

2010 Annual Report



A Message from the Executive Director: Cynthia Roberts

Among the toddlers and preschoolers playing on our black-top courtyard, the most popular spot these days is an unpaved patch of earth

that once hosted a large tree, now long departed. When it rains (and it rained a LOT this spring), the patch turns into a delightful mud puddle that provides as many learning opportunities as any electronic educational gadget on the market today.

Armed with sticks and cups, sand pails and toy trucks, our children use their imaginations to turn the mud puddle into a construction site, or a lost world of dinosaurs, or a crater on the moon. Nature study truly becomes hands-on as they discover worms and bugs in the gooey mess. Vocabularies expand (*squishy* and *sticky*) along with sensory experiences, such as wet or dry, rough or smooth, clean or dirty. (Yes, definitely dirty!)

With the successful completion of our \$1 million Sweet Dreams Campaign, the opening of the Marni Sweet building, and the expansion of our program by 30 percent to include new infant, toddler and pre-k classrooms, we have had quite a year. On the heels of rapid physical growth, we are now poised to look inward and assure program quality and the connected feeling of community that are hallmarks of a PIC education.

And so, what's next? As we near the end of our five-year strategic plan, the Board is preparing to engage all PIC stakeholders – families, staff, alumni, community partners and PIC children – in developing a new roadmap for the next five years. The Diversity Committee launched a survey in May designed to help the PIC community define diversity and use that definition to guide Center practices and policy. The Building and Grounds Committee has developed a

list of projects to update and enhance classrooms in the Spruce Building (our home for more than 30 years) and to develop playgrounds into spaces that encourage children to interact directly with nature when they play.

Which brings me back to mud puddles. We need more of them. The plan for renovation of our main playground includes paths that lead to areas where children can build with chunks of wood, perform on an outdoor stage, contemplate the complexities of nature as they draw or paint, and dig to their heart's content in an area especially arranged for dirt-digging.



At the end of each day, every PIC child has enjoyed songs and stories; learned sounds, letters or words; and engaged with peers to master the social skills that research shows are the true predictors of future success in school. But the most important accomplishment they can report is this: "I played."

Cynthia Roberts



A Message from the President: Karen Wolfe

By the time you read this report, I will have concluded my term as president of the PIC Board of Directors, and I'd like to take this opportunity to say how proud and flattered I am that I was lucky enough to work with this great organization made up of such great people as all of you. It's summertime, and despite budget battles and the hectic hustle and bustle that makes up the work-a-day world, you can still walk into PIC on any given afternoon and find the green, tree-lined outside space dotted with children and teachers enjoying PIC's fine campus and the beauty of the day. It has always made me take a deep breath, relax a little, and begin the transition back to being a parent. Now that the PIC community is growing by more new families each year, it is good to know that PIC remains a vibrant, stable and strong pillar of the community. One day, a long time ago, Marni Sweet gave me a hug in the hallway after I dropped off my then-toddler and was headed out to work. It was for no reason that I could tell, but it made my morning. There is so much love for our children at PIC. I can't think of a better place to invest my time and energy than in helping her legacy reach out to ever more new families.

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Statement of Activities for the Year Ended June 30, 2010

	Unrestricted	Temporarily Restricted	Totals
Support and Revenue			
Tuition and service income	\$2,014,999	0	\$2,014,999
Child care subsidies	215,600	0	215,600
Contributions & special events *	450,601	0	450,601
Investment income	33,848	1,768	35,616
Other income	2,792	0	2,792
Net assets release from restrictions	45,011	(45,011)	0
Total support and revenue	2,762,851	(43,243)	2,719,608
Expenses			
Instructional costs	\$1,725,777	0	\$1,725,777
Occupancy	405,794	0	405,794
Scholarship	28,996	0	28,996
Center administration	370,658	0	370,658
Resource development	94,278	0	94,278
Total expenses	2,625,503	0	2,625,503
Change in Net Assets	137,348	(43,243)	94,105
Net assets, beginning of year	1,285,495	76,328	1,361,823
Net assets, end of year	1,422,843	33,085	1,455,928

**Includes contributions to the Sweet Dreams campaign*

We are very grateful for the support of our friends whose generous contributions we received in 2010

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Our United Way number is 02671; our Penn's Way Campaign number is 55-2671. Thank you!**

We make every effort to recognize all of our donors. If we have accidentally omitted your name, please accept our apology and let us know of our mistake. Contact Rachel Crossot at rcrossot@parentinfantcenter.org or call 215-222-5480.