

ANNUAL REPORT
FISCAL YEAR 2022



WHAT NONE OF US
CAN DO **ALONE,**

All of Us
Can Do
Together



**The
Basics™**

"I will use the tips that were shared today. It was very useful advice. And I felt heard. I haven't felt that way in a long time."

Voice of a Mother
The Basics Boston Workshop Attendee

"The Basics strategy is the real deal...We recommend it to all the communities we're working with across the country."

Geoffrey Canada
President, Harlem Children's Zone

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Dear Basics Friends and Supporters,

From the time The Basics began at The Achievement Gap Initiative at Harvard University, until now, as a nonprofit organization, our imperative has always been the pursuit of equity and the full flowering of human potential. But after centuries of racial oppression and social class isolation, it is not surprising that life experiences differ between infants, toddlers, and preschoolers from different backgrounds. And, that skill gaps—for example, disparities between African American and Latinx/Hispanic children compared to Whites, and between the children of more versus less-highly-educated parents—grow large before the second birthday. The Basics, Inc. and our many allies are determined to alter this reality.

This report tells the story of our impact over the last year on three levels—on families that have young children, on service providers, and on communities. It shows how we are keeping established commitments, innovating and piloting new ideas, convening and crowdsourcing across our learning network, and scaling by responding to new communities.

At The Basics, Inc., we think and act both locally and globally. We are committed to families, partners, and supporters in our hometown of Boston, MA, and grateful to those that have made our work possible from the beginning—most prominently, the Eastern Bank Foundation, Boston Children's Hospital, and the Black Philanthropy Fund. They have enabled us to develop and pilot tools and approaches, in Boston, that coalitions in 90+ cities, towns, and counties in the US and abroad have adopted for their own communities.

As a result, in monthly virtual meetings of our Basics Learning Network, new relationships are built, ideas and examples are exchanged, and thousands of life trajectories are being elevated across participating communities.

Everywhere, the core message to families is that they can make a difference in their children's development by using The Basics Principles—more intentionally doing things they already do or have the impulse to do. The Basics validates their best instincts, while honing their knowledge and child engagement routines. It helps motivate and inspire, by affirming for families that they can enrich their children's futures with the resources they have available.

We're convinced that what none of us can do alone, all of us can do together. Thanks for your support both past and future, as together we strive toward whole-community cultures of love and nurturance, where every child has opportunities to achieve their potential, starting from birth.

Ron Ferguson

Founder and CEO, The Basics, Inc.,
Founding Faculty Director,
The Achievement Gap Initiative
at Harvard University



"Everywhere, the core message to families is that they can make a difference in their children's development, by using The Basics Principles ..."



Our Vision

The Basics vision is a world where infants, toddlers, and preschoolers of all racial/ethnic and socioeconomic backgrounds are on track to achieve their full potential—having benefited from early experiences that foster healthy brain development, learning, joy, and resilience.

Our Mission

The Basics mission is to bolster social determinants of cognitive, emotional, and relational health, by cultivating collective, cross-sector commitment and capacity in communities to support families in promoting children's wellbeing and development. This is accomplished through piloting innovative approaches to spreading The Basics Principles and scaling effective practices to create sustainable change in the formal and informal systems that support families.

The Basics Principles

All our work is grounded in five science-based tenets for early caregiving.



**Maximize Love,
Manage Stress**



**Talk, Sing,
and Point**



**Count, Group,
and Compare**



**Explore through
Movement
and Play**



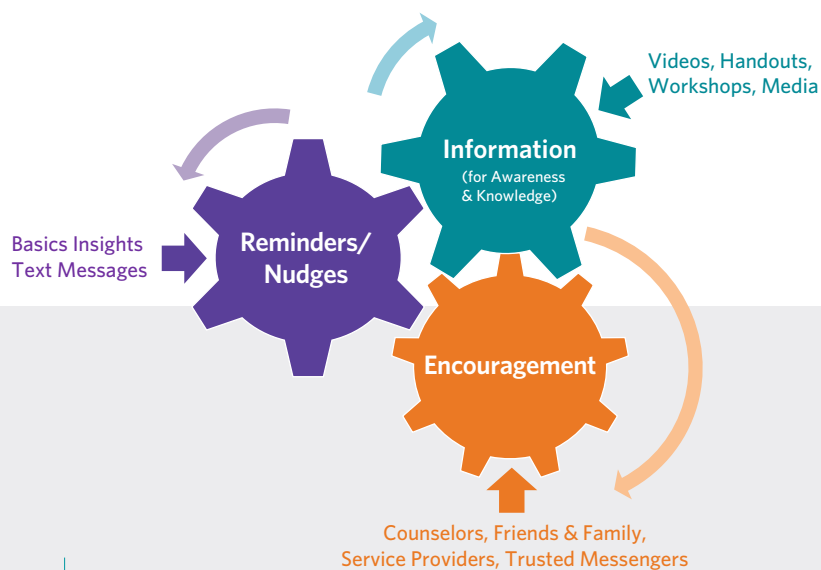
**Read and
Discuss Stories**

Our Strategy

The Basics strategy is to guide institutions in multiple sectors to apply **The Basics tools and resources** to reach parents and caregivers *where they are* through providers as trusted messengers.

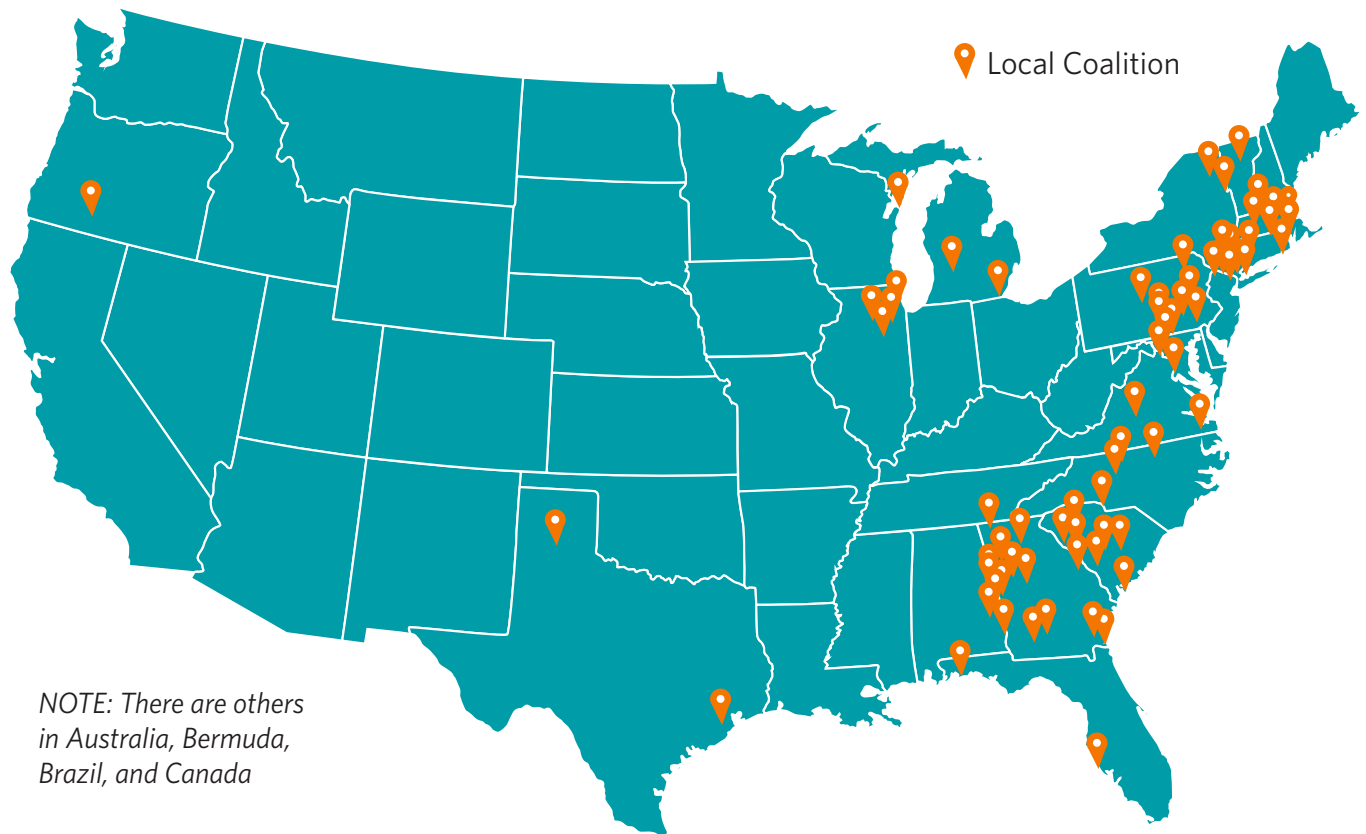


Within institutions, **The Basics' three gears** support parents and caregivers to build The Basics Principles into everyday interactions with their children.



A Growing Movement

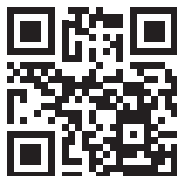
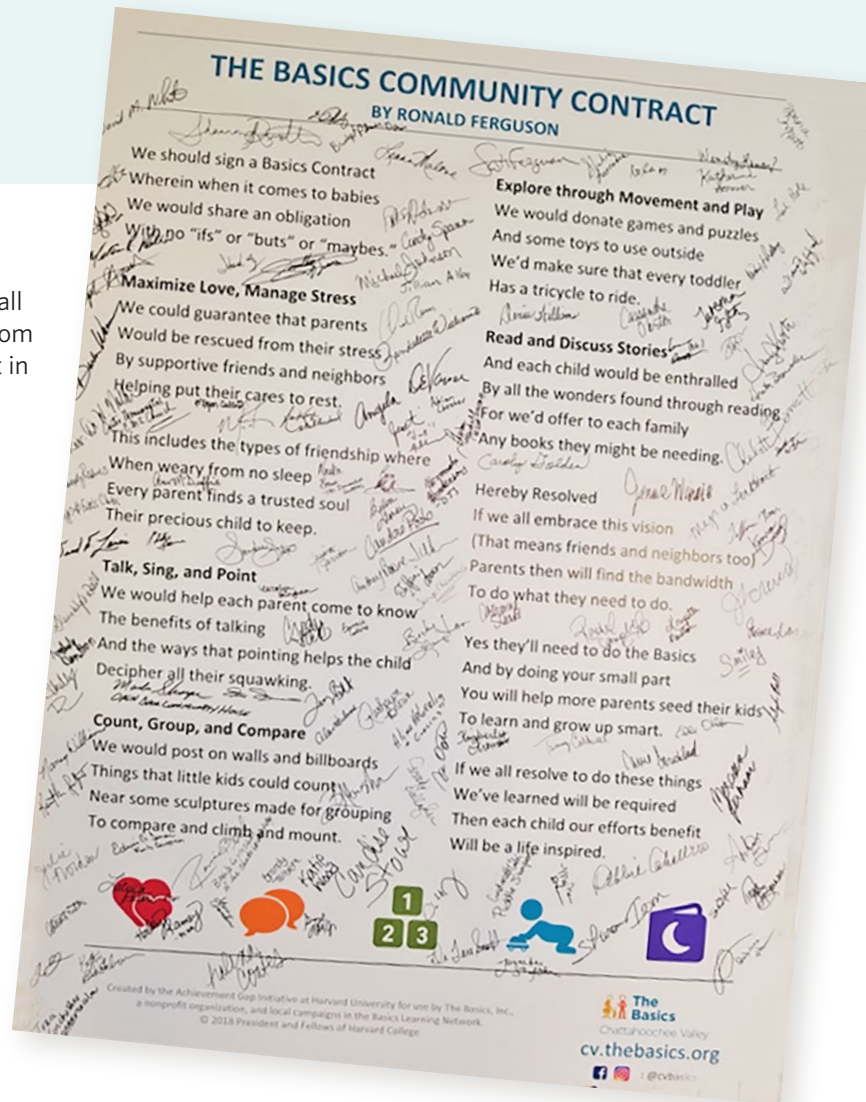
The Basics, Inc. leads the **Basics Learning Network** of Local Backbone Organizations/Coalitions to adopt and adapt The Basics Strategy in their home communities



The **Network** expanded from **56** cities, towns, and counties in June 2021 to **93** by June 2022.



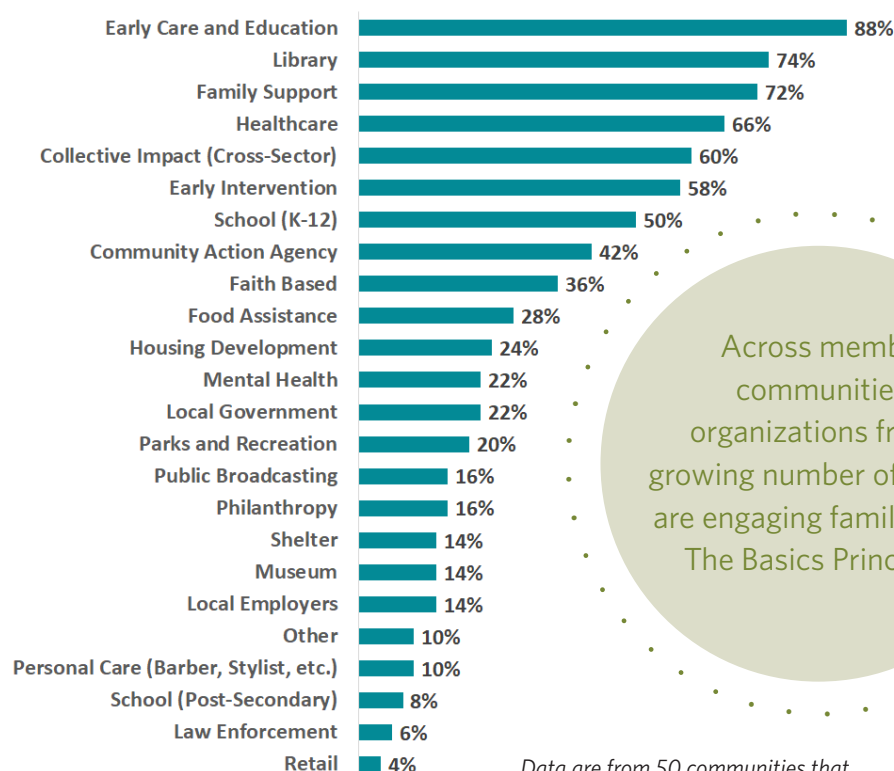
Community members' signatures on a five-foot-tall poster of a Basics poem from a community kickoff event in Columbus, GA.



Scan here to see
the poem in action!

Our **Impact** on Communities...

Percentages of Basics Learning Network communities with at least one partner organization in each sector



Across member communities, organizations from a growing number of sectors are engaging families with The Basics Principles.

Data are from 50 communities that responded to the relevant item on the 2022 network-wide census



On Providers

Based on our annual survey of frontline providers:

More frequent communication: 40% of respondents who serve parents talk about Basics-related topics a lot more and another 30% at least somewhat more than in the past.

More effective communication: 84% of respondents who serve parents report they speak more effectively now about Basics-related ideas, with half saying a lot more compared to before.

Changes in parental behavior: 67% of respondents who serve parents agree (47%) or strongly agree (20%) that "I think parents do The Basics more frequently after we talk about them."

Data are from 207 responses to our annual partner survey of frontline providers in Boston and other participating communities.

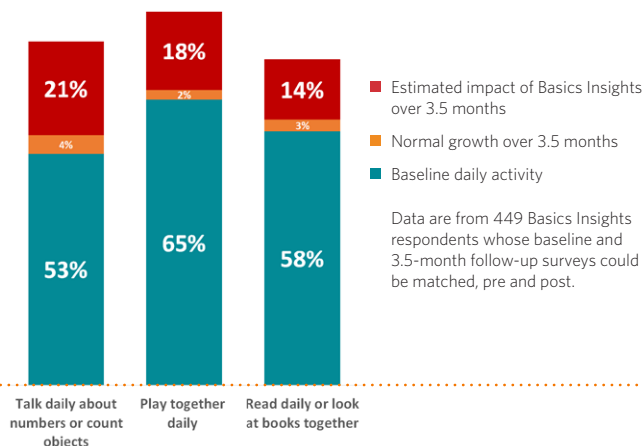
*Photo credit:
"The Basics Fun* Shop,
Children's Museum
Houston, TX*

On Families

Reaching thousands of families through partner organizations and trusted messengers in member communities



One key tool is twice-weekly
Basics Insights text messages



Families that receive the messages are talking, playing, and reading more with children

82% reported using all or most of the messages and 76% have shared messages with friends or family. The largest impacts on caregiving practices occur for parents who reported engaging in fewer of the behaviors at baseline.

THE EVERYDAY BASICS BLOG

The Basics Guilford County, North Carolina

Recognizing Feelings, Growing Confidence

By Jasmine Faison and Jonathan Linton

As a toddler, it is important for Jade to know that she is safe, protected, and loved. ...

Strategies to Maximize Love and Manage Stress are helping us to show Jade just how much her feelings matter. ...

She loves to share, take turns, and be kind to others. We encourage her to try new things, while we talk out loud about our feelings and act out emotions so she can see that it is ok for her feelings to change. She is already quite the sweetheart and we enjoy watching her grow more secure in her feelings and confidence.

Whatever makes her feel happy and confident is our number 1 priority, even if it means that she continues to wear her Happy Birthday headband – 5 months after her birthday!



Innovating & Piloting

Enhancing Basics Insights Text Messaging

Expanded access in 2022 to Basics Insights text messaging through new...



Messages up to **age 5**
(was birth to 3)



WhatsApp
integration
(was SMS only)



Messages available in
Brazilian Portuguese and Arabic (was previously English and Spanish)

Created parent survey measure of children's developmental status

We collaborated with early childhood experts and practitioners in Boston to develop The Basics Caregiver Assessment of Developmental Status for young children.



Where? Embedded
in Basics Insights
messaging



When? At 36, 44,
and 52 months of age

Crowd Sourcing in Network Meetings

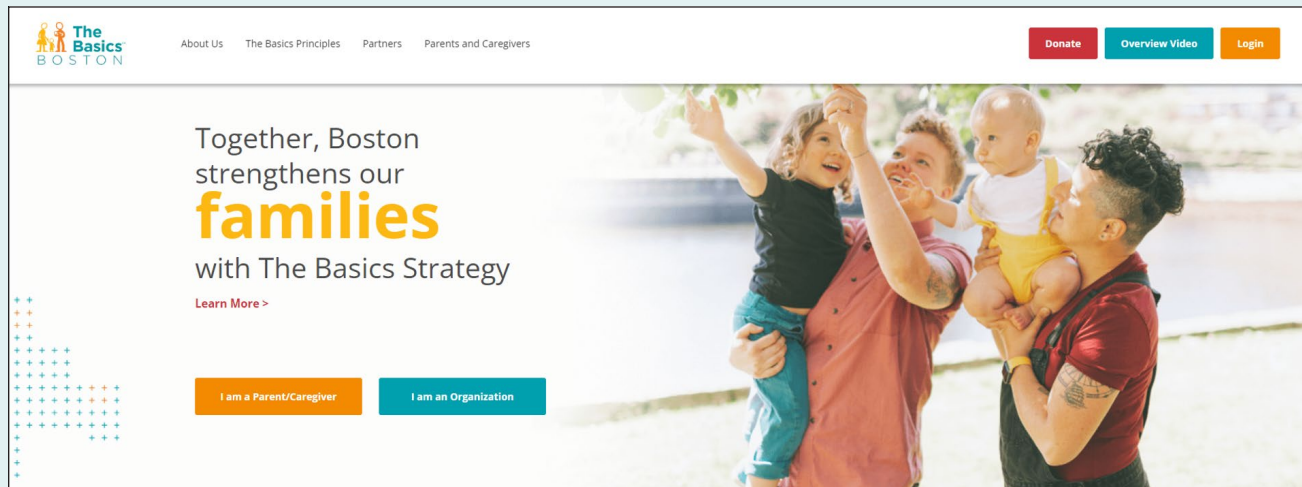
Each month 50 to 70 leaders from affiliated communities discuss issues and learn from one another's implementation experiences



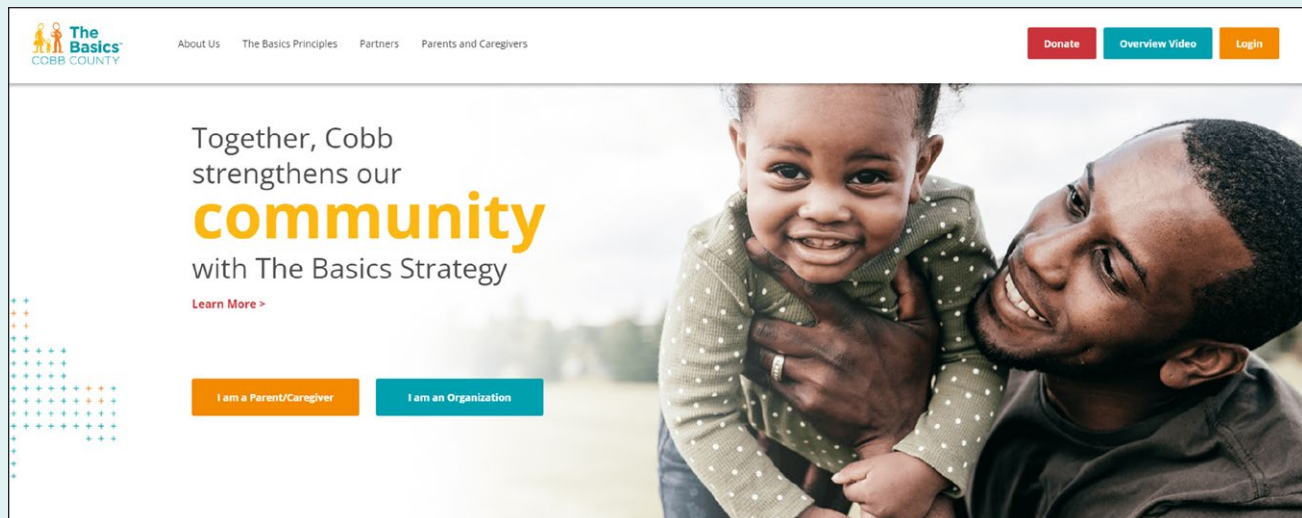
Launching Local Community Websites

New website for Boston becomes a template for other Basics Learning Network communities

Launched in the Spring of 2022, an adaptable website template pre-populated with standard resources is an optional benefit for communities.



TheBasicsBoston.org



TheBasicsCobbCounty.org

Innovating & Piloting (Continued)

Reimagining Public Space

The Basics Southcoast leveraged City of New Bedford art and culture funds to make The Basics spring to life for children and families along Acushnet Ave in New Bedford, MA.





The Basics DeKalb County, IL created toddler gardens where families support learning and brain development by doing The Basics Principles while interacting with nature.



Institutionalizing

We're an Important Component of Collective Impact Initiatives

More than half of the 61 communities that submitted responses to the 2022 census of the Basics Learning Network reported collaboration with local collective impact organizations.

In Boston, for example, two collective impact coalitions are essential partners ...



Boston Opportunity Agenda members have attended Basics trainings and registered hundreds of families to receive Basics Insights text messaging.



The Basics is a foundational component of Every Child Shines, a multifaceted community engagement and kindergarten readiness initiative in East Boston, spearheaded by the East Boston Social Centers.

...and a Thought Partner



The Virginia Head Start Association is helping spread The Basics Strategy not just to Head Start Centers, but also to the Virginia communities that Head Start serves.



The William Julius Wilson Institute at the Harlem Children's Zone has engaged a network of place-based initiatives from around the nation. The Basics is an invited resource to participating communities.

The Basics Strategy Has Become a Collaborative Resource for Other Prominent Networks



First 10

All Children Learn and Thrive

First 10 partnerships bring together school districts, elementary schools, early childhood programs, and community agencies to improve the quality and coordination of education and care for young children and their families. The Basics Strategy has become a standard companion approach, paired with the First 10 model being implemented in a growing number of communities.



The Great First Eight Curriculum is a culturally responsive and sustaining, research-based curriculum that centers equity and justice for 0-8-year-olds. The infant/toddler portion of the curriculum uses The Basics Principles to anchor the key family engagement components.



A dozen communities in New York state use The Basics Strategy to address the first of the My Brother's Keeper milestones, "Getting a Healthy Start and Entering School Ready to Learn."



For two consecutive years, the Deal Center for Early Language and Literacy at Georgia College has selected The Basics model as the focus of a grant program that supports Georgia communities to pursue a collective impact approach to early literacy. Eighteen Georgia communities are now using The Basics Strategy because of the program.

Internationalizing

Guarujá, Brazil

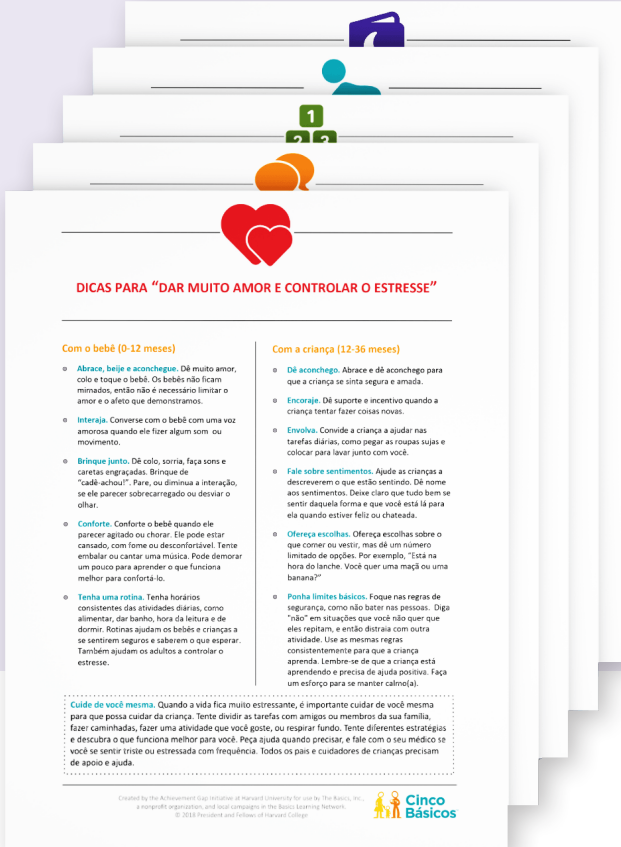
An estimated 15% of 0-4 year olds in Guarujá are being exposed to The Basics through public sector social assistance centers.



Cinco Básicos Formas divertidas, simples e poderosas de ajudar todas as crianças de 0 a 3 anos a realizar todo o seu potencial

-  Dar muito amor e controlar o estresse
-  Falar, cantar e apontar
-  Contar, agrupar e comparar
-  Explorar através do movimento e da brincadeira
-  Ler e discutir histórias

Afiliado à The Basics Learning Network
cincobasicos.org



DICAS PARA "DAR MUITO AMOR E CONTROLAR O ESTRESSE"

Com o bebê (0-12 meses)

- **Abraça, beije e aconchegue.** Dê muito amor, colo e toque ao bebê. Os bebês não ficam mimados, então não é necessário limitar o amor e o afeto que demonstramos.
- **Interaja.** Converse com o bebê com uma voz amorosa quando ele fizer algum som ou movimento.
- **Brinque junto.** Dê colo, sorria, faça sons e caretas engraçadas. Brinque de "cabeça achou". Pare, ou diminua a interação, se ele parecer sobrecarregado ou desviar o olhar.
- **Conforte.** Conforte o bebê quando ele parecer agitado ou chorar. Ele pode estar cansado, com fome ou desconfortável. Tente embalar ou cantar uma música. Pode demorar um pouco para aprender o que funciona melhor para confortá-lo.
- **Tenha uma rotina.** Tenha horários consistentes das atividades diárias, como alimentar, dar banho, hora da leitura e de dormir. Rotinas ajudam os bebês e crianças a se sentirem seguros e sabem o que esperar. Também ajudam os adultos a controlar o estresse.

Com a criança (12-36 meses)

- **Dê aconchego.** Abraça e dê aconchego para que a criança se sinta segura e amada.
- **Encoraje.** Dê suporte e incentivo quando a criança tentar fazer coisas novas.
- **Envolva.** Convide a criança a ajudar nas tarefas diárias, como pegar as roupas sujas e colocar para lavar junto com você.
- **Fale sobre sentimentos.** Ajude as crianças a descobrirem o que estão sentindo. Dê nome aos sentimentos. Deixe claro que tudo bem se sentir daquela forma e que você está lá para ela quando estiver feliz ou chateada.
- **Ofereça escolhas.** Ofereça escolhas sobre o que comer ou vestir, mas dê um número limitado de opções. Por exemplo, "Está na hora do lanche. Você quer uma maçã ou uma banana?"
- **Poste limites básicos.** Foque nas regras de segurança, como não bater nas pessoas. Diga "não" em situações que você não quer que eles repitam, e então distraia com outra atividade. Use as mesmas regras consistentemente para que a criança aprenda. Lembre-se de que a criança está aprendendo e precisa de ajuda positiva. Faça um esforço para se manter calma(o).

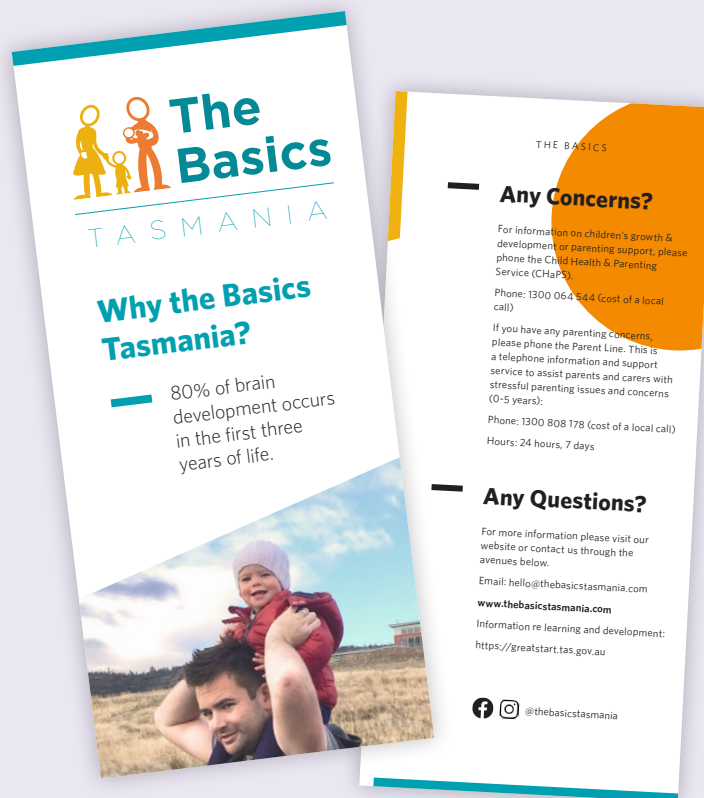
Cuide de você mesma. Quando a vida fica muito estressante, é importante cuidar de você mesma para que possa cuidar da criança. Tente dividir as tarefas com amigos ou membros da sua família, fazer caminhadas, fazer uma atividade que você goste, ou respirar fundo. Tente diferentes estratégias e descubra o que funciona melhor para você. Peça ajuda quando precisar e fale com o seu médico se você se sentir triste ou estressada com frequência. Todos os pais e cuidadores de crianças precisam de apoio e ajuda.

Created by the At-Home Parent Gap Initiative at Harvard University for use by The Basics, Inc., a nonprofit organization, and local caregivers in the Basics Learning Network. © 2018 President and Fellows of Harvard College

Cinco Básicos

Tasmania, Australia

The local school system engaged others on this Australian Island community to bring The Basics to local families.



www.thebasicstasmania.com

Looking Forward

We're excited! What none of us can do alone, all of us can do together.

With allies and supporters like you, we will grow and sustain our organizational capacity and keep building the social and technical infrastructure that our mission requires.

Below are some key components of how we are proceeding.



Boston. Continue to intensify our efforts to make Boston, our hometown and where we started, an exemplar for ways of engaging families at scale, and especially in Black and Brown communities.

Learning Management System. Launch in early 2023 a new learning management system in which videos and text-based materials, supported by tailored technical assistance, will do the following:

1

Introduce users to The Basics origin story, the science of early learning and brain development, The Basics Principles, The Basics Strategy, and the core implementation tools.

2

Guide local start-up coalitions on how to take The Basics Strategy into their communities.

3

Instruct local backbone staff on how to perform the essential functions of recruiting and supporting local partner organizations, with the learning management system as a newly available tool.

4

Provide a suite of virtual playbooks, including links to supplemental materials, for adopting or adapting projects that organizations across the network have undertaken to spread The Basics approach in their communities.

National Partners. Codify relationships with other national networks that are becoming channels for disseminating The Basics Strategy and for furthering a shared vision for early childhood thriving.

State and Regional Structures. Collaborate with allies in states where critical masses of Basics Learning Network affiliates have emerged, to develop state and regional coordination and technical assistance offices, with associated funding and staffing.

Marketing, Communications and Evaluation. Refine models that can be used across the network to attract support, broaden reach, and increase the impact of local implementation.

Formalizing Membership Tiers. Institute a system of annual membership fees for affiliated communities based on population and formalize an a la carte menu of technical assistance supports. Many materials will remain open source and, with a scholarship option for membership, no community will be prohibited from participating in the Basics Learning Network because of an inability to pay.

Staff, Board, Advisors

Staff



Ronald F. Ferguson, PhD
Founder & CEO: Founding Faculty
Director of the Achievement Gap
Initiative at Harvard University



Haji Shearer, LSW
Program Director



Olivia Smith
Program Manager



James Quane PhD
COO



Zoë Hansen-DiBello, PhD
Sr. Liaison, Basics Learning
Network



Nimrah Bakhsh
Program Manager



Jocelyn Friedlander, EdM
Director of Learning &
Innovation

Note: Consultants, volunteers, and Basics Learning Network colleagues augment the staff.

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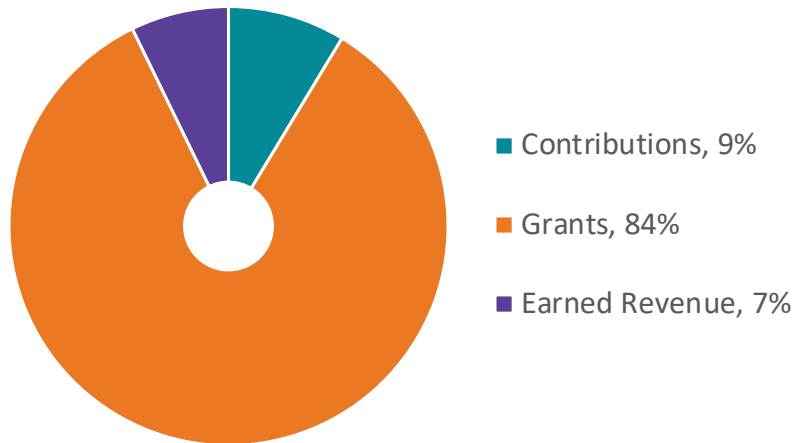
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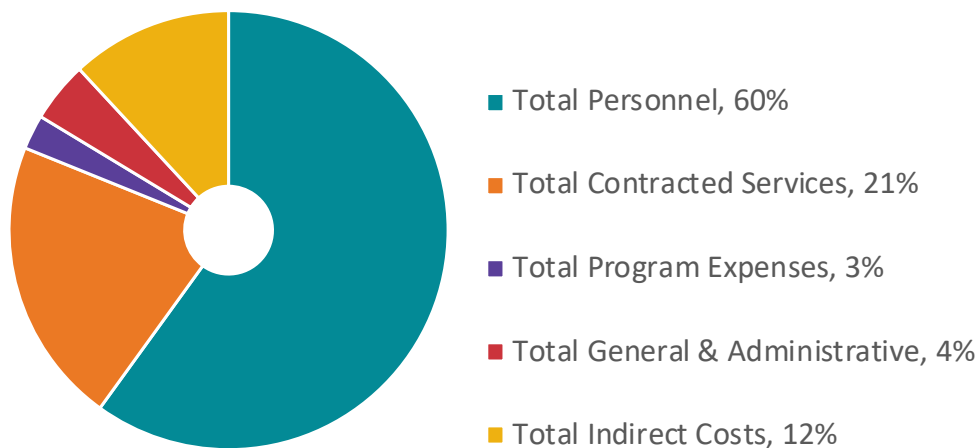
Susan Schwartz
The Cemala Foundation

Financial Report FY 2022

TOTAL REVENUE \$1,525,339



TOTAL EXPENSES \$695,177



NET SURPLUS \$830,161

The figures on this page cover The Basics, Inc. and The Basics Boston, where the latter is part of The Basics, Inc. They do not cover revenues raised, or expenses incurred, by other communities in the US and abroad that are implementing The Basics strategy in their own localities.

Thank You to Our FY '22 Contributors


Our impact would not be possible without generous contributions from the supporters on this page and other individuals, foundations, and institutions across member communities of the Basics Learning Network.

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To donate, go to
thebasics.org/donate/
or scan here

