



Carroll County Community Action Team (CAT)  
P O Box 1922  
Carrollton, Georgia 30122



www.CarrollFerst.org  
www.FerstFoundation.org  
Look us up on Facebook:  
Ferst Foundation of Carroll County



# Ferst News

*Striving to make Carroll County children into successful adults*



*Encouraging parents and all adults to read to our children early and often!*



# Ferst News

Volume 6

Summer 2014

**Carroll County Ferst Foundation Celebrates 10 Years!  
Success Stories Abound!**





Thank you to all our generous 2013 donors.

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Walker Motors  
James & Nina Warren  
Paula Waters  
Becky Wilcox  
Kay Wilson  
Judy Windom  
Jim & Wanda Witt

**Community Involvement with Carroll County Ferst Foundation**

Thanks to the many businesses and organizations who supported us this past year.



**Chamber President sees a difference!**

Thoughts from Daniel Jackson, President / CEO, Carroll County Chamber of Commerce / Carroll Tomorrow

The Carroll County Chamber of Commerce and Carroll Tomorrow have invested considerable time working on issues and opportunities related to **workforce and education** over the last 13 years. Our **community**, as well as government and business leaders throughout the state and around the country, now understand that the coming together of **workforce and education** is a vital piece of the **economic development** equation.

Communities like ours that have a plan and process in place with all stakeholders involved are proving to be the winners in business **growth, development, and recruitment**. The best plans are very holistic and include education for all citizens starting at birth and continuing into adulthood. **Research shows that early intervention and education really makes a difference in a child's life and learning progression.**



For that reason, the ultra-successful FERST Reading Program championed by the Carrollton Civic Woman's Club has become a wonderful first step in helping children appreciate and enjoy the reading experience. We believe that this program gives Carroll County students a distinct advantage and will reflect positive results throughout their educational journey. We salute those involved in creating and sustaining this program. Because of their work, Carroll County now leads Georgia in the number of books distributed each month.

The FERST program is the initial step in a comprehensive plan that has gained **Carroll County** both state and national **recognition** for its efforts regarding **education and workforce**. Thank you Carrollton Civic Women's Club and all the volunteers of the Ferst Community Action Team.

**We need new VOLUNTEERS to lead or help with:**



**Fundraising**  
**Recruit, train, and coordinate volunteers**  
**Grant Writing**  
**Publicity, Marketing, Facebook**

**For more info call :**  
**Martha Thurman at 770-832-8962 or**  
**Karen Hartley at 770-377-1426**

**Community Action Team (CAT) meetings**  
**First Thursday of each month**  
**Neva Lomason Library at 5:00 PM.**



**Ten Years with Carroll County Ferst Foundation**

In mid-2004 a large group of community leaders came together to consider a new program to improve childhood literacy in Carroll County. This program, "Ferst Foundation for Childhood Literacy" offered a literacy program that provided age appropriate books, parent newsletters, and other tools every month to young children under the age of five and their families.

The Carrollton Civic Woman's Club invited a speaker from Ferst Foundation to to present a program to community leaders from the Community Foundation, the Chamber of Commerce, the school systems, the hospital, the housing authority, and many civic organizations. The group concluded quickly that Carroll County would benefit from the program and committed to be a part of the Community Action Team (CAT) which would be responsible for raising the funds, registering the children, and promoting the program.

Today well over 3000 children receive books every month and their parents receive a newsletter to help them learn more about reading with their children and so much more! In the past ten years we have accomplished the following:

<b>Total books mailed in 10 years</b>	<b>254,190</b>
<b>Children who have graduated</b>	<b>5550</b>
<b>Total Dollars Raised</b>	<b>\$709,183</b>
<b>Total Dollars Invested</b>	<b>\$683,311</b>

**Annual Report from year-end 2013**

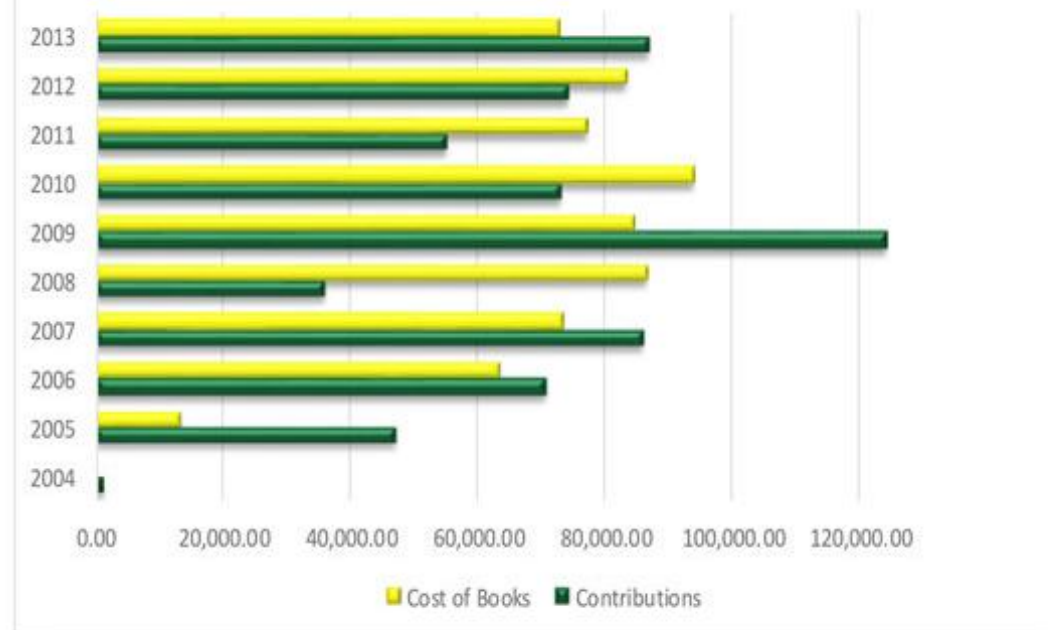
Number of children enrolled as of 12/31/13	3026 (38% of eligible children)
Children "graduated" by reaching their 5 <sup>th</sup> birthday	697
Total Books Mailed 2013	34,657
Total Book Cost	\$ 72,924.16

Endowed Fund 12/31/12 balance	\$15,003.81
Endowed Fund Income in 2013	\$ 3,171.88
Administrative Fees	(\$ 199.39)
Endowed Fund 12/31/13 balance	\$17,976.30

Foundation Fund 12/31/12 balance	\$ 3,085.28
Cost of books and mailing	(\$ 72,924.16)
Funds raised in 2013	\$ 89,337.62
Fund maintenance fees	(\$ 304.90)
Community Foundation Fund 12/31/13 Balance	\$19,193.84



**Contributions and Expenses**



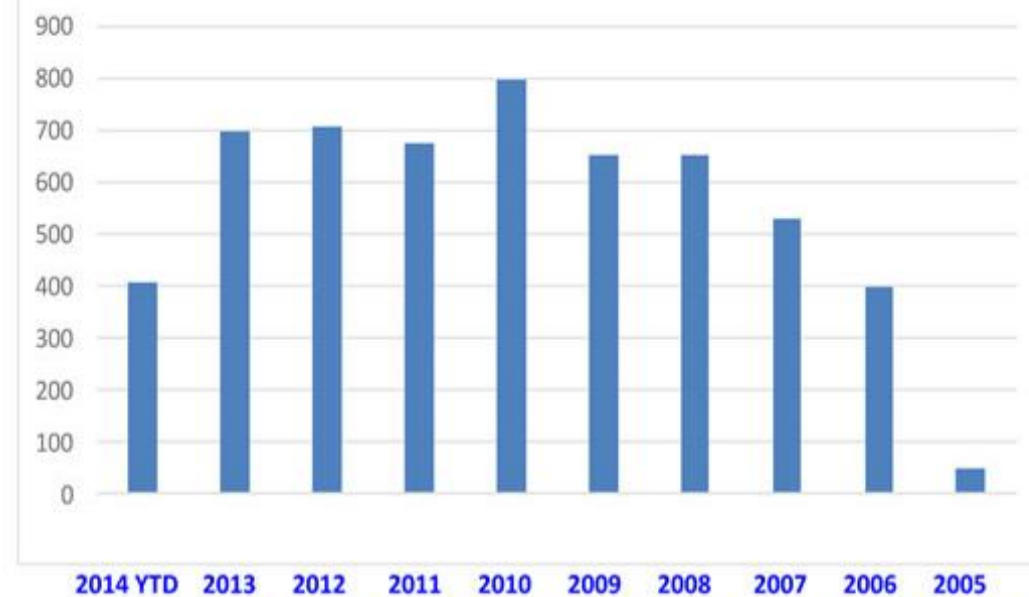
*What if we served ALL the children under the age of five in our county?*

**8000 Eligible Children**



**\$288,000 per year**

**Graduated Children Now in School**



**The children who graduated in 2005 will enter high school this fall!**



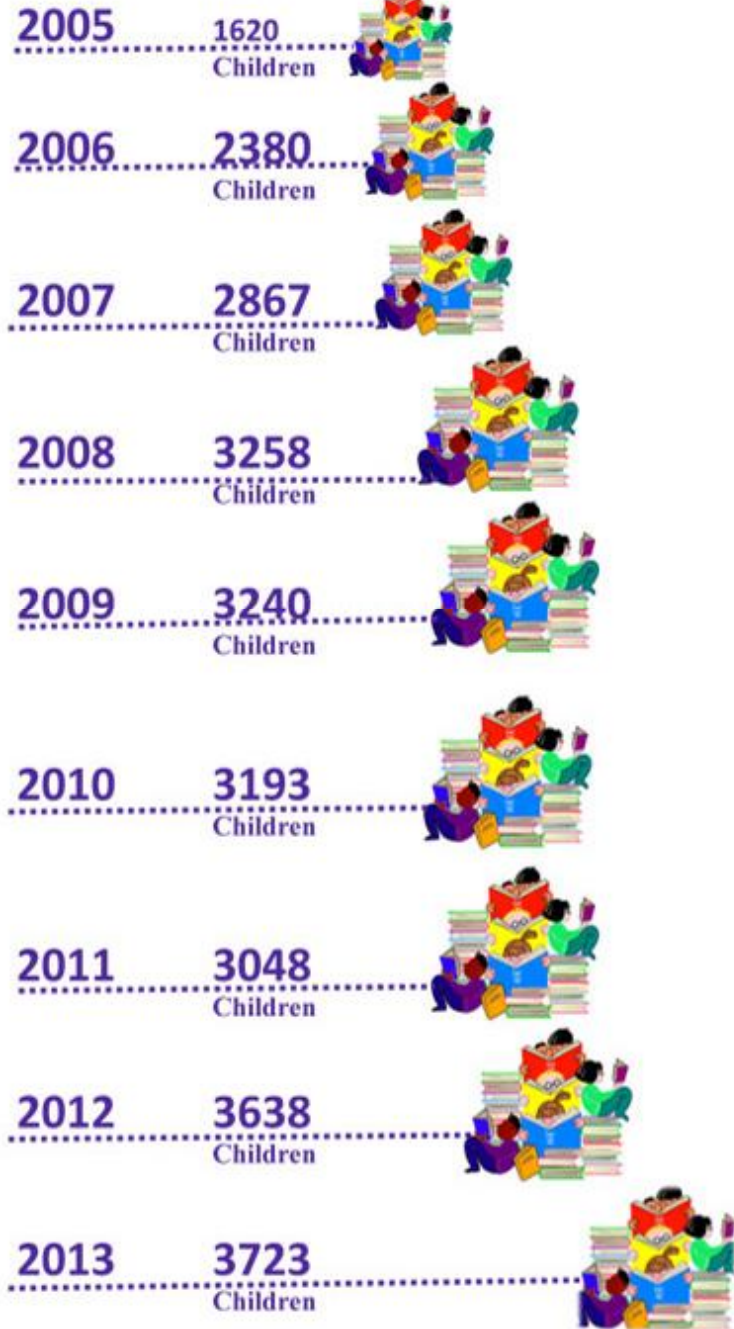
*Every dollar spent in Early Childhood Development SAVES \$17 in remedial education and prison costs.*

*Annual savings of \$4.9 million!*

**Let's help our children get ahead for tomorrow!**

## Total Number of Children Served Annually

2004 Planning began in fall



**Ten years in Carroll County:**

**254,190 Books Mailed**

**5,550 "graduated" & are now in school**

**Across Georgia in 2000:**

**191,696 Children served  
3,894,895 Books mailed**

**Our growth is dependent on contributors like you!**

2014 thru June **3454** On Target for continued growth  
Children



### New Advisory Council set to help Carroll County Ferst grow to new

The Carroll County Ferst Community Action Team has appointed an *Advisory Council* to help us to build on our past successes and move forward with our goal of reaching 70% of Carroll County children in five years.

The Advisory Council has recommended that the CAT focus on three priorities:

- (1) Developing a formal fund-raising plan
- (2) Developing a formal marketing and public relations plan
- (3) Focusing on increasing its internal strength

The Advisory Council has also discussed the larger challenge of how to improve literacy in Carroll County and has set a goal of creating effective partnerships that will establish Carroll County as a leader in literacy efforts in Georgia.

The Community Action Team Advisory Council and the Advisory Council will engage in a strategic planning process in the coming months to help us address these goals.

#### Advisory Council

- Melanie McClellan (Chair)
- Claudia Best
- Bill Brewer
- Vicki Fulbright
- Tami Ogletree
- Bob Pinckney
- Elena Schulenburg
- Martha Thurman

Scan the QR code with your smartphone to watch a video on why reading to children is important.



Ferst Foundation is now creating these and other videos to help parents of young children.

#### Testimonial from local families-

My son received another great book today in the mail! He loved getting mail and this month's book! Thank you so very much. This foundation is so incredible!"

Amber Rish Rooks, Carrollton, GA



Ferst books are perfect for weekends at Grandma's. We love reading them together!  
Gail Allen, Carrollton, GA