

Improving the quality of child care.

Child Care Council, Inc. 2016 Annual Impact Report



Parent referrals. Provider training. Business support.

Dear Friends,

Child care issues remain at the forefront in Rochester and the Finger Lakes region. Families struggle to afford the high cost of care. Providers face the ongoing demands of providing care while running a business. Unstable child care arrangements place a heavy burden on employees and on employers, due to increased absenteeism and decreased productivity.

Child Care Council offers programs and services to help improve child care in Monroe, Livingston and Wayne counties. These include free and enhanced referrals for parents, advanced training for providers and early educators, enabling employers to offer free child care referrals to their employees, and support and guidance for entrepreneurs starting a child care business. In 2016, we made great strides in improving child care in the region, and we served **more than 98,000** people. This *annual impact report* details the Council's outcomes in the past year. Agency highlights included:

- ◆ Being selected as one of only 10 sites across the country to participate in Vroom, a healthy child brain development project
- ◆ Partnering with St. Ann's Community to offer its employees free referrals to child care programs
- ◆ Partnering with Rochester Rehabilitation Center on a new effort to help link high-quality child care to job training and career advancement
- ◆ Celebrating the grand re-opening of our Repurpose & More Store
- ◆ Training providers in the Pyramid Model, which supports the social and emotional development of children from birth through the age of five
- ◆ Expanding the agency's multi-language services

These accomplishments were possible because of the hard work of our staff and leadership team, the commitment of our board of directors, and the support of our funders and donors. Thank you to everyone who had a hand in making 2016 a year of great progress for our agency!

Sincerely,

Barbara-Ann Mattle

CEO

Jason Kiefer

Board President



Agency Results: By the Numbers

98,234

People were served in 2016

30,924

Children were cared for in registered/licensed child care programs

3,218

Children were referred to child care programs

1,706

Providers received training

33

Providers received the CDA credential

5,951

Registrations for training classes were completed

10,927

Children were made safer through inspections of family, school-age programs

119

Providers earned endorsements as eco-healthy, breastfeeding-friendly, Freedom of Movement or asthma-friendly programs

4,638

Children received nutritious meals/snacks at child care programs

1,241

Pre-school children and parents received nutrition lessons

1,410

Parents and community members purchased healthy fruits and vegetables

74

New child care programs opened

1,508

Customers visited events or shopped at the Repurpose & More Store

35,264

People visited the Council's website for information or assistance

802

Children and pre-school staff participated in the Farm 2 Preschool program

419

Providers and parents were served by the Special Needs and Behavior Support programs

Accomplishments - Highlights

Vroom: One of 10 National Sites

Child Care Council Inc. was chosen as one of only 10 sites across the country to participate in a healthy child brain development project.

Child Care Aware® of America selected the Council to be part of a national network of communities and organizations activating Vroom, a Bezos Family Foundation initiative that is helping parents nationwide promote brain development in children from birth to five years old.

Vroom provides interactive tools and resources that highlight the science behind early brain development, showing parents how they can turn activities like bath time and mealtime into opportunities that build their children's brains.

This partnership is particularly exciting in its ability to facilitate a far-reaching culture shift – one that begins with parents understanding early brain development and extends into how families, providers, businesses, and communities all work to support brain development during the first five years of life.

In 2016, Child Care Council held free training workshops with child care center administrators and with family & group family child care providers.

These sessions were presented by Mary LaMantia, Vroom Partnership, senior director, Child Care Aware of America.



Vroom site visit to Rochester in July 2016;

Below: Mary LaMantia, Patience Hill,
Barbara-Ann Mattle, Hector Santiago



Accomplishments - Highlights

The Pyramid Model

The Pyramid Model is an early childhood professional development opportunity designed to support the social and emotional development of children birth through age five.

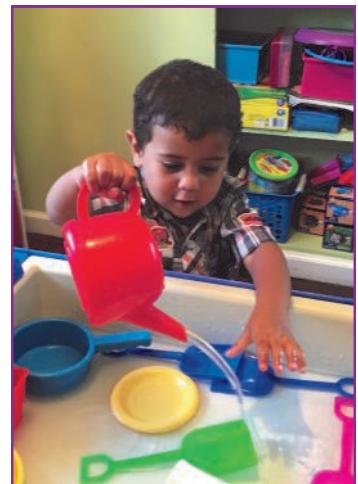
The Center on the Social and Emotional Foundations for Early Learning developed a conceptual framework of evidence-based practices for promoting young children's social and emotional competence, and for preventing and addressing challenging behavior. It includes extensive training materials, videos, and print resources to help programs and providers implement the model.

Child Care Council is implementing the model in Monroe, Wayne, Livingston, Steuben, Chemung, Schuyler, Ontario, Seneca and Yates counties.

In 2016, the Council trained:

- 129 Child Care Resource & Referral staff, home visitors and early intervention staff
- 102 licensors and registrars
- 16 providers

(2 centers have fully implemented the model)



Special Needs Program Expansion

The New York State Office for People With Developmental Disabilities Child Care Council Inc. awarded the Council \$68,000 in annual grant funding for up to five years, to provide a behavior support program in child care settings in Monroe and Wayne counties.

These grant funds enable Child Care Council to serve children with developmental disabilities who are exhibiting challenging behavior that may affect their placement in a licensed, registered or legally exempt child care program.

This funding enables the Council to provide free, on-site, intensive technical assistance to help implement positive behavior strategies and to increase provider understanding of a child's behavioral needs. In addition, the Council works with providers to develop customized plans that will benefit the child and enhance their positive experience in child care.

Accomplishments - Partnerships

St. Ann's Community

The Council collaborated with St. Ann's Community to provide free child care referrals for its employees.

The Council is providing

- ♦ Free referrals to registered and licensed care programs (including enhanced referrals for children with special needs)
- ♦ Information about the cost of care and regulations
- ♦ Free parent presentations, with flexible scheduling to accommodate all shifts
- ♦ Tailored consultations to meet your needs and help you make the best care choice for your family
- ♦ Services in English, Spanish, and Somali



To learn more about how your business can offer this employee benefit, contact Reneé Scholz, referral services director, at 585.654.1286 or r.scholz@childcarecouncil.com.



Strengthening Working Families Initiative

Rochester Rehabilitation Center partnered with Child Care Council on an effort to help link high-quality child care to job training and career advancement.

The Strengthening Working Families Initiative (SWFI), a U.S. Department of Labor effort, is designed to create access to living-wage jobs and support career advancement in high-demand industries for parents with dependent children at home.

The Council's role is to work with parents, helping them find high-quality child care that is near their job-training sites and that can help them transition to full-time child care once they are employed. Staff consultants meet with parents who need child care, schedule interviews with providers and tour the child care programs with the families. This program is designed to give parents the security of knowing that their children are getting quality training as they are getting job training.

Accomplishments - Partnerships

Safe Sitter Partnership with the Girl Scouts

Child Care Council is partnering with Girl Scouts of Western New York to offer a nationally recognized babysitting course as a Girl Scout program.

Girl Scouts of Western New York approved the Safe Sitter® babysitting training as part of its program offerings. The Council, a registered Safe Sitter teaching site, provides the training and structures it to meet the needs of individual troops.

Designed for young teens and adolescents ages 11 and older, Safe Sitter prepares graduates to handle emergencies when caring for younger children and equips them with the tools needed to stay home alone safely.



Starbridge Partnership

The Council continued its partnership with Starbridge to get volunteers for a variety of projects.

Starbridge is an organization that partners with people with disabilities, their families and others who support them, to realize fulfilling possibilities in education, employment, health and community living

Each Tuesday, a group of two to five adult volunteers comes to the Council with their service coordinator. They come ready to work on any project given to them. Examples include fulfilling Council mailings, such as the agency's newsletter and Start Bright Gala materials. Tasks range from labeling and stuffing, to assembling a special binder or file box for a provider training class.

Volunteers also help sort materials and fill bags for the Repurpose & More Store (formerly the Recycle Shop). Through this partnership, Starbridge volunteers then get the chance to learn and/or enhance their skills to help them secure employment in the future. Some of the volunteers have been working at the Council for five years.



Accomplishments - Highlights

Business Shop Relocated

The Council brought its Business Services staff and equipment—copiers, scanners, folding machines and more—into one dedicated space. The Council provides reduced-cost printing, copying and fulfillment services.



Multi-Language Services

Multi-language services were greatly expanded in 2016.

Abdirahman Osman Hussein was hired as a Somali and Swahili support specialist. In his role, Hussein provides language-translation and support services to better link the Council and its programs with the Somali- and Swahili-speaking communities.

In addition, the Council began offering Special Needs classes in Spanish.

Topics include communication with parents, autism inclusion of children with disabilities, intellectual disabilities and Attention Deficit Disorder.



Abdirahman Osman Hussein

New Health Contracts

Health Consultant Services hired a new child care health consultant, Colleen Barron, and obtained new contracts with child care centers previously served by Visiting Nurse Service.

Baden Street Child Development Center

St Paul's Day Care Center

Oregon-Leopold Day Care Center

Brockport Child Care Center

Rochester Childfirst Nursery South

Rochester Childfirst Nursery Main

Twelve Corners Day Care Center

Twelve Corners SACC

VOA Children's Center

Faith Child Care

Loving Touch Child Care

Community Child Care Center

Jefferson Avenue Child Development Center

Richard M Guon/MCC Child Care Center

KinderCare Learning Center Holt

KinderCare Learning Center Fairport

KinderCare Learning Center

Asbury Day Care Center

YMCA -SACC-Brook hill

YMCA-SACC- Brookside

YMCA Maplewood Driving Park

YMCA Lewis St Child Care Center

YMCA Bayview Ivan Green SACC

(school age child care)

YMCA Council Rock SACC

YMCA-Carlson Day Care Center

YMCA- Westside Day Care Center

YMCA-Eastside-DCC Nine Mile Point

YMCA Jefferson SACC

YMCA Southwest Thurston SACC

YMCA Northwest SACC



Accomplishments - Highlights



REPURPOSE & MORE STORE

Where Scrap Donations Become Craft Creations



Six art teachers from the Webster School District visited the renovated Repurpose & More Store – and made some crafty items from the items they purchased.



While parents shop, children can play in the Kid Zone, which offers fun activities.

Repurpose & More Store

In April, the Council held an open house to celebrate the grand re-opening of its retail store.

The newly named Repurpose & More Store (formerly known as the Recycle Shop) offers a large selection of paper, wood, foam, poster prints, discontinued item samples (such as fabrics, wallpaper, paint chips and tile), scrap materials, and other over-run items donated by area businesses.

"We are excited to re-dedicate our expanded and remodeled Repurpose & More Store, where scrap donations become craft creations," said Child Care Council CEO Barbara-Ann Mattle. "Whether a parent, a child, a teacher, a crafter or a child care provider, our store has a variety of unique items that make fun and creative projects and great teaching tools."

Child Care Council's Repurpose & More Store relies on generous donations from area businesses for its inventory.



Events

Start Bright Gala

On Oct. 19, 2016, the Council held its annual gala to celebrate the importance of early education and high-quality child care in ensuring children get a bright start to the future.

Four child care programs were recognized with the Start Bright Impact Awards for exemplifying the critical role that high-quality child care and early education plays in the lives of young people. Award recipients were:

- ◆ Mary Deary, lead teacher at Brockport Child Development Center
- ◆ Cynthia Evans, a legally exempt provider in Greece
- ◆ Irma Oquendo, a family child care provider offering a Spanish-speaking program in the city of Rochester
- ◆ TLFC Child Care and Learning Center in Brockport

In addition, Joan Frazier was honored with the Small Business Leader Award for her dedication to high-quality child care and for her generous support of Child Care Council.

Her support included funding the creation of My First Library at the Council in 2001; getting the Wallpaper Guild to donate wallpapering materials and installation for Council walls and for a new conference room; volunteering at the Repurpose & More Store; funding the Council's October Family Engagement Conference; and providing an ongoing grant for innovative program support.



Joan Frazier and Barbara-Ann Mattle



(L to R): Irma Oquendo; Mary Deary; Cynthia Evans; and Samantha Hooper and Annika D'Andrea, TLFC Child Care and Learning Center

Gala Sponsors

Start Bright Sponsor

Lavoro Group

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Barbara-Ann Mattle and Ed Maier

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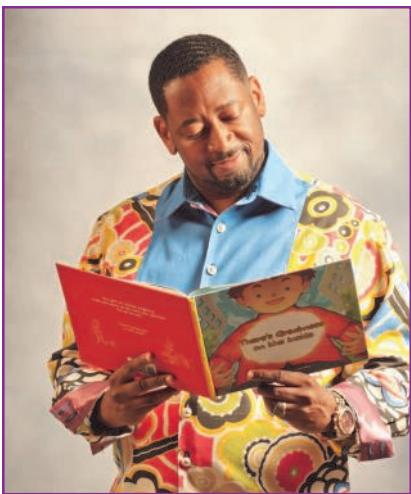
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Events



Byron Garrett



play safe! be safe![®]

Investing in Rochester

Child Care Council was part of a collaborative effort to bring local businesses together to discuss the importance of early education in our economy.

The Greater Rochester Chamber of Commerce hosted the event, "Investing in Rochester: Early Childhood Education is Economic Development." The breakfast forum, held on Sept. 7, 2016, was co-sponsored by The Public Policy Institute of New York State, along with the Council for a Strong America, the Early Care and Learning Council, and The Children's Agenda.

Child Care Council participated in this event because it understands that high-quality early education is critical to success in the global economy. To attract and retain the best companies, the Finger Lakes region must have a well-educated workforce.

Fall Conference

Child Care Council Inc. hosted a conference on Oct. 22, 2016 for child care providers, early educators and the community.

Held at the Eisenhart Auditorium at the Rochester Museum & Science Center, the event featured acclaimed national and local speakers.

- ♦ Dr. Robert Cole, associate professor at the University of Rochester Medical Center and author of the award-winning play safe! be safe!® fire prevention program, spoke about fire safety. The morning session was sponsored by BIC Corp.
- ♦ Byron V. Garrett, chair of the National Family Engagement Alliance, headlined the afternoon session. An engaging, entertaining speaker, Garrett is a consulting author for Scholastic and the author of several books, including "The ABC's of Life" and "There's Greatness on the Inside." He has been named to The ROOTS 100 recognizing emerging African-American leaders under the age of 45. The afternoon session was sponsored by Joan Frazier.



Byron Garrett and Joan Frazier

Commitment to the Community

Issue Awareness

Council staff participated in events to raise awareness of issues facing children and families, including:

World Autism Awareness Day

In support of World Autism Awareness Day, Saturday, April 2, 2016, Child Care Council staff in its three offices celebrated the annual "Light It Up Blue" campaign by creating posters and wearing blue to work on Friday, April 1, 2016. "Light It Up Blue" helps raise awareness of autism.



Pinwheels for Prevention

In recognition of National Child Abuse Prevention Month in April, Council staff took part in the Pinwheels for Prevention campaign, a grassroots signature campaign of Prevent Child Abuse America. The pinwheel symbolizes a person's commitment to ensuring every child is provided a healthy, safe and nurturing home and an involved, supportive and caring community.

Child Care Council displayed pinwheels at its three offices in Rochester, Lakeville and Newark, along with vital information about child abuse prevention.

Commitment to the Community

Donations

Diaper Drive

Child Care Council held a Week of the Young Child diaper drive for ROC City Bottoms, a local diaper bank.

The Council accepted donations of cloth and disposable diapers (including open packages or leftovers), training pants, diaper wipes and diaper creams/ointments at all three office locations.



Backpacks

Council staff participated in the Small Business Council's SBC Cares Backpack Give Back!

With an overwhelming 52 percent of children in Rochester area living in poverty, the purchase of school supplies is a burden. The goal of the SBC Cares Backpack Give Back program is to provide students with backpacks filled with school supplies for the upcoming year.

The Council provided two backpacks full of school supplies to help with this effort.

R Community Bikes

Through a partnership with R Community Bikes, the Council was able to offer free two-wheel bikes and helmets for children of Child and Adult Care Food Program (CACFP) Tier 1 providers.

Resident children and their child care children were eligible for a free bike.



Community Service

Dental Health for Children in Zambia

Council staff donated toothbrushes and toothpaste for a children's week-long dental health week at a school in Zambia.

After the students completed the program, which included basic oral care, they were given a toothbrush, toothpaste and a certificate. The students were challenged to go home and teach their families what they had learned.

Also, about 100 of the toothbrushes were used at three different girl empowerment camps - Girls Leading Our World (G.L.O.W) - conducted by Peace Corps volunteers in Northern Province.

In Zambia, girls living in rural villages usually stop going to school after third grade.

Rebeccah Andrew, a health Peace Corps volunteer (and the sister of Council dietitian, Abbe Copenhagen) said, "Thank you so much for donating toothbrushes and tooth paste. The health week camp empowers girls with information about their health, education and futures."

After the camps, the girls pledged to return to their communities and share what they've learned with their female peers.



Staff Awards

Innovation for Quality Award

Our Latino services team received an innovation award for its successful outreach to Spanish-speaking child care providers.

Coordinator Hector Santiago and the Latino services team were awarded the Cathryn A. Riley Innovation for Quality award, in recognition of the team's development of comprehensive services and an effective outreach campaign for Spanish-speaking providers. The award was presented at the Early Care & Learning Council's annual meeting in Albany, N.Y.

Child Care Council's Latino services team supports child care providers, and ensures the Council communicates effectively with limited English-proficient individuals in the community. The team started as a one-person operation and has grown from one to six staff members

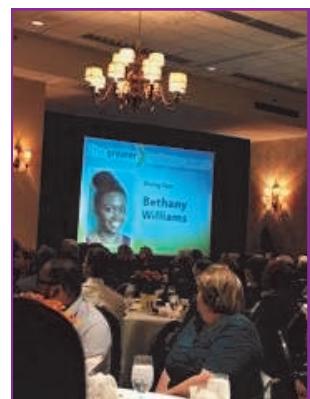


Javier Ortiz, Josean Vargas, Brenda Colon,
Lynne Fisher and Hector Santiago

Rising Star Award

Bethany Williams, the Council's special needs coordinator, received the Rising Star Award from the 2016 Greater Rochester Awards in October.

She was recognized for demonstrating a fast-track record of accomplishment and growth of responsibilities in delivering agency services.



Bethany leads the Council's special needs team, which provides free, specialized child care referrals and other services for children with developmental disabilities.

Statement of Activities

CHILD CARE COUNCIL, INC.
STATEMENT OF ACTIVITIES
For the Year Ended December 31, 2016
(With Comparative Totals for the Year Ended December 31, 2015)

	Unrestricted	Temporarily Restricted	Totals	
			2016	2015
Support and Revenue				
Grants	\$ 5,798,647	\$ -	\$ 5,798,647	\$ 5,768,475
Contract and Program Fees	251,402	-	251,402	219,286
Sales	9,272	-	9,272	11,450
Cost of Sales	(477)	-	(477)	(475)
Membership Dues	6,393	-	6,393	5,300
Contributions	7,541	-	7,541	28,282
Miscellaneous Income	29,604	5,545	35,149	12,129
Total Support and Revenue	<u>6,102,382</u>	<u>5,545</u>	<u>6,107,927</u>	<u>6,044,447</u>
Expenses				
Program Services	5,557,687	-	5,557,687	5,467,196
General and Administrative	376,166	-	376,166	366,738
Total Expenses	<u>5,933,853</u>	<u>-</u>	<u>5,933,853</u>	<u>5,833,934</u>
Excess of Support and Revenue Over Expenses				
Over Expenses	<u>168,529</u>	<u>5,545</u>	<u>174,074</u>	<u>210,513</u>
Net Assets - Beginning of Year	<u>2,928,436</u>	<u>19,995</u>	<u>2,948,431</u>	<u>2,737,918</u>
Net Assets - End of Year	<u>\$ 3,096,965</u>	<u>\$ 25,540</u>	<u>\$ 3,122,505</u>	<u>\$ 2,948,431</u>

A Nonprofit Working to Improve the Quality of Child Care

One of the leading child care resource and referral agencies in the country, according to the Child Care Aware® national accreditation organization, Child Care Council provides information, training, and resources to parents, child care providers and businesses in Monroe, Livingston and Wayne counties.

The Council is the premier resource for:

- ♦ **Parents**, who face the challenge of finding quality child care. The agency provides free and enhanced referrals to help parents make the best child care choice for their family. Specialized referrals are available for children with developmental disabilities.
- ♦ **Businesses**, that can offer free child care referrals to their employees, as a workforce benefit.
- ♦ **Providers and early childhood educators**, who receive advanced training and education programs.
- ♦ **Entrepreneurs**, who want to start their own child care business.

Coordinated services to support child care programs include a professional library, free notary public and fingerprinting waivers.

The Council also provides reduced-cost printing and business services, and it operates the Repurpose & More Store, a retail store that sells scrap materials and over-run goods donated by area businesses.

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Management Team

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*Family and School-Age Child
Care Registration Services
Director*

Laurie Haley
*Nutrition, Eco-Friendly Child
Care and Eat Well Play Hard
Services Director*

Tamika Johnson
*Family and School-Age Child
Care Inspection Services
Director*

Linda Lane
*Legally Exempt and Safe Sitter
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Corinne Zajac

Child Care Council is extremely grateful to our generous donors. These gifts enable us to continue ensuring that children are safe and healthy in child care environments – that child care providers receive the best training – and that parents have access to quality child care.

To make a donation, visit the Donations button on our website:

childcarecouncil.com

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childcarecouncil.com

Parent referrals. Provider training. Business support.

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