

2008

Annual Report

CHILD CARE RESOURCE CENTER



**Child Care
Resource Center™**

Quality · Support · Development · Education

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QUALITY, SUPPORT, DEVELOPMENT, EDUCATION

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California Housing Consortium

Shirley Robinson

Head Start Policy Committee Member

Ken Thunberg

Salem Communications Corporation

Mission Statement

CCRC promotes optimal child development and family well-being through access to quality child care, family support, economic development and community education.

Vision

For over 30 years, CCRC's mission has been guided by the belief that our social and economic future depends on the quality of a young child's experiences. CCRC encourages the growth and development of children and their families through creative, informative and supportive programs and services.

2009-2013 Strategic Goals

Increase Services

- Increase the depth and breadth of services available to children and families.

Program Development

- Focus new program development on underserved and special needs children.

Workplace Environment

- Foster a workplace environment that reflects CCRC's commitment to its vision and mission.

Premiere Organization

- Maintain reputation as a premiere service organization.

A Message to the Community

FROM THE EXECUTIVE LEADERSHIP


Dear Friends and Supporters,

This past year has been an ongoing series of challenges and celebrations. In spite of several budget crises at the State level and an economic downturn across the country, the Child Care Resource Center (CCRC) has continued to help strengthen families and invest in thousands of future community leaders.

Since our last agency report, parents of 23,000 children were able to find work, keep their jobs, and obtain an education while their children were being cared for. CCRC also worked to raise over \$350,000 through valuable partnerships with the California Community Foundation, Washington Mutual, KB Home, 3M Corporation, United Way and Kaiser Permanente. We built a 3,300 square foot playground at one of our Head Start prechools, in one day, with help from KaBOOM! In addition, our Head Start program, which educates over 1,200 preschoolers daily, passed the Federal Office of Head Start's intense performance review with flying colors. What a year!

CCRC's five year strategic plan concluded in 2008 with over 90% of goals accomplished in the areas of communication, customer service, technology, fund development and new ventures. The new plan, approved by the Board of Directors in September, focuses on innovative strategies to increase services and develop new programs, maintain a progressive work environment, and preserve our reputation as a premiere service organization.

As we move forward into our 33rd year of service, we do so optimistically with the future of California's children in mind. CCRC's mission continues to help create a future where every family has what it needs to survive and thrive.



Michael Olenick, Ph.D.
President and CEO



Ellen Cervantes, MSW
Vice President



Stacy Miller, MPA
Vice President



Richard Roberts
Vice President



Denise Trinh
Controller

Our Successful Year

FROM THE

CAPITOL TO KaBOOM!



KaBOOM!

12th Annual
Annabelle Godwin
Play Day

5th Annual
Day at the
Capitol

 Go Green
with CCRC

Our Successful Year

FROM THE

CAPITOL TO KaBOOM!

KaBOOM! A playground in a day

In August, dreams became a reality as volunteers built a 3,300 square foot State-of-the-art playground. Over 300 volunteers from KaBOOM!, Washington Mutual, 3M Corporation, KB Home, Kaiser Permanente, CCRC, and the local community, committed their hands and hearts to seeing this playground finished in just ONE day! Building this playground was a tiring but joyful celebration of community and a shining example of what can be accomplished when everyone works together toward a common goal! Thousands of children at CCRC's Osborne Head Start preschool will enjoy the slides, playhouse, ball hoop, climbing structures, fire truck and monkey bars for years to come.

12th Annual Annabelle Godwin Play Day

This "learn through play" event drew over 3,000 children, parents and child care professionals out for a "May day" of fun. Play Day attendees chose from dozens of activities designed specifically for children to learn through the use of all of their senses. Kids of all ages expressed themselves through music and dance, got physical with activities to promote gross motor skills, and crafted art projects using creativity and fine motor skills.

5th Annual Day at the Capitol

CCRC's Board of Directors and executive leadership traveled to Sacramento in May for CCRC's 5th Annual Day at the Capitol. This annual trip was an opportunity for CCRC to educate State legislators about the economics of child care, the importance of early education, and what impact legislative decisions have on children and families. Individual district statistics presented to California State Senators and Assemblymembers helped each lawmaker see how child care keeps California families not only surviving but thriving.

CCRC Goes Green!

It's not just a trend. A "green" workplace is healthier, more productive, and something job candidates now look for in an organization. In 2008, CCRC employees ventured into the world of environmental friendliness at the office. The "Green Team" surveyed staff to find ways to reduce CCRC's carbon footprint. The team quickly realized that "green" solutions could be implemented while simultaneously cutting costs – the first initiative cut out staff use of paper cups which if stacked on top of each other would reach a height of 8.6 miles or 1¹/₂ times higher than Mt. Everest. Future green initiatives under consideration include identification and reduction of paper usage, office energy consumption, and an e-waste recycling community event.

The Economics of Child Care

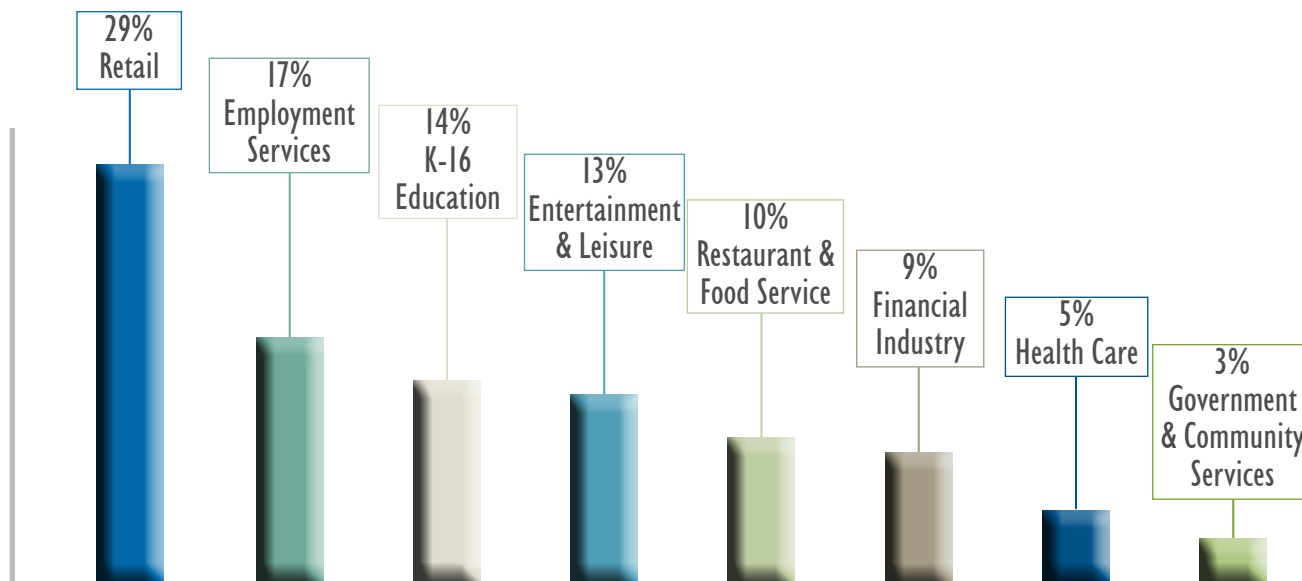
THE IMPACT ON THE COMMUNITY . . . A YEAR IN REVIEW

Child care is an economic force. It creates jobs – child care providers, teachers, teacher aides, cooks, support staff, child care center directors and more. It enables parents to work and local businesses benefit from improved employee attendance, greater job satisfaction and reduced employee turnover.

By providing a stable source of care, the child care infrastructure enables working parents to earn at least \$13 billion annually and those earnings, in turn, create more than \$40 billion in direct, indirect and induced personal income, almost \$5 billion in tax revenues, and support an estimated 1.1 millions jobs. This puts the licensed child care industry at the same level as California's major agricultural sectors.

How much of an economic force is this industry? Licensed child care contributes close to \$5.5 billion to the State of California's economy. And the Child Care Resource Center alone infuses \$83.5 million into the local economy through child care payments which, in turn, supports many small businesses and major industries located in our 2,500 square mile service area as represented below.

Major Industries Supported by CCRC Subsidized Child Care Programs



Information compiled with data from the National Economic Development and Law Center, and Child Care Resource Center.

Financial Support and Case Management

THE IMPACT ON THE FAMILY . . . A YEAR IN REVIEW

Families experience greater economic, personal and social outcomes when they participate in CCRC's child care financial assistance programs. As a result of parent success, children experience greater physical, cognitive, and social development as well as enhanced readiness for school.

23,708 children benefited from CCRC's financial assistance programs.

CCRC's child care financial assistance programs help parents make the transition to self-sufficiency by helping them meet their child care needs. Case management staff works to ensure parents continue to meet need and eligibility requirements through client outreach, annual re-certification and ongoing family support activities. Working in conjunction with the California Department of Education and the Los Angeles Department of Public Social Services, CCRC is able to provide funding that pays for part or all of the cost of child care for eligible families. Eligibility is based on a number of variables and conditions.

97% of parents have been able to keep their job with the help of CCRC's child care financial assistance programs.

Michelle is a single mother of one son and, with CCRC's child care financial assistance help, has been able to work, set high goals, and graduate as a medical billing specialist this year. She feels that her son experiences an outstanding education in his child care center which would not have been possible without CCRC. Michelle believes that she is not alone on her path to a successful career and acknowledges that her Family Support Specialists have given her the confidence to continue through life's many challenges and setbacks.



92.3% of parents accepted a better job due to their participation in CCRC's programs.

Nareen began receiving child care services through CCRC in August of 2006. As a single mother, she wanted to gain the skills she needed to provide a better lifestyle for her and her family. She immediately enrolled as a full time student at the University of Southern California (USC) and completed program requirements from USC's School of Dentistry in 2008. After graduation, Nareen entered the Job Search program and found a high-paying, full time job within six months. She no longer receives child care services or any other public assistance. With a steady income in the dental field, Nareen is grateful to CCRC for the opportunity to improve her life.



Early Care and Education

PARENT RESOURCES . . . A YEAR IN REVIEW

The Child Care Resource Center is an easy one-stop resource for parents seeking a variety of services – parents exploring child care options, searching for care for a child with special needs, or a parent looking for something fun to do on a Saturday morning. We know that the early care and child development needs of each family are different, and CCRC specialists provide guidance and support tailored to each individual situation.

45,608 parents have received referral lists to licensed child care centers and homes.

Child Care Referrals

CCRC assists parents by providing referrals to licensed child care providers in person, on the phone and online. This service enables parents to locate and select the best child care situation to fit their needs. Child care referral specialists provide information, free of charge, regarding licensed family child care, child care centers, school age programs and other early education program options that meet each family's criteria.

31,000 births in CCRC's service area on average each year.

Keys to Quality Child Care

How do parents know what to look for when searching for a quality child care environment? CCRC developed the Keys to Quality Child Care to educate parents about quality child care. These essential tips give parents ideas on how to evaluate a child care setting for safety and reliability. The Keys give parents the critical questions to ask a child care provider prior to choosing them and ideas for developing ongoing, positive communication with caregivers.



6,000 people explored CCRC's Book, Toy and Resource Libraries.

Book, Toy and Resource Libraries

CCRC's libraries, located in the San Fernando and Antelope Valleys, offer thousands of books, toys, child development videos and other resources to help meet parent, child care provider, student and classroom needs. Both libraries lend high quality, age appropriate equipment and materials at no charge.



1,511 child care referrals were made for children with special needs.

Early Care and Education

PARENT RESOURCES . . . A YEAR IN REVIEW

School Readiness Initiative

The School Readiness Initiative (SRI) “Ready for School” is one of CCRC’s direct services to families. The initiative is funded by First 5 California and First 5 LA and an additional \$100,000 in funding was raised by Child Care Resource Center to support the initiative. SRI works to help young children develop the skills necessary to be successful when they enter kindergarten through targeted community services in four areas: improved family functioning, improved child development, improved health, and improved systems of care. Skilled child development experts conduct monthly in-home visits, provide children with free enrollment in a quality family child care program, and offer a variety of parenting skills and school readiness workshops.



1,300 families participated in school readiness and literacy activities.

Workshops and Parenting Education

CCRC’s team of dedicated child development professionals is committed to improving the quality of care and early education available to young children and their families in the San Fernando, Santa Clarita and Antelope Valleys. CCRC hosted over 150 workshops and training sessions last year providing parents with the latest information on child care and parenting education in subjects such as expressive language, science activities, special needs identification, nutrition and preventing diabetes, sensory exploration, and music and movement.



2,206 participants attended CCRC workshops and trainings.

A Book for Every Child

CCRC believes that every child deserves to own a book. Many times we have found that a book received through a CCRC program is the only book a child owns. To support language development, critical thinking skills and creativity, CCRC is committed to collecting enough books to give one to every child who visits a CCRC location – that means we need to distribute 99,000 more than we did in 2008.



1,000 books were distributed to children visiting CCRC locations.

Head Start

A COMPREHENSIVE APPROACH TO LEARNING . . . A YEAR IN REVIEW

Mastery of Skills

Head Start is a national program designed to prepare young children for school. This comprehensive preschool for low income children provides professional services in education and early childhood development; medical, dental and mental health; nutrition; and parent involvement. CCRC currently operates two Head Start programs – a Los Angeles County Office of Education (LACOE) delegate Head Start program and a Federal Office of Head Start (OHS) direct grantee program.



Service

In 2008, CCRC's Head Start program served 1,202 children each day representing 68% of eligible 3-5 year old children in the LACOE delegate service area and 48% of eligible children in the OHS grantee service area. The average monthly attendance for both programs was 1189.



Nutrition

Head Start kitchen staff prepared, delivered and served over 16,000 nutritious meals – sometimes the only one a child received in a day.



Ready for School

Head Start provides young learners with academic and social skills that prepare them for school. In 2008, 86.7% were rated as ready for kindergarten.



Medical and Dental

96% of children completed medical exams and 92% completed dental exams.



Parent Involvement

Throughout the school year, parents of Head Start preschoolers participated in trainings and workshops designed to increase their parenting skills and literacy, prepare them for roles as Parent Council committee members and officers, help them communicate with other parents and school administrators, and to identify ready for school activities for parents and children to work on together.



Disability Services

17% of total enrollments were children with disabilities.



Program Excellence

The Office of Head Start completed an intensive review of both the LACOE delegate and OHS grantee programs and both were found to be in full compliance of all Federal Performance Standards, laws, regulations and requirements with zero (0) audit findings.

Head Start

A COMPREHENSIVE APPROACH TO LEARNING . . . A YEAR IN REVIEW

Head Start Funding Fiscal Year 2007-2008

	LA County Office of <u>Education</u>	Federal Office of <u>Head Start</u>
Program Costs	\$ 4,021,005	\$ 5,401,238
Training & Technical Assistance	\$ 26,606	\$ 40,320
CCRC's Funding Match	\$ 1,005,251	\$ 1,350,310
USDA Food Program	\$ 201,171	\$ 277,600
Program Improvement Funds	\$ 0.00	\$ 199,560

Head Start Projections Fiscal Year 2007-2008

The Federal grant budget is:

- Based on the number of children enrolled. Budget projections include the cost of services to children and families for health, mental health and family needs; nutrition and disability services; training and technical assistance; and all computer and technological needs.
- Fixed costs such as rent, salaries, licensing fees, consultants, etc.
- Best estimates based on past year's experience are used for utilities, food, materials and supplies for Head Start Centers, kitchen and cleaning supplies, as well as costs for minor repairs to facilities and vehicles.

"Head Start has helped our family because it gave us an opportunity to get training to obtain jobs while our child is at school. He has grown a lot and positive feedback from his teacher enabled us to communicate better with him and guide him in the right direction."

Maria, Head Start Parent



Supporting the Child Care Community

STRENGTHENING PARTNERSHIPS WITH CHILD CARE

PROVIDERS . . . A YEAR IN REVIEW

CCRC works closely with the child care community to increase the quality and capacity of early care and education by offering educational opportunities, workshops, trainings, business strategies, and professional technical assistance.

Provider Visit Project

This unique project brings CCRC to the child care community. CCRC's program experts visited over 1,300 child care providers last year to promote higher standards of quality care. These personal interactions gave caregivers a way to voice their opinions, concerns and training needs while providing CCRC a way to share educational materials, offer technical assistance and a chance to review basic child health and safety guidelines.

1,352 child care providers visited.

Discovery Van – Field Trip on Wheels

The Discovery Van provides interactive ways for children to discover a world they may not otherwise be able to explore using age-appropriate activities and experiences. Kids hear the ocean roar, dig for “dinosaur” bones, explore the rainforest, or visit outer space. The Discovery Van brings new areas of exploration for children of all ages right to your front door.



500 children toured and explored the Discovery Van in 2008.

Family Child Care Home Education Network (FCCHEN)

Family Child Care Home Education Networks combine the quality standards of a first rate child care center with the intimacy of a home environment. Child care providers in FCCHEN receive monthly resource van visits, education in child assessment and development, individualized training, and child care financial assistance for enrolled families who are eligible. Funded by the California Department of Education, CCRC coordinates networks in both the San Fernando and Antelope Valleys serving hundreds of families and child care providers.

96 child care providers participated in CCRC's Family Child Care Home Education Network.

Supporting the Child Care Community

STRENGTHENING PARTNERSHIPS WITH CHILD CARE PROVIDERS . . . A YEAR IN REVIEW

319,256 individual child care referrals were generated for licensed child care providers (some child care providers received more than one child care referral).

Workforce Development

- **Careers in Child Development Project**

CCRC's Careers in Child Development Project works to increase literacy and professional skills of low income residents while increasing the capacity of the early childhood education field. With funding from United Way, program participants gain access to at least 12 units of higher education, 150 hours of volunteer work service in area preschools or elementary schools, and help finding employment.

Rosa lives in Pacoima with her husband and two children. As a participant in CCRC's Careers in Child Development Project, Rosa has been able to complete the requirements for her Associate Teacher's Permit and Child Development Certificate. She has received both the Dean's and President's awards and will complete her associate's degree in 2009.



- **Child Care Initiative Project (CCIP)**

The Child Care Initiative Project (CCIP) is designed to increase the quantity of licensed, quality child care available to the public by recruiting and training family child care providers to help meet the demand for child care services. Participants in CCRC's CCIP project receive individual coaching and technical assistance and commit to a series of trainings in health and safety, guidance and discipline, nutrition and meal preparation, and growth and development. The CCIP project helps caregivers build a strong and successful child care business while increasing the availability of quality child care environments.

Conferences, Trainings and Technical Assistance

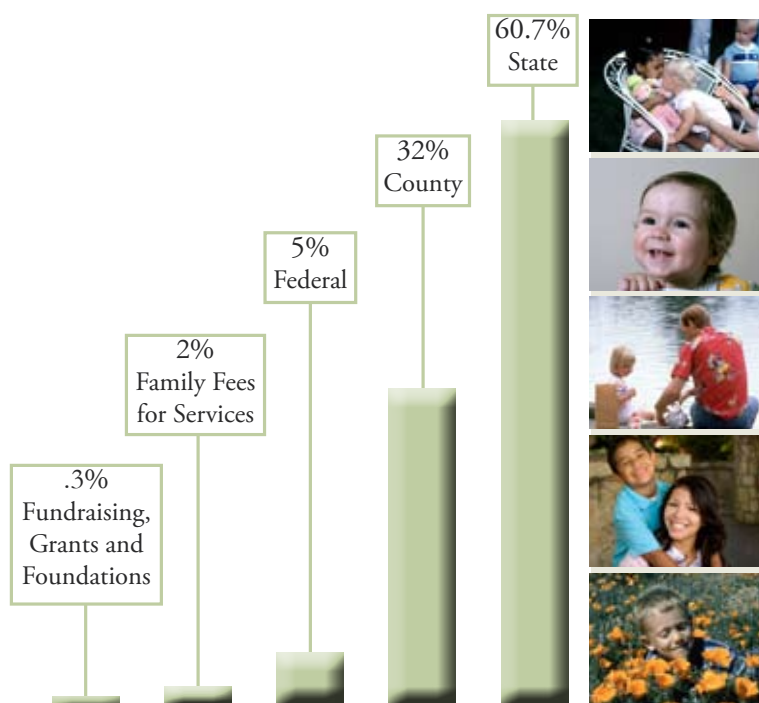
Every year, CCRC hosts workshops and training sessions that provide the latest information and support to individual child care businesses. The educational opportunities offered by CCRC include topics such as: child growth and development; health, safety and nutrition; learning environments and curriculum; promoting diversity; program administration and business management; positive interactions and guidance; and special needs and inclusion. CCRC staff also offer child care providers individualized technical assistance for a vast number of topics ranging from obtaining a child care business license to taking the classroom outdoors.

703 child care providers were reimbursed for CPR training and certification.

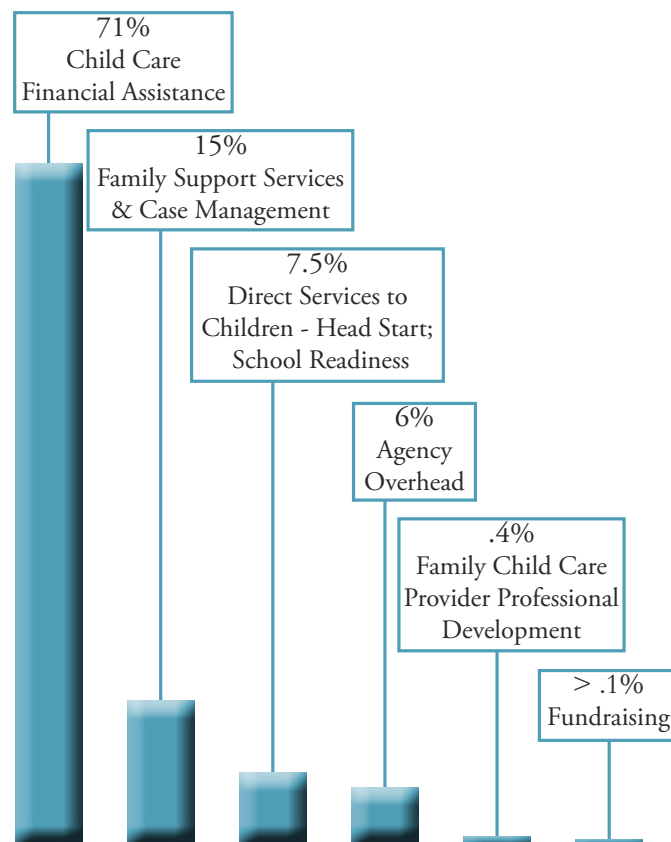
Financial Summary

A YEAR IN REVIEW

Where Our Funding Comes From



What Our Funding Supports



Supporters

THANK YOU

\$500,000 and over

First 5 California

First 5 LA

\$100,000 - \$499,999

California Community Foundation

\$50,000 - \$99,999

Alliance Bank

Washington Mutual

\$10,000 - \$49,999

KaBOOM!

The Prudential Foundation

United Way of Southern California

\$5,000 - \$9,999

3M Corporation

Geotechnologies

Gothic Landscaping

Kaiser Permanente

KB Home

\$2,500 - \$4,999

Roy Allenstein

Barnes & Noble Booksellers

Cars 4 Causes

Community Bank

Disney Worldwide Services, Inc.

Ellen Cervantes

Interprint

John Laing Homes

Michael Olenick

Premier America Credit Union

20th Century Fox Film Corporation

\$1,000 - \$2,499

Alyce Akers

Al Landegger

Tyler & Stacy Miller

Paula Moseley

The Osterman Family

The Printing Connection

The Serrano Family

Jeriel Smith

Up to \$999

Albertsons

All American Marketing Group

Antelope Valley Magazine

Barrington Staffing

Carol Bathke

California Dining Services

Shirley D'Angelo

First Bank of Beverly Hills

Dilys Tosteson Garcia

Habitat for Humanity

Judith Hirshberg

Janet Jackson

Javier La Fianza

LDI Copier People

Liberty Temple Church of God

Lowe's

Matador Community Credit Union

Doris McClain

Susan Montalvo

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Offbeat Productions

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Lorraine Schrag

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Bill Swindle

Trade Supplies

Patricia Thomson

Ken Thunberg

Union Bank of California

United Way of Southern Pennsylvania

Urban Education Partnership

Venturi Staffing

Vision Internet Providers, Inc.

West Coast Environmental

We also thank all of the donors and participants who made CCRC's 2008 Annabelle Godwin Play Day, KaBOOM! Build Day, and Online Auction a success.





A MATTER OF MINUTESTM **IS ALL IT TAKES**

KEEP CHILDREN SAFE!

Never leave children alone in or near a car!

Your **Child Care Resource Center** seeks to prevent needless death or injury to children caused by non-crash motor vehicle incidents through education and outreach.

Call us at 866-674-KIDS
to help keep kids safe!

For additional information on how you can participate in CCRC's Matter of MinutesTM campaign, please call us now!



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