



**PARENT
POSSIBLE**

Annual Report 2025

**Going the
extra mile**





Patricia Frederico

Dear Friends and Supporters,

This year we are putting a stake in the ground, setting a public goal around what we hope to achieve in the next decade. The last 10 years illustrate what's possible when our belief that every parent has the potential to thrive when supported with the right tools, relationships, and opportunities is matched with talented staff, sustained investment, and partnership.

For 10 years, our Parents as Teachers (PAT) and HIPPY (Home Instruction for Parents of Preschool Youngsters) site partners supported roughly 2,000 families a year. These families feel more confident, better able to handle stress, and more connected to their children.

The last decade saw us expand to include Vroom. Vroom has flourished, growing from a few dozen partners and a few thousand app users to a statewide network of more than 230 partners who are embedding Vroom's brain-building tips into clinics, libraries, parks, museums, and community events that reach 25,000 parents a year.

We've invested deeply in the people that make home visiting possible – home visitors, parent educators, and supervisors. Our Enhanced Home Visiting Project grew from a seven-site pilot to a statewide effort supporting nearly 200 home visitors and supervisors at 29 sites - offering reflective consultation and mindfulness to strengthen retention, and build resilience.

Reflecting on our past inspires us to dream big. So, this year *we commit to increase our support of local PAT and HIPPY partners so that by 2035, 3,000 families will have access to these incredible programs each year. That's 1,000 more families or a 50% increase in a decade.*

Thank you for the role you've played in this decade of progress. Together we are building stronger families, today and tomorrow.

With gratitude,

Patricia Frederico
Board Chair

Brian Conly
Executive Director



Brian Conly

What we believe

At Parent Possible, we believe parents are their child's first and most important teacher. We also believe that every parent has the potential to thrive when supported with the right tools, relationships, and opportunities. Parenting is both joyful and complex — and no one should have to do it alone.

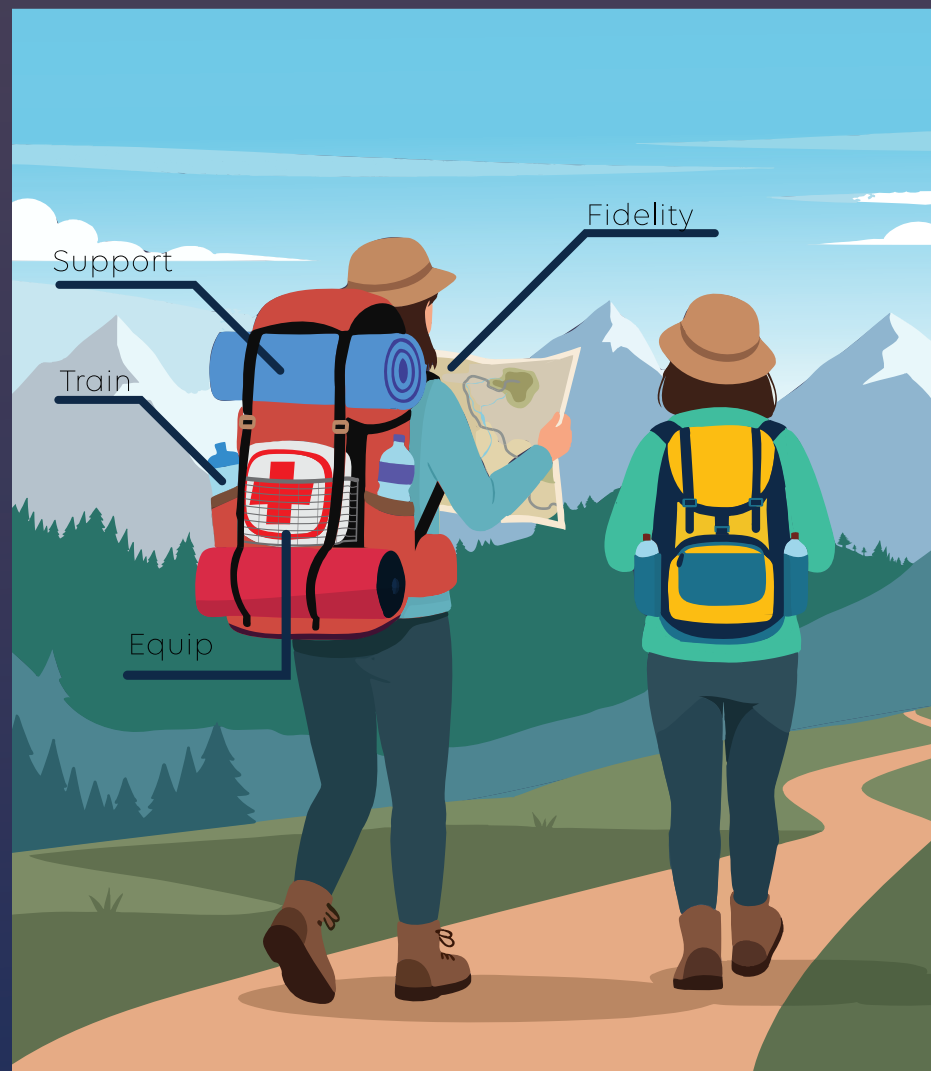


What we do

We walk alongside partners, communities, and sites that implement Parents as Teachers, HIPPY, and Vroom. Each of these programs is a proven, research-based early childhood program that support parent engagement and brain development during a child's most critical years.

We **train, support, equip communities**, organizational leaders, and home visitors with the tools and resources they need to deliver these high-quality programs to families across Colorado. By supporting evaluation and ensuring these programs are delivered with **fidelity** - so Colorado families receive the most impactful home visiting services possible.

We hold ourselves accountable to our purpose — to ensure parents are able to realize their full potential and raising thriving children. We track outcomes, learn from the data, and continuously improve.



Our 10-year goal

We are launching a unifying goal for our collective Parent Possible effort. All our decisions, resources, and focus will lead Parent Possible to this end.

Over the next 10 years we will advance community partnerships by strengthening existing sites and launching new ones. And by 2035, our partner sites will be able to serve, with fidelity, 3,000 families, 1,000+ more than this year.



Our Programs

Our programs take a two-generation approach to support families and their young children. These programs reduce barriers to access; meeting families where they are – emotionally, socially, intellectually, and geographically.



Home Instruction for Parents of Preschool Youngsters (HIPPY) is an evidence-based school-readiness and parent involvement program for families of children ages two through kindergarten. HIPPY is a peer-delivered home visitation model, with trained home visitors providing weekly visits to share carefully-developed curriculum, books, and materials to prepare children for success in school and beyond.



Parents as Teachers (PAT) is an evidence-based parent education and family support program that serves families from through kindergarten. Certified parent educators visit families at least once a month and share age appropriate child development information to engage families in activities that provide meaningful parent-child interaction.



Vroom translates the science behind the brain's executive functions into easy, actionable tips and messages that encourage back and forth interaction between parents and their young children. By promoting early brain development, Vroom seeks to turn every parent into an active brain-builder. Vroom reaches parents through mobile and digital technologies and a network of trusted messengers.

Colorado Home Visiting Coalition

The Colorado Home Visiting Coalition (CHVC) brings together organizations representing the statewide and local needs of early childhood home visiting programs. CHVC works to ensure all families in Colorado are supported to thrive by strengthening and advancing home visiting services across Colorado.

Enhanced Home Visiting

The Enhanced Home Visiting Project (EHV) aims to improve the social/emotional well-being and behavioral health of the home visiting workforce by providing reflective consultation, workplace wellness & trauma informed practice consultation, training and Infant and Early Childhood Mental Health Endorsement support.

Program Sites

HIPPY sites in 2024-25

- Catholic Charities of Southern Colorado (Bent, Crowley, Huerfano, Las Animas, Otero, Pueblo)
- Clayton Early Learning (Denver)
- ★ Focus Points Family Resource Center (Adams, Denver)
- ★ Jefferson County School District HIPPY (Jefferson)
- Mile High United Way (Arapahoe)
- North Range Behavioral Health – Family Connects (Weld)
- Roots Family Center (Denver)
- San Luis Valley Area Health Education Center (Alamosa, Conejos, Costilla, Mineral, Rio Grande, Saguache)
- Spring Institute for Intercultural Learning (Adams, Arapahoe, Denver)
- Teller-Park ECE HIPPY (Park, Teller)

★ HIPPY endorsed sites are recognized by HIPPY US for demonstrating exceptionally strong implementation quality and fidelity to the HIPPY model.

PAT sites in 2024-25

- Adult and Family Education (El Paso)
- Arapahoe County Early Childhood Council (Arapahoe)
- Boulder County Housing & Human Services (Boulder)
- 🏆 Bright Futures for Early Childhood and Families (Montrose, Ouray, San Miguel)
- 🏆 Catholic Charities of Southern Colorado (Fremont, Pueblo)
- Community Partnership Family Resource Center (Park, Teller)
- 🏆 Delta Family Center (Delta)
- Early Childhood Council of the San Luis Valley (Alamosa, Conejos, Costilla, Saguache)
- Families Forward Resource Center (Adams, Arapahoe, Denver)
- Family Development Center/Newborn Network (Routt)
- 🏆 Family Star Montessori (Denver)
- 🏆 Focus Points Family Resource Center (Adams, Denver)
- Jefferson County Public Schools (Jefferson)
- 🏆 Growing Home (Adams)
- Gunnison County Health & Human Services (Gunnison)
- 🏆 Hilltop Family First (Mesa, Montrose)
- 🏆 House of Neighborly Service (Larimer)
- Huerfano-Las Animas Counties Early Childhood Advisory Council (Huerfano, Las Animas)
- 🏆 La Plata Family Centers Coalition (La Plata)
- Metropolitan State University of Denver (Adams, Denver, Jefferson)
- Morgan County Family Center (Morgan)
- North Range Behavioral Health (Weld)
- Piñon Project Family Resource Center (Dolores, Montezuma)
- 🏆 Roots Family Center (Denver)
- Shiloh House (Adams, Arapahoe, Denver, Douglas, Jefferson)
- Tri-County Family Care Center, Inc. (Bent, Crowley, Otero)

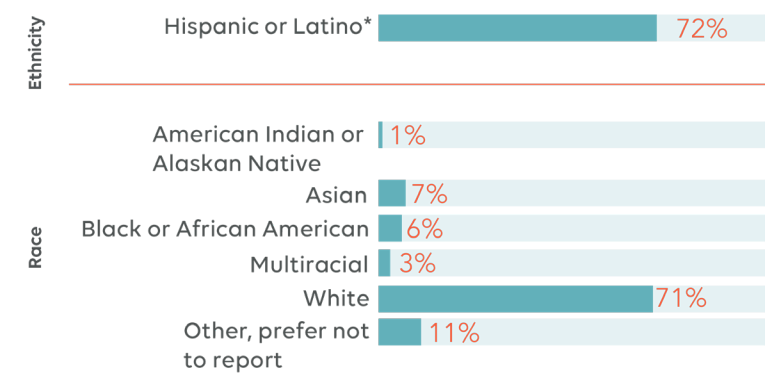
🏆 Indicates a Blue Ribbon Affiliate site for 2024-25 meaning they meet all essential requirements of PAT and at least 80% of the quality standards.



kids served
716
visits
15,761
sites
10

HIPPY Data and Demographics

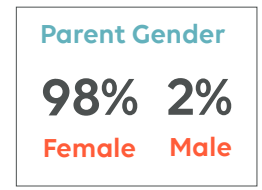
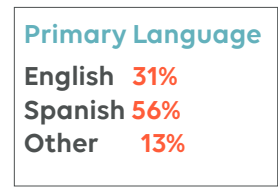
Parent Ethnicity and Race



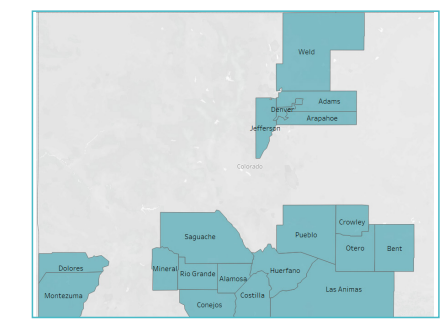
*Can be of any race(s) 67% selected 2 or more racial/ethnic identities

72% Households below 200% of Federal Poverty Line

27% Parents with less than HS diploma or GED



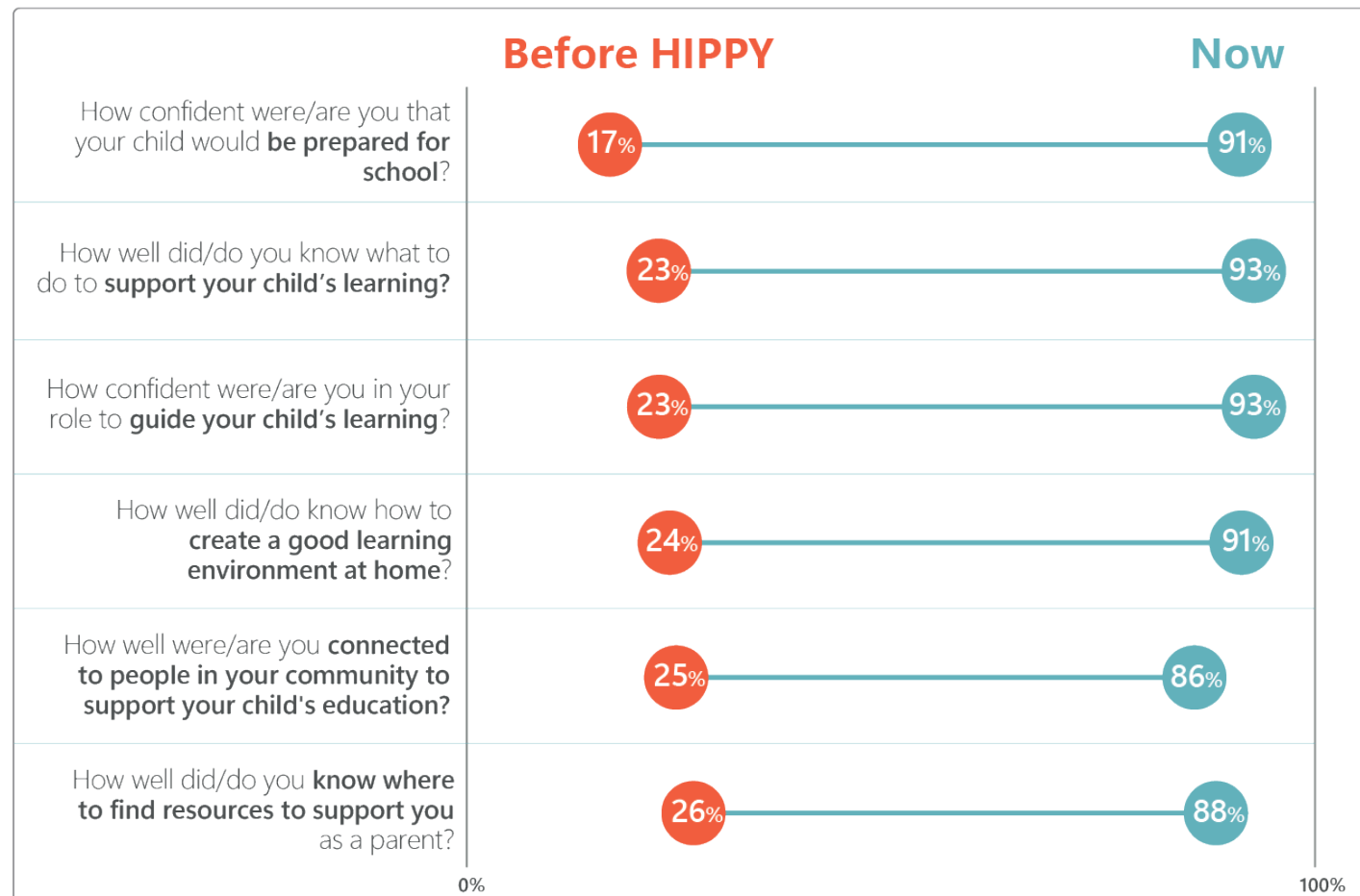
Counties Offering HIPPY (2024-25)



The impact of HIPPY



HIPPY Builds Parents' Capacity, Connection, and Confidence



All results are statistically significant at p<.05



HIPPY parents reflect on the program

"It gives me some peace of mind that we are doing great things with our son and he is learning at a good pace. This is our first child and we aren't really sure where kids his age are typically at with learning. It is nice knowing that this program shares all sorts of tools to make sure we have our bases covered in preparing our son to be successful once he starts Kindergarten."

"We like that it is self paced and that we get to do the curriculum with him. That we have a hand in his learning."

"We spend more time one on one reading and learning together"

"Tiene más confianza en sí mismo y le a ayudado mucho a prepararlo para la escuela."

"Ha ayudado a mi hija a mejorar, a mantenerse enfocada. Me ha ayudado a mi a tener mas paciencia y ver las cosas desde el punto de vista de Maria."

Parents as Teachers

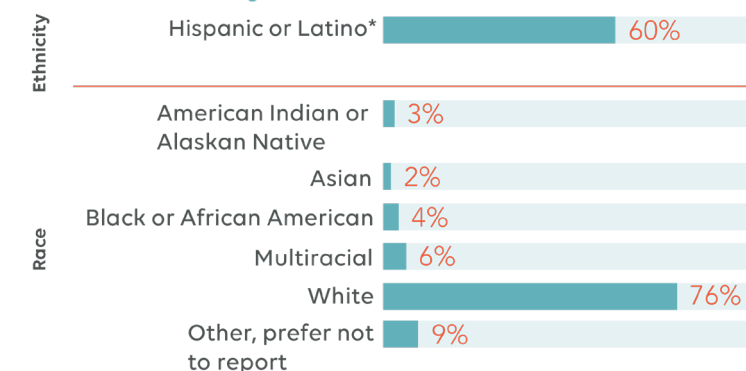
Parents as Teachers (PAT) is an evidence-based parent education and family support program serving families prenatally through kindergarten. Certified parent educators visit families at least once a month and share tailored child development information to engage families in activities that promote meaningful parent-child interaction. PAT is framed around four dynamic components: personal visits, group connections, child screening and a resource network.

For the program year 2024-25, Parent Possible oversaw 26 PAT partner affiliates offering services in 32 Colorado counties.



PAT Data and Demographics

Parent Ethnicity and Race



*Can be of any race(s) 59% selected two or more racial/ethnic identities

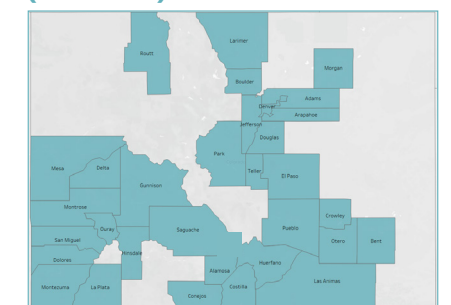
78% Households below 200% of Federal Poverty Line

22% Parents with less than HS diploma or GED

Primary Language		Parent Gender	
English	56%	94%	6%
Spanish	41%	Female	Male
Other	3%		

kids served
1,386
visits
14,147
sites
25

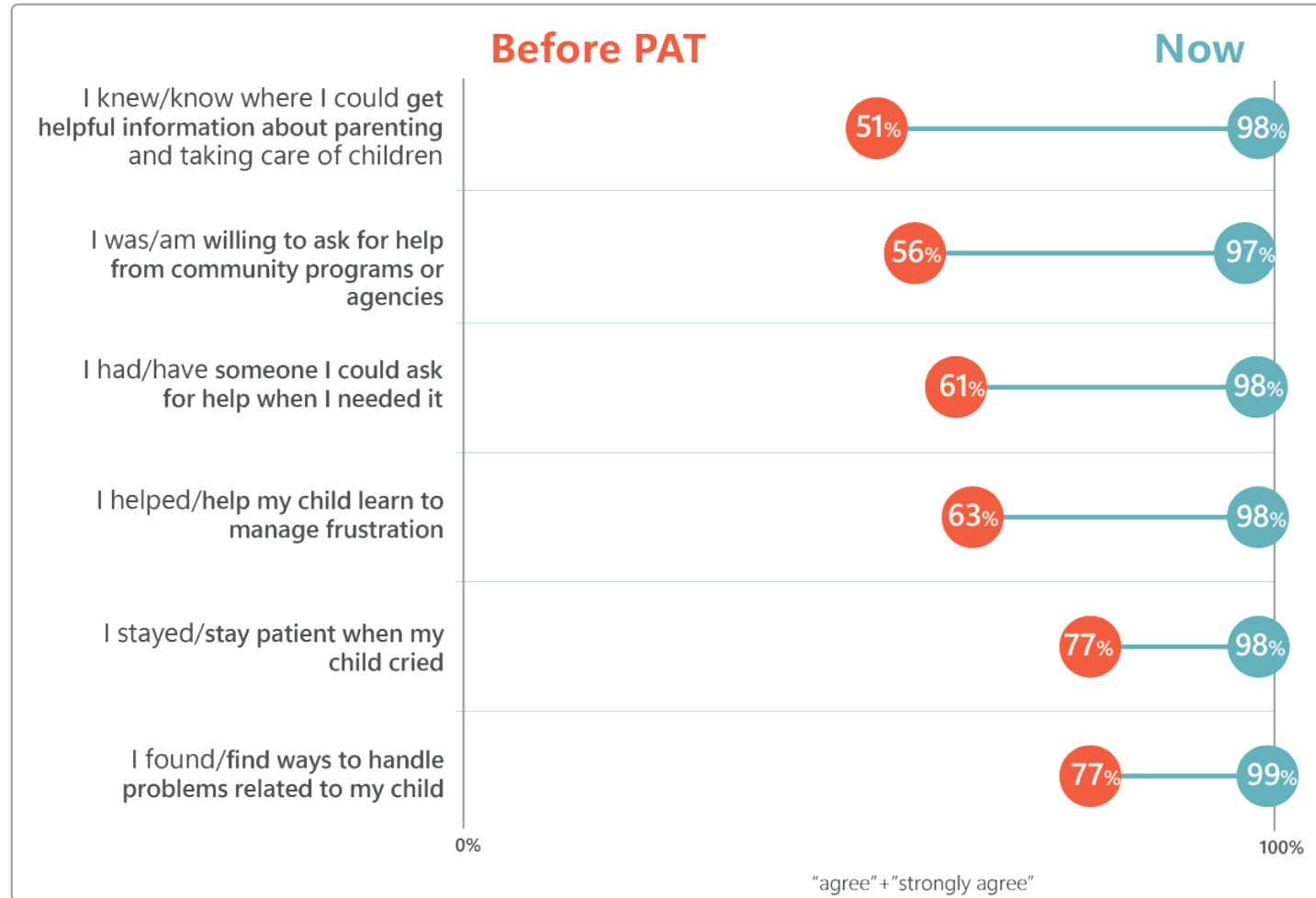
Counties Offering PAT (2024-25)



The impact of Parents as Teachers



PAT helps parents get information and support their children



All results are statistically significant at $p < .05$

PAT parents reflect on the program

"My son has really blossomed since I've had him in the program. I am a first time mom and this program has given me so much guidance to help my son learn."

"I love the care and support shown with every interaction. I have always felt supported as a parent."

"PAT helps me to build a good relationship with my daughter."

"Muy util me ha ayudado a mejorar en la crianza de mis niños y platicamos de muchos temas de interes."

"El programa PAT me ayuda mucho para el a me ha ayudado a crecer como madre. He aprendido sobre el desarrollo infantil y como reconocer retrasos en el mismo."

"We have someone that cares for us and is always willing to help."

VROOM

Vroom translates the science behind the brain's executive functions into easy, actionable tips and messages that encourage back and forth interaction between parents and their young children. By promoting awareness of the importance of early brain development, Vroom seeks to turn every parent into an active brain builder. Vroom reaches busy parents through mobile and digital technologies, and by leveraging household brands and entertainment channels as trusted messengers. Parent Possible is the state anchor for Vroom, providing training, leadership, and guidance to 244 partners and local program sites located all across the state.



Vroom 2024-25

Strategic Plan

Parent Possible began its three-year strategic plan to deepen Vroom's reach across Colorado through new partnerships, program activities, and media campaigns - particularly in targeted areas.

Our priority counties:

- **Denver Metro** (Adams, Arapahoe, Denver)
- **North** (Larimer, Logan, Morgan, Weld)
- **West** (Eagle, Garfield, Summit)
- **South** (El Paso, Fremont, Las Animas, Otero, Pueblo)

Across the next 3 years we will forge 75 new partnerships, participate in 6-10 conferences and 30 community events, and implement targeted social media campaigns to reach 15,000+ parents. We will also collect and share 6-10 Project Spotlight Videos showing how partners use Vroom in unique ways.

NEW Vroom Partners

This year we focused on refining our network to add new partners as well as discontinue partnerships that were no longer effectively serving families.

We initiated 17 new partnerships and discontinued 10 partnerships, bringing our network to 244 organizations and businesses using Vroom statewide.

In addition to supporting our partners through regular outreach, trainings, and events, some highlights from this year's work with partners include:

Parent Possible worked with the Children's Museum of Denver, Marsico Campus to create a new Project Spotlight Video - *The Power of Play*



[Click here](#) to see how families experience Vroom at the museum, and why partnerships are so critical to our work in Colorado.

We partnered with the Larimer County Works Program (the county TANF office) and the Bezos Family Foundation to explore the impact of integrating Vroom into TANF service delivery. Full results will be shared in our next Annual Report. However, preliminary evidence suggests including Vroom resources improved TANF participant's satisfaction with the TANF program.

This year we started developing our Project Spotlight Video with Denver Health. Denver Health is an important partner, with 10 primary care and family health centers, serving 40,000 families across the Denver Metro area. We continue to identify new ways to share Vroom with the families they serve, including new installations and helping them share Vroom with families through direct referrals, interactive signage, television content in waiting rooms, and information embedded into *AfterCare Summary Packets* for families.

Vroom's Powerful Partnerships



17 new partners added in 2024-25

Aspen Center for Child Development
 Bookies Bookstore
 Colorado Springs School Dist. 11
 Denver Public Library
 Eastside Child Care Center
 Family Resource Center (Sterling)
 Outreach United Resource Center
 Project Access (Bridges at 9 Mile Station)
 Project Access (Waterfront)
 Rocky Mountain Children's Discovery Center
 The Goddard School of Arvada
 Triad Bright Futures
 West End Family Link Center
 WOW! Children's Museum
 You Are Not Alone Mom to Mom
 You be You Early Learning

Vroom Partner Events
Big Broomfield Play Date
RMPBS Kids Fest (Denver)
Teller Park ECC Event
RMPBS Kids Fest (Colorado Springs)
Healthy Family Fun Fest (Douglas County)
Grand Beginnings Annual Community Baby Shower
Children's Arts and Literacy Festival
McDonald's Vroom Family Event (Grand Junction)
McDonald's Vroom Family Event (Denver)
Focus Points Annual Winter Fiesta
Family Place Play & Learn – Eloise May Library
Workplace Equity Summit MSU
Northern Colorado Children's Festival
Family Place Play & Learn – Sheridan Library



Partners see clear value in Vroom

"Vroom is a very useful tool for families and for educators as well. Utilizing the tool with the children we serve helps in discovering tips, tricks, and activities to share with families." – Aimee Kahl (Community Partnership Family Resource Center)

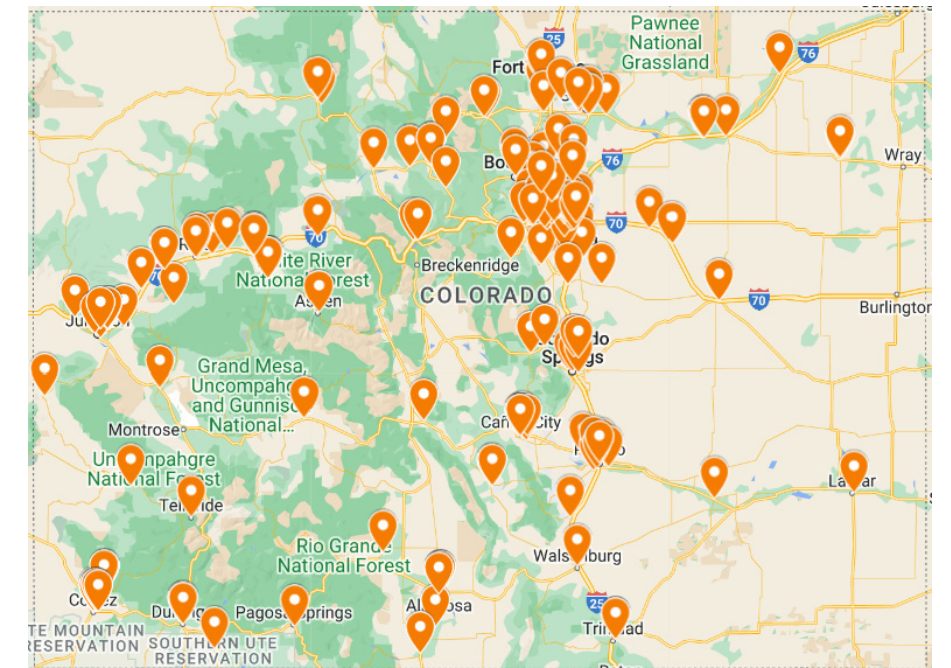
"I like how easy it is for families to implement simple activities to support their child's development and create moments that lead to connection and learning." – Cecy Carballo (Triad Bright Futures)

"Vroom is very user friendly and has lots of great ideas at a parent's fingertips!" – Lisa Nelson (Newborn Network)

"We enjoy being able to share Vroom with our young parents!" – Amber Turley (La Plata Family Centers Coalition)



Vroom Partners Across the State



Enhanced Home Visiting

The Enhanced Home Visiting (EHV) Project works to support the home visiting workforce by providing home visitors and supervisors with mental health consultation, mindfulness/trauma informed training and consultation, and guidance for the Infant and Early Childhood Mental Health Endorsement.

EHV supported 136 home visitors, and 50 supervisors at 29 home visiting sites across Colorado. Participants engaged in a total of 251 reflective consultation sessions, 6 trainings, and 83 mindfulness and wellness consultations over the program year.

On a 2024-25 survey (n=119) home visitors and supervisors reflected on the incredible impact EHV has on their lives, career, and ability to serve families -- check out the results below.

251 reflective consultation sessions

186 home visitors/supervisors supported

83 mindfulness/wellness consultations

29 sites supported

The value of enhanced home visiting

Improved Effectiveness

"Participating in EHV" was "very helpful" for 80% of home visitors in improving their "effectiveness working with families."

More effective **80%**

Burnout

Before EHV, 33% felt a "high" or "very high" degree of burn out. After working with their mental health consultant only 9% felt burn out - a 73% reduction.

Cut by **73%**

Helped them support others

"Participating in EHV" was "very helpful" for 80% of home visitors in helping "you support the families you work with."

Helped support **80%**

Emotional exhaustion

Before EHV, 44% said work was emotionally exhausting to a "high" or "very high" degree. After, only 12% said that - a 73% reduction.

Cut by **73%**

Navigating job stress

Before EHV, 37% said they had a "strong" or "very strong" ability to navigate job stress. After, 89% saw this as a strength - a 141% increase.

Improved by **141%**

Worn out at the day's end

Before EHV, 45% "often" or "always" felt "worn out at the end of work." After, EHV, only 9% felt worn out - an 80% reduction.

Cut by **80%**

"Before, I felt like I was on this separate island; that nobody understood what I was going through...Being in the group, helped me open up and listen to other people." - Supervisor

"It helps us to take care of ourselves. You go to the visits... and then there are things that you hear and you get loaded with that. When we have our mental health consultation] we can talk to someone about those things." - Home Visitor



Parent Possible Conference

The Parent Possible Home Visiting Conference brings together home visiting professionals for two days of informative and engaging workshops specifically created for those in the field of early childhood home visiting. This conference provides home visiting specific training, professional development, and networking opportunities for participants from across Colorado and beyond.

The 2025 Conference - Rooted In Resilience, brought together 290 attendees from across Colorado (and beyond) for professional development, as well as time for connection and laughter. Participants came from numerous home visiting models to learn from one another and from dozens of nationally-recognized experts in the field.

Rooted in Resilience

290 attendees

55 workshops

16 Workshops in Spanish

9 exhibitors

Participants share their favorite part of the conference:

"[My favorite aspect was:] The quality of the program choices and the fabulous keynote speaker on Wednesday."



"Getting to meet new people and new programs with good resources."



"The organization. Everything was perfect!"



"Fellowship and little tips that I received from each session."



Colorado Home Visiting Coalition

Board and staff

The Colorado Home Visiting Coalition (CHVC) is a coalition of leadership organizations representing the statewide and local level needs of early childhood home visiting programs. CHVC works to ensure that all families in Colorado are supported to thrive.

Led by Parent Possible staff CHVC advocates for home visiting and collaborates to strengthen and advance effective home visiting services across Colorado. Member organizations represent complementary, evidence-based home visitation models for pregnant families and those with young children up to kindergarten. Moving forward the Coalition will be not be staffed by Parent Possible, and will leverage more of the collective capacity of participants to sustain its work. (See below).

Defining a new structure to sustain efforts

The reduction in foundation support pushed CHVC to develop a new structure and staffing model. Intense engagement and discussion with Coalition to members, partners, and others led CHVC develop a new approach. Moving forward CHVC will rely on a volunteer Steering Committee, paid facilitator, and communications and data expert. Parent Possible will serve as the fiscal agent, ensuring continuity and support, for the Coalition.

MIECHV Advocacy

CHVC continued to lead Colorado's advocacy efforts for the Maternal, Infant, Early Childhood Home Visiting (MIECHV) program and met in-person with three member offices Sen Bennet, Rep DeGette and Rep. Pettersen.

PBS Video about Home Visiting

CHVC partnered with Rocky Mountain PBS to once-again develop a short video explaining home visiting to families across the state. The video broadcast in Spanish and aired during children's programming helps parents understand home visiting, and learn how to access Colorado's many excellent programs.

Ensuring home visitors, and families know their rights

CHVC provided a series of Know Your Rights trainings to help home visitors, supervisors, and others navigate the increased frequency of ICE arrests. These trainings enable home visitors to safely and legally navigate tense situations and support parents and children.



Current Members



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Cory Gorton

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Managing Attorney of Colorado Membership at Employers Council

HIPPY Program Coordinator, North Range Behavioral Health

Senior Vice President, Cisco

Compensation Analyst for Oak View Group

Colorado HIPPY Pioneer

Colorado PAT Pioneer

Colorado HIPPY Pioneer

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Thanks to our incredible funders

Scan below to donate to Parent Possible

FOUNDATIONS

- Bezos Family Foundation
- The Buell Foundation
- Caring for Colorado Foundation
- Colorado Gives Foundation
- The Colorado Health Foundation
- The Colorado Trust
- Comis Foundation
- Daniels Fund
- The Denver Foundation
- Gary Community Ventures
- Hankin Family Charitable Fund at Rose Community Foundation
- The Jay and Rose Phillips Foundation of Colorado

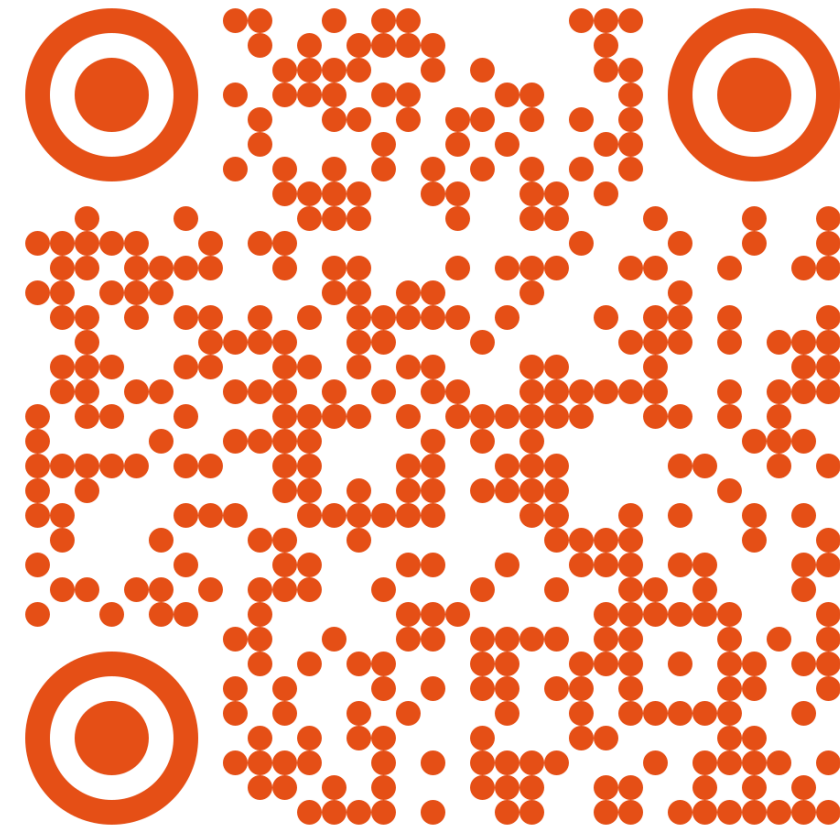
GOVERNMENT

- AmeriCorps/Serve Colorado Governor's Commission on Community Service
- Colorado Department of Early Childhood
- Colorado Department of Public Health and Environment
- Maternal, Infant, and Early Childhood Home Visiting
- Tony Grampsas Youth Services/ Colorado Dept. of Human Services

CORPORATE/OTHER

- Alpine Bank
- American Family Insurance
- Banc of California
- Brownstein Hyatt Farber Schreck, Legal Services
- Cisco
- Denver Preschool Program
- FirstBank
- Fitzgerald Petersen Communications
- Mile High United Way
- Onset Solutions
- Redwood Housing
- SM Energy
- Visit Tracker DataKeeper Technologies
- Walmart

Thank you to the many incredible individual donors who support and sustain the work we do



Funders for program year 2024-25
July 1, 2024 - June 30, 2025

we believe in the
potential of every child



 **PARENT
POSSIBLE**