

Their Future Starts Now



2025 ANNUAL REPORT

A Letter From Our Leaders

At ECS4Kids, our work is grounded in a powerful belief: **strong beginnings change lives.** For nearly 60 years, this belief has guided our mission to help communities break cycles of generational poverty through comprehensive early childhood education and holistic family support.

2025 was an exceptionally strong year for ECS4Kids. Over the course of a single year, our programs grew 35 percent, with the expansion of services in Duval County and in 10 Georgia counties. What began six decades ago in a small Jacksonville church has grown into one of the leading early learning and family service organizations in the Southeast.

Our growth has been intentional and mission driven, as our nation faces a childcare crisis defined by rising costs, workforce shortages, and limited access to affordable care. In Florida, the average annual cost of infant care now exceeds \$13,000, placing significant strain on families and the early education workforce alike.

In the face of these challenges, ECS4Kids remains focused on solutions. Through strong partnerships and high-quality, proven programs, we continue building the capacity needed to support children, families, and educators both now and in the future.

As we look ahead to 2026, ECS4Kids is proud to celebrate 60 years of service! We enter this anniversary year energized by the momentum of 2025 and guided by a clear strategic vision for the future. Thank you for your continued trust and partnership.

With gratitude,



Dr. Natalya Roby
President & CEO



Thabata Ford
Board Chair

Together,
we are building
brighter futures and
creating lasting,
generational
change.

ECS4Kids is an Engine for Action

At ECS4Kids, we believe every child deserves the best possible start in life. As a nationally recognized leader in early childhood education, we're passionate about using proven, data-driven approaches that truly make a difference in children's lives.

ECS4Kids takes a whole-community approach to early childhood success that leads to a lifetime of impact. We align resources to support children, engage families, and elevate providers—working together to disrupt cycles of generational poverty and build opportunity.



Thriving Children

ECS4Kids helps children believe in themselves and get ready for kindergarten through personalized education in a vibrant and loving classroom.

Early Head Start

Head Start PreK

School Readiness

VPK

HIPPY



Resilient Families

ECS4Kids gives families access to Pre-K, childcare and connection to community resources so they can achieve generational success.

Early Head Start

Head Start PreK

CCR&R

VPK

HIPPY



Empowered Communities

ECS4Kids helps communities soar by giving educators and early childcare providers the tools and trainings to provide impactful Pre-K services

CoachJax!

Head Start Childcare Partners

ELCNF

CCR&R



Thriving Children

We're proud to serve our community's most vulnerable infants, toddlers, and preschoolers, along with their families. Our comprehensive approach goes beyond education to include essential health and nutrition services, because we know children learn best when all their needs are met.

Child Services

Preparing children for kindergarten and life

ECS4Kids delivers high quality early learning that nurtures the whole child so every learner enters school ready to thrive. We combine developmentally rich classrooms with comprehensive supports in health, nutrition, and mental wellness that drive measurable gains in school readiness.

What We Provide

Head Start and Early Head Start

Full day, comprehensive early learning for children birth to five, with home based options and services for pregnant women. Children receive developmental, vision, hearing, dental, and health screenings, daily nutritious meals and snacks, access to mental health support, and specialized services for disabilities. Programming operates across more than 30 centers.

Voluntary Prekindergarten (VPK)

Free, high quality prekindergarten for all eligible four year olds in Florida, preparing children with the skills and confidence they need for kindergarten. ECS4Kids serves more than 5,000 children annually through VPK.

School Readiness

Access to affordable, quality child care through the state's School Readiness program in Baker, Bradford, Clay, Nassau, Putnam, and St. Johns counties, ensuring continuity of care for working families and strong early learning foundations for children.

How Children Grow

Our classrooms and home based services strengthen motor, cognitive, social emotional, language, and problem solving skills through discovery oriented, guided learning experiences that build lifelong curiosity.

Success Story

The first day of school can be tough for our little ones – new rooms, new faces, and time away from their family. But recently at our Westside Center, Na'riyah's first day was wrapped in love.



Why It Matters

When children experience responsive teaching, consistent routines, and comprehensive supports in their earliest years, they arrive in kindergarten ready to learn and succeed long term. ECS4Kids focuses on the whole child so early gains become lasting achievement.

Thriving Children By the Numbers

3,046 Children served by School Readiness on average each month	100% Standards met in our most recent Head Start federal reviews	5,614 Children served in voluntary pre-kindergarten
1,611 Children received dental exam	2,783 Children served in Head Start	99.5% Children have medical home
99% Average monthly enrollment for Head Start	98% Enrolled children met Head Start eligibility criteria	12,110 Families received free childcare referrals and resources



Resilient Families

ECS4Kids partners with families so children can thrive in school and life. We recognize parents as a child's first teacher and provide practical tools, connections, and coaching that strengthen family well being and support school readiness.



What We Provide

Comprehensive family supports in Head Start and Early Head Start

Families receive help that complements high quality early learning, including developmental and health screenings, mental health support, daily nutritious meals and snacks, and specialized services for disabilities or behavioral and health concerns. Services extend to pregnant women and home based options, which helps families build routines that support healthy development.

Parent education and skill building

ECS4Kids offers workshops that build financial and health literacy and strengthen parenting skills. Families learn evidence informed strategies they can use at home, and they receive individualized attention for specialized needs.

Child Care Resource and Referral (CCR&R)

CCR&R helps families find accessible, educational, safe, and affordable childcare. Services are free for all families, available by phone, online, or in person, and offered in multiple languages. Families receive unbiased options, not recommendations, plus information about licensing, subsidies, and tax credits that can lower out of pocket costs.

Community connections

We link families to local services and opportunities so they can build stability and strengthen their support networks. Collaboration, respect, and learning guide every interaction.

How Families Benefit

- ✔ Families gain practical knowledge to support health, learning, and daily routines at home.
- ✔ Parents are empowered to navigate child care choices, financial supports, and special services with confidence.
- ✔ Stronger family stability leads to consistent attendance and better readiness for kindergarten.



ECS4Kids invests in whole family success so early gains last.

Why It Matters

When families have clear information, trusted guidance, and strong community connections, children experience stable care, healthy development, and stronger learning.

Resilient Families By the Numbers

2,450
Families served through Head Start and Early Head Start

630
CCR&R referrals completed

310
Parent workshops delivered and CEU eligible sessions

6,239
Families accessing child care subsidies or tax credits with our guidance

Children and Families Received Health Support

646
Received disability support

737
Received mental health support

2,364
Received health services



Empowered Communities

ECS4Kids empowers communities by strengthening the people and places where young children learn. We share our expertise with more than 145 childcare centers throughout the region, providing hands-on coaching and support that directly benefits more than 4,420 children. When we lift up educators, we lift up entire communities.

Childcare Center Coaching

Through the CoachJAX! and School Readiness programs, ECS4Kids strengthens the people and places where young children learn. We share our expertise through coaching, training and technical assistance with more than 375 childcare centers throughout the region, providing hands-on coaching and support that directly benefits nearly 20,000 children. When we lift up educators, we lift up entire communities.

ECS4Kids coaching programs: Elevating quality across early learning settings

These programs pair selected providers with an Education Specialist who visits at least one day per week throughout the contract year. Coaching is scheduled before a program's annual CLASS assessments so teachers can build skills and confidence ahead of observations.

How it works

Partnership approach: Directors and teachers co set goals with the Education Specialist. Teacher voice and choice guide the plan so coaching fits classroom realities.

Practice in action: Specialists conduct observations that include written notes and video. Data is reviewed with teachers, next steps are set together, and coaches return to model strategies. Side by side modeling lets teachers and coaches practice new techniques together in the classroom.

Professional learning: Teachers can earn CEUs for their work and participation with CoachJax!. Teams can also request parent trainings, support to implement



effective parent teacher conferences, and on site in service trainings that reinforce classroom growth.

What we support

CLASS strategies that strengthen interactions
Lesson planning aligned to outcomes
Implementation of Birth to Five standards
Behavior management and positive routines
Other classroom goals identified by the team

Training, credentials, and technical assistance

Beyond coaching, ECS4Kids designs high quality training that offers CEUs, supports CDA credentialing through classes and portfolio workshops, and provides certified CLASS Observer training and support. Our staff also delivers individualized, on site technical assistance for center leaders and teaching teams. We help refine lesson plans, assessment practices, classroom environments, and family engagement strategies so improvements show up in classrooms right away.

Results You Can See

- ✓ **Teachers apply concrete practices** that improve emotional support, organization, and instructional interactions.
- ✓ **Classrooms run smoother** with stronger routines and transitions that increase child engagement.
- ✓ **Families experience consistent communication** through improved conferences and targeted trainings.
- ✓ **Quality gains are sustained** through CEU bearing learning and clear pathways to credentials.



ECS4Kids provides hands-on coaching and support that directly benefits nearly 20,000 children.

Why It Matters

When educators have access to coaching, CEUs, and clear pathways to credentials, children benefit from richer learning experiences and families experience more stable care. ECS4Kids invests in providers so that every child enters kindergarten ready to thrive, and every classroom has the capacity to deliver high quality early learning.

Empowered Communities By the Numbers

75 Providers coached	81 Trainings were delivered	557 Participants trained
375 Classrooms receiving individualized coaching	10% Average improvement in CLASS composite score among coached providers health, or disability services	490 CEUs earned through coaching participation

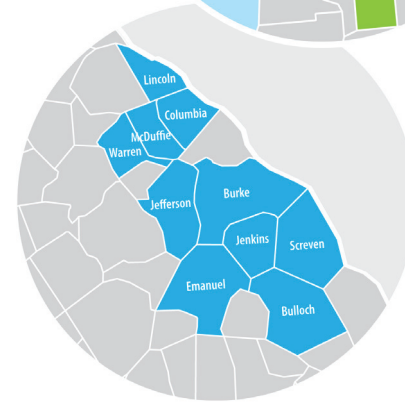
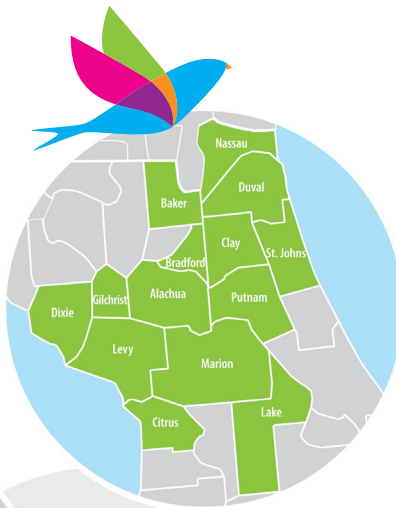
2025: Expanding Our Reach

The year 2025 marked a major expansion for ECS4Kids, growing our reach and strengthening our ability to serve more children and families.

For the first time in our 60-year history, we expanded across state lines into Georgia. With a \$5.8 million federal grant, ECS4Kids launched Head Start services in 10 rural counties—Bulloch, Burke, Columbia, Emanuel, Jefferson, Jenkins, Lincoln, McDuffie, Screven, and Warren—bringing early learning and family supports to communities where access is limited and needs are urgent.

We also expanded significantly in Duval County, Florida. The federal Head Start program selected ECS4Kids to serve as the new provider for more than 800 children and their families through a five-year grant, building on another Early Head Start grant awarded earlier in the year. These investments strengthened services in existing centers and expanded what we can offer to more working families across Jacksonville.

This level of Head Start investment reflects the trust ECS4Kids has earned through disciplined program management, strong oversight, and consistent service delivery. As we continue to grow, we will stay focused on what matters most: safe, high-quality classrooms; responsive family support; and dependable results for the children and communities we serve.



**For the first time
in our 60-year
history, we
expanded across
state lines
into Georgia.**



**I am deeply grateful
to the Clermont
program and all
the dedicated
teachers and staff
who made such
a difference in
our lives.**

Success Story

When my child first enrolled in ECS4Kids in 2022, I was hopeful that it would help him build the social and academic skills he needed to thrive. What I didn't expect was how much this program would truly transform his confidence, independence, and love for learning.

From the very beginning, the teachers and staff provided a nurturing, structured, and engaging environment that helped my child feel safe and excited to come to school every day. The program not only focused on early academics like letters, numbers, and writing but also on emotional and social development.

Throughout the school year, I saw tremendous growth. Alejandro learned how to express feelings, follow routines, and interact positively with other children. The activities were thoughtfully designed to make learning fun and meaningful.

By the time Alejandro graduated he was more than ready for kindergarten; academically, emotionally and socially. He entered his new classroom with confidence knowing how to listen, share, and participate. I truly believe that the solid foundation built through ECS4Kids set him up for success and a lifelong love of learning.

I am deeply grateful to the Clermont program and all the dedicated teachers and staff who made such a difference in our lives. Thank you, ECS4Kids Clermont, for preparing my child not only for kindergarten but for life.

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2030 Plan

For 60 years, ECS4Kids has worked to ensure every child has the resources, support and opportunities to succeed in school and in life. Now we are launching an ambitious five-year strategic plan, shaped by extensive input from staff, families, Board Trustees and community partners, to expand our reach and deepen our impact across the region. With your help as champions, volunteers and donors, we will build toward 2030 when ECS4Kids is recognized as a national model for comprehensive child and family services and measurable gains in educational outcomes, family stability and community wellbeing.

ECS4Kids' 2030 Plan has three areas of focus:



Thrive & Sustain

Ensure we are strong, resilient and rooted – foundationally.

Our ability to serve children and their families depends fundamentally on our organizational strength and stability. We will continue investing in the infrastructure, people and processes that enable us to not just survive in an increasingly complex environment, but to thrive and grow our impact over time.

We'll do this by:

- Operational resilience
- Workforce stability
- Financial health
- Serving families with excellence



Scale with Purpose

Grow our reach, programs and capacity to serve – intentionally.

Growth without purpose is merely expansion; growth with purpose transforms communities. Every decision to grow will be guided by community need, evidence-based outcomes and our ability to maintain excellence in service delivery.

We'll do this by:

- Expanding geographically
- Increasing our service delivery
- Leveraging our investments
- Building internal capacity
- Meeting communities needs



Innovate for Impact

Drive transformation to end generational poverty – boldly.

Breaking the cycle of generational poverty requires more than traditional approaches—it demands bold innovation and transformative thinking. Through strategic partnerships, ECS4Kids will leverage collective expertise and resources to amplify our impact exponentially.

We'll do this by:

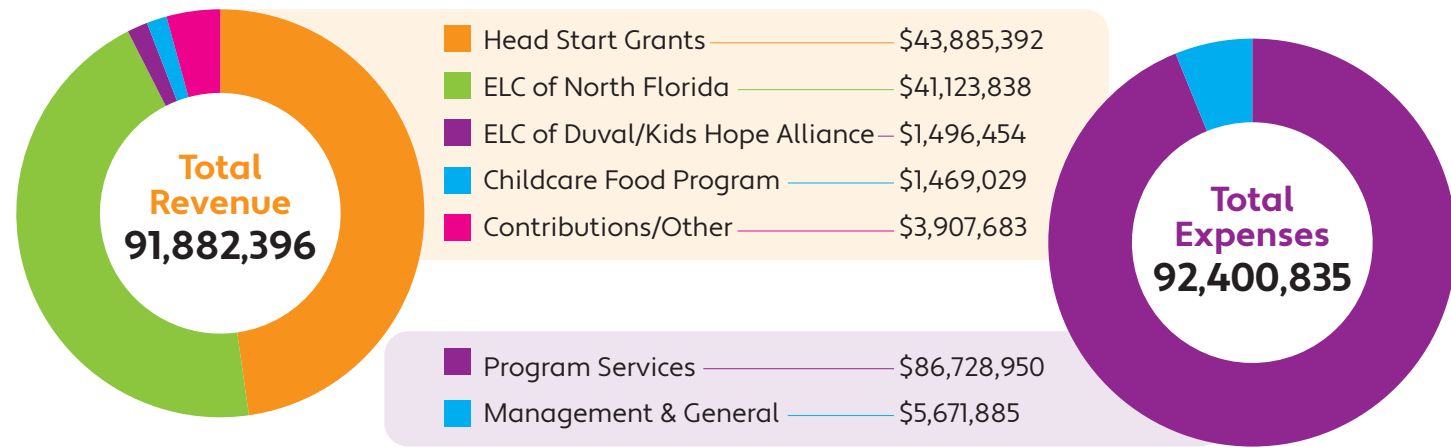
- New models & Partnerships
- Improved systems
- Thought leadership
- Sector-wide impact
- Changing lives at scale



Financial Highlights

With the hard work of a dedicated team, we continue to utilize our revenues to pay for desperately needed programming. We need the support of every sector – corporations, foundations, government, service organizations, and individuals – to prepare our youngest citizens to enter school ready to learn. Because when children succeed in school, they enter the workforce prepared to compete in the global economy.

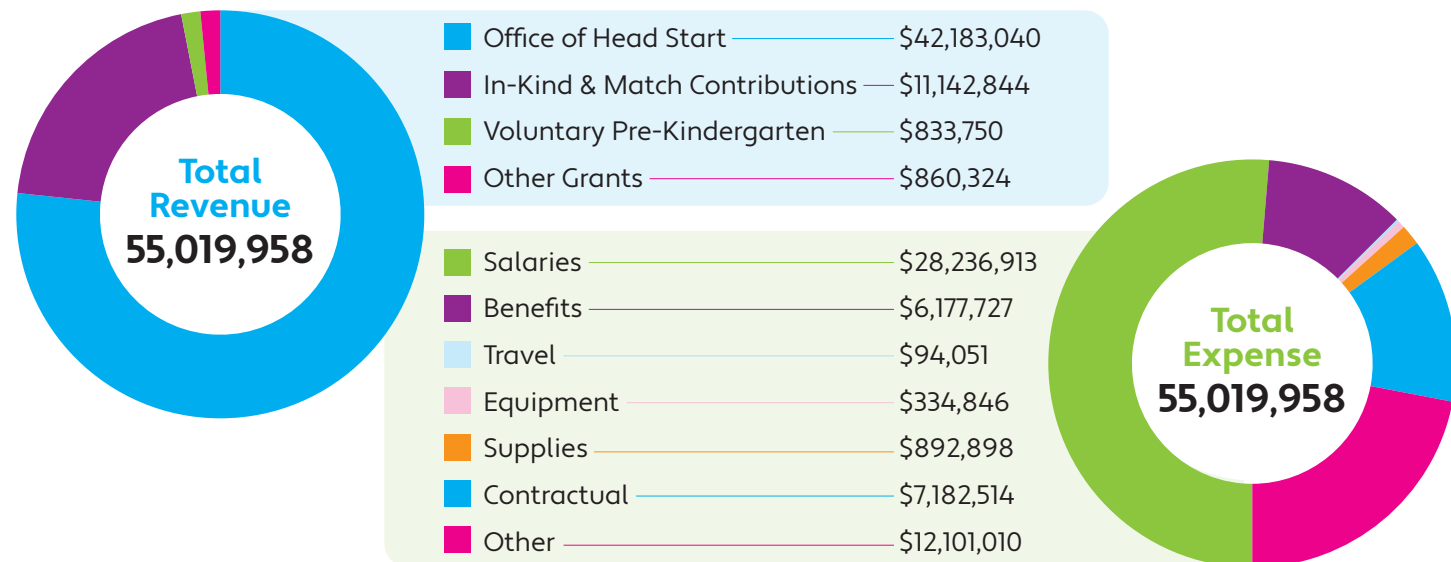
ECS4Kids 2025 Fiscal Year Performance



The deficit recorded in fiscal year 2025 reflects a timing difference resulting from upfront programmatic restructuring costs incurred in advance of a growth campaign launching in the first quarter of fiscal year 2026.

To ensure compliance with the Office of Head Start, this report provides additional detail on this important program. Most notably, we must show that we raise at least 20% of the cost of our program operations from the local community as well as identify expenses by category. Please note that these revenues and expenses are for the program year which does not coincide with ECS4Kids fiscal year.

Head Start 2023 – 2024 Performance



Our 2025 – 2026 Head Start budget is \$59,940,296 in federal funds, which will be matched by \$14,985,074, for a total program budget of \$74,925,370.

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