served as the school's ESL teacher from 2005 until her death in September 2012. On Nov. 19, 2012, Main Street board and staff gathered with Leslie's friends and family to dedicate the Main Street lilac library in her memory.

## Growing Preschoolers Grow a Garden

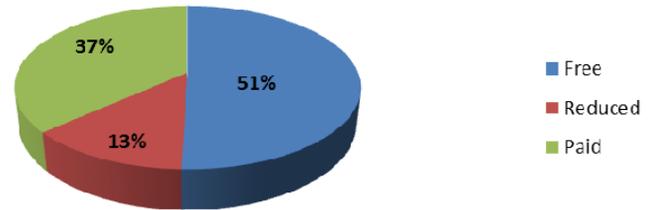
Thanks to support from Keller Williams Realty, our Sarah's Garden was full of life this growing season. Sarah's Garden is a lovely little fenced area named for one of our former students whose life was cut tragically short by illness. Keller Williams Realty provided materials and manpower to help our children to prepare each class plot for sowing a variety of seedlings. Our children tended and watched their gardens daily, thrilled by the fruits (and vegetables!) of their labor. Various berries, gigantic squash and tomatoes were picked, washed and consumed with pride and gusto!

# Student Demographics

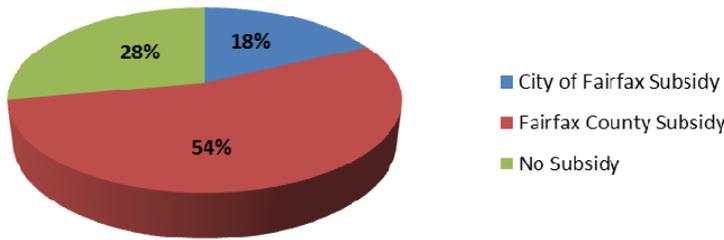
**FY2013 Annual Income for Main Street Families**



**FY2013 USDA Free and Reduced Lunch Breakdown**



**FY2013 Childcare Subsidy Breakdown**



## Financial Summary Fiscal Year 2013

(July 1, 2012-June 30, 2013)

### Income

Parent Fees.....	480,623
Fairfax County Childcare Subsidies ....	308,941
City of Fairfax Childcare Subsidies .....	124,452
Grants .....	143,925
USDA .....	46,141
Unrestricted Donations .....	28,150
Other Income .....	1,971
<b>TOTAL INCOME</b>	<b>1,134,203</b>

### Expenses

Early Childhood & Parent Learning Program .....	892,910
Meals .....	86,786
Administrative.....	48,571
Rent .....	29,106
<b>EXPENSES</b>	<b>1,057,373</b>

# Grants and Donations

## \$25,000+

Freddie Mac Foundation

## \$10,000-\$24,999

United Way of the National  
Capital Area  
Virginia Preschool Initiative

## \$5,000-\$9,999

Gail Bohan  
Jacquemin Foundation  
Northern Virginia Community  
Foundation  
PNC Foundation – “Grow up  
Great” program  
TD Charitable Foundation  
Tee off for Tots

## \$1,000-\$4,999

Fairfax Methodist Church  
Fairfax Presbyterian Church  
Home Depot  
James Madison High School  
Lacrosse collections  
Renna Jordan  
The Nest Egg  
United Way CFC Donations

## \$500-\$999

City of Fairfax Arts Commission  
Holy Trinity Lutheran Church  
KPMG

## Under \$499

American Legion  
Gerald Anderson  
David Baker  
Susan Baker  
Juli Clifford

Steven Davis  
Dominion Virginia Power Em-  
ployee Giving Program – Kevin  
Battick, Paul Jenkins  
Elizabeth Egan  
John Evers  
Fairfax Presbyterian Preschool  
Freddie Mac Employee  
Giving Program  
Gannett Newspaper Company  
Employee Giving Program –  
Steve Simpson  
Phillip Gardner  
Sean Geiger  
Allison Gilmore  
Valerie Henderson  
Fern Hernberg  
Jankowski  
Ralph Johnson  
Julia Knight  
Shokouh Larijani  
Eric Laychock  
S Masten  
Linda O’Donohue  
Nancy Partridge  
Bridget Schmitz  
Michelle Senglaub  
Karen and Manny Solon  
Michael Solow  
Sam and Becky  
Thompson

## Honorarium/Memorial Donor

K Cranton, *In Memoriam for  
Leslie Prokop*  
Suzanne Darnes, *In Memoriam  
for Leslie Prokop*  
C Drake, *In Memoriam for  
Leslie Prokop*

J Harrison, *In Memoriam for  
Leslie Prokop*  
P Micenec, *In Memoriam for  
Leslie Prokop*  
Barbara Micek, *In Memoriam  
for Leslie Prokop*  
Fredrich Morse, *In Memoriam  
for Leslie Prokop*  
Sharon Pollard, *In Memoriam  
for Leslie Prokop*  
J Schwegler, *In Memoriam for  
Leslie Prokop*  
STV, Alpha Corp, E on NA Cap,  
*In Memoriam for Leslie Prokop*  
Tim and Barbara Timbrook, *In  
Memoriam for Leslie Prokop*  
M Wilson, *In Memoriam for  
Leslie Prokop*

## In-Kind Support

American Legion Post 177  
Ameriprise  
Centreville Moose Lodge  
Deloitte LLP  
Fairfax Presbyterian Church –  
Rachel’s Circle  
Georgetown University Center  
for Social Impact Communica-  
tions – Valerie Henderson, Jane  
Hoffman, Nicole Randle, and  
Pablo Rolando  
James Madison High School  
Lacrosse Team  
Keller-Williams of the City of  
Fairfax  
Little River Church of Christ  
Mac Macusik  
Morgan Stanley  
Watkins Meegan



# Support Main Street

Your tax-deductible gift provides tuition assistance and support of our high-quality educational program for children from low-income families.

**Donate online** at [www.mainstreetcdc.org](http://www.mainstreetcdc.org), or **send a check** to: Main Street Child Development Center, 4401 Sideburn Road, Fairfax, VA 22030.

**Support Main Street through an Employee Gift Program**, the United Way (#8262) or Combined Federal Campaign (#31872). Many employers will match gifts in order to increase level of community impact.

**Get Involved** as an individual, group or corporate entity. Main Street offers many volunteer opportunities, and regularly partners with students, community groups and local business.

