

IMPACT REPORT

JULY 2019 - JUNE 2020



HIPPYUSA[®]

120 Affiliates

20 states and District of Columbia

resilience



It's fair for HIPPY USA and our affiliates to say that we took our work to a new level as a result of the pandemic.

We traditionally go into homes, sit face-to-face at kitchen tables, and living room couches. This year, we brought HIPPY to families virtually or by phone.

Our work never stopped, and through it all, we continued to: show parents how to teach their children and become their number one teacher; host family group meetings with virtual field trips and to share, learn, and inspire during uncertain times; celebrate our young learners' milestones and achievements, and see "HIPPY" kids thrive while preparing for that first day of kindergarten success and beyond.

Our HIPPY program staff demonstrate genuine compassion for families that goes beyond just coaching and teaching. They are contributors who give back and partner with the communities and neighborhoods they serve. Knowing the importance and impact of what HIPPY means to 14,000 families in 20 states and the District of Columbia, the National Office was deliberate in delivering our mission in a new environment.

While we still have more to do, we know that the steps we've taken come from a legacy of resiliency and shape our vision of what is to come.

Staci Croom-Raley
National Executive Director

One thing is clear. Parents care and given the opportunity, parents are ready to invest in their children's education. Our work with HIPPY is designed to make that possible.

Dr. Avima D. Lombard,
HIPPY Founder



About



mission

HIPPY USA is a 33-year-old national nonprofit mission to help parents prepare their preschoolers for success in school and beyond.

At present, HIPPY USA works with 120 independent affiliates in 20 states and the District of Columbia that serve 14,000. The organization carries out its mission through an evidence-based curriculum geared toward parents of 2 to 5 year-olds. For one hour each week for 30 weeks, a peer coach/home visitor trains parents on age-appropriate curricula that include foundational concepts in literacy, math, science, and social studies. In turn, parents spend 20 minutes a day teaching their child. Participation for families is at no charge, and the curriculum is available in English and Spanish with online options including an app, HIPPY 3.0. Parent group meetings provide support and resources. Festive end-of-year graduations celebrate the success and hard work of the young learners and offer a sense of pride for parents, caregivers, and HIPPY staff.



Brookings used a microsimulation model to study the long-term effects of HIPPY and concluded that the program is 'close to a gold-plated investment.'

Sawhill, Reeves, & Howard, 2013

Over 50 years of service to community and research conducted in the United States and countries around the world have proven that the HIPPY Model is effective in improving school readiness, parent involvement, school attendance and overall academic performance of children that complete the program.

outcomes

Short Term

- Home literacy environments improve.
- Parents learn to initiate, monitor, and direct children's educational experiences in the home.
- Parents become familiar with child development concepts.
- Parents participating in the HIPPY program report spending more time reading to their children, teaching them letters, words, and numbers, visiting the library and monitoring their child's TV use.
- Parent-child communication increases, reducing the 'word gap.'
- Parents learn educational terminology and develop confidence to advocate for their children.

Long Term

- Children are more self-confident in their role as learners.
- Children Gain increased self-reliance and self-sufficiency.
- Children gain critical school readiness skills.
- Children participating in HIPPY have demonstrated statistically higher achievement scores in reading, math and social studies in third, fifth and sixth grades based on multiple measures used in Texas, Florida and Colorado.
- Nine out of 10 HIPPY parents credit the program with motivating them to check that their school-age children have completed their homework.





CHILDREN SERVED

14,000

Our peer home visitors deliver top-quality curriculum to parents of 2 to 5 year-olds for 30 weeks for one hour each week. Parents then use HIPPY resources and new skills to teach their children for 20 minutes each day.



FAMILIES SERVED

12,900

Our work focuses on the power of parents and caregivers to positively affect early brain development and school readiness for preschoolers.

Families report increased positive interaction with their kids and an increased focus on literacy from receiving free HIPPY books each year to build their child's home library.



HOME VISITS (INCLUDES VIRTUAL)

229,528



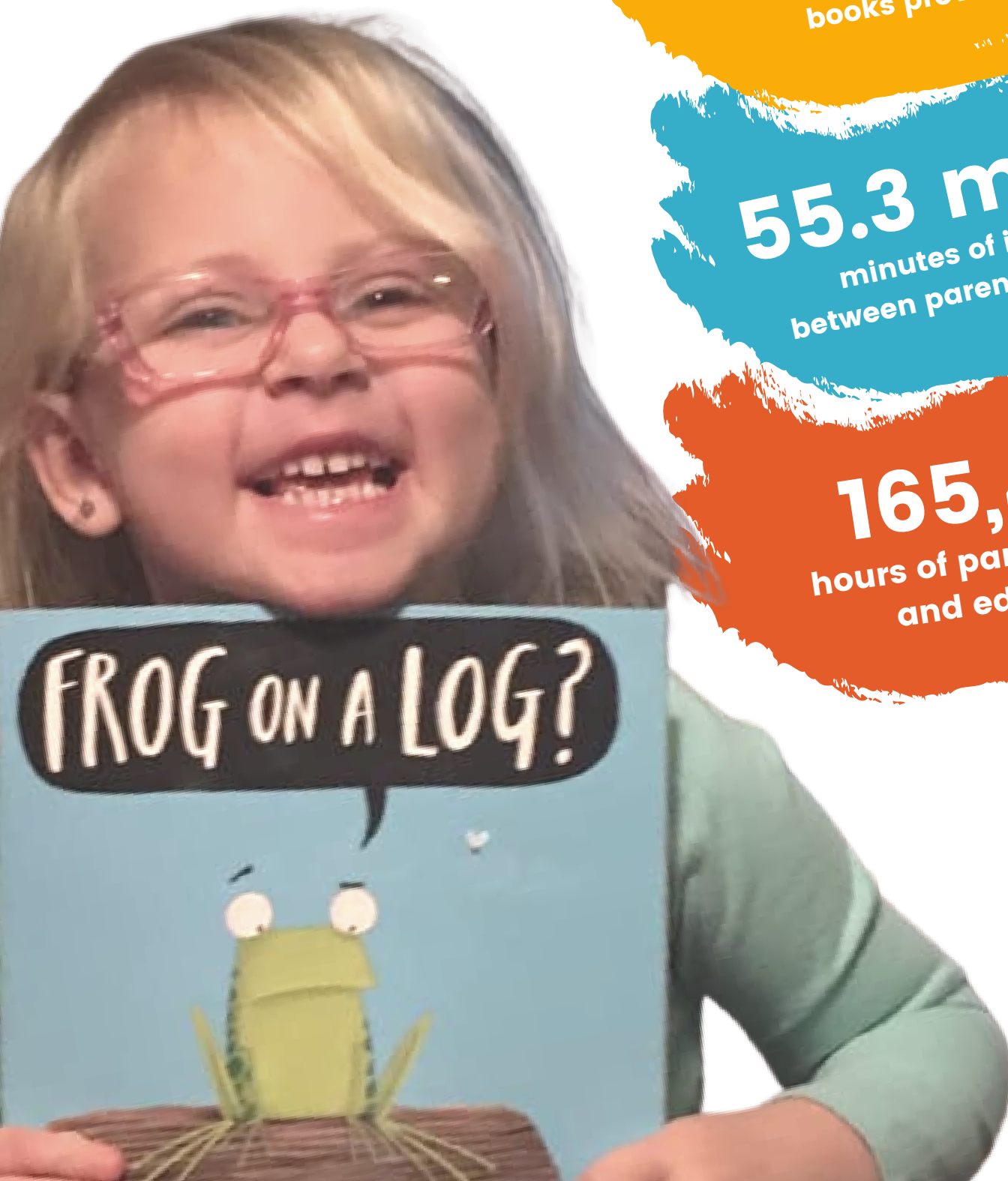
Group meetings are an essential part of the HIPPY model. Programming can include parenting tips, information about community resources, housing, nutrition, transportation, cultural experiences for families, holiday celebrations, field trips and more.

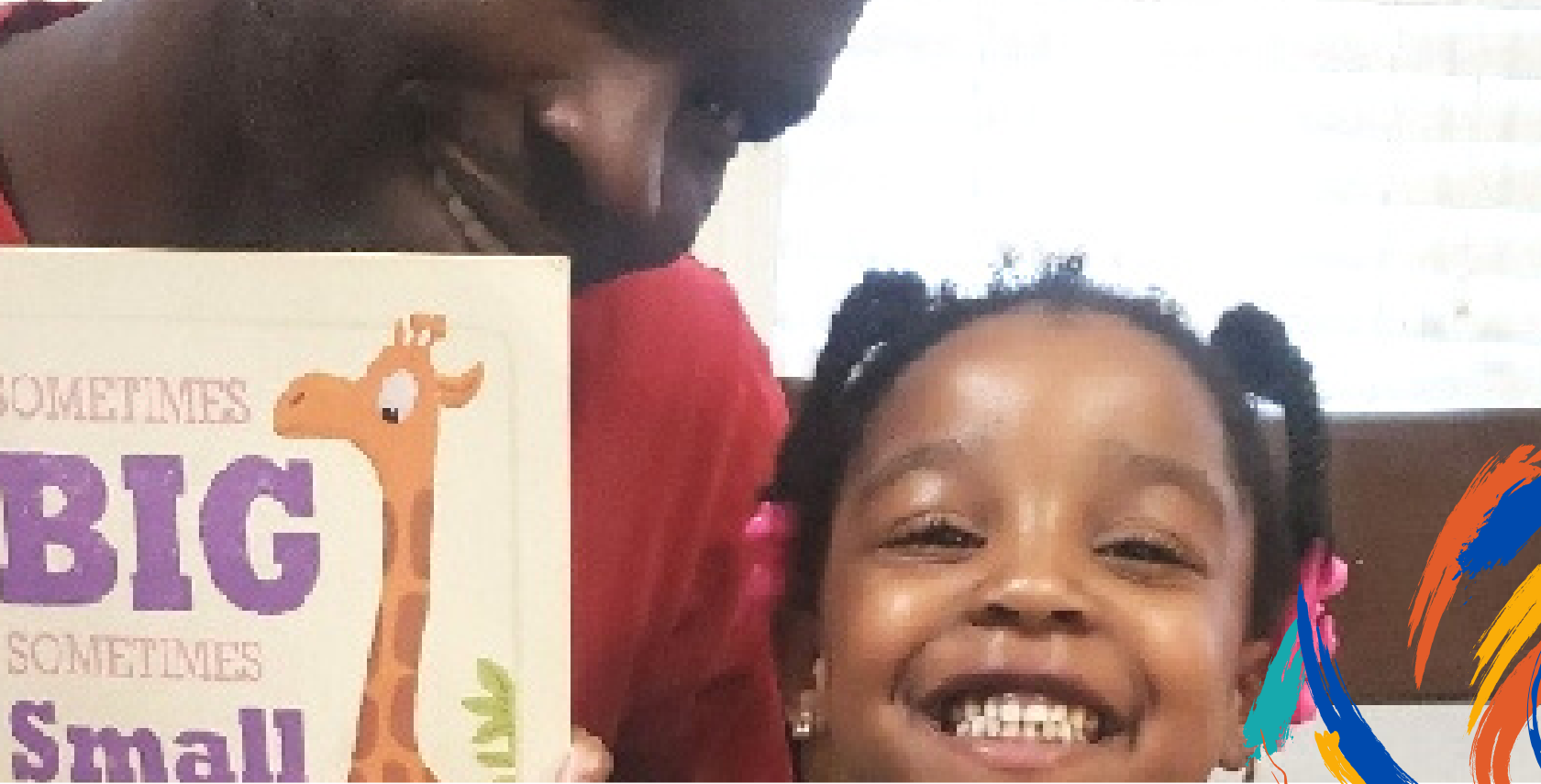
further impact

138,618
books provided

55.3 million
minutes of interaction
between parents and children

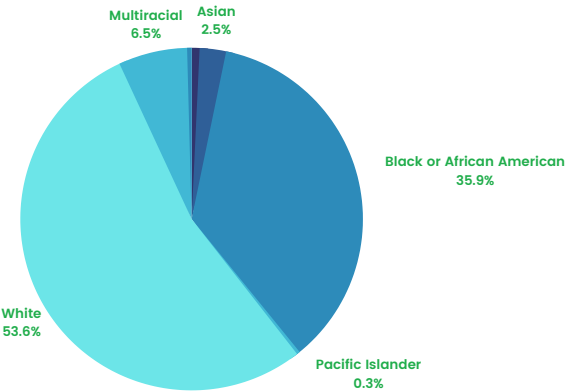
165,477
hours of parent training
and education



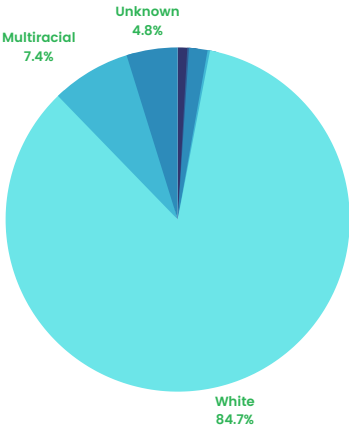


key demographics

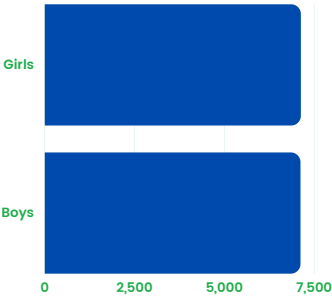
CHILD NON-HISPANIC



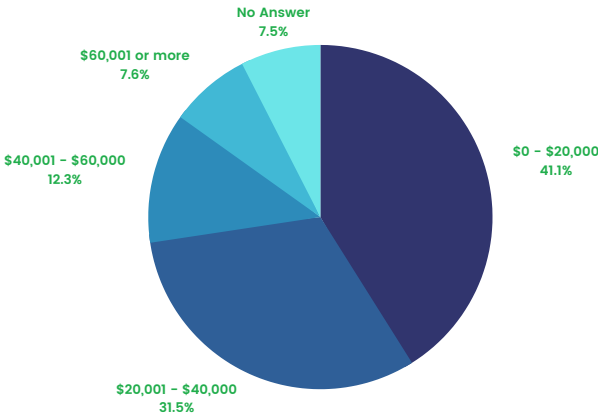
CHILD HISPANIC



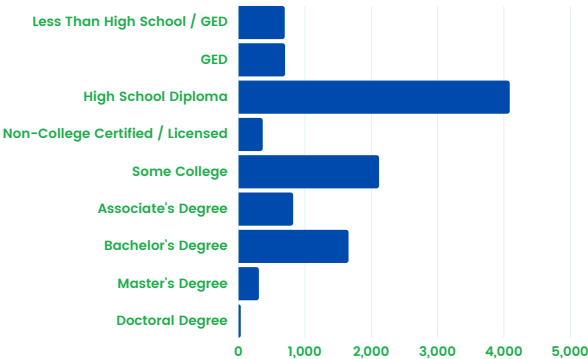
CHILD GENDER



FAMILY INCOME



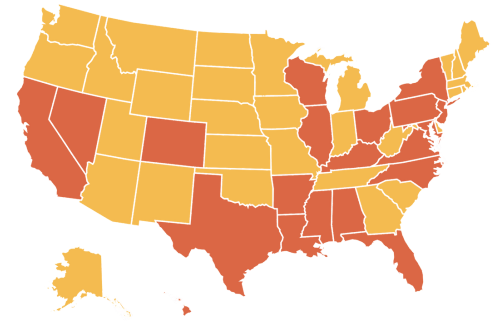
PARENT EDUCATION





network snapshot

20 States and D.C. 120 Affiliates



STAFF



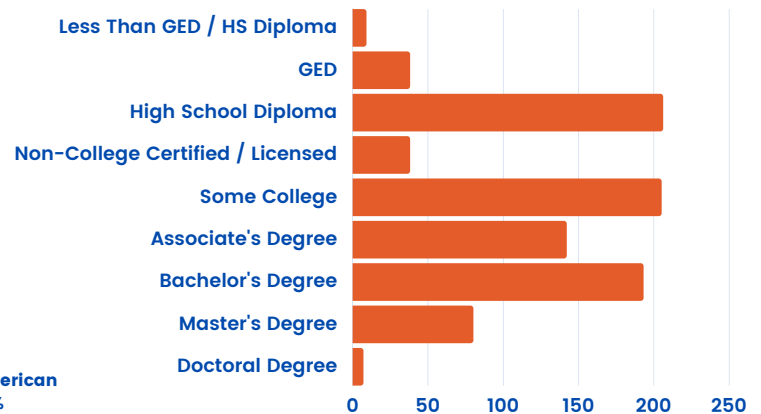
Coordinators: 128
Assistant Coordinators: 18
Home Visitors: 697
Other: 30

GENDER



Male: 11
Female: 853

EDUCATION LEVEL

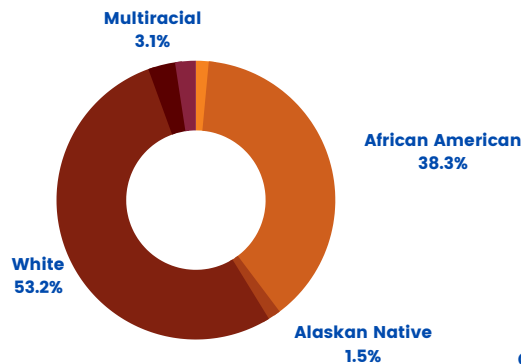


WORK STATUS



Full Time: 529
Part Time: 304

NON HISPANIC

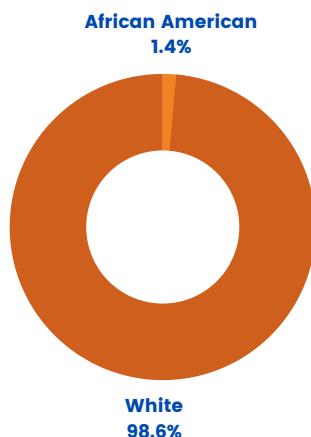


HIPPY PARENT

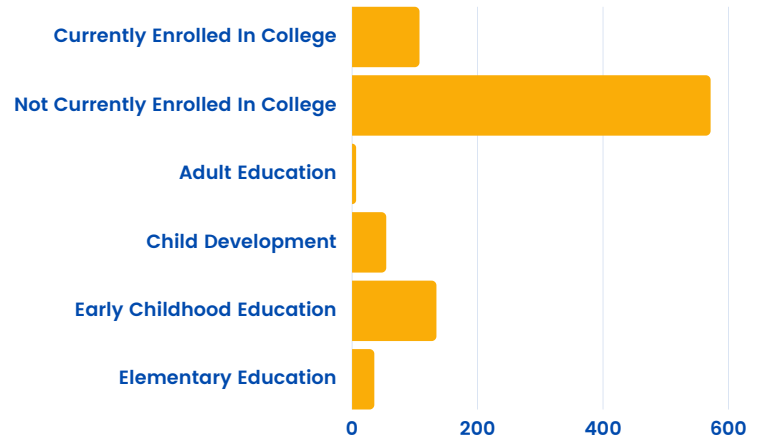


Current Parent: 140
Former Parent: 290
Never A HIPPY Parent: 381

HISPANIC



EDUCATION STATUS





HIPPY USA

Board of Trustees

HIPPY USA is governed by a Board of Trustees that has fiduciary responsibility over the organization, charged with approving our policies, strategies, and annual budgets. Their diverse professional backgrounds bring together leaders who enhance the organization and ensures that the work of HIPPY USA is both relevant and grounded in the support of affiliates and families we serve.

Verelyn Gibbs-Watson

Chair

Andre Goode

Chair Elect

Jeff Keilson

Vice Chair

Laura Peracchio

Secretary

Susan Storer

Treasurer

Francesca Scheiber

Elizabeth Seitz

Anita Stoller

Patricia Stout

EX-OFFICIO MEMBERS

Robin Frank

Fran Levey

Marjorie Margolies

Miriam Westheimer, PhD.

Ece Demir-Lira

Michael Forrest

John D. Gonzalez

Dora Lipper

Hong Van Pham

Richard Rubenstein

TRUSTEES EMERITI

Hillary Rodham Clinton

Senator Nan Rich

Dr. Ruth Westheimer

Staff

Staci Croom-Raley, JD, MS

National Executive Director

Shanta Nunn-Baro

Director,
Development and Marketing

Matthew Bellew

Director,
Affiliate Engagement
and Data Collection

Tiffany Thomas

Senior Director,
Operations

Shani Green

Administrative Assistant

Christa Haring-Biel, PhD.

Director,
Research and Education



HIPPYUSA

hippyusa.org