



# Child Care Resource Center™

Quality · Support · Development · Education

2007 ANNUAL REPORT



[www.ccrcla.org](http://www.ccrcla.org)

Quality

Support

Development

Education



# Letter from the Board Chair and CEO

## *Dear Friends and Supporters,*

The Child Care Resource Center (CCRC) has provided crucial services dedicated to supporting children, families, and the community while advocating increased quality and services in the child care industry for more than 30 years.

Our child care financial assistance programs help low-income working families create a more stable home environment and give children access to quality early care and education. CCRC's professionals provide direct links and educational opportunities for children, parents, and child care professionals, promoting the idea that creating healthy and educational experiences are vital to a child's success in life.

These programs, as well as many others that include Head Start Preschool, School Readiness, and the Family Child Care Home Education Network, allow us to help **over 25,000 children and families each month!**

Since our last agency report, we have raised hundreds of thousands of dollars for children's programs and services through special events like our 30th Anniversary Gala, 17th Annual Legislative Forum, the 11th Annual Annabelle's Play Day, and our lifesaving Matter of Minutes™ child safety campaign. Through these activities, we have been able to spread awareness of CCRC's important work to the 2.1 million residents in our service area.

Many thanks for your support of our mission, which enables parents to continue to work while thousands of children are cared for in safe, nurturing environments. Your help and concern makes a difference not only in the life of a child, but in the neighborhoods and communities we are proud to call home.

*Edward Hill*  
Chair, Board of Directors

*Michael Olenick, PhD*  
President & CEO



## Board of Directors

- Edward Hill, Board Chair
- Alyce Akers, Vice Chair
- Bruce Hendricks, Treasurer
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- Michael Olenick, PhD
- Ellen Cervantes, MSW
- Stacy Miller, MPA
- Rick Roberts

# A Successful Year in Review

## CCRC On the Move – A New One-Stop Shop

CCRC consolidated its two San Fernando Valley locations, Van Nuys and Northridge, into one 85,000 square foot building in Chatsworth. CCRC's new headquarters provides parents, child care providers, and community members with a "one-stop shop" for child development programs, services, and resources. CCRC's new San Fernando Valley Headquarters allows visitors to attend a workshop, complete required paperwork, visit a case worker, *and* take a trip to the Annabelle Godwin Memorial Library, all in one stop!



## Head Start Expands Services

CCRC was awarded a federal contract to provide Head Start services to an additional 700 families by the Administration for Children & Families (ACF). CCRC's newly expanded program enables CCRC to provide preschool and comprehensive child developmental services to more than 1,200 children each day. Combined with medical, dental, mental health, nutrition, and parent education opportunities, it's a *Head Start* for the entire family.

## CCRC's New and Enhanced Website Features

CCRC launched its new website in early 2006 and a state-of-the-art online child care referral section just last year. Users can access this site from the comfort of their own home or workplace 24 hours per day. Other unique features include a completely English/Spanish bilingual website; ADA compliance and accessibility, which ensures people with disabilities use of the website; and an online registration section which allows parents and child care providers the ability to register for CCRC classes, events, and workshops, at the click of a mouse. In addition, CCRC's online giving opportunity makes donating to children and families fast, easy, and secure!

## 30th Anniversary Gala

More than 250 guests attended CCRC's 30th Anniversary Gala at Universal Studios presented by title sponsor Alliance Bank along with corporate sponsors Sony Pictures, Disney, John Laing Homes, SunCal Companies, Casden Properties, Family Magazine Group, and Vision Internet. The event marked CCRC's 30th anniversary serving the community and featured a first glimpse of the Will Smith movie, "The Pursuit of Happyness." Los Angeles City Councilwoman Wendy Greuel served as dinner committee chair and welcomed event honorees including Chris Gardner, the man whose real-life story was the inspiration for Smith's movie.

*Our Mission*

# History

In 1974, a small, yet passionate, group of volunteers had a vision to help families struggling to find quality child care and early education services. The Child Care Resource Center (CCRC) was incorporated as a 501 (c)(3) in 1976 when Resource and Referral services began in the San Fernando Valley. Later that year, a grant from the California Department of Education allowed CCRC to begin providing financial support to help low-income families pay for the cost of their child care.

By the late 1980s, CCRC had experienced tremendous growth, adding services and outreach to the Santa Clarita Valley, a Resource Library, the Resource Van Project, and the opening of a new full service office expanding to serve the Antelope Valley.

CCRC now has over 500 professional staff members working from seventeen different locations, including the new headquarters in Chatsworth and a full service office in the Antelope Valley. CCRC's programs and services for both parents and child care providers have grown exponentially over the last three decades as our efforts in the Antelope, San Fernando, and Santa Clarita Valleys have continued to serve a diverse multitude of community needs.

## THEN (1976-1977)



## Now (2006-2007)



<b>700</b>	Requests for child care referrals	<b>38,217</b>
<b>441</b>	Number of children receiving child care tuition assistance	<b>17,077</b>
<b>0</b>	Book, Toy & Resource Library visits	<b>4,837</b>
<b>10</b>	Providers/parents attending trainings and workshops	<b>4,291</b>
<b>345 sq. miles</b>	Size of CCRC service area	<b>2,500 sq. miles</b>
<b>300</b>	Requests for technical service	<b>2,442</b>
<b>0</b>	Children and families in Head Start	<b>1200</b>
<b>6</b>	Number of staff	<b>500+</b>
<b>1</b>	Trainings & workshops offered for providers/parents	<b>231</b>

# History

## The Future Workforce

A high-quality child care environment offers children an opportunity to receive early education, allowing them to enter school ready for continued learning experiences and success once they leave school.

# *Dream*

Studies of low-income children who have participated in intensive, high-quality child care programs show that:

- Children's IQ, math, and reading skills are higher;
- Less public money is used for remedial education and crime prevention;
- Individual earnings capacity is increased due to higher educational attainment;
- Rates of employment by age 21 are higher;
- Larger tax revenues are generated from higher employment rates.

The result is an educated and prepared workforce when children, particularly low-income children, participate in high-quality child care programs.

CCRC also provides low-income adults the opportunity to receive training and education for careers in the field of early childhood education. The "Careers" program is designed to meet requirements for the Associate Teacher Permit offered by the California Commission on Teacher Credentialing.

Students receive mentoring and case management from CCRC's child development specialists, job search and placement assistance, professional work experience, and workshops throughout the two-year program. The program also includes financial assistance for the cost of registration, books, supplies, transportation, child care, and the application fee for an Associate Teacher Permit.



## Parent Services ~ Financial Support & Case Management

CCRC provides opportunities for thousands of parents to become self-reliant each month through child care financial assistance programs. These programs help low-income parents pay all or part of their child care fees, helping clients break the cycle of poverty and build strong family foundations.

By providing this vital link to reduced or no cost child care services, parents are able to work, attend college, or participate in job training while being able to focus on paying for basic necessities like food, shelter, and clothing.

Through funding provided by the State of California and the County of Los Angeles, low-income families may qualify to receive child care assistance for children from birth through elementary school, as long as the family meets the eligibility requirements based on income and need.

### TESTIMONIAL

“I appreciate CCRC’s help. Because of you I am able to keep a job and have peace of mind that my son is being well taken care of, and I look forward to going to work everyday. I feel a lot better about myself, providing for my family.”

*CCRC Parent*



In addition to child care financial assistance, CCRC’s family support specialists offer many services to parents such as family goal setting, budgeting for a major purchase, referrals to vocational training programs, low-income housing and child development assessments.

CCRC offers parents the ability to meet their goals and children the opportunity to experience higher quality learning environments that are stable, safe, and nurturing, helping to better prepare kids for school and life.

*Support*

## Parent Services ~ Child Care Referrals & Family Education

### Got child care?

Families trust CCRC to assist them in finding the best child care situation for their children. Parents receive help in researching, locating, and evaluating a child care provider to fit their needs. Parents can choose to speak directly with a trained child development expert during business hours or log on to CCRC's state-of-the-art, bilingual website and obtain a child care referral 24 hours a day.

### Learn through play

CCRC learning libraries lend educational books, toys, and resources to over 4,000 parents, children, and child care providers each year. This free program, staffed by CCRC's child development professionals, provides unique educational opportunities to thousands of community members throughout CCRC's service area.

### Getting ready for school and beyond

The School Readiness Initiative (SRI) works to create a high quality parent and child environment that allows children 0-5 to receive early learning experiences that are crucial to their future success. In the Parents as Teachers Program, SRI's Parent Educators conduct monthly home visits to increase parent knowledge of early childhood development and assist parents in improving their parenting practices. Additionally, child care professionals receive training from child development specialists, peer group support, workshops, and conferences. As a result of SRI services, thousands of families and early childhood educators are positively impacted each year.

### TESTIMONIAL

"Without your help, I would not have known what to look for to find a quality child care environment. CCRC's information has been invaluable to me as a new parent."

*CCRC Parent*

### Parents as Teachers Program

#### Parenting Skills Results



*PARENTING SKILLS* include the parent's ability to handle problems with their child, confidence about being a parent, knowledge of how children grow and learn, and the number of conversations the parent has with their child.

# Education

# Head Start Preschool

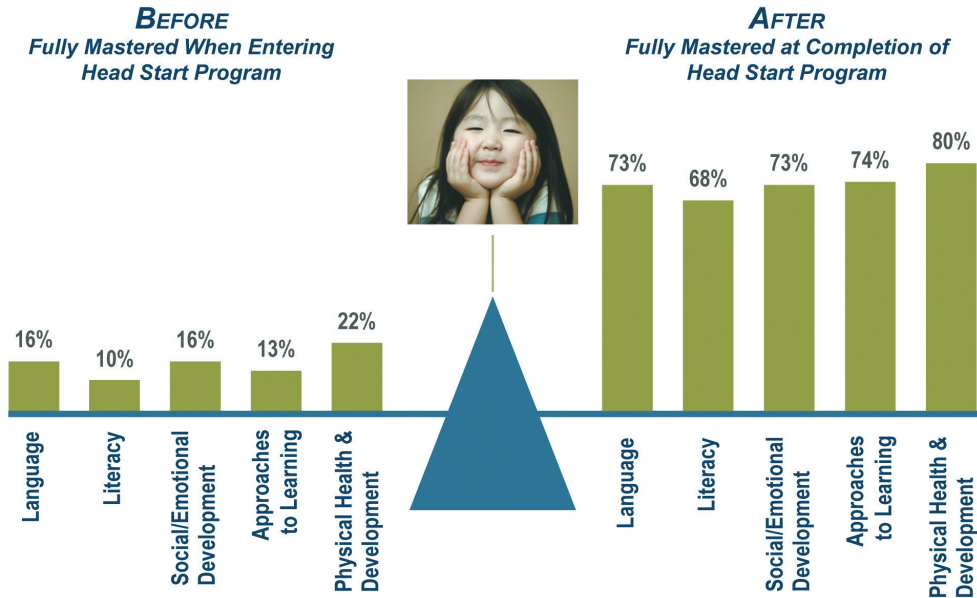
## A holistic approach to preschool, family well-being, and education

Project Head Start, launched by the Office of Economic Opportunity in 1965, was created to help break the cycle of poverty. Head Start was designed to provide preschool children of low-income families with a comprehensive program to help meet their educational, emotional, social, health, nutritional, and psychological needs.

*Quality*

More than 40 years later, CCRC's dedicated Head Start staff provides development and support to more than 1,200 children and their families. The Head Start program offers comprehensive education and early childhood development to three- and four-year-olds as well as help with special needs; medical, dental, and mental health services; nutrition; and individualized parent support.

### Head Start Outcomes



Graph reflects the average increase in those children who have fully mastered the identified learning and development categories over the course of the 2006/07 school year.



## Child Care Provider Professional Development

CCRC offers educational workshops for child care providers with topics that include how to care for children with special needs, health and safety, music and movement, discipline, and early literacy, as well as many other early childhood and school-readiness topics.

This year, CCRC has trained over 4,000 participants through the 230 workshops, trainings, and conferences that were offered. These learning opportunities provide child care professionals the necessary tools to offer higher quality learning environments for the young children in their care.

### Family Child Care Home Education Network

In addition to the hundreds of workshops and individual technical assistance available to area child care providers, CCRC provides ongoing, personal training and support to a group of more than 100 licensed family child care providers. The Family Child Care Home Education Network (FCCHEN) combines the standards of a first rate child care center with the intimacy of a home environment.

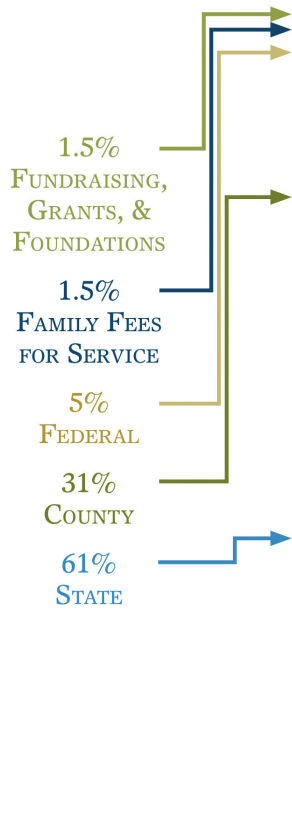


Child care providers in the FCCHEN receive extensive support through training with other local child care providers, monthly Resource Van visits from CCRC staff which bring exciting educational materials to their doorstep at no charge, education in child assessments, planning for each child's needs and communicating with parents, and regular monthly payments on behalf of eligible families.

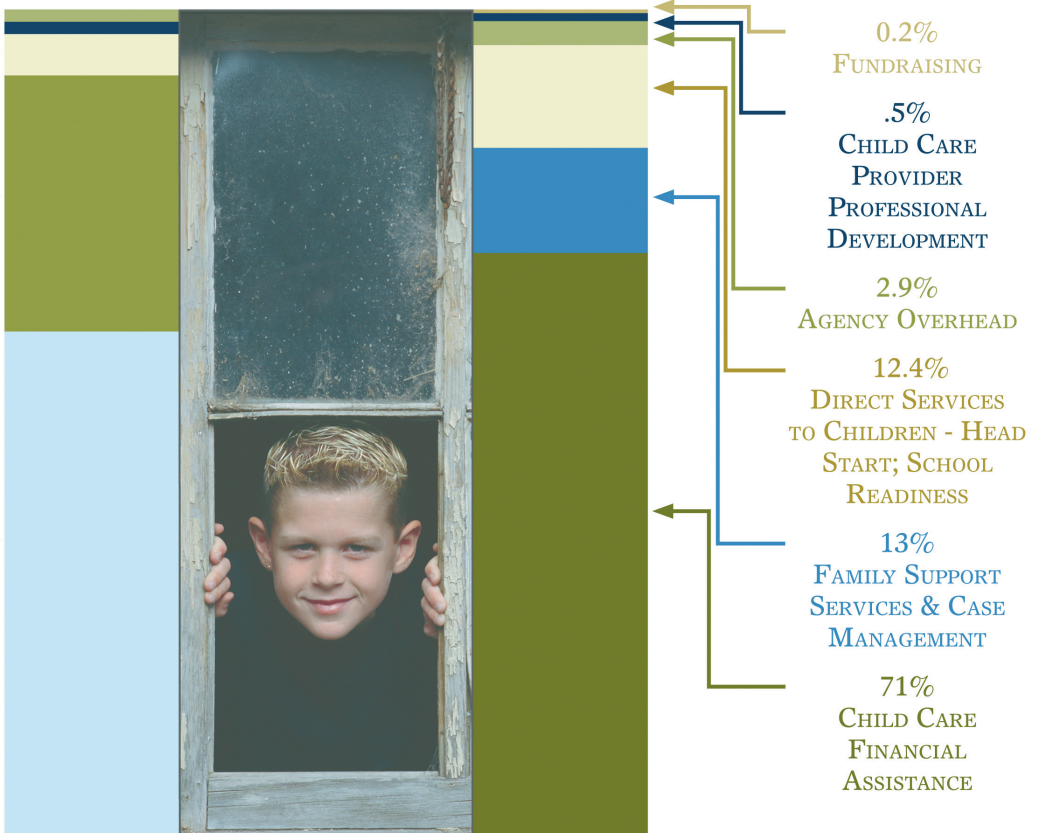
*Development*

# Economic Impact / Financial Report

## Where Our Funding Comes From



## What Our Funding Supports



*Funding*

# Community Support

## CCRC Donors

### \$500,000 and over

First 5 California  
First 5 LA  
Washington Mutual Bank

### \$50,000 - \$100,000

Alliance Bank  
CRESA Partners  
The Ralph M. Parsons Foundation

### \$25,000 - \$50,000

The Prudential Foundation  
Gwendolyn Sexton Foundation  
United Way

### \$10,000 - \$25,000

Public Relations Society of America  
The Walt Disney Company

### \$5,000 - \$10,000

Casden Properties  
Geotechnologies  
High Desert Medical Group  
John Laing Homes  
Sierra Pacific Constructors, Inc.  
SunCal Companies  
Victoria's Jewelers  
Vision Internet Providers, Inc.

### \$2,500 - \$5,000

Roy Allenstein  
Ellen Cervantes  
Edward Hill  
Interprint  
Tyler & Stacy Miller  
Michael Olenick & Elizabeth Chaneske  
Premier America Credit Union  
Pulte Homes  
Sign-A-Rama  
Syndicated Insurance Company  
Verizon Wireless  
Wolcott Architecture-Interiors

### \$1,000 - \$2,500

All American Marketing Group  
Alyce Akers  
Calm Baby  
Renee Berg  
Community Bank  
Controltec, Inc.  
Bruce Hendricks  
Galpin Ford  
Dilys Tosteson Garcia  
KB Home  
Keyes Toyota  
Assemblymember Paul Krekorian  
Al Landegger  
Mancini Management & Maintenance Company  
Gary L. Mandarich  
Oscar & Susan Montalvo  
Paula Moseley  
David & Sarah Osterman  
Personnel Plus  
Robert Philibosian  
PlanNet Consulting  
R.Z. & J.Z.  
Paul & Rachel Serrano  
Jeriel C. Smith  
Robert Somerman  
Sony Pictures  
Southern California Gas Company  
Southwest Airlines  
The Printing Connection  
Judy Zybach

### Up to \$1,000

John Akins  
Albertson's  
Pamela Balton  
Roberto Barragan  
Barrington Staffing  
Carol Bathke  
Susan Benavides  
Dea Spanos Berberian  
Blue Shield of California  
Adele Burke  
Angelo Campano

Cars 4 Causes  
Joy Ann Castro  
CEO LifeMentor, Inc.  
City of Los Angeles  
Audrey Clark  
Daily News  
D. Y. Jones & Associates  
Deborah Davies  
June Deliberto  
Charlie Duff  
El Centro De Amistad, Inc.  
Julia English  
Marionne Epalle  
Family Magazine Group  
First Bank of Beverly Hills  
First Class Vending, Inc.  
Richard Fisler  
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Annabelle Godwin  
Golden State Otolaryngology Medical Corp.  
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Mel Kohn  
Russell Leatherby  
Heide Lennartz  
Kathleen Malaske-Samu  
Jeanette Mann  
Judith Marlane  
Matthew Marsh  
Martini, Iosue & Akpovi  
Doris McClain  
McGregor Shott  
Mike's Roofing  
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Wynnsan Moore  
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Nagy Protection Services, Inc.  
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Lanny Perelman  
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Southern California Edison  
Broncha Stern  
Strategic Computing Services, LLC  
Jocelyn Tetel  
The Rogers Group  
Third Encore and G&G Production Management  
Michael Tou  
Ryan Turnbull  
Tawni Tyndall  
USI of Southern California Insurance Services, Inc.  
Valley Economic Development Center  
Lucy Varpetian  
Sheila Walker  
John C. Wood  
Esther Yoo

*Generosity*



## How You Can Help

Your financial contribution will help CCRC accomplish the vital work that lies ahead. With your support, we will continue to educate children, families, and child care professionals; support families returning to the workforce; and create significant economic development opportunities for your community.

- 1 Matter of Minutes™** — In an average week in the US, at least four young children lose their lives as a result of automobile-related (non-traffic) injuries. These preventable injuries vary from vehicle backovers and trunk entrapment to abduction and heatstroke. The principal goal of CCRC's Matter of Minutes™ awareness campaign is to address this urgent public safety matter and decrease the number of children injured in, and around, motor vehicles.
- 2 Discovery Van** — Not every child will have the opportunity to visit a museum when they are young. CCRC has designed a “field trip” on wheels to help children discover a world they might not otherwise be able to explore. The Discovery Van brings fun and education to your door with sensory experiences and creative activities like hearing the sounds of the ocean, digging for “dinosaur” bones, or exploring products from the rainforest.

**Help from you is critical – donate today at [www.ccrcla.org](http://www.ccrcla.org)!**

CCRCLA.ORG

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*How you can help...*  
H o w   y o u   c a n   h e l p ...