



## Sweet Dreams Campaign: A Final Report

May 2011

Dear Friends,

I am pleased to present this final report on the successful Sweet Dreams Campaign, which was launched in 2007 to fulfill longtime executive director Marni Sweet's dream of expanding the Parent-Infant Center.

For nearly three decades, Marni was the driving force behind PIC. She was passionate about the growing need for more child care in a revitalized West Philadelphia. She worked tirelessly to increase PIC's capacity, maintain its quality of care, and advocate for children and early childhood education.

Marni has left PIC with a lasting legacy of her vision and values: a belief in high-quality child care; partnerships between parents and teachers; diversity of all kinds; affordable, accessible child care for all; and building a community that nurtures families, staff and friends of PIC. It is in pursuit of these ideals that we came together for the Sweet Dreams Campaign.

**Together, we have raised \$1 million**—a feat thought impossible when we first started. With your help we have renovated 9,000 square feet of space that holds six new classrooms, a gross-motor activity room, and administrative offices. With the opening of the Sweet Building, PIC's enrollment has increased by 30 percent and the additional space allows us to provide a state-of-the-art resource room for teachers, a children's library, and a parent resource center. We are now planning renovation of our playgrounds and upgrades to the Spruce Building, PIC's original home.

We are deeply grateful for the support of all of PIC's friends in making our dreams come true. Your contribution was critical to our success and an affirmation of Marni's belief in the power of a community to come together for the benefit of young children and their families.

Marni never stopped striving to make PIC better and neither will we. We thank you for joining us on this special journey of expansion and improvement. Please enjoy the photos of our progress and success. As we move forward, we will continue to keep you informed about the exciting things happening at PIC.

Warm regards,

A handwritten signature in black ink that reads "Cynthia Roberts".

Cynthia Roberts  
Executive Director





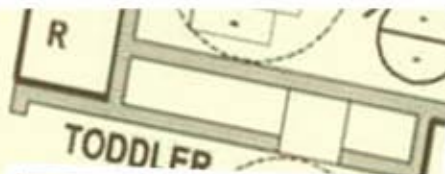
Mami Sweet Building - Dedicated September 20, 2010  
6 New Classrooms • Gross Motor Room • 4 Administrative Offices



*We are so happy to find a lot for us to be able to*



Infant Changing Stations



New Toddler Bathrooms



*We feel so fortunate to have child care in our neighborhood. We appreciate the staff and the transition to day care.*

*...ly be a part of PIC. It means  
go to a school in our own neighborhood.*

*—New PIC Parent*



*...e to have access to safe and high-quality  
neighborhood. The warmth and competence  
e brightness of the new space have made the  
...re much easier for all of us.”*

*—New PIC Parent*

### **Sweet Dreams Income**

Donations*	\$986,673
ArtStart Fundraiser	\$26,000
Interest Earned	\$3,019
Total	\$1,015,692

*\* Includes \$68,930 in outstanding pledges.*

### **Sweet Dreams Expense**

Design & Planning	\$77,551
Construction (PIC portion)	\$622,353
Furnishings & Program Supplies	\$94,724
Security & Telephone Systems	\$54,924
Cost of Fundraising	\$16,539
Teacher Resource Room	\$13,574
Playgrounds	\$2,845
Total Spent (as of 4/30/11)	\$882,510

### **Committed, Unspent**

Jasper Aguiar Allred Infant Playground	\$30 - 40,000
Magic Circle Playground	\$60,000
Donor Recognition	\$5,000



We are grateful to all who supported the Sweet Dreams Campaign to expand the Parent-Infant Center and create more opportunities for high-quality child care in West Philadelphia.

**\$300,000 and above**

Arthur and Rebecca Samberg  
University of Pennsylvania

**\$50,000 and above**

Marni Sweet Estate  
Nonprofit Finance Fund  
Joshua Pokempner and Gretchen Gardner

**\$20,000 and above**

Jasper Aguiar Allred Family  
The Children's Hospital of Philadelphia  
Samuel S. Fels Fund  
Jan Verhage

**\$10,000 and above**

Frances Biddle  
Connelly Foundation  
Michael and Laura S. Faino  
Germeshausen Foundation  
Michael Gordon and Rena Pokempner Gordon  
Cynthia Roberts and Dan Biddle  
Jeff and Debbie Samberg  
Joe and Sandy Samberg  
Karl and Nancy Schultz  
Wanda James Speight

**\$5,000 and above**

Daric Agan and Cindy Balzer  
Mac and Judy Borie  
Mary Graham  
Gretchen Ann Gulmon  
David and Anne Marie Inglis  
Meg and Gary Jones  
Kate Judge and Stephen Elwell  
Sara Nerken and Robert S. Karpinski  
Richard and Robbie Shell  
Barbara Strandell and Katheren Koehn  
Terri Lynne Lokoff Child Care Foundation

**Visit the newly installed Donor Recognition Tree**



The Sweet Dreams Donor Recognition Tree has been installed in the Sweet Building. This tree acknowledges those who made significant contributions to the Sweet Dreams Campaign. For a complete list of donors, please visit [www.parentinfantcenter.org](http://www.parentinfantcenter.org).

We are grateful for the talents of designer Rob Fedirko, NextFab Studio, and Kate Kaman and Joel Erland for helping us create this beautiful piece of art.

We wish to show our appreciation and gratitude to Steve Elwell and Kate Judge of end/start Stewardship Solutions, Bonnie Devlin and Caroline Estey King, who gave their time and expertise to this campaign.

We invite you to come see the Tree and tour the Sweet Building. Contact Executive Director Cindy Roberts at [croberts@parentinfantcenter.org](mailto:croberts@parentinfantcenter.org) or call 215.222.5480. She would love to show you around.



**Looking Ahead**

We look forward to extensive **playground renovations** where our "outdoor classroom" will encourage children to connect more closely with nature while they play. We'll also be focusing on the Spruce Building, PIC's original home, to move ahead with a much-needed **classroom improvement initiative**. In the spirit of ensuring that all children have a chance to experience high-quality care, we continue working to grow PIC's **scholarship fund**.