

the Sprout

News from Forty Carrots Family Center

SPRING 2009

Capital Campaign

DONOR SPOTLIGHT



PUBLIX SUPER MARKETS
CHARITIES

In this issue's Donor Spotlight, Forty Carrots Family Center is proud to recognize Publix Super Markets Charities (formerly The George W. Jenkins Foundation)—a staunch supporter of Forty Carrots since 2003.

Publix Super Markets Charities and The Jenkins Family, of Lakeland, are well known for their generosity to charities throughout Florida. Founder George Jenkins was once asked, "If you hadn't given away so much, how much do you think you would be worth today?" His response, without hesitation: "Probably nothing."

Today, George's daughter, Carol Jenkins Barnett is President of Publix Charities. Under her leadership, the foundation has contributed a total of \$49,500 to support our programming and has pledged \$100,000 toward our capital campaign.

When asked, "Why do you support Forty Carrots Family Center?" Carol responded, without hesitation: "This outstanding community asset exemplifies what a comprehensive and progressive early childhood development program should be! I am happy we can be involved in their continued success!"

Capital Campaign Update

Although Forty Carrots provides free parenting classes to families in libraries, community centers, schools and other outreach locations across Sarasota County, our home base on 1500 Tuttle Avenue is the critical generator for all of our organization's programs, business and fundraising activities. The Center hosts 270 fee-based parenting classes annually, serves as home base for Forty Carrots parenting educators who travel to more than 14 locations delivering more than 700 free parenting education classes to 3,000 parents

Capital Campaign—continued on page 2

Strength of Mind

Forty Carrots, Dr. David Walsh Teach Parents the Psychological Importance of Saying No

Saying "No" doesn't come naturally to Sarasota mom Lisa McQuaid, a graphic artist whose warm and generous nature is challenged at times by her 4-year-old daughter's spirited march toward independence.

Inquisitive and headstrong from the day she was born, Morgan often resists Lisa's gentle attempts to set limits and redirect the preschooler's interests.

"I don't feel good about constantly saying 'No' and 'Don't,' barking threats and being a complete authoritarian," Lisa said, "but sometimes it seems that's the only way she will listen to me."

And so it was with intrigue and hope that Lisa recently attended Forty Carrots Family Center's 6th annual speaker event. The event featured noted psychologist and award-winning author Dr. David Walsh discussing his



Lisa McQuaid family



latest book, *No: Why Kids—of All Ages—Need to Hear It and Ways Parents Can Say It*. More than 1,000 parents packed the Hyatt Regency Sarasota ballroom on Oct. 7 to hear

what Dr. Walsh had to say.

Not surprisingly, Dr. Walsh's message was both simple and complex. He explained how today's "Yes" culture of "MORE, EASY, FAST, and FUN" undermines children's self discipline—a character trait that research reveals is twice as strong a predictor of success in school and life than is intelligence.

"Our job as parents is to give our kids the skills to not only enjoy the happy times ... but also to cope with unhappiness, frustration and all the normal bumps in the road," he said. By personally dealing with disappointment, they develop the self-assurance and self-confidence that prepares them to handle the next problem that comes along.

For Lisa, and others who attended the event, Dr. Walsh's presentation was empowering. She enrolled in a follow-up class at Forty Carrots—based on Dr. Walsh's book—that helped her develop a more balanced parenting style. Neither too authoritarian nor too permissive, it builds on the warmth and connection she wants in her parent-child relationship.

"I really appreciate having an organization like Forty Carrots to help families in our community," said Lisa. "I feel so supported in my job as a parent, and have learned from and been inspired by the advice and books I've received at their classes and annual events."

Once again, Forty Carrots' community speaker event was free thanks to support from our community sponsors.

Sound Advice for the Entire Community

During his visit, Dr. David Walsh shared a similar message with community and business leaders during a breakfast presentation and then gave a special after school presentation to teachers. Preparation for success in school and civic life, however, starts at home. To help your children succeed in school and life, Dr. Walsh shares his top 10 parenting tips:

1. Learn how to say NO.
2. Support, don't rescue.
3. Encourage, don't coddle.
4. Get kids what they need but not everything they want.
5. Back up teachers and schools.
6. Have clear and high expectations.
7. Expect kids to do chores.
8. Set and enforce clear limits and consequences.
9. Expect kids to volunteer and help others.
10. Last but not least, become MediaWise®—keep up with the capability of the latest technology and watch what your kids watch.

**Thank you for sponsoring
Forty Carrots Family Center's
Community Speaker Event**

Resolve to be a Smarter Parent in 2009

Forty Carrots offers ongoing parenting education programs and classes, with a new class for parents of **middle school** children coming up April 28. Learn what to expect from your budding teenager and how to "keep your cool" when your tween loses theirs! To register for this class or view our full spring schedule, visit fortycarrots.org.



Directors' Letter

Forty Carrots' Sweet 16 is a far cry from the parties we both had in 1969, and nothing like what our husbands experience during March madness. Our Sweet 16 is a celebration of what we hold near and dear to our hearts—strengthening families—Forty Carrots' mission since 1993.

Strengthening families has taken many forms over the years ... from helping a teenage father learn how to support his infant's head to bringing parenting expert, David Walsh, to town to teach the importance of saying no ... but the results are always the same. Strengthening families strengthens the community.

As we begin 2009, our Sweet 16 year, we turn to you, members of the Forty Carrots Family, and ask that you renew your commitment to the families we serve. They need knowledge, skills and support now more than ever ... and so we need you now more than ever.



Warm regards,

Betsy Kane-Hartnett

Betsy Kane-Hartnett
Co-Executive Director

Whether it is a contribution to the Annual Fund, Club Forty, or The Capital Campaign, we hope you will help us celebrate our Sweet 16 with a gift that will keep giving—strengthening families now and in the future.

Your meaningful present will top any we received back when we were sixteen!

Diane Weiss

Diane Weiss
Co-Executive Director



Buy Your Tickets Now!

Club Forty • March 7, 2009
RECTRIX

8250 15th St. East, Sarasota

Come for the stylish food, open bars, gaming tables, hipper than thou DJ, silent auction, smoother than silk lounge, and to support Forty Carrots Family Center!

Buy your tickets today at
fortycarrots.org!



Wine, Women & Shoes— A Heel-Clicking Success!

Thank you women (and a few terrific guys!) of Sarasota and California and those from in-between for making Wine, Women & Shoes 2008 a fabulous success. More than 500 women kicked up their heels, raising \$120,000 at this year's Wine, Women & Shoes events. This year's proceeds will support parenting classes and community outreach programs.

Special thanks to Chris Pfahler, who chaired Wine, Women & Shoes 2008 and our title sponsors, The Community Foundation of Sarasota County and Tervis Tumbler.





Forty Carrots Turns Sweet 16

For 16 years Forty Carrots Family Center has been making Sarasota a better place by strengthening families. Help ensure that the next 16 years will be just as sweet by contributing to our Capital Campaign:

Forty Dollars for Forty Carrots

Visit fortycarrots.org & click Donate Now.

Capital Campaign — continued from page 1

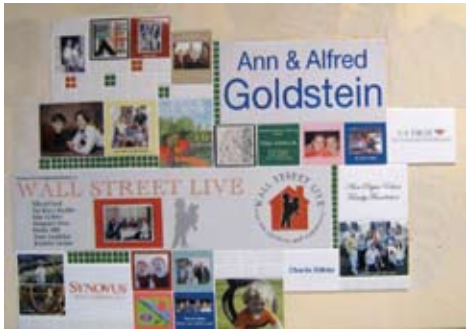
and children annually, and is home to Forty Carrots' nationally accredited preschool. The Center is where new educational strategies and programs are created and field-tested, where on-going staff training is provided, where community-wide professional development opportunities are hosted, where board of trustee meetings are conducted and where all fundraising activities are planned and coordinated.

That is why the Forty Carrots Capital Campaign is so critical. To date, we have raised \$1,005,101 in pledges—by May, we hope to reach our end goal of \$1.335 million. Although we are close, one \$65,000 pledge is contingent upon us raising \$1.25 million by May 31. Your contribution to Forty Carrots' Capital Campaign will help us buy our building and provide a secure home for the future of this organization and the continuation of its specialized community programs that promote positive parent-child relationships, healthy long-term child outcomes and reduced incidence of child abuse and neglect in our community.

PLEASE HELP

Whether you can contribute \$40 or much more, there are a variety of ways you can support our capital campaign.

For information about our Bell Tower project, Wall of Tiles or other ways you can contribute to our campaign, visit our website at fortycarrots.org or call our center at (941) 365-7716.



Express your appreciation to Forty Carrots with a personalized wall tile permanently displayed in the Center's lobby. Tiles can be customized with your company logo, your choice of text, a photo, or even original children's art! This is a great way to include your child or grandchild in a meaningful activity to support our community. Each contribution will help secure a permanent home for Forty Carrots Family Center and the vital community services it provides.

Forty Carrot's Board of Directors

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Forty Carrots Family Center embraces diversity and does not discriminate on any basis.

Mark Oct. 23, 2009 on your calendars now; that's when Wine, Women & Shoes will strut its stuff again!

HeroesOnWheels

Strengthening Families | Recognizing Generosity
Promoting Businesses

It Pays To Be a Hero

Be a "Hero On Wheels" and your potential customers will see your name or logo on one of Forty Carrots Family Center's eye-catching vans as they travel thousands of miles throughout Sarasota County during peak drive times.

Only \$2500 annually. Tax deductible. Many other benefits included.



Join other Heroes on Wheels

Abel Band, Advanced Masonry System, First Watch, Lee Wetherington Foundation, Publix Super Markets Charities, Tervis Tumbler, Robert Weiss M.D., Sunset Automotive Group, BNY Mellon - and show your support for Sarasota's young families.

CONTACT US TODAY TO BE A HERO.

It pays in more ways than you can count.
941-365-7716 | www.fortycarrots.org
Knowledge, Skills and Support for Parents, Teachers & Children Since 1993

The Preschool at Forty Carrots Family Center Earns Nation's Highest Early Childhood Education Honor & Accreditation



The Preschool at Forty Carrots Family Center is among less than 1% of early childhood programs **nationwide** to meet new higher national standards and earn accreditation from the National Association for the Education of Young Children (NAEYC). The upgraded standards reflect the latest research and best practices in early childhood education and development.



Forty Carrots Preschool Director Susie Wells

"We're proud to have earned this mark of quality from NAEYC, and to be recognized for our commitment to reaching the highest professional standards," said Forty Carrots Preschool Director Susie Wells. "With this seal of approval, parents can

be assured that we provide the highest quality programming for their child."

The Preschool at Forty Carrots first earned NAEYC accreditation in 1995, and voluntarily underwent a rigorous review and on-site survey to demonstrate that it meets 10 new, higher standards and more than 400 criteria required for re-accreditation. Forty Carrots now serves as a role model for others, hosting site visits for other centers in the region studying Forty Carrots' curriculum planning, learning models and facility design as they prepare to begin the accreditation process.

Said Mark Ginsberg, Ph.D., executive director of NAEYC: "The Preschool at Forty Carrots' NAEYC Accreditation is a sign that they are a leader in a national effort to invest in high-quality early childhood education, and to help give all children a better start."

Registration for September has begun. To learn more about our accredited preschool visit fortycarrots.org and call 941-365-7716 to schedule a tour today.

Research confirms that quality early childhood education has long-term benefits to both individual children and society as a whole.

The Preschool at Forty Carrots Family Center has been well known for providing the highest quality early childhood education since 1993. Forty Carrots is set apart from other preschools by:

- The high level and on-going education of its teachers;
- A low teacher-student ratio;
- An innovative, creative approach to learning;
- Accreditation by The National Association for the Education of Young Children (NAEYC) under the new, more rigorous, updated criteria;
- A network of support, ideas, and unconditional respect for the entire family.



Buckle Up Baby

Sarasota's Only Resource for Car Seat Safety Checks

Forty Carrots remains the only provider of this potentially life-saving service in Sarasota County. Since Buckle Up Baby officially began in November 2007, Forty Carrots' specially trained technicians (certified by the National Highway Traffic Safety Administration) have performed nearly 500 free child seat safety inspections—and more importantly, corrected more than 95 percent of them! Today, Buckle Up Baby is offered year-round, thanks in part to local grants and donations. If you would like to support the program, host a safety check day at your business—or schedule a child seat safety inspection—call (941) 365-7716 or visit fortycarrots.org.

Spend a sensational summer AT CAMP CARROT!



Wondering where all your Forty Carrots friends are spending their summer this year?

You don't have to look very far. Many will be attending Camp Carrots 2009 and its slate of sensational summer programs for newborns, toddlers and preschoolers.

Call (941) 365-7716 for more information.



Forty Carrots Recognized Among Region's Best Not-For-Profits

Forty Carrots was named among the top 5 not-for-profit organizations in West Central Florida in PBS' WEDU's annual "Be More" awards in January. Of more than 90 organizations nominated across the region, only five were recognized among the best, and Forty Carrots is pleased to be one of them.

Good Beginnings Last a Lifetime: A Parenting Blog

This new **free parenting resource** at fortycarrots.org offers quick tips, fun ideas and easy answers to tough parenting questions in a friendly and sometimes humorous way! The blog is hosted by experienced Forty Carrots parenting educator Rebecca Lockwood.



Rebecca Lockwood

Rebecca is completing her Ph.D in Clinical Psychology with a child/family concentration—but perhaps more importantly, she's with you in the trenches! She and her husband have a 3-year-old daughter and a brand new baby, Delaney Mary, who arrived Jan. 16! Be sure to log on and add some comments of your own ... we welcome your insights and opinions.

Sarasota Masters Art Festival

From the director of the award-winning Naples Art Festival

Featuring over 100 artists—many never before seen in Sarasota

Saturday & Sunday, March 21-22, 2009

Payne Park, Downtown Sarasota

Gourmet Food Booths / Kids Activities / Entertainment
Visit fortycarrots.org for more information

The Sarasota Masters Art Festival promises to be Sarasota's premier art event and an important benefit for Forty Carrots Family Center. Spend the weekend with your family in beautiful, art lined pathways of Payne Park.





Forty Carrots Family Center Supporters

JUNE 1, 2007 – MAY 31, 2008

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Our Mission

Forty Carrots Family Center
is a not-for-profit charitable
organization dedicated
to strengthening families
through educational programs
for parents, their children,
and professionals in the field.

Forty Carrots Family Center

1500 South Tuttle Avenue
Sarasota, Florida 34239
941-365-7716
Fax 941-952-1711
www.fortycarrots.org

The Economic Downturn's Hidden Cost—Child Abuse

Please Support Forty Carrots 2008-2009 Annual Fund

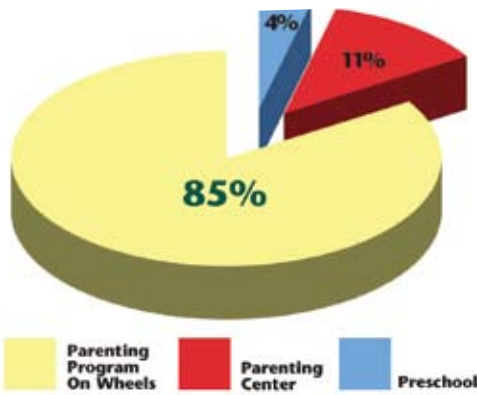
We realize 2008 has taken a financial toll on all families. This year, we NEED your support more than ever. Parenting is already a difficult task, but now child welfare workers across the nation are reporting a marked rise in child abuse cases as over-stressed families struggle to cope with unemployment—or the threat of it—lost homes and falling incomes and pensions.

And the recession has only just begun...

The need for knowledge, parenting skills and support is greater than ever, for families at all socio-economic levels. At Forty Carrots, we build protective factors into all of our education programs, teaching parents essential skills for coping with the stress of parenting, especially during tough times.

History and experience tell us when the economy is bad and unemployment rises, children don't fare well. Time also has proven that prevention programs that strengthen families can help mitigate the impact. Your contribution to Forty Carrots Annual Fund today will help provide children a brighter future tomorrow.

Proudly Serving 2,000 Families Annually



PLEASE DONATE NOW at fortycarrots.org or call (941) 365-7716 to find out how you can help.

