

## Recognition

Our 50th anniversary celebration was a lot of fun and a tremendous success! More than 320 people celebrated with us, and we raised more than \$220,000 for child care. THANK YOU! And special thanks to longtime supporter Mike Zupon for the Zupon Family Foundation's generous \$50,000 challenge grant, designed to inspire our Board of Director's fundraising efforts. They met and beat the challenge!

*Right: Our award winners! Peter Edelman, Dr. Marsha Gordon, and Rob Clarfeld (representing Clarfeld Financial Advisors). Not pictured: honoree Marian Wright Edelman.*



Senate Democratic Leader Andrea Stewart-Cousins, CCCW Executive Director Kathy Halas, Senator Shelley Mayer



CCCW Board Chair Craig Ruoff and Board member/event emcee Jeff Samuelson.



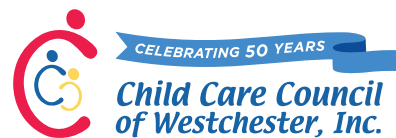
CCCW Executive Director Kathy Halas with event chair Mike Zupon.

## Action (This headline's for you!)

There are many ways you can get involved with the Child Care Council's important work to improve our collective future. Here are just a few ideas:

- Add your voice to our county and state advocacy efforts
- Join our Business Advisory Council
- Introduce us to a large Westchester employer
- Volunteer to help with a toy or book drive

To get started, contact Kathy Halas at (914) 761-3456 x102 or [kathyh@cccwny.org](mailto:kathyh@cccwny.org).



The Child Care Council of Westchester is a private, nonprofit resource organization that champions the healthy development of children, families and communities by promoting quality early care and education.

(914) 761-3456 • [childcarewestchester.org](http://childcarewestchester.org)  
313 Central Park Avenue • Scarsdale, NY 10583

# News & Views



WINTER 2018

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## Advocacy

When children have access to quality early child care and education, we all benefit. *It's an investment, not a "cost."* At the Council, we believe that the brain growth and opportunities afforded by these early experiences should be available to every child, rather than just a privileged few. This requires public investment. We're urging the Westchester County Executive and legislators to increase subsidy reimbursement rates in the 2019 budget, so that child care providers and programs can retain caring, well-trained staff who are paid enough to support their own families.

*What are CCCW Office and Events Manager Juanita Pope and Board member Eric Pasinkoff doing with Snow White at the YMCA Halloween Bash? Inspiring parents to reach out to elected officials as part of our annual #CallsForKids advocacy campaign!*



CCCW Board members Felice Harris (center) and Jeff Samuelson (right), pictured with Board of Legislators Chair Ben Boykin, testified at a recent County budget hearing.



## Access

Our Key to the Future Fund provides child care scholarships to hardworking families who need a little bit of help to afford Westchester's high-priced quality early care and education. Each time a scholarship is awarded, another child passes through a door that would otherwise have remain locked. On the other side, she has a lifetime to explore possibilities and meet her potential... thanks to you.

So far this season, through the live "fund a need" at our 50th anniversary celebration and #GivingTuesday, you have donated over \$55,000 for children in need. Our goal is \$75,000 by year's end. Then, **we will call 15 moms and dads and tell them their children will have access to safe, quality child care**, and they can rest a bit easier, not worried about what they will have to juggle or sacrifice.



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Thank you to every person who has contributed and to TD Bank for once again sponsoring the #GivingTuesday \$2,500 social media challenge.

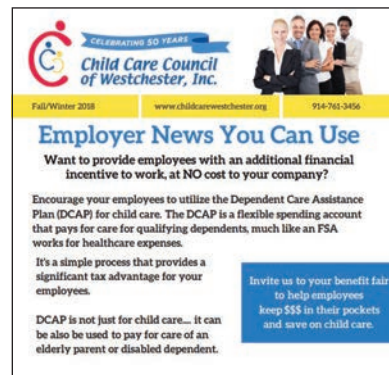
#GIVINGTUESDAY

## Resources

Our referral specialists spend their days helping parents understand what quality care looks like and helping them find it and figure out how to afford it. But, we don't just wait for parents to call us! We're spreading the word through employers, in local publications, and at community events. All of our services for parents are free!



The September issue of Portal Magazine featured 7 tips to help parents choose the best child care, in English and Spanish.



In our latest employer newsletter we talk about the benefits of Dependent Care Assistance Plans (DCAP), which lets parents pay for child care with pre-tax funds.

## Quality

We support every aspect of child care providers' professional and business development, to help them provide children with quality care and education.

Henry Wilson, Executive Director of the Youth Community Outreach Program (Y-COP) in Mount Vernon, is the 2018 recipient of the Council's Cathryn A. Riley Leadership Fund Scholarship and was accepted into the Leadership Westchester (LW) Class of 2018 which kicked off in October.

*"From the energy and spirit of the other 19 people in the room, I can already tell Leadership Westchester will be very beneficial,"* said Henry. *"I am learning about my strengths and weaknesses and will carry these experiences back to the people I work with, to bring them along on this journey with me."*

Henry Wilson joins the Council's previous scholarship recipients - Carmelina Meyers of Country Childrens Center and Susan Zucker of the Virginia Marx Children's Center - as a wonderful representative of Westchester's early care and education sector.



Congratulations to the 21 graduates of the Council's 2018 Preschool In-Person CDA Class, pictured here with instructor Dr. Cecilia Scott-Croff. This intensive 120-hour course taught the students how to better provide preschool-age children with a high quality, developmentally appropriate program. They will now apply to the Council for Professional Recognition for the Child Development Associate credential.



The popular Preschool In-Person CDA Class was made possible by funding from the Westchester County Office of Workforce Investment.

## Support

We're thrilled to be Shake Shack Hartsdale's nonprofit partner!

We received the profits from their recent soft opening - nearly \$12,000 - the most EVER raised during a Shake Shack soft opening! And, we will continue to receive 5% of the sales from the delicious Pie Oh My Concrete dessert. We hope you'll visit Shake Shack regularly and thank them for being great neighbors! You can find them at 379 North Central Avenue, Hartsdale, NY 10530.



Our target audience enjoying a delicious Shake Shack lunch.



The Frog Rock Foundation has funded a second year of the Council's Proyecto Calidad en Accion Integrada (Quality in Action Project) to strengthen the quality of Spanish-speaking family and group family providers through group training, assessment-driven intensive technical assistance, resources, parent support, and social-emotional services. The Council is delighted to partner with Family Services of Westchester on this initiative.

### Thank you to all of our current funders:

Westchester County  
New York State  
U.S. Administration for Children and Families

Anonymous Foundation (1)  
Clean and Healthy New York  
Cornell University  
Edith Glick Shoolman Foundation  
Frog Rock Foundation  
IBM Corporation  
Philip and Lynn Straus Foundation, Inc.  
Sexauer Foundation  
St. Faith's House Foundation  
TD Charitable Foundation  
Westchester Community Foundation  
Zupon Family Foundation

*And thousands of generous individuals*