

STRONG STARTS



FOR LIFELONG IMPACT

Annual Report 2024–2025



**INVEST
IN KIDS®**

LETTER TO THE COMMUNITY

Dear Friends,

Invest in Kids (IiK) believes that every child deserves a strong start and that the ripple effects of early support can last a lifetime. This year's theme: Strong Starts for Lifelong Impact, reflects both the mission and commitment to Colorado's future.

As IiK celebrates the lives that have been touched, it is important to also look ahead. Sustainability isn't just about funding—it's about staying relevant, responsive, and rooted in the communities being served. The challenges facing children and families continue to evolve—and so must IiK.

Thanks to your partnership, Invest in Kids has deepened impact while remaining steadfast in the organization's values. Lasting change requires long-term vision...that's why investing in innovation, strengthening the infrastructure, and listening closely to those being served can continue to meet the moment year after year.

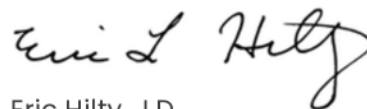
This year, Invest in Kids continued to deliver critical services to children and families in all 64 Colorado counties—an achievement that speaks to the depth of our commitment and the strength of our partnerships statewide. Among our most exciting innovations is the piloting of invest in play® (iIP), a UK-based program designed in alignment with our vision to build rigorous and equitable evidence in our field. This 12-week parenting program uses research-based strategies to lay a strong foundation for a child's life. In FY25, we expanded our reach by facilitating three new Parent Program Groups, including groups in Spanish, and trained 20 local providers to lead community-based groups in FY26. We also celebrated a national milestone: our Early Learning and Family Education Director became the first U.S.-based iIP Parent Program Trainer outside of the program's developer—positioning IiK as a leader in advancing evidence-based parenting support in the US.

Invest in Kids is not just contributing to the early childhood ecosystem and delivering high quality programs—futures are being built. As collaborations, partnerships, and support like yours persist, Invest in Kids will ensure that every child in Colorado can thrive not just today—but for generations to come.

With gratitude,



Lisa Hill
President and CEO



Eric Hilty, J.D.
Chair, Board of Directors



“The power of prevention cannot be overstated. IIK’s approach is both economically and socially beneficial, creating better outcomes for children, families, and society at large.”

— Invest in Kids’ Supporter



INVEST IN KIDS' IMPACT + ROLE

Mission

Invest in Kids (IIK) is a nonprofit organization that works alongside Colorado communities to adopt, implement, and successfully scale evidence-based programs that have the greatest long-term impact on young children and families experiencing economic inequalities.

Vision

To ensure that every Colorado child has a strong start in life.

Impact

IIK invested in the lifelong impact of **13,896** individuals served through prevention programs.

Nurse-Family Partnership®

Children: **3,618**

Parents & Caregivers: **4,209**

The Incredible Years®


Children: **5,313**

Parents & Caregivers: **312**

Child First®

Children: **209**

Parents & Caregivers: **235**



Trusted Relationships
+ Evidence-Based
Programs + IIK Expert
Implementation =
**Better futures for
Colorado's kids.**



The Opportunity

IHK is dedicated to supporting Colorado families by investing in children during critical stages of early development. Recognizing that many Coloradans face challenges in accessing resources for healthy living, IHK emphasizes the importance of prevention and early intervention to ensure children are ready for school and have a greater chance of long-term success. Through evidence-based programs, IHK aims to strengthen communities by supporting children's and their caregivers' physical, social, and emotional well-being.

Role as Intermediary

IHK acts as an intermediary by connecting evidence-based programs with Colorado communities. IHK collaborates with local partners to identify community needs, implement proven programs, and ensure long-term sustainability through training, ongoing support, funding, and advocacy. Their approach bridges the gap between research and real-world impact, helping children and families thrive.

Whole Child Approach

IHK implements a Whole Child Approach (WCA) which considers all aspects of a child's growth and development and understands how investing in one area of development often benefits others.

IHK leverages the WCA in five program Focus Areas to clearly communicate the "why" behind the suite of current programs, and those IHK may seek in the future. This provides clear direction for where IHK invests in advocacy:

Maternal and Child Health

Infant and Early Childhood Mental Health

Early Learning

Family Education

Trauma Informed Practice

FOCUS AREA

Maternal and Child Health



Nurse-Family Partnership®

Nurse-Family Partnership® (NFP) is an evidence-based, community health nursing program that provides home visiting services. Starting early in pregnancy, registered nurses partner with a family to support and educate them on healthy prenatal practices, child health, and developmental milestones. The program's effectiveness comes from its extended duration of over two years, voluntary enrollment, and a strengths-based approach that encourages families to envision and pursue a stable future.

NFP partners with first-time parents who are facing significant adversity and systemic barriers to ensure their health and well-being. Registered nurses provide holistic and preventative care during pregnancy, postpartum, infancy, and early childhood until the child turns two.

BENEFITS

- o Building trusting, therapeutic relationships between nurses and families
- o Improving health for parents and children
- o Advancing progress toward personal and family goals
- o Enhancing access to healthcare resources and services
- o Establishing strong foundation for long-term stability



Children Served: **3,618**

Parents & Caregivers Served: **4,209**

FORRCE INITIATIVE

Finding Opportunities in Recruitment and Retention for Colorado Experts (FORRCE): Completed a statewide partnership inventory and gap analysis to strengthen the NFP workforce pipeline. Initiated system-level relationships with nursing schools in higher education to identify opportunities for alignment and partnership.

OUTCOMES

NFP supported children and their families in all **64** counties across Colorado.

90% of babies are born **full term**

94% of clients initiate **breastfeeding**

57% of clients 18 and older at intake were working at **program completion**

FOCUS AREAS

Infant and Early Childhood Mental Health

Trauma Informed Practice

Child First®

Child First® (CF) is an evidence-based, two-generation program offering intensive, in-home mental health and developmental support to families with young children. Using a paired-team approach, a Mental Health Clinician and a Family Support Partner, CF helps families heal from trauma, strengthen caregiver-child relationships, and reduce chronic stress through therapeutic intervention and resource connection.

CF supports families with children ages 0–5 who face significant emotional, behavioral, or developmental challenges, and caregivers dealing with mental health issues, substance use, violence, housing instability, or incarceration.

BENEFITS

- o Strengthening caregiver-child bonds and improving relational health
- o Providing protection against developmental impacts of chronic stress
- o Decreasing behavioral issues and improving maternal mental health
- o Increasing language development in children
- o Enhancing access to community supports

Children Served: **209**

Parents & Caregivers Served: **235**

FORRCE INITIATIVE

Finding Opportunities in Recruitment and Retention for Colorado Experts (FORRCE): Hired a facilitator for the Infant and Early Childhood Mental Health (IECMH) Medicaid Taskforce with efforts including coalition building and maintenance, stakeholder engagement, and strategic policy analysis. This has led to an opportunity for a collaborative IECMH advocacy agenda in Colorado.

OUTCOMES

CF supported children and their families in **24** counties across Colorado.

81% of children and families met their **treatment goals**

78% of children saw an improvement in their **social skills**

74% of caregivers saw an improvement in their **trauma symptoms**



FOCUS AREAS

Early Learning

Family Education



The Incredible Years®

The Incredible Years® (IY) is a suite of evidence-based prevention programs designed to strengthen the social-emotional development, academic skills, and behavioral outcomes of young children. Through collaborative engagement with educators and caregivers, IY fosters positive discipline and nurturing relationships in early learning environments. Its goal is to promote school success, reduce challenging behaviors, and enhance emotional well-being through structured, supportive interactions.

IY serves young children through weekly, interactive classroom-based lessons; supports caregivers through group-based coaching and training; and empowers educators through professional development focused on effective classroom strategies and emotional support.

BENEFITS

- o Improving emotional regulation, social competence, and problem-solving in children
- o Reducing behavior issues and strengthening effective parenting practices
- o Strengthening educator-child relationships and promoting more effective classroom management
- o Encouraging positive and consistent discipline approaches at home and school
- o Enhancing readiness and success in academic settings

Children Served: **5,313**

Parents & Caregivers Served: **312**

OUTCOMES

IY supported children and their families in **18** counties across Colorado.

IY found statistically significant gains in the following:

Dinosaur School and Teacher Classroom Management (TCM) students' **social competence**, including emotion regulation, prosocial communication, and academic skills

Parents' use of appropriate discipline, clear expectations, and **positive parenting**

TCM Teachers' **classroom management strategies** for positive management, incentives and social-emotional learning supports



FOCUS AREAS

Early Learning

Family Education

invest in play®

invest in play® (iip) is an international nonprofit organization that supports children and caregivers with evidence-based strategies based on over 60 years of psychological research. Its approach blends practical and compassionate strategies rooted in play. IIK is partnering with iip to pilot its parenting program for the first time in the U.S. to ensure culturally responsive implementation. The curriculum uses simple, repeatable strategies to help caregivers develop strong foundations that last beyond program participation.

The iip Parent Program is designed for caregivers with young children. This U.S. pilot is centered in Colorado and is tailored for cultural relevance, including translated materials in English and Spanish. It aims to support diverse families with engaging, accessible content.

BENEFITS

- o Providing practical parenting techniques grounded in play
- o Ensuring inclusive, culturally responsive program delivery
- o Guiding evaluation through community input
- o Strengthening caregiver-child relationships

Parents & Caregivers Served: **36**



OUTCOMES

iip supported parents and caregivers in **2** counties in Colorado.

iip found statistically significant gains in the following:

Parents' use of clear expectations and **positive parenting**

A decrease in both harsh and inconsistent **discipline practices**

26TH JANE-A-THON

The 26th Annual Jane-A-Thon was an incredible success, and IIK is filled with gratitude for everyone who made it possible. Thanks to the enthusiasm and generosity of attendees and donors, IIK reached an exciting new milestone by raising over \$380,000 and welcoming 341 participants to the event.

This year, IIK was excited to introduce a new element to the Jane-A-Thon experience: a photo competition that brought out the creativity and energy of participants. IIK is especially grateful to Jay Stewart from Stewart Photography, who not only captured the spirit of the day, but also contributed a wonderful prize that made the contest even more special.

The funds raised through this year's event will ensure that Colorado children have access to IIK's evidence-based programs. The organization is proud to continue expanding its reach with the support of this generous community.

IIK extends its heartfelt thanks to corporate sponsors, the event planning committee, dedicated volunteers, and the staff whose time and commitment made the event possible. It is because of this remarkable community that the Jane-A-Thon continues to grow and thrive each year.

EVENT SPONSORS

PRESENTING



DOUBLE BLACK DIAMOND Aytu BioPharma **BLACK DIAMOND** Cook Street Consulting Newmont Corporation **BLUE SQUARE** Monroe Group First Western Trust KPMG MidFirst Bank Winter Park Resort **GREEN CIRCLE** AIR Communities AngloGold Ashanti AON BOK Financial Brandeberry McKenna Public Affairs Cambiar Investors Davis Graham Dizzion Foster Graham Milstein & Calisher, LLP Holland & Hart, LLP Hyder Construction Nelnet MassMutual Investments Observe AI Ottten Johnson Summit Wealth Management Trustpilot Tuff Shed WilmerHale Womble Bond Dickinson Woodruff Sawyer **TERRAIN PARK IN KIND** 4FRNT EVO Hookfish Manufacturing Stewart Photography



Photo contest winner, Phil Brekke



COMMUNITY INVOLVEMENT

IIK Striving to Support the System

Finding Opportunities in Recruitment and Retention for Colorado Experts (FORRCE)

is an IIK initiative aimed to address insufficiencies in Colorado's early childhood workforce. Ongoing political and funding uncertainty at both the state and federal levels continues to create a challenging environment for early childhood systems and the community health workforce. Programs are experiencing increased turnover and reduced service capacity, even as community needs rise and evidence grows for the long-term value of these interventions.

Despite these challenges, IIK has made significant progress on its FORRCE Initiative, leading over 30 strategic activities to enhance statewide collaboration, policy engagement, and workforce pipeline solutions for our evidence-based workforce. These efforts directly support statewide opportunities to advance Colorado's workforce and promote employment for CF and NFP programs.

Key highlights:

- o *Strategic Partnerships:* IIK engaged with over 10 community partners to explore workforce funding models, higher education pathways, and statewide opportunities to advance Colorado's evidence-based workforce.
- o *Systems-Level Field Engagement:* Supported the Home Visit Investment Task Force in exploring apprenticeship opportunities for home visitors and contributed to the Elevating and Strengthening Colorado's Infant and Early Childhood Mental Health Ecosystem: Strategic Plan 2025–2030.

Elevating Voices in Early Childhood Systems:

Colorado's children, families, and early childhood professionals benefit from stronger, more responsive systems that support lifelong well-being and success. IIK is committed to strengthening alignment with Colorado's early childhood system of care through active community engagement.

IIK actively participates in over 30 state and local committee meetings each quarter, ensuring the voices of families we serve and providers are represented in decision-making. This engagement supports informed policy and system improvements while reinforcing IIK's role as a collaborative partner in supporting bright futures for Colorado's youngest children and their caregivers.

Highlights from this broad system engagement include:

- o Providing input on Colorado Department of Early Childhood's Independent Evaluation Plan
- o Providing input on the Infant and Early Childhood Mental Health Strategic Plan
- o Ensuring awareness and access to Colorado Department of Early Childhood resources

VOLUNTEER ENGAGEMENT

At IIK, it is believed that the 5Ts (Talent, Testimony, social Ties, Treasure, and Time) are fundamental to our success.

IIK continues partnering with local communities ensuring the success of evidence-based programs that improve the health and well-being of Colorado's youngest children and their families. As IIK continues its state-wide reach, we want to celebrate the investment of volunteers who have helped shape the work by giving of their time.

Since its founding, IIK has benefited from countless volunteers, resulting in a YTD investment of **\$349,799** in the mission and vision that every Colorado child have a strong start in life.



IN FISCAL YEAR 2024-2025

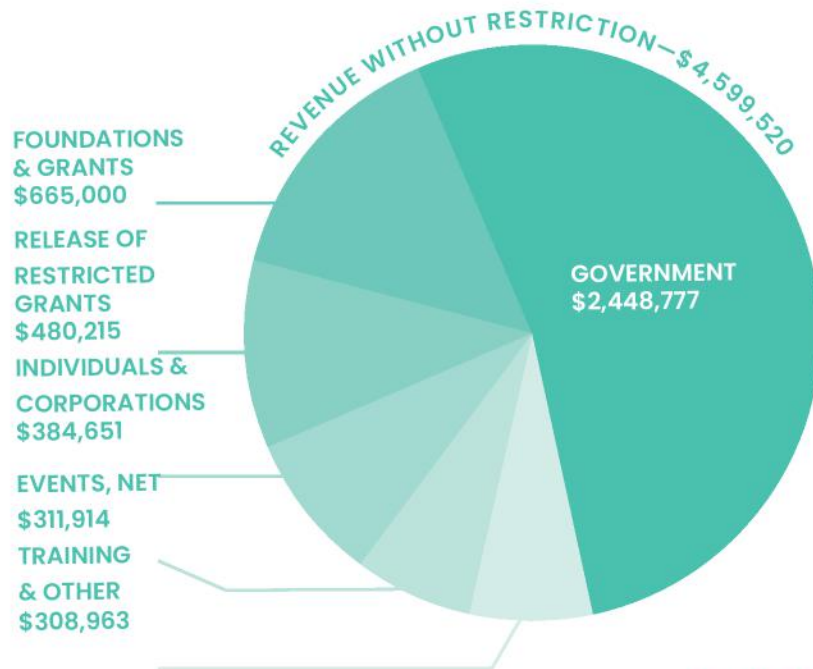
50 Volunteers

434 Volunteer Hours

\$ 34.79 Estimated Value of
Volunteer Time Per Hour (Independent
Sector and Do Good Institute)

\$15,099 In-Kind Value to IIK

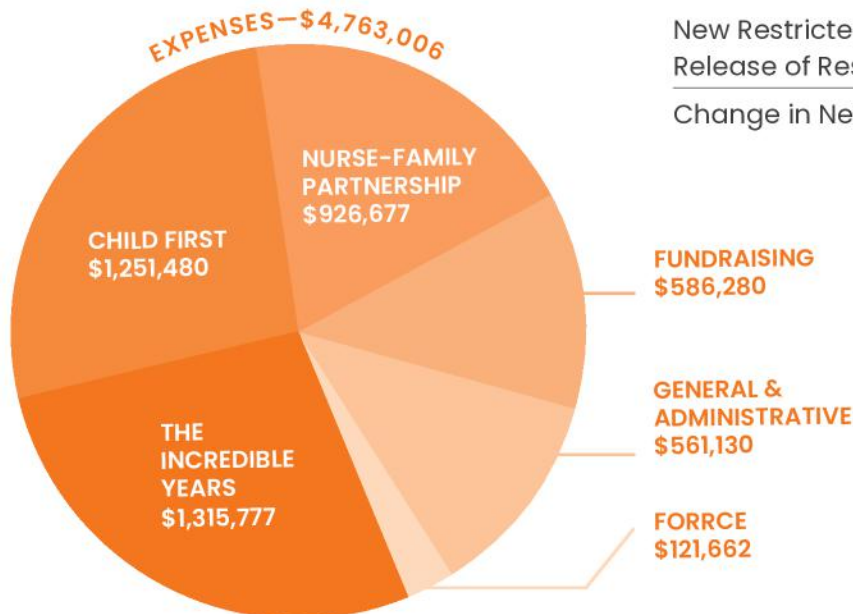
FINANCIAL OVERVIEW



STATEMENT OF ACTIVITIES

audited numbers

Revenue without Restrictions	\$ 4,599,520
Expenses	4,763,006
Revenue less Expenses	\$ (163,486)
New Restricted Revenue	\$ 595,868
Release of Restricted Revenue	\$ (480,215)
Change in Net Assets	\$ (47,833)



WAYS TO GIVE

BECOME
PART OF THE
IMPACT
STARTING
TODAY



GIVE TODAY

Invest in their growth. Support their future.

Monthly Giving

Join the *Invest for Growth Collective* by making a monthly gift. Your ongoing support helps sustain IIK programs and ensures lasting impact in early childhood development.

One-Time Donation

Make a one-time donation to support IIK's programs and initiatives. Every gift strengthens families and communities to thrive and succeed.

Planned Giving

Support IIK while planning for your future to create a lasting legacy that contributes to local Colorado communities for generations to come. With many giving options available, donors can make a meaningful impact while aligning their contributions with personal goals and values.

Workplace Giving & Employer Match

Inquire if your employer offers workplace giving programs such as Benevity or Mile High United Way. These platforms allow easy pre-tax payroll deduction donations.

Also, ask if your company offers gift matching to double the impact of your contribution.



***Supporters like
you help us move
our work forward;
together we can
empower families
to shape their
own future.***

DONORS

THANK YOU TO OUR DONORS FOR HELPING MOVE OUR WORK FORWARD



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\$500–\$999

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