



Help Me Grow
WASHINGTON



Impact Report 2024

Supporting Families to
Access What They Need,
When They Need It

Part of the  WithinReach family

Message From the Help Me Grow Washington Network

To Our Friends & Supporters,

We are excited to share the positive impact the Help Me Grow Washington Network has made over the past year. Through our collective efforts, we have continued to make progress towards our vision that all families have access to what they need, when they need it. Throughout the year, Help Me Grow Washington has remained deeply committed to providing essential navigation support to families with young children across Washington. Continuing to build upon innovative collaborative approaches and expanding system-to-system relationships have directly impacted the lives of children and caregivers in our communities.

Help Me Grow Washington Network's commitment to continuous improvement and learning has driven the deepening of local-to-state partnerships. Together with local Help Me Grow systems in Island, King, and Skagit counties as well as Central Washington (Kittitas and Yakima counties) and in collaboration with Grays Harbor, Grant, San Juan, and Whatcom counties, we are building a system that is stronger and more impactful than the sum of its individual parts.

Looking ahead, Help Me Grow Washington remains steadfast in our dedication to creating a coordinated and connected system of nonprofit organizations, Tribal nations, regional and county health and social service organizations, providers and provider organizations, and state agencies working together to serve families in Washington.

Together, we will continue to build upon our successes, strengthen our partnerships, and champion policies that prioritize the well-being and development of our youngest children.

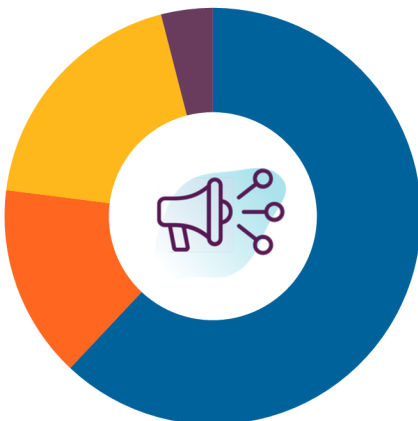
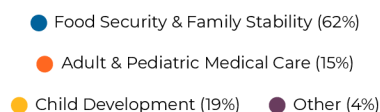
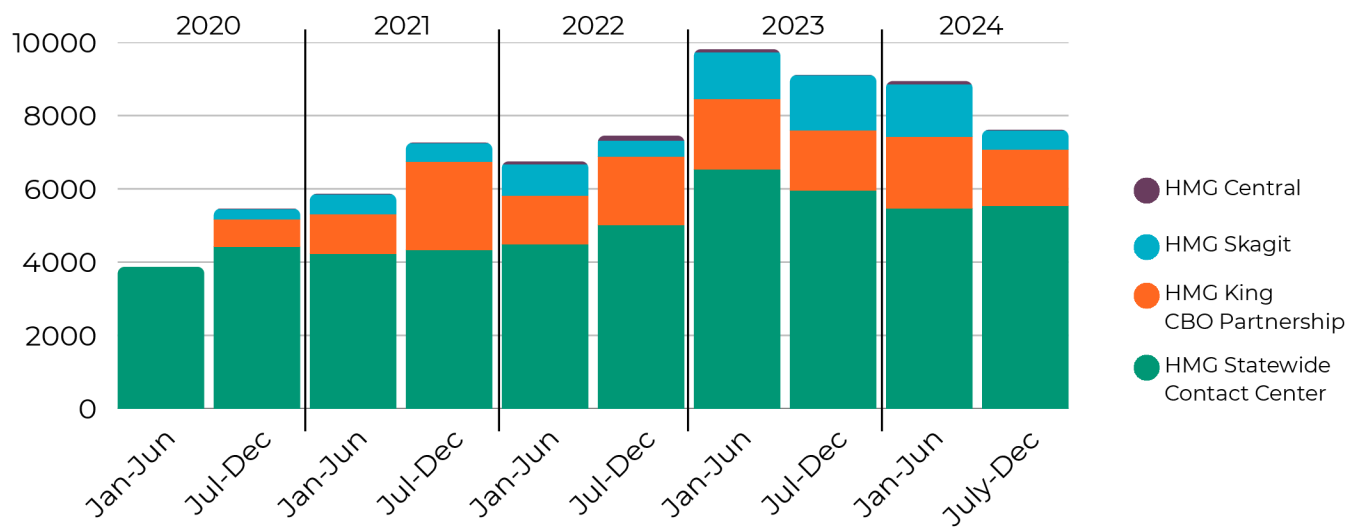




By the Numbers

Help Me Grow Washington weaves together state and community systems, providers, and resources to offer a full spectrum of supports to all families with young children in Washington state. In 2024, Help Me Grow WA responded to 16,496 requests for support. Here is a breakdown of where and how we have supported families, and how our support has grown from 2020 to 2024.

Requests for Support



Referrals Provided by HMG WA

Help Me Grow Washington provided 133,742 resources and referrals.

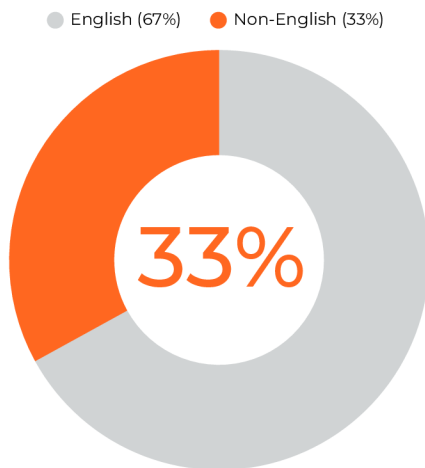
Food security and family stability resources were the most common referrals.

(n=133,742) Food Security & Family Stability resources includes food; special supplemental nutrition program for women, infants, and children (WIC); financial, housing, or utility assistance; clothing; diapers; and transportation. Child Development includes developmental evaluation, services and support as well as childcare, play and learn groups, parenting programs, etc.

Learn More About the Families We Serve

Help Me Grow Washington contact centers fulfilled 16,496 requests for support, serving 12,122 children and 892 pregnant people.

Preferred language



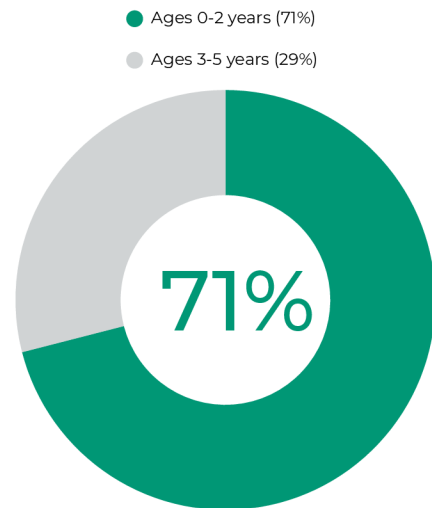
1 in 3 people preferred a language other than English.

(n =12,583)

Families that accessed

Help Me Grow represented **46 different languages**

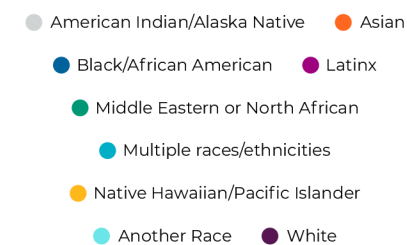
Number of children served



Most children were under age 3.

(n =8,016)

Race or ethnicity

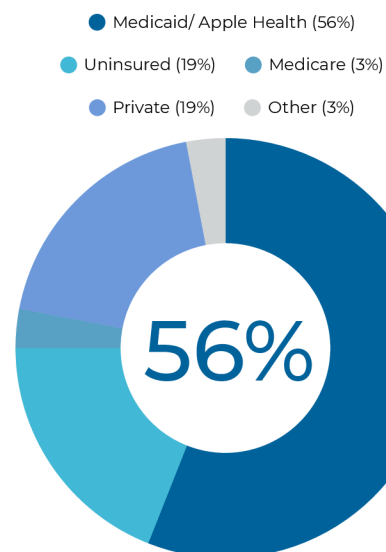


The majority of Help Me Grow clients identified their race or ethnicity as BIPOC*.

(n=9,876)

*BIPOC = Black, Indigenous or Person of Color

Insurance



Over half of the people requesting support were on Medicaid.

One in five were uninsured.

(n =3,131)

Moving the Needle on Our Strategic Plan

Since adopting our 2023-28 Strategic Plan, we have set out to weave together state and community systems, providers, and resources to offer a full spectrum of support to all families with young children in Washington state. 2024 was a year of strengthening partnerships and beginning to tailor services for families.

The Key Components of Our Strategic Plan

EQUITY-BASED TARGETED UNIVERSALISM

- Based on the universal goal that all families in Washington have access to what they need when they need it
- Identify targeted populations that experience barriers to accessing these services

SPECIALIZED REFERRAL PATHWAYS

- Design outreach, navigation, and support services to meet the unique needs of targeted populations
- Develop statewide partnerships to support pathways

COMMUNITY-LED & TRIBAL PARTNERSHIPS

- Build community-level and Tribal community systems to help families access localized resources
- Coordinate access with connection points to regional and statewide resources

GOVERNANCE & COMMUNICATIONS

- Build a governance model with community partners, parent and caregiver voices, and state/regional leaders
- Establish two-way communication channels, peer learning networks, and deep listening

SPECIAL PROJECTS FUNDING

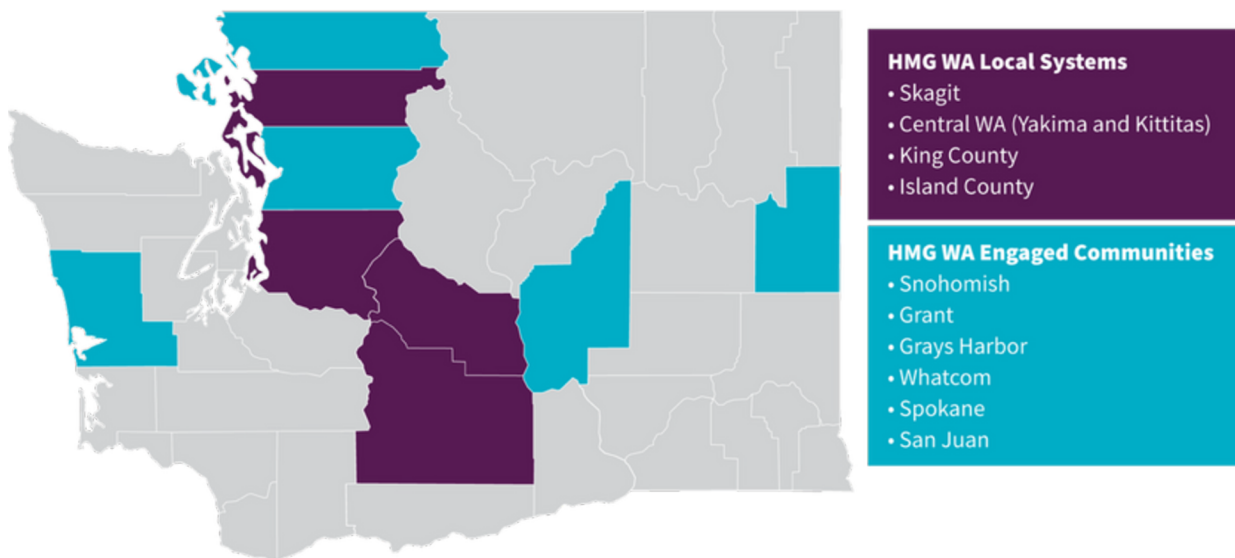
- Build a process for communities to access catalytic funding, resources, and support to develop local systems

COORDINATE ADVOCACY & REQUESTS

- Work with communities to highlight local gaps and needs
- Coordinate a systems-wide request for funding based on local, regional, and statewide grants

NETWORK INFRASTRUCTURE

- Build out technology, reporting, and infrastructure
- Conduct analysis and evaluation





Strategic Planning Spotlight: Developing and Strengthening Partnerships

Help Me Grow Washington is continuously working on better ways for providers, community-based organizations and families to reach our services. Here are some highlights from 2024.

Systems Connection with Child Care Aware of Washington

With exploratory funding provided by Washington's Preschool Development Grant funding, teams from Child Care Aware of Washington and Help Me Grow Washington came together to explore the need for coordination and alignment between programs to ease transitions and family navigation across services. Beginning with conversation to explore partnership, discussions evolved into piloting a warm handoff between the two organizations and culminated in a plan for building a formalized bi-directional referral pathway.

Moving into 2025, Help Me Grow and Child Care Aware are excited and optimistic about the future of an integrated offering between the two systems. The recommendations put forth will allow Help Me Grow and Child Care Aware to provide families with a streamlined approach and technology automation to providing integrated services and bidirectional referrals for families who are interested in a wide range of support (from childcare to medical insurance application assistance). Funding from Washington's Preschool Development Grant will support the next phase of this work.

Paid Family and Medical Leave

In partnership with the Washington's Employment Security Department and the Department of Children, Youth, and Families, Help Me Grow refined its provider outreach approach and family intake/screening processes to help promote and increase awareness of the new Paid Family Medical Leave benefit. As a result of these new strategies, Help Me Grow WA talked to 1,599 families who were eligible for Paid Leave, and informed 922 families about how to apply for the benefit.

Funding from Washington's Preschool Development Grant will support the next phase of this work, which includes continuing to collaborate with the Employment Security Department to further integrate Paid Family Medical Leave outreach and messaging into Help Me Grow's online referral tools and health provider materials.



Washington Chapter of the American Academy of Pediatrics

In summer 2024, Help Me Grow Washington and the Washington Chapter of the American Academy of Pediatrics traveled across the state to hear directly from health providers about their experiences with resource navigation. This initiative was part of the partnership plan developed in 2023. With new funding available, the partnership focused on hosting Help Me Grow Open Houses in Oak Harbor, Stanwood, Yakima, and Ellensburg.

Some universal themes across all the communities included the impact of geography, establishing trust when time is limited, and building connections between those in the resource navigation space. One provider said, “We’re resource rich, but so fractured” —a comment that reflected a broader sentiment shared by many who joined the open houses. These communities celebrated their strengths and were hungry for a coordinated approach to connecting people to resources. As it is now, many are figuring out resource navigation on their own.

The learnings from this collaboration spurred updates to the Help Me Grow Washington referral form and brought a renewed interest in piloting the closed loop referral. The closed loop referral will allow providers, with the consent of the client, to receive an outcome report with the resources the family was provided. The goal is to pilot this in 2025.

The partnership between Help Me Grow Washington and the Washington Chapter of the American Academy of Pediatrics will continue to explore how to support pediatricians and family practitioners who are motivated to address the gaps in support that families are sharing with them.

Strategic Planning Spotlight: Developing Specialized Referral Pathways

Centering equity in Washington’s system, Help Me Grow Washington has adopted the framework of Targeted Universalism. Targeted Universalism suggests that everyone deserves a given aspiration yet recognizes that families are positioned differently in relationship to that aspiration and, therefore, tailored approaches must be implemented to ensure all are able to reach it. Help Me Grow Washington’s goal that “families with young children have the resources they need, when they need them” and embraces this framework through the implementation of various strategies to reach the intended outcome in different populations. Help Me Grow Washington has applied targeted strategies with new partners this year to ensure families have access to important benefits.

Perinatal Substance Use Disorder Supports

Help Me Grow Washington provides tailored support to families impacted by substance use, both at birth and during pregnancy.

Support During Pregnancy

As pregnancy is a crucial time to offer basic need support and services to individuals using substances, the Department of Children, Youth and Families partnered with six organizations across nine counties in Washington to connect pregnant people to community care coordinators, who then follow up to provide information, care coordination/system navigation and linkage to community-based support. The goal of this collaborative effort is to strengthen a system of support for pregnant people impacted by substance use to prevent family separation at the point of birth.

Moving from a siloed approach to family connection, Help Me Grow Washington was selected to serve as the central entry point—*hub*—with streamlined referrals extending to partnering organizations, or *spokes*. In addition, Help Me Grow Washington also provides resource navigation for pregnant patients with substance use disorders in King County, as well as other counties in Washington not currently covered by other partners.

This *hub* and *spoke* model is known as Washington's Pregnancy Support Pathway HUB. The referral and data collection processes were co-designed by the partnership to provide robust complete referral information and connect families to services more quickly. In 2024, 153 total referrals were made to the Pregnancy Support Pathway HUB.

Plan of Safe Care

Plan of Safe Care is cutting-edge work that showcases our Targeted Universalism approach. While Help Me Grow Washington is universally offered to all families, we sustain a specialized pathway—co-designed with family voice—to support families experiencing substance use disorder who do not present safety concerns that require Child Welfare intervention. Through adapting hospital policies and redesigning the safety and risk assessment, the Plan of Safe Care initiative also removes structural barriers that have historically inhibited families from receiving services and support outside of the Child Welfare system. Washington was one of the first states in the nation to leverage the Help Me Grow system to hold this innovative work.

Significant progress was achieved in 2024 toward expanding the Plan of Safe Care process across Washington state, primarily by delivering training and technical support to all birthing hospitals statewide. In 2024, Help Me Grow provided 51 unique trainings, as well as two open trainings with over 80 participants at each. Through the Plan of Safe Care initiative, Help Me Grow Washington serves as the community-based pathway to connect postpartum people who used substances during their pregnancy to local community support and services. In 2024, we received a total of 247 Plan of Safe Care referrals through the Community Based Pathway. The most common requests from clients included baby supplies like infant clothing and parenting education. Help Me Grow also began sending clients Welcome Baby bags with essential items like diapers and nursing supplies, which greatly increased engagement rates.





Early Care and Education Provider: Child Developmental Screening Support Pathway

In 2024, Help Me Grow launched a new program aimed at increasing access to child developmental screening for young children across Washington State. With funding from the Department of Children, Youth and Families through the Child Care Development Fund, we began partnering with early care and education providers to offer screening opportunities directly within their settings.

In January of 2024, we piloted a new online screening pathway that gave early care and education providers, including childcare centers, family homes, play and learn groups, and family, friend, and neighbor care access to a digital version of the Ages and Stages Questionnaires (ASQ). This system allows caregivers to complete screenings online, with automatic scoring and tracking, and helps families connect to personalized resources through Help Me Grow Washington.

In 2024, Help Me Grow Washington worked with 19 early care and education providers to participate in the first Ages and Stages Questionnaires (ASQ) Online pilot. These providers represented a diverse range of program types and were spread across eight counties: Yakima, King, Kitsap, Spokane, Benton, Franklin, Thurston, and Grays Harbor. This group included providers serving tribal communities, English and Spanish-speaking families, play and learn groups, family home providers, and childcare centers.

Through this pilot, participating sites have collectively screened a total of 500 children thus far. The majority of early care and education providers reported that participating in the pilot enabled them to easily conduct developmental screening, and those who had previously used paper forms to do the screening emphasized the added efficiency of using it online.

As we move into the next phase in 2025, we're using what we've learned to scale thoughtfully. This includes strengthening our recruitment and relationship building efforts and continuing to refine the tools that connect providers and families to the support they need, when they need it.

Coordinate Advocacy and Requests

Through the Washington State Legislature, Help Me Grow Washington received a total of \$90,000 to invest in communities exploring or implementing Help Me Grow at the local level. Six communities were granted funding through this opportunity, which included: Island, Skagit, Grays Harbor, Spokane, Central Washington and Whatcom. Here are some of the ways that these communities used these funds to advance their local Help Me Grow work.





Help Me Grow Island County:

Island County partners hosted a county-wide workshop with nearly 30 attendees to advance the Help Me Grow Island County governance model. The group established a purpose statement and phase one focus. Funding supported outreach efforts with early learning partners, promotion of Lantern (formerly Bright by Text which is an innovative text messaging platform delivering childhood development resources to parents), coordination of community messaging, and updates to the local Island County resource directory. Additionally, efforts began on outreach to the birth center at Island Hospital in Anacortes in collaboration with Help Me Grow Skagit and laid initial groundwork for outreach at WhidbeyHealth.



Help Me Grow Skagit:

Help Me Grow Skagit utilized funds to support monthly Action Team meetings, including the formation of an Equity Action Team and distribution of an equity survey to gather stakeholder input. The team also planned the 2025 Continuing Medical Education Provider series and collaborated with Coordinated Access Point partners to review online forms for services like Family Resource Navigator, Family Resource Center, Newborn Outreach, and physician referrals. A Ukrainian translator was hired to support Family Resource Center efforts. Additionally, a nurse was brought on for newborn outreach at Skagit Valley Hospital's birthing center, partnering with a multilingual (English, Spanish, and Mixteco) Promotora from Skagit County Public Health to create 26 age-specific video clips for families enrolled in Lantern. Weekly Play & Grow baby playgroups were launched, with plans for a Spanish-language group. A landscape analysis of Family Resource Navigators was conducted, culminating in a convening attended by 70 participants to enhance community connections and warm handoffs. Funds also supported staff transitions of the Family Resource Navigator work to new staff and existing Family Resource Center staff and the creation of a postcard and materials to promote available resources.





Help Me Grow Central Washington:

Funding was used to support the Help Me Grow Central Washington Family Resource Navigator, who has been actively building referral networks through participation in local meetings such as the Investing in Children Coalition and Help Me Grow Central Washington. Additional activities in 2024 included launching of the Help Me Grow Central Washington Facebook page and website, which is available in English and Spanish, to enhance online presence and outreach.



Grays Harbor:

Funds supported local activities related to improving Gray's Harbor's resources listed in the Help Me Grow ParentHelp123 Resource Finder. This activity fostered further partnership with the Health Department Children and Youth with Special Health Care Needs program, School and Medical Autism Review Team, and local Arc of Grays Harbor in exchanging resource lists. Similar to Island County, Grays Harbor partners, in partnership with Lantern, launched a public awareness campaign to ensure parents and caregivers were aware of local events and resources in their community. They also hosted a community gathering focused on Help Me Grow local system planning. Grays Harbor Early Learning Coalition deployed strategic communications including circulating a November newsletter promoting the resource directory and encouraging service updates. Additionally, Grays Harbor County partners connected with broader initiatives like the Early Childhood Developmental Health Systems Community of Practice and the Prenatal to Three coalition.



Spokane:

Spokane partners hired a facilitator to gather input from community stakeholders and organizations on the needs of local families and the opportunity of a Help Me Grow partnership. Following this process, the project team concluded that, given current limitations in provider capacity and resources, they would not pursue further local Help Me Grow system building at this time.



Whatcom:

Funding supported the development of Whatcom newborn outreach bags through partnerships with Whatcom Early Learning Alliance, Help Me Grow Washington, PeaceHealth, Whatcom County Community and Health Services, and others. This included researching and gathering items like newborn Halo sleep sacks. The newborn outreach bags were distributed to parents of newborns upon discharge at the PeaceHealth Childbirth Center.



San Juan:

Funding has been used to reestablish the San Juan Island Early Learning Coalition, focusing on building strategic partnerships and exploring Help Me Grow's potential role in the community. Key efforts include engaging with a newly licensed infant and toddler program, The Nest, and connecting with early learning directors on Orcas and Lopez Islands to foster peer support and technical assistance relationships.



Here are additional accomplishments and highlights to be proud of:



In February 2024, we launched HelpMeGrowWA.org, our fully revamped online website where families, providers and partners can find all the essential resources they rely on for health, food, basic needs, and child development. This new site merged the ParentHelp123.org and Help Me Grow Washington websites, while retaining the widely used ParentHelp123 Resource Finder search tool. The new site celebrated our most comprehensive site update to better serve Washington families. .



Over the last year, we've enhanced the Help Me Grow ParentHelp123 Resource Finder by expanding it to six languages and making statewide benefits and resources easier to find. Other updates include new automation that helps identify which resources need updating, Help Me Grow Island County piloted AI to draft service descriptions, and adding over 150 diaper banks with the support of a diaper bank workgroup. We continue to expand resources from counties across Washington.



In December 2023, Help Me Grow Washington partnered with Help Me Grow Skagit to leverage shared technology infrastructure. Together, they customized the VisionLink Community Operating System to support client management at the Skagit Family Resource Center. By December 2024, the Family Resource Center expanded to handle the full Help Me Grow Resource Navigation services. This shared system offers key benefits: low costs for Help Me Grow Skagit and seamless referrals to the Statewide Contact Center, where certified navigators assist with Health Insurance navigation and enrollment.



In August 2024, in partnership with the Washington State Department of Health, we held listening sessions with Help Me Grow families to learn about their experiences with After Pregnancy Coverage Medicaid benefits. Participants described receiving confusing and inaccurate information about this benefit from healthcare providers and suggested ways to improve awareness. They highlighted the potential for both pregnancy and children's medical providers to share accurate information and help expand coverage. Participants are now invited to sit on the Health Care Authority's Medicaid Benefit Advisory Council.



In July 2024, the White House Domestic Policy Council hosted a Child Welfare Transformation convening to spotlight innovations and announce new policies aimed at keeping children and families together. Help Me Grow Washington was invited to speak on the importance of public-private partnerships in preventing family separation and supporting and creating opportunities for families and youth. Help Me Grow Washington offers a community-based response to providing wraparound services and support to families who would have been traditionally routed to Child Welfare or offered no additional resources.

Who We Are

Help Me Grow Washington is a growing system of nonprofit organizations, tribal nations, regional and county health and social service organizations, providers and provider organizations, and state agencies working together to serve families in Washington. We weave together state and community systems, providers, and resources to offer a full spectrum of supports to all families in Washington state with young children.

Our Collective Vision

Our vision is that all Washington families have access to what they need, when they need it, specifically access to essential services (basic needs, health care, developmental supports, and family supports) so that their families can be healthy and thrive.

Our Approach

We believe in using a whole family approach where we serve the needs of individuals (parents, caregivers, and children) across generations within a family context. Utilizing equity-based strategies, we aim to create and sustain unique pathways for under-invested and therefore marginalized populations to access public health, health care, early learning, education, and social services, while pursuing the universal goal of promoting family resiliency and well-being.

Help Me Grow Washington Network

Local Help Me Grow Systems

- Help Me Grow Skagit
 - Children's Council of Skagit County (United General District 304)
- Help Me Grow Central Washington
 - Yakima Valley Community Foundation
- Help Me Grow King County
 - Public Health – Seattle & King County
- Help Me Grow Island County
 - Partners for Young Children (Whidbey Community Foundation)

Communities and Agencies Working in Partnership with Help Me Grow Washington

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- Grays Harbor County
 - Grays Harbor County Public Health
 - Grays Harbor Early Learning Coalition
- San Juan County
 - San Juan County Early Learning Coalition
- Spokane County
 - LaunchNW
- Whatcom County
 - Whatcom County Health & Community Services
 - Opportunity Council
- Grant County
 - Grant County Public Health
- Snohomish County
 - Homeward House/YWCA
- Department of Children, Youth, and Families
- Department of Health



Help Me Grow

WASHINGTON

Part of the WithinReach family

To learn more about
Help Me Grow Washington
visit us at: www.helpmegrowwa.org



WithinReach serves as the Washington state affiliate for Help Me Grow and leads the development of its statewide infrastructure. In this role, WithinReach partners with local communities to expand Help Me Grow in ways that reflect each region's unique needs and resources. WithinReach offers system-level expertise, including technical assistance, onboarding, training, and data infrastructure support. It also advocates for alignment with broader statewide early childhood initiatives. Additionally, WithinReach operates the Help Me Grow Washington Hotline, serving as the statewide coordinated access point for families seeking support

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