



# NEWSLETTER

**INVEST  
IN KIDS**

**WINTER EDITION 2010**

## INSIDE THIS ISSUE:

Client Success Story: Nurse Family Partnership .....	2
Thank You to Our Board.....	2
Jane-A-Thon.....	2
Approach to Replication: The Incredible Years .....	3
Client Success Story: The Incredible Years .....	3
A Unique Way to Donate .....	3
Invest in Kids Gala.....	4

## A LETTER FROM OUR DIRECTOR...

Dear Friends:

Every day, I am amazed by the resilience of children. Hearing kids' stories and the adversities that they face is often overwhelming, especially during a year like 2009. However, it is the outcomes of these stories that amaze me most – human beings, especially children, have a profound capacity for change.

This spring, over 4,000 school children will benefit from our Incredible Years program, as will 400 parents. Nurse-Family Partnership will have served nearly 3,000 first-time, low-income mothers and their babies since this time last year. During the holiday season, hundreds of generous donors stepped forward to support the continued expansion of our research-based, proven programs. We are grateful for every single dollar that was contributed. We are particularly grateful for several large donations, including one from Carol Vickery, a nurse in the Nurse-Family Partnership program in Clear Creek and Gilpin Counties. This gift, one of the largest single gifts in Invest in Kids' history, will benefit vulnerable first-time mothers and their children for years to come. Carol's own words sum it up best: "This afternoon I drove in -10 degree weather to a teen mom in Georgetown and I thought of all the types of nursing I've done in the last 35 years. There is no comparison with ... the sense of contribution the program is making to help create a new future for many. The rewards are incredible."

Other generous gifts include our Board's impressive \$50,000 challenge grant (see page 2 for details) and donations from 9News/The Gannett Foundation, Anschutz Family Foundation, El Pomar Foundation, EnCana Cares Foundation, Hope For Generations Fund, Gary and Janet Jacobs, Sara and Scott Kelly, Patricia MacMillan, Mission Critical Systems, Inc., Arthur Seiden, Temple Hoyne Buell Foundation, The HBB Foundation, and The Timothy & Bernadette Marquez Foundation. Thank you all for changing the lives of Colorado's most vulnerable kids.

We have two fabulous events coming up in the next few months. On March 5<sup>th</sup> and 6<sup>th</sup>, the 11<sup>th</sup> Annual Jane-A-Thon (see page 2 for more info) will take place at Mary Jane/Winter Park Ski Resort. On May 22<sup>nd</sup>, due to popular demand, we will host the 2<sup>nd</sup> Annual Invest in Kids Gala: "Growing Up With Invest in Kids" at EXDO Event Center. Please join us!

With gratitude,

Lisa Merlino



## CLIENT SUCCESS STORY: Nurse-Family Partnership

Maria was barely 16 when she found out she was pregnant. She enrolled in the Nurse-Family Partnership (NFP) program and met her nurse, Jane, when she was about 6 months along. The program was immediately helpful in teaching Maria healthy habits during her pregnancy and in preparing her to be a mother. She eventually had a successful delivery and was immediately a natural at being a mom.

However, Maria and her baby faced many obstacles along the way. Initially living with her father, Maria was kicked out when he got a new girlfriend. With the support of her nurse, who continued her visits throughout this difficult transition, Maria went to live with her child's father's family. Maria says, "I was really smart. I was always in the gifted and talented program. I just took a wrong turn."

With NFP, she began to take right turns once again. Her nurse reinforced her self-esteem and her potential, telling Maria that she was smart and that she could go back to school. Maria didn't have anyone other than Jane telling her that she could succeed.

But succeed she did—about 3 months ago, Maria got her GED. She is taking classes at a local college in Ft. Morgan so she can achieve her goal of attending the Colorado School of Mines to become a civil engineer. "It might take me a while, but I'm going to do it." Jane agrees – "she is one smart cookie."

## INVEST IN KIDS' \$50,000 BOARD CHALLENGE

Invest in Kids' Board members are fundamental to the success of our organization. Their thoughtfulness and keen strategic thinking is matched by their generosity. In 2009, at our 10 Year Anniversary Celebration, the board members collectively provided a \$50,000 match. This gift directly resulted in our ability to expand while ensuring that our finances stayed healthy. They give of their time, their energy, and their resources, and we could not be more grateful. Thank you, Invest in Kids' Board members, for your commitment to the children of Colorado!

John Walsh (Chair) ~ Jennifer Adler ~ Catherine Goodwillie ~  
Robert Hill ~ Eric Hilty ~ Greg Kanan ~ Cathy Lemon ~  
Adele Phelan ~ James Scarboro ~ Sean Waters

Your incredible \$50,000 gift, as well as your time and talent, has changed the lives of thousands of children across our state.

**THANK YOU FOR ALL THAT YOU DO!**



## 11th ANNUAL JANE-A-THON, March 5 & 6, 2010— REGISTER NOW!

The Jane-A-Thon is an annual pledge-based ski-a-thon fundraiser that raises thousands of critical dollars for Invest in Kids. This year, Invest in Kids is holding a two-day Jane-A-Thon, March 5<sup>th</sup> and 6<sup>th</sup>, 2010. The first day, Friday, March 5<sup>th</sup>, is an all new corporate team day! Each team competes in various categories, including most vertical feet skied, a scavenger hunt, most money raised, and more. This is a fantastic way to boost company morale and foster a team environment among employees. More than one team per company is welcome. The second day, Saturday, March 6<sup>th</sup>, will be filled with fun activities and competitions for individuals, families and teams.

The fun begins each day at 8:30am and ends with an après ski party at 2:30pm. Come out for a great day on the slopes—all proceeds benefit Invest in Kids!

For more info and to register visit: [www.iik.org](http://www.iik.org).



## CLIENT SUCCESS STORY: The Incredible Years

“One child, enrolled in a Dinosaur School Classroom, whose parents also attended The Incredible Years parent education classes, noticed that his mom was getting very frustrated in the car while driving home. He told her that she seemed frustrated and asked her to take three deep breathes. She agreed, and when she had done that, he had her think of a happy place and talked her through being so angry. This child, in the past, has had difficulty regulating his emotions, particularly when he is frustrated. His mother told me that since the incident, he has coached the whole household through fights and disagreements, and he has applied his new knowledge at school too. It’s so great when students and families work together to practice the skills they learn in The Incredible Years—the program really benefits everyone.”  
— an Incredible Years teacher in Littleton, Colorado

## CARS FOR CHARITY

Cars for Charity, Inc. offers a unique way to donate to Invest in Kids. If you have a car, truck, motorcycle, boat or RV you want to get rid of, Cars for Charity will pick it up and arrange to have it auctioned off. Direct the proceeds to Invest in Kids, and the fair market value is tax deductible! For more info, visit: [www.carsforcharity.net](http://www.carsforcharity.net).



## INVEST IN KIDS’ APPROACH TO REPLICATION: THE INCREDIBLE YEARS

At Invest in Kids, we are often asked to explain what we do and how we do it. In the simplest terms, working in partnership with local communities, Invest in Kids identifies, introduces, implements, and ensures the success of research-based programs. This framework guides the work that we do with each of our programs, ensuring that we always stay focused on programs with many years of clinical trials and proven effectiveness.

The Incredible Years is a program that addresses social, emotional and mental health issues particularly common among at-risk and low-income children. When we first identified The Incredible Years as an exemplary, research-based prevention program in 2002, we did not have a clear sense of how to bring the program to local communities. However, over the years, we have adopted a fairly rigorous process. First, we identify the program (in this case, The Incredible Years). Second, we introduce this program to local communities. In some cases, Invest in Kids targets local communities for implementation as a result of demographic research demonstrating need (for example, a large percentage of children at a school receiving free or reduced lunch). In other cases, communities approach Invest in Kids because they’ve heard about the program.

At that point, we undergo an extensive community readiness process. This informs local stakeholders—including county commissioners, teachers, principals, superintendents, and others—about how the program works, what the benefits are, and helps the group assess whether the program is the right fit for their community.

When the community decides that it wants the program, we help identify who should spearhead and deliver the local implementation. (Does the community have a local early childhood education center? Are there private daycare centers that serve a large population of children?) Once we determine who will deliver the program, we provide training and coaching for at least two years on a semi-monthly basis. The program has three parts—a child curriculum, which uses child-sized puppets in a classroom setting, a parent program, which is a 14 week parent training series, and a classroom management program, which gives teachers the bedrock understanding to address and prevent problem behaviors. This long and intensive training process ensures that the program is delivered in the way it was designed. This fidelity to the program in turn guarantees outcomes like those seen in research—up to a 91% reduction in conduct problems among participating 3-8 year olds, a 69% success rate in getting children who showed poor social skills in the beginning of the school year to demonstrate normal skills at the end of the year, increased rates of parental engagement in the child’s schooling, increased positive family communication, increased positive parenting skills (like praise), and decreased negative parenting skills (like spankings or yelling).

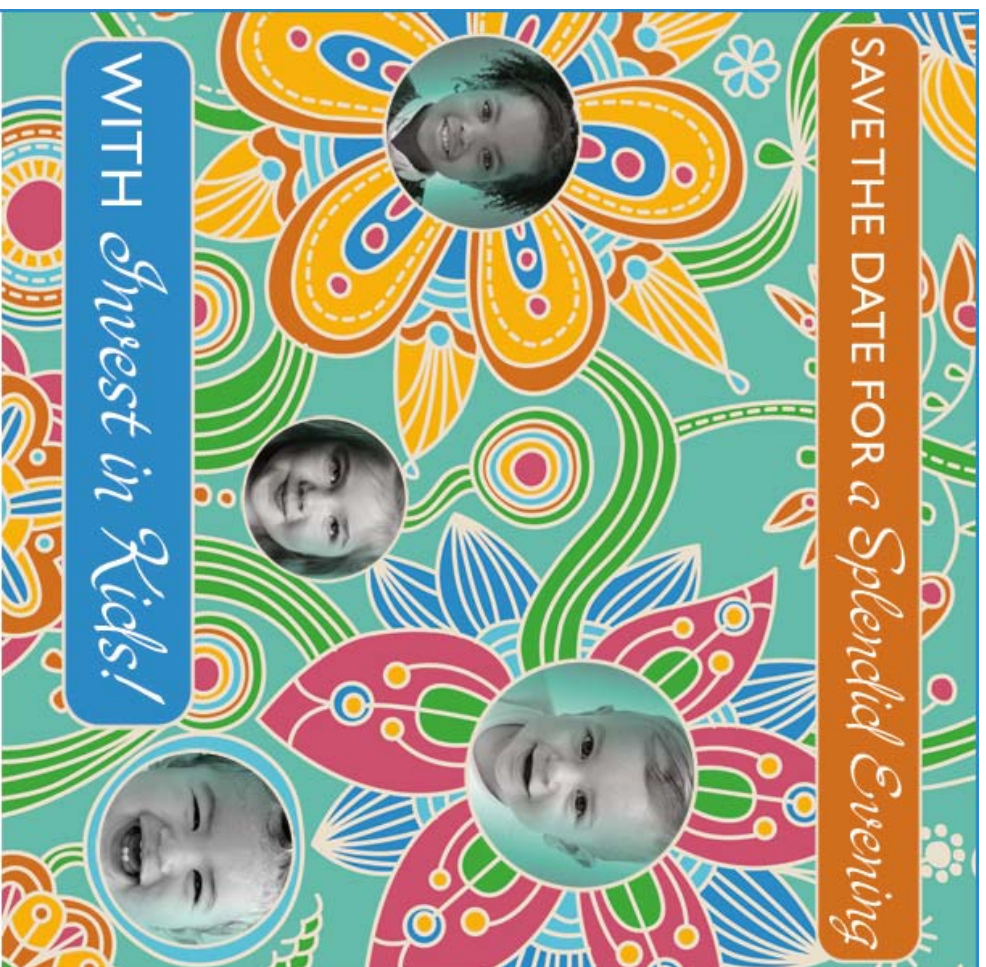
During and after this extensive training period, Invest in Kids monitors the children receiving the program—specifically, their mental, social, and emotional health. As a result, we know when local programs are going off track, or when they are doing particularly well and can serve as a model for other communities.

Using this system, we achieve better outcomes for children, families, and communities, while increasing local staff skills and decreasing their dependence on outside resources for help. Our goal is to ensure that program expertise lives and thrives in the local communities themselves. That way, we can go on to serve another vulnerable community. With 192,000 children living in poverty, we have a long way to go before we can serve them all. We thank each of you, our supporters, in helping us to achieve this goal.



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DENVER, CO 80203

SAVE THE DATE FOR a *Splendid Evening*



WITH *Invest in Kids!*

We're planting  
the seed... for the  
celebration  
"Growing Up With  
Invest in Kids"

SATURDAY, MAY 22<sup>ND</sup>  
EXDO EVENT CENTER  
DENVER, CO  
DETAILS TO FOLLOW...



WEBSITE: [www.iik.org](http://www.iik.org)

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PHONE: 303.839.1808

SLIDE ON SNOW TO RAISE SOME DOUGH!

11th Annual

# JANE-A-THON

A ski & snowboard event benefitting at-risk kids

Friday &  
Saturday,  
March 5 & 6, 2010

All Proceeds Benefit  
**Invest in Kids**  
Research-based prevention programs  
for at-risk children & families

**2 Days of Fun & Fundraising!**  
ALL NEW Corporate Team Day  
Competitions and Prizes  
Après-ski Party  
[www.iik.org](http://www.iik.org)



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BENTEK Energy

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**flaik™** was founded on the idea of providing added safety for children and providing peace of mind to parents.

This winter season, we will track and monitor the real-time location of over 500,000 children while they are skiing and snowboarding at our partner resorts in Colorado, California, Vermont and Canada.

*We congratulate Invest in Kids on 11 years of commitment to improving the health and well being of young children in Colorado and we are proud to be a sponsor of the 2010 Jane-a-Thon fundraiser.*



[www.flaik.com](http://www.flaik.com)