



ANNUAL REPORT 2009



ANNABELLE
GODWIN
PLAY DAY



Editor
Susan Montalvo
Designer
Sherry Orr

A message to the community

Dear Friends and Supporters,

This has been quite a year – a year spent investing in, and building for, the future. While many non-profits have experienced reductions in budgets, staff and cash reserves, the Child Care Resource Center has so far effectively managed our way through this ongoing economic crisis.

Through effective and strategic leadership we have uniquely poised ourselves for the future by streamlining internal processes for increased operational efficiency, enhancing levels of customer service through leadership development and performance management, and implementing innovative technological solutions to solve everyday problems. Many services and programs across the Agency have not only survived immense financial stress and pressure but have flourished and grown.

In 2009, we were able to hire 40 new staff in our ever-expanding Head Start and newly acquired Early Head Start preschool programs, added CPR and First Aid certification to our Resource & Referral training repertoire, offered our first Community Volunteer Day to Bank of America employees, and we began a literacy campaign to collect and distribute 100,000 books to help educate low income children in our service area.

CCRC's well respected Research Department and expert child development staff organized and implemented a series of comprehensive trainings on the Ages and Stages Questionnaire (ASQ-3) and the Parents' Evaluation of Developmental Status (PEDS) child developmental screening tools. Over the next several years, we expect that this newly developed Academy will educate thousands of early childhood professionals to establish helpful as well as meaningful relationships with the families they serve.

And, in an effort to offer more comprehensive services, CCRC's Family Support staff has also been trained to use these evaluation techniques and has already identified that 12% of the children (age birth through eight) assessed in our child care financial assistance programs were more likely at risk for having special needs.

CCRC's challenges for 2010 remain the same as past years – an uncertain economy, a decline in charitable contributions, rising costs for doing business and out of control local, state and federal budgets – but we are confident that our ability to adapt and optimize assures us enduring success.

Thank you for your continued support and dedication to children and families.



Michael Olenick, Ph.D.
President and CEO



Ellen Cervantes, MSW
Vice President



Richard Roberts
Vice President



Denise Trinh
Chief Financial Officer

Meet the board of directors

Thousands of children and families rely on Child Care Resource Center's programs and services every day. Our clients count on us to advocate for them at the local, state and federal level as the survival of their family often depends on the child care financial assistance, family support and child development services we provide.

CCRC's Board of Directors represent the richly diverse communities we serve – from child development experts and tenured professors to Head Start Parent Council leaders and successful businesspeople, entertainment professionals and great legal minds. Board Members discuss and analyze organizational issues and provide recommendations for resolution, serve actively to raise Agency awareness and funding, approve the budget and ensure contract and regulatory compliance.

Board members change lives for the better and support the economic engine that is child care. They help us fulfill our mission, vision and values by sharing time and talent for advocacy and government relations, business strategy and financial planning, marketing and public relations, fundraising and program development.



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University Professor

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Child Development Director

Shirley Robinson
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Information Technology Executive

Joan Binder Weiss
Television Writer and Producer



CCRC's President & CEO, Dr. Michael Olenick, spends a considerable amount of his time educating the public about the importance of quality child care in shaping not only a child's experiences but also in supporting family well-being.

As the Board President for the California Child Care Resource and Referral Network, Vice President of the National Association of Child Care Resource and Referral Agencies (NACCRRA), and Vice President of the Child Care Alliance of Los Angeles, one of his main responsibilities is to ensure that families in our 2,500 square mile service area are well represented in both the California state legislature and the United States Congress. At the state and the federal level, he has been diligent in reminding our legislative representatives about the importance of child care to struggling California families during these tough economic times.

CCRC's Board of Directors is equally committed to ensuring that families have access to and can afford to pay for quality child care. For the past six years, members of the Board have travelled to Sacramento to meet with elected officials and to inform them of the state of child care in our CCRC community.



These meetings have provided the Board a unique opportunity to share the following impacts of the economy on young children and families.

- Over the last two years we have witnessed many companies, large and small, go out of business causing thousands of people to lose their jobs. As a direct result, CCRC has witnessed a major drop in the number of child care referrals generated – decreasing 50% since 2008.
- We have also seen many parents choose to use an unemployed family member as their child care provider which has caused a significant number of licensed child care homes and centers to close their doors.
- While the demand for subsidized child care services has not declined, families are less likely to select licensed child care – 2 years ago about 50% of subsidized families used licensed care and today only 27% make that choice.

Sharing this information in a small group environment has helped CCRC advocate in a way that is not easily accomplished from behind a desk. CCRC believes that investing in child care is an investment in California's future and that belief is worth sharing.

How we make a difference

CHILDREN'S READINESS FOR KINDERGARTEN



94.7% of parents report increases in their children's readiness for kindergarten

Gets along better with parents & siblings

Expresses special talents & abilities

PARENTING SKILLS



89.1% of parents increased their parenting skills by participating in CCRC's programs

A parent's ability to support their child increases that child's success

HEAD START

Language



The longer a child is in the Head Start program, the greater their developmental levels

Math

Motor Skills

Literacy

Safety & Health

RESOURCE & REFERRAL



86.2% of parents said the Resource & Referral program increased their knowledge of choosing quality child care

"Head Start has helped my family in that it gave my daughter an outlet to be social and learn outside of the home."

Head Start Parent

"I was able to go back to school and finish, find a job and be able to keep it. My family benefits because it helps in extending their education, prepare for school and prevents financial hardship on us."

CCRC Parent

How we make a difference

THE MISSION

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

Since 1976, CCRC's mission, vision and values have been guided by the belief that our social and economic future depends on the quality of a young child's experiences. The Child Care Resource Center assists parents, child care professionals, employers and local communities in all matters related to early care and education.

EARLY IDENTIFICATION TRAININGS

CCRC's expert child development and research staff identified an overwhelming lack of training in child assessment tools in CCRC's service area. After conducting market research for interest, staff has successfully begun to offer a series of comprehensive trainings on the behavior and development of children birth to eight years. At the training, participants learn fast and accurate ways to perform early identification screenings in a wide variety of settings including schools, home visit programs, pediatric offices, child care homes and centers, and more. Both the Ages and Stages Questionnaire (ASQ-3) and the Parents' Developmental Evaluation of Status (PEDS) are invaluable resource tools to educators, medical professionals, child care providers and parents. Workshops have been filled to capacity and we anticipate significant growth over the next few years.



VOLUNTEERS

Over the last few years, CCRC has been approached by several individuals and organizations wanting to volunteer their time. After much planning and organization, the United Way and Bank of America staff from across the San Fernando Valley helped us kick off our first official Community Volunteer Day in 2009. Participants had a fun and rewarding experience putting together child literacy and child safety kits, crafting felt boards for Head Start classrooms, filling paint bottles for Mommy & Me classes, and much more. Since then, PNC Bank and Medtronic, Inc. have both begun their own volunteer efforts with CCRC.



LITERACY

Literacy for children and families has been an important issue to CCRC since its inception almost 35 years ago. The statistics regarding literacy rates are staggering and overwhelming - low income children have a statistically lower rate of literacy. In 2009, CCRC began its **What a Difference a BOOK Makes** campaign to get books into the hands of those who need them and raise awareness about the cause. We set a goal to collect 100,000 books and distribute them right back into our community - to children who walk in our doors, visit our libraries, and attend preschool or any of our other programs.

Parent education & resources

RESOURCE & REFERRAL

CCRC's Resource and Referral (R&R) department assists parents, at no charge, with locating and selecting the best child care for their children. Parents call CCRC to discuss child care needs with a Referral Specialist who provides information on licensed family child care professionals, child care centers, school age programs and other early education program options available in the area.

SCHOOL READINESS

CCRC's School Readiness Initiative ensures a high quality parent and child environment that allows children 0-5 years to receive early learning experiences that are crucial to their success. The initiative, funded by First 5, helps young children develop the skills necessary to be successful when they enter kindergarten through targeted 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.



"With the preparation and knowledge that you have on how to educate children from their first years of life, now my son is more independent and has overcome many fears. He is more confident and more dynamic and he has an interest in learning."

CCRC Parent



Parents received
300,000 licensed
child care referrals

11,000
children of all ages
visited the Book, Toy
& Resource Library

BOOK, TOY AND RESOURCE LIBRARY

Child Care Resource Center's Book, Toy and Resource Libraries, located in the San Fernando and Antelope Valleys, offer thousands of high quality, age appropriate toys, instructional videos, parent and child books, games, and child development educational materials at no cost to library card holders (free and easy to obtain). CCRC also offers a variety of resource materials for child care professionals, child development students and parents, such as lesson plan ideas, child development information, and training guides and videos.

LITERACY KITS

Literacy kits for 500 children ages 0-6 were handed out to parents who visited CCRC's Chatsworth and Lancaster resource libraries. The kits were filled with the following:



Ages & Stages of
child development
information

Preschool/
kindergarten
book, crayons,
pencils & more

Age-appropriate
toy & book
for infants &
toddlers

Early Skills
Language
Journal for
children 2-6
years old

Child care professional development

CCRC's child development specialists and other staff work directly with parents and child care professionals by offering technical assistance, information, training and support. CCRC provides or hosts over 250 workshops, trainings and Early Care Institutes each year focusing on various areas of interest in early care and education. Workshops are offered in both English and Spanish.

FAMILY CHILD CARE HOME EDUCATION NETWORK
Family Child Care Home Education Networks (FCCHEN) combine the standards of a first rate child care center with the intimacy of a home environment. Child care professionals 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 the San Fernando and Antelope Valleys serving hundreds of families and child care professionals.

1,545
family child care
& licensed care
providers were visited
by CCRC's staff



2,000
attended
workshops &
trainings

CAREERS IN CHILD DEVELOPMENT

The Careers in Child Development Project works to increase literacy rates and professional skills of low income residents of the San Fernando Valley while increasing the capacity of early childhood educators. With funding from the United Way, program participants gain access to college courses, volunteer opportunities, internships, and help finding employment. The main goal of the program is for students to become gainfully employed in the child development field.

**Gateways
for Early
Educators** offers a
unique opportunity for child
care professionals to improve
the quality of their child
care environment in 10
areas

CCRC is partnering
with 8 Resource & Referral
agencies across Los Angeles
County to offer workshops in
multiple training strands

This newly
developed "passport"
helps early educators
reach their professional
development goals

Classes
are open to
anyone at any level
and the program offers
individual coaching
support

Training strands include
child growth and
development, program
management, promoting
diversity, and special
needs and inclusion

Upon successful
completion of the
required 40 hours of
training, participants
receive the
Karen Kaye Award of
Achievement

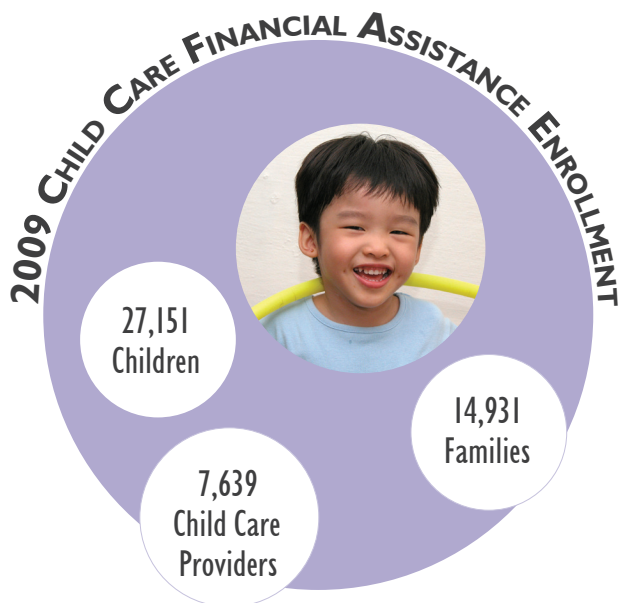
Family financial assistance

Child care is often one of the biggest expenses that working parents have to pay. According to a 2008 study*, California ranks as one of the top 10 least affordable states for child care in a licensed facility with full-time infant care averaging \$11,580 a year. The average single parent spends 42.5% of their income on child care in California. Child care fees for two children at any age often exceed median rent costs as well as the average home mortgage payment in families with one or two parents.

CCRC's child care financial assistance programs are absolutely vital for parents in today's unstable economy. Alleviating this financial hardship allows qualified parents to work, get job training or attend school while meeting their personal goals for self-sufficiency.



CCRC administers several programs funded through county, state and federal contracts. This assistance pays for part, or all, of the cost of child care depending on family size, income and other variables. CCRC's Family Support Specialists certify eligible families and work with parents and Resource & Referral specialists to locate the best child care based on family need.



*Parents and the High Price of Child Care: 2009 update, National Association of Child Care Resource and Referral Agencies (NACCRRA)

T.R.'s STORY

T.R. has a 4-month old daughter, 6-year old son and two teenagers at home. She works at the post office 30 hours a week as a window clerk. After taking into account all of her monthly expenses (rent, food, utilities, and transportation costs – \$1,500), she is left with about \$100 each month.

If T.R. was not able to receive child care financial assistance through CCRC's program, she would not be able to work. She could go on CalWORKs cash aid but she would not receive enough from that to even cover the rent.

"Not being able to pay for child care affects real families – without it, a lot of us would be out of work and end up needing more services from the state. The unemployment rate in California is already so high and losing this money would make things even worse. There are so many families who rely on this program and it helps the economy too. If all these families were not able to work, the people who take care of their children would be out of a job as well. I think this money is well spent and keeps people employed."

T.R., CCRC Program Participant



Dr. Susan Savage and her research team completed extensive studies that show a significant difference between parents receiving child care financial assistance and those that remain on the Centralized Eligibility List (also known as the "wait list"). Parents enrolled in CCRC's programs experience a statistically significant higher ability to spend more time with their children, get connected to necessary family services, and be the kind of parent they want to be.

		Average out of 4.0	
	Area of Program Impact	Parent on Centralized Eligibility List	Financial Assistance Program Participant
ECONOMIC	Accept a better job	1.99	3.25
	Attend education / training	2.02	3.19
PARENTING	Spend more time with your children and family	2.02	3.19
	Get connected with other services your family needs	2.70	3.32
CHILD DEVELOPMENT	Do better in school	3.17	3.78
	Get ready for attending school	3.17	3.75

Head Start & Early Head Start

Head Start expands access to preschool, promotes school readiness and family development for economically disadvantaged families, and encourages community partnerships across diverse ethnic backgrounds.

Research indicates that Head Start children, age three to five, experience enhanced social and cognitive development through educational, health, nutritional, social and other services provided to enrolled children and their families.

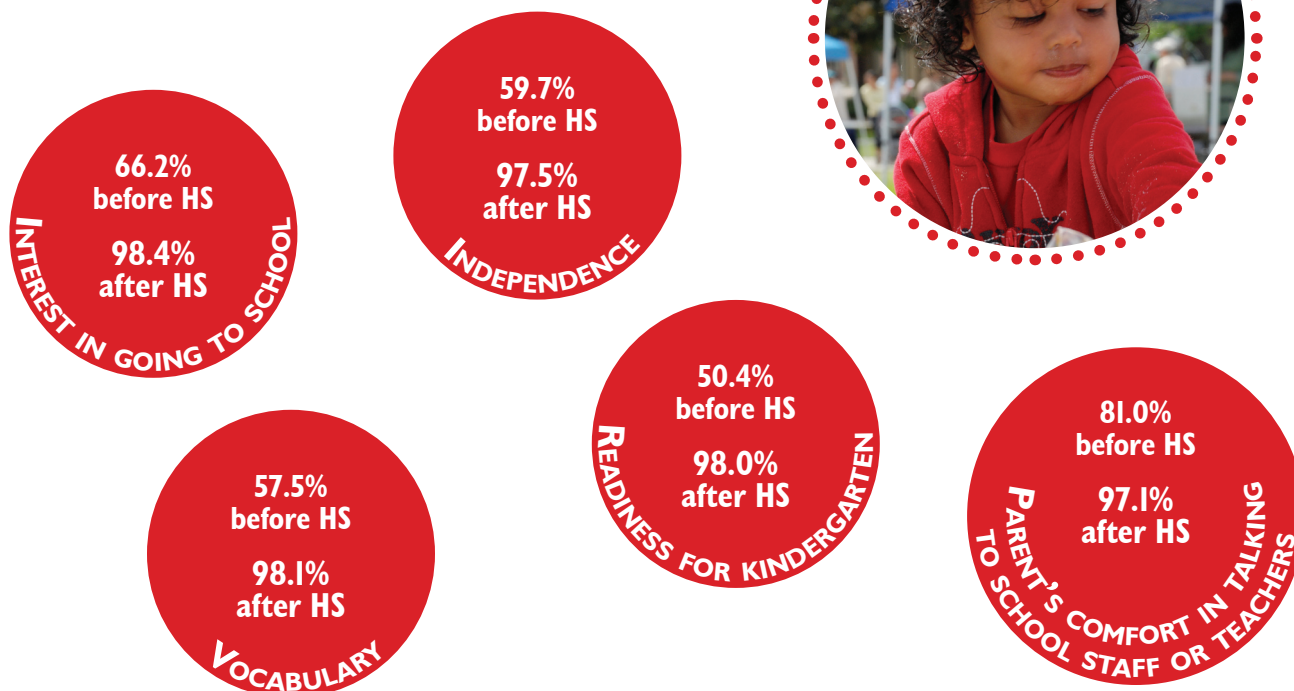
CCRC's Head Start classrooms provide children with a safe, nurturing, and engaging learning environment, an ongoing source of continuous and accessible care to meet the basic health and nutritional needs of the family, and amazing opportunities for parents to personally grow and develop.

Head Start parents and staff build trusting, collaborative relationships that allow them to share and learn from one another. By providing comprehensive, family centered services, CCRC advocates for a community that shares responsibility for the healthy development of children and families.

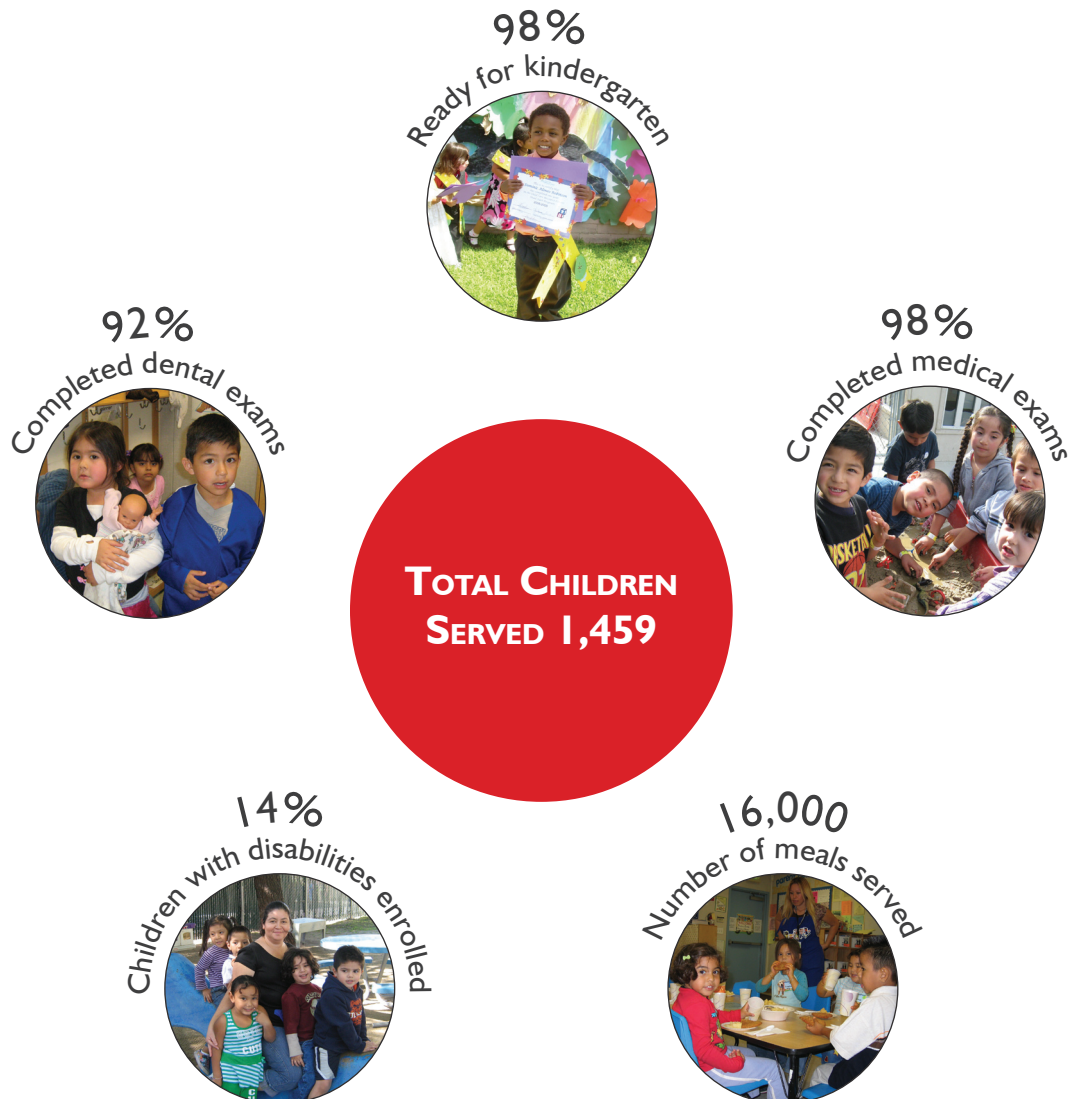
In late 2009, Child Care Resource Center was awarded its newest contract to provide Early Head Start services to children from birth to three years of age and their families. Early Head Start was created in 1995 by the Administration for Children and Families (ACF) in recognition of the undeniable evidence that the earliest years of a child's life are fundamental to successful growth and development.

Early Head Start services are provided in a variety of developmentally appropriate settings including home visits, and in the classroom. Services include parent education, parent and child activities, comprehensive health and mental health services, child development information, and referrals to key community services.

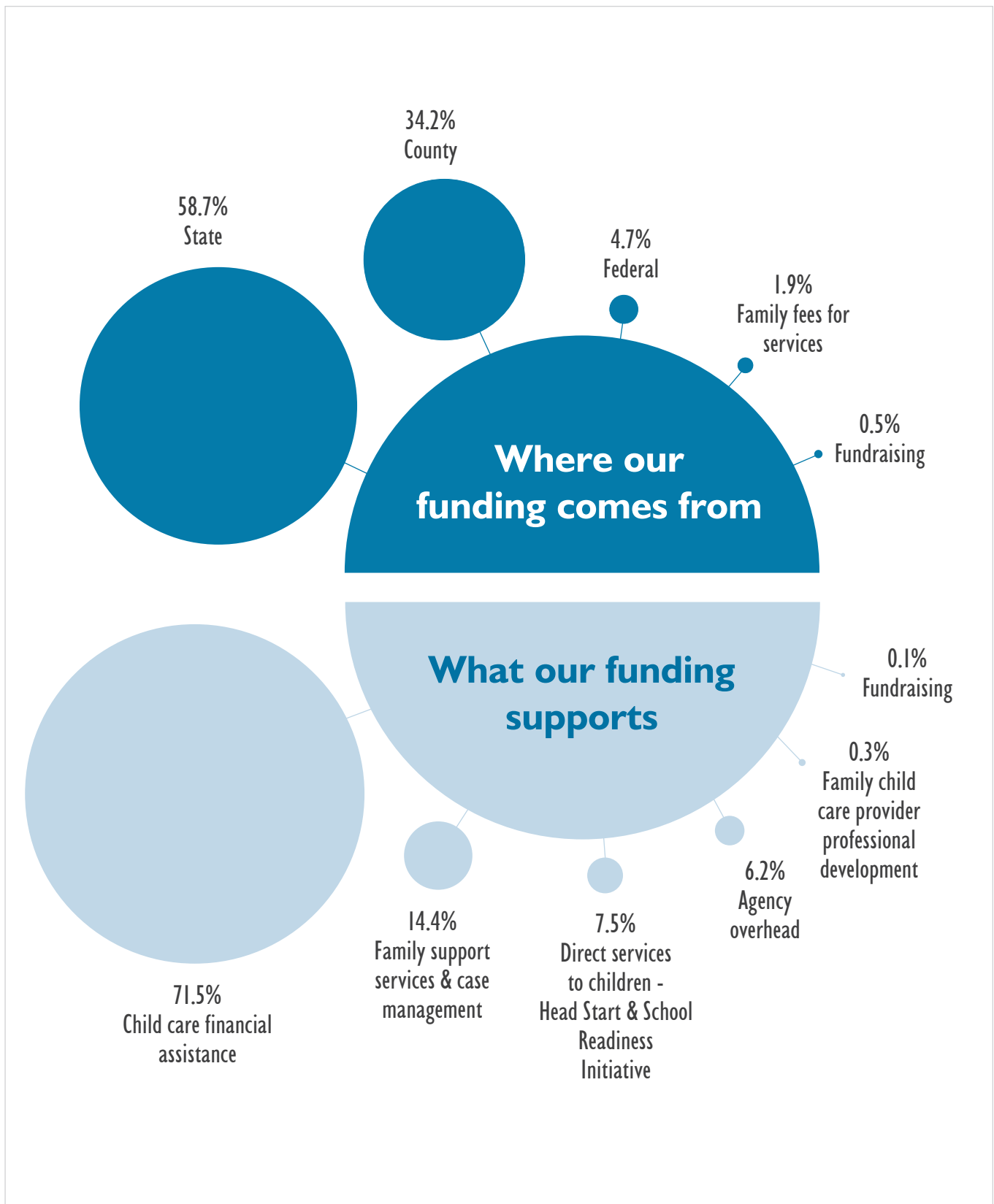
"Head Start has showed me that it is very important for children to start their education at an early age. That way they develop their abilities much better and more rapidly." Head Start Parent



Head Start & Early Head Start



	LOS ANGELES COUNTY OFFICE OF EDUCATION (DELEGATE)	U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (GRANTEE)
Program Costs	\$4,110,473	\$5,167,078
Training & Technical Assistance	\$26,606	\$40,320
CCRC's Funding Match	\$1,034,270	\$1,301,850
USDA Food Program	\$201,171	\$277,600
Program Improvement Funds	\$626,420	---



CCRC friends and supporters

Thank you to everyone who supports Child Care Resource Center – by attending or sponsoring an event, donating books, offering professional services, volunteering, or by writing a check. We appreciate each and every one of you - you make the difference for children and families!



INDIVIDUALS

Alyce Akers*
 Roy Allenstein*
 Carol Bathke*
 Ellen Cervantes
 Shirley D'Angelo
 John Dortch
 Kaaren Douglas
 Dilys Tosteson Garcia*
 Rhana Ghadban
 Eileen Hill*
 Judith Hirshberg*
 Mike Jackson
 Roberta Lachman*
 Javier LaFianza*
 Bonnie Lallouz
 Alfred J. Landegger
 Stacey Lee Longmore*
 Kathleen Malaske-Samu
 Doris McClain
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 Jeriel Smith*
 Judith Solomon Marks
 Bill Swindle
 Ken Thunberg*
 Denise Trinh
 Rudy Weinberg
 Joan Binder Weiss*

* Denotes CCRC
 Board Member

FOUNDATIONS & COMMUNITY PARTNERS

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 CSUN Department of Family &
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 Northeast Valley Health Corporation
 Penny Lane
 Riteway Charity Services
 Therapeutic Living Centers for the Blind
 Union Bank Foundation
 United Way, Inc.
 United Way of Southern Pennsylvania
 United Way of Southern California
 Valley Economic Development Center

BUSINESSES

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 Industrial Chemicals and Supplies
 Interprint
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 Matadors Credit Union
 PPG Aerospace
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 The Printing Connection
 Tuttle Family Enterprises
 Union Bank

Government

U.S. Department of Health & Human Services
 California Department of Education
 Los Angeles County Office of Education
 Los Angeles Department of Public Social Services
 First 5 California
 First 5 LA
 Los Angeles Universal Preschool
 California Secretary of Education Glen Thomas
 Senator Carol Liu
 Assemblymember Bob Blumenfield
 Assemblymember Julia Brownley
 Assemblymember Felipe Fuentes
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IN KIND

Brunswick Recreation Centers
 Bubba Gump Shrimp Co.
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 Carrow's Restaurant
 Castaic Lake Water Agency
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 Disney Worldwide Services, Inc.
 The Groundlings
 Hidden City Games
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 Los Angeles Dodgers
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 Odyssey Theatre Ensemble
 Olive Garden Restaurant
 Pacific Bay Entertainment, Inc.
 Pinecrest Schools
 Porchlight Entertainment
 Sherman Oaks Castle Park
 Skirball Cultural Center
 Storyopolis
 Supervalu
 The Colony Theatre Company
 Tommy's World Famous Hamburgers



LITERACY EMPOWERS PEOPLE

The gift of literacy enables children to gain the knowledge and skills they need to succeed in school and in life. Did you know that, on average, only 1 book is available to every 300 children in low-income neighborhoods? Compare that to middle-income children who own an average of 13 books each.

CHILD CARE RESOURCE CENTER'S COMMITMENT TO THE COMMUNITY

In 2010, CCRC will collect and distribute 100,000 age appropriate books to children within our 2,500 square mile service area. This task is exciting but also quite daunting and we need your help to be successful.

HERE'S HOW YOU CAN HELP

- Donate new or gently used English and Spanish children's books (ages 0-13)
- Make a tax deductible donation
- Hold a book drive or host a book bin
- Feature CCRC's book drive in your newsletter or on your website
- Buy books online and have them shipped directly to CCRC



***For more information, contact the Communications team at
1-866-674-KIDS or readabook@ccrcla.org***

