

ANNUAL REPORT

2021-2022

*Making Every Child's
POTENTIAL A Reality*

North Carolina
PTA[®]
everychild.onevoice.[®]



MISSION

NCPTA is North Carolina's oldest and largest volunteer organization advocating for the education, health, safety, and success of all children and youth while building strong families and communities.

ADVOCACY PRIORITIES

Youth Mental Health

Because all children deserve strong mental health support and services!

Congress must act now to address the current youth mental health crisis, inclusive of coordinated, comprehensive, culturally competent and effective mental and behavioral health services in the school setting and invest in our nation's future.

Child Nutrition Reauthorization

Because all children deserve quality, nutritious school meals!

Congress must act now to ensure the administrative flexibilities that have been available since the onset of the crisis continue.

Safety & Violence Prevention

Because all children should feel safe and welcome at school and in their community!

The time is long overdue for Congress to adopt measures that ensure our children are protected from harm and support schools in their efforts to create safe and welcoming spaces for every child to enhance development, growth and safety for all of our nation's students.

Federal Funding

The long-term success of our nation depends on quality federal investments in our education system. However, federal funding for public education programs has remained at 2% of the federal budget for decades, despite the increase in public school enrollment and the rising cost of education resources and services. PTA has long advocated to ensure children have access to adequately funded public schools that improve their overall well-being and allow students to reach their fullest potential.



A Message from our President



NCPTA is passionate about reimagining the PTA and elevating the voice of all children and families by capturing and telling their stories. The primary purpose of PTA is to make every child's potential a reality. This goal, as in the past and in the future, is at the forefront of all we do.

This year, we worked with schools across the state of North Carolina to reignite and reengage PTAs as schools returned to the building for in-person learning.

This year, we had 843 chartered units advocating for nearly 680,000 students across the state of NC. We chartered eight new PTAs this year across the state. Moreover, we continue to have ten councils that provide support to local PTAs in their geographic areas.

It has been my privilege to work with a dedicated team of staff and a passionate board of directors who understand that our mission drives our programs and at the heart of our programs are our children. Our children are our most valuable asset and advocating for access to equitable opportunities will improve their future outcomes. It is my vision as a PTA leader, that every child will have access to what he/she needs to thrive and succeed, through PTA programming, advocacy, and family engagement at the state and local level.

Sincerely,

Francelia Burwell

Francelia Burwell
President

BOARD OF DIRECTORS

Francelia Burwell, Fuquay Varina

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Dr. Sonia Mitchell, Garner

Stephanie Lynch, Raleigh

STAFF

Kara Mullican

Membership and Communications

Director

Nellie Taylor

Office Coordinator

History



North Carolina PTA is poised to enter its 103 year! The organization was founded on November 4th, 1919 at the First Baptist Church in Charlotte, with Mrs. Joseph Garibaldi elected as the first state president. The NC Congress of Colored Parents and Teachers was organized on April 2, 1927 at Shaw University in Raleigh, and the two groups united on April 22, 1969. NCPTA is a 501 (c) (3) organization recognized by the internal Revenue Service.



Affiliation with National PTA

NCPTA remains in good standing by complying with all National PTA requirements for continued affiliation. Our Board of Directors received bi-annual Standards of Affiliation training in September 2021.



Membership

- 843 chartered units
- 79,615 members as of May 15, 2022
- 10 chartered councils

Membership Initiatives

- **Challenge One:** Tell Us Your Theme and Goal
- **Challenge Two:** 21-In-21 Membership Challenge
- **Challenge Three:** 100 in 100
- **Challenge Four:** E-Membership Challenge
- **Challenge Five:** Membership Marvel Award

Awards



365 Blue Key Awards- awarded to units who send membership dues to the State Office by October 15

37 Gold Key Awards- awarded to Blue Key recipients that send in membership dues to the State Office for an additional 25 members by January 15.

296 Bronze Acorn Award- Awarded to PTA units who send in dues postmarked by March 15 showing a 10% increase in membership over the previous year.

National PTA Legislative Conference

During the Hill day experience at National Convention

2022 participants will

- *Advocate for our public policy priorities*
- *Virtual Workshop Experience for local PTA leaders*
- *Special program in celebration of our history and legacy*
- *Interactive workshop sessions focused on advocacy, leadership and how to PTA*
- *Central place to meet, learn and make connections*

NCPTA Day at the Legislature

The NCPTA Advocacy Committee invites you to meet us at the Archives Bldg on June 22, 2022 at 8:30 a.m. to advocate for the 2022 PTA priorities and to discuss the hot topics impacting our children in North Carolina.

Voter Voice

Voter Voice is North Carolina PTA's new tool to allow our members to speak for every child with one voice more easily and efficiently. Register now to keep apprised of our advocacy campaigns and to be able to participate.



Advocating for Healthy School Meals

NCPTA also continues the work piloted in 2018 of a new three-year, statewide NCPTA initiative which is creating the opportunity to engage parents and community members about school meals and bring many different sectors of the school community (parents, teachers, students, and community members) together to help improve perceptions of school meals and increase resources for nutritious, tasty school meals. The goals of this project are:

1. To increase understanding of school meal nutrition standards.
2. To increase support of school meals.
3. To understand perceptions of and priorities for school meals.
4. To generate new ideas for nutritionally sound, compliant, and delicious school meals.

FARMS for School Meals

More than 1.1 million children participate in school meal programs in NC every day, so healthy, local, and adequately funded school meals are an important part of improving student performance. Today, only about 2% of funds spent on produce in North Carolina's public schools is from produce grown in North Carolina. North Carolina's agricultural sector is the state's largest economic driver and largest employer, and yet many schools are not able to put local products on their menus because their budgets are very tight. FARMS for School Meals aims to give schools what they need to buy more North Carolina-grown food for our kids and give schools flexibility to provide meals to students who are unable to pay. In receiving funds, schools will purchase North Carolina grown products, and that keeps money in North Carolina, feeds our kids local food, and supports North Carolina farmers. NCPTA is excited to be the coalition convener and lead agency managing this three-year, statewide initiative with a multi-sector, cross-collaborative stakeholder team.



Mini Grants

The following schools successfully completed an action plan to help meet the most pressing needs of the school community that remain today as a result of the 2020 pandemic impact. Each of the units were awarded a grant of \$2,000 to address one of the areas listed below. This funding was used to help families in and around the surrounding areas in collaboration with their schools and the communities.

- *Food Pantry*
- *PTA Community Garden*

1. *Mabel Elementary School PTA, Watauga*
2. *The School for Creative Studies PTSA, Durham*
3. *Northside Elementary PTA of Chapel Hill*
4. *Laurel Park Elementary School PTA*
5. *Farmington Wood Elementary PTA*
6. *Leesville Road High School PTSA*
7. *Wake County PTA*
8. *Morrisville Elementary School PTA*
9. *Parkwood Elementary School PTA*
10. *Northern Guilford Middle PTSA*
11. *RJ Reynolds High School PTSA*
12. *Old Richmond Elementary PTA - \$1,000*



2021 Healthy Schools Pantry & Garden Grant

August 2021 through October 2021

With the creative production support from our vendor Creative Illusions, and partner collaboration from POE Center for Health and DPI, we are launching a 12 series podcast ,and 4 cooking shows from the POE Kitchen, using featured recipes from the DPI school meals resource book. Three NC School Students joined us as guest cooks and we believe their energy in the kitchen will encourage others to make mealtime family time once again.

NCPTA WEBINAR SERIES
LIFELINE FOR LEADERS

Lifeline for Leaders

*We held 8 webinars on topics including
 Advocacy, Diversity and Inclusion,
 Financial Bootcamp, and more!*

2021 NCPTA Statewide Training Sessions: Advocacy In Motion: Amplify Your Voice

As a part of the advocacy mission grant requirements we are hitting the road with Advocacy Training in a 10 city tour, 4 hour Training Workshop & Lunch. It is our mission to teach PTA units that there is power when voices organize and the duties that shape the role of Advocacy Chair. As well, the community at large in attendance will gain resources in a take home reference binder filled with resources from National PTA how to advocate for issues in the community. The main topic will focus on Food Insecurities and access to healthy foods including other issues impacting children.

Who's invited?

Current PTA leaders and members
 School Administrators and Teachers
 Leaders and members of other parent organizations
 Anyone interested in the well-being of the children of North Carolina

Advocacy In Motion Workshop Series

Mecklenburg County
 Wake County
 Cherokee County - virtual
 Cumberland County- virtual
 Pitt County- virtual
 Halifax County- virtual
 Forsyth County- virtual
 New Hanover County- virtual



Virtual Convention 2021

In July 2021 NCPTA held its second virtual convention of 192 for our annual convention. Anna King, National PTA President brought virtual greetings, Shaton Berry, the Nat Rep, along with several inspirational National PTA speakers shared words of wisdom and resources to our convention attendees. Workshops focused on dealing with the aftermath of the pandemic in our lives and in PTA. The NCPTA President, President-Elect and Secretary was elected and installed. Our keynote was provided by Eddie B a world-renowned Educator Comedian.



Convention 2022

Our first in-person annual convention since 2019 was held in Durham, North Carolina on May 19- 21, 2022 at North Carolina Central University. We spent three days learning, engaging, and having fun.

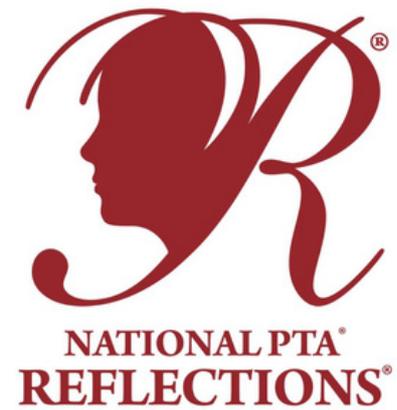


**NORTH
CAROLINA
CENTRAL
UNIVERSITY**
FOUNDED 1910

Reflections

North Carolina had a total number of 1,087 students that participated statewide from 108 PTAs. Of the 1,087 participants, nearly 200 students made it to the State level of competition resulting in the 72 State winners.

Ten NCPTA State Reflections winners placed at the National PTA level of Reflections; 3 Awards of Excellence and 5 Award of Merits.



National School of Excellence

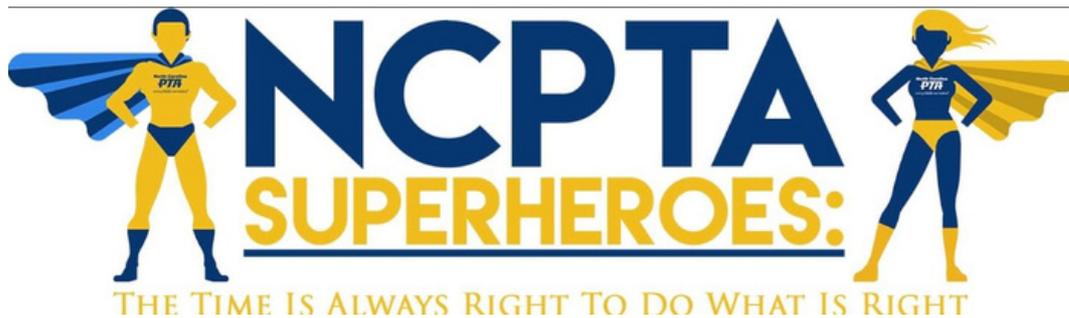
By enrolling in this program, PTAs and school administrators make a year-long commitment to identifying and implementing an action plan for school improvement based on PTA's National Standards for Family-School Partnerships, which are raising awareness about the power of family and community involvement, taking action to cultivate involvement through specific programs and practices, and celebrating success as schools see increased involvement and its impact.



**SCHOOL OF
EXCELLENCE**

E-News

Every month, we send out three e-newsletters, one related to general membership, one focused on advocacy, and the final one on leadership news. E-news is the single most effective way our members stay informed of all things PTA and is very important for awareness and participation in PTA events.



MemberHub

NCPTA continues to use and promote MemberHub to all PTA's in North Carolina for its numerous benefits.

- Track memberships for your PTA
- Pay PTA State and National Dues
- Communicate with members of your PTA through their communication availabilites
- PTA Store for membership or Fundraising Opportunities
- and MORE!



Social Media

Facebook, Twitter, and Instagram remain our most popular outlets for engagement with our content. Be sure to follow us for exciting updates on all PTA events!



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