

Media Contact:
Carol Klimas
Off Madison Ave
480-505-4527



FOR IMMEDIATE RELEASE

MORE THAN \$700,000 IN GRANTS STRENGTHENS SOUTHWEST HUMAN DEVELOPMENT PROGRAMS *Additional Needs Remain for Local Children Due to Difficult Economy and Drastic Budget Cuts*

PHOENIX (July 30, 2010) – Southwest Human Development, a local non-profit organization and the central and northern Arizona Easter Seals affiliate that provides comprehensive developmental services for more than 135,000 local children and families, has received a number of generous grants and donations throughout the past year to fund critical programs. However, the devastating effects of the economy coupled with serious budget cuts have created additional financial deficits for vital services. Southwest Human Development will continue to leverage the generous donations from the past year while seeking supplementary resources to sustain services and support to local families.

“The generosity of Valley corporations, organizations and individuals has been overwhelming, especially in such a difficult economic year,” explained Ginger Ward, CEO of Southwest Human Development. “Serving 135,000 children with ongoing developmental challenges, though, requires sustained funding. We will continue to work diligently to secure additional financial support, and with it, a positive future for thousands of local families.”

The grants will aid a variety of Southwest Human Development programs including child abuse prevention, disabilities services, early literacy and leadership training.

CHILD ABUSE PREVENTION

- **Birth to Five Helpline/Fussy Baby Program:** This vital child abuse prevention program provides local parents with free advice and resources via phone and in-home visits. Child development professionals offer preventative support to parents of young children to alleviate stress or anxiety before it becomes unmanageable.
 - APS – \$25,000
 - Child Abuse Prevention Arizona – \$45,000
 - Joan New Endowment Fund – \$5,117
 - Phoenix Suns Charities – \$2,500
 - Union Pacific Foundation – \$3,000
- **Healthy Families:** Part of a national initiative, Healthy Families is designed to strengthen families from pregnancy through the crucial first five years of a child’s life. Highly trained family support specialists visit families regularly in their own home to work on three primary goals: promoting child health and development, enhancing interactions and preventing child abuse.
 - Season for Sharing/*The Arizona Republic* – \$35,000
 - TJX Foundation (T.J. Maxx, Marshalls, HomeGoods and A.J. Wright chains) – \$5,000
- **Kinship Care:** This one-of-a-kind program supports families in Maricopa County by providing care for relatives’ children from other states or counties who have been removed from their homes due to abuse or neglect.
 - Nina Mason Pulliam Charitable Trust – \$65,000

DISABILITIES SERVICES

- **Feeding Program for Infants and Young Children:** Serving infants and young children with feeding challenges and their families, this program provides direct service, case coordination, community outreach and medical provider education.
 - The Board of Visitors – \$30,000
 - Thunderbirds Charities – \$25,000
 - CVS Caremark - \$10,000

-more-

- **Good Fit Counseling Center:** The Center provides a variety of services and support for young children working through diverse challenges like depression, aggression and trauma experienced early in life.
 - Bank of Arizona – \$5,000
 - Cardinals Charities – \$4,000
 - Catholic Healthcare West/Chandler Regional Hospital – \$15,000
- **Assistive Technology:** This innovative program offers resources and technology to increase communication, learning and developmental opportunities for local individuals with disabilities.
 - Arizona Foundation for Education – \$10,000

EARLY LITERACY

- **Reach Out and Read:** Reach Out and Read gives new books to low-income children during pediatric visits and educates parents on the importance of reading with their children to prepare them for success in future schooling and life.
 - Ak-Chin Indian Community – \$10,000
 - Applied Materials Foundation – \$5,000
 - Avnet – \$10,000
 - Del E. Webb Foundation – \$10,000
 - Humana – \$10,000
 - Lincoln GIVES (John C. Lincoln Health Network employee fund) – \$3,500
 - Maricopa Health Foundation – \$12,000
 - The Charro Foundation – \$5,000
 - Target – \$12,750
- **Raising A Reader:** As one of Southwest Human Development's newest programs, Raising a Reader provides at-risk communities with resources to enable young children to develop the skills they need to be successful in school and life. This local program creates an environment that stimulates early literacy skills and mental development along with a love of books and reading.
 - JP Morgan Chase – \$35,000
- **Child Care Libraries:** Through the Child Care Libraries initiative, Southwest Human Development creates libraries in child care centers that serve low-income children and families. The program also provides intensive training for staff on how to increase early literacy skills in young children.
 - Season for Sharing/*The Arizona Republic* – \$40,000

ADDITIONAL GRANTS

- **Emergent Leadership Training:** This grant will allow Southwest Human Development to further improve the quality of child care and education in the Valley by training local professionals in leadership and professional development skills.
 - Helios Education Foundation – \$176,730
 - JP Morgan Chase - \$75,000
- **Website Improvements:** As Southwest Human Development works to increase access to and awareness of a variety of early child development challenges and solutions, website improvements will allow more effective communication of resources to better serve local families.
 - Arizona Community Foundation – \$20,000

About Southwest Human Development

Founded in 1981 as a non-profit organization, Southwest Human Development provides comprehensive services for young children and their families in several areas: disabilities, early literacy, child health and welfare, Head Start and professional training. Now serving 135,000 children and families each year, Southwest Human Development is the state's largest community-based organization of its type. In 2007, Southwest Human Development became the official Central and Northern Arizona affiliate of Easter Seals. Easter Seals Southwest Human Development provides services to children and adults with disabilities and other special needs, and support to their families. Most recently, CEO Ginger Ward was named one of the Valley's top 25 CEOs for 2010 by the *Phoenix Business Journal*. For more information on Southwest Human Development's many services or donation and volunteer opportunities, visit www.swhd.org.

###