Working together, we will see the day...

when every child’s potential is maximized from birth
when every parent can go to work free from distraction or worry
when Westchester businesses have access to a talented, well-educated homegrown workforce
when community leaders universally acknowledge that quality early care is essential
Dear Friends,

2014 was the year of “more.”

Perhaps most exciting was how many more parents we were able to educate through our Smart Child Care Campaign, funded by a grant from United Way of Westchester and Putnam. We have communicated our message about the importance of quality child care, and how to find it, with tens of thousands of people... in person and through written materials, radio and print ads, and published stories.

We had hundreds more requests for child care resources and referrals in 2014, and were much more helpful to Spanish-speaking parents thanks to our bilingual specialists. We assisted nearly 800 parents with child care subsidy needs, which is a critical step toward getting children from low income families into quality care.

We increased our membership by 10%, giving us the opportunity to help many more child care providers improve quality through training, technical assistance and other services.

Social media has become an increasingly important way to communicate our mission, share information, promote events, and raise funds, as evidenced by our exciting GivingTuesday campaign, which brought in almost 500% more in 2014 than the year before! If you are not following us on Facebook and Twitter (@cccwny), I hope you will start. Look for our #getsmartchildcare and #bornlearning posts to share with the parents you know.

As we do every year, we also learned more, and learned that more work is needed. Our surveys and data gathering continue to prove that child care in Westchester is not affordable, even for families earning over $100,000 a year. There’s seemingly no end to the steady stream of research and data from various sources that demonstrates the lifelong impact of quality early care and education; it’s an investment that pays off from day one, and every day after... not just for the children in care and their families, but for the community and certainly for employers.

Looking back at an impressive and exciting year, we could not be more grateful for your support, and on behalf of our Board of Directors and staff, I thank you. I hope you will read the rest of this report, and continue to be part of our mission in the coming years.

Sincerely,

Kathleen Halas
Child Care Council of Westchester
Who We Serve

**Families**
We help parents understand what quality child care looks like, find and evaluate child care programs, and access financial support in the form of the child care subsidy program, tax credits and scholarships.

**Child Care Providers**
We help child care providers of all kinds – centers, group and family settings, and afterschool programs - offer the best possible care, grow their businesses, and meet their regulatory requirements.

**Employers**
We help employees resolve their child care challenges, so they can get back to work and be more present and productive.

**Westchester**
We help build a better future by increasing access to quality early care – which translates to healthier lifestyle choices, fewer teen pregnancies, lower crime rates, more success in school and career, and a more productive contribution to our community.

The Child Care Council of Westchester, part of a state and national network of nonprofit resource and referral agencies, champions the healthy development of children, families, and communities through quality early care and education. As Westchester's central hub for child care resources, referrals and information for parents and child care providers, our work is a collaborative effort between our early care and education colleagues, government partners, generous business and individual sponsors and donors, volunteers, and other nonprofit organizations who share our vision.
What We Do

Advocate

Each year, the Council’s Public Policy Committee drafts an agenda to identify the focus of our advocacy efforts. Throughout 2014, we focused on developing and supporting affordable, quality early care and education options that promote children’s success in school and life, enable parents to work and advance in their careers, and provide a ready workforce for business growth.

2014 Advocacy Highlights

Our work, in partnership with other organizations, brought about several positive changes:

➢ In Westchester, Title XX child care subsidy funding remained intact, and a child care subsidy specialist position was restored to the Council.

➢ At the state level, there was $340 million of new pre-K funding.

➢ The federal government reauthorized the Child Care and Development Block Grant, which funds child care subsidies, with new emphasis on improving the safety and quality of child care.

We collected and analyzed data, and used it to direct our advocacy and education efforts:

➢ Our 3rd Annual Report Card event offered parents, providers, educators, community and nonprofit leaders, and elected officials an overview and evaluation of Westchester’s regulated child care sector.

➢ 400 parents, from every income level in every community in our county, responded to our 2nd annual Parent Child Care Survey.
  • 7/10 respondents eligible for a child care subsidy were not receiving it
  • Nearly 50% of respondents have trouble paying for child care, including those with household incomes over $100,000

We expanded our leadership role in the community and gave children a voice:

➢ Kathy Halas became Co-Chair of the Westchester Task Force for Families and Board President of NonProfit Westchester, and joined the Quality Improvement Work Group for the NYS Early Childhood Advisory Council. She continued to serve on the Board of the New York Early Care and Learning Council of New York, and as the Public Policy Co-Chair for the Westchester Women’s Agenda.

➢ Co-hosted the Legislative Breakfast on Children and Youth, where young people posed questions to a panel of legislators, to discuss where they stand on issues that affect youth and families.
Inform & Refer Parents

We’re here to connect parents, child care providers and employers with the information and resources they need. For parents, that’s usually safe, dependable, affordable child care and afterschool programs, and resources to help them pay for it. We offer these services on the phone, in person, online, and through onsite information sessions for groups of employees, at the request of business owners.

2014 Resource and Referral Highlights

> Launched the Smart Child Care Campaign to educate parents countywide that when it comes to child care, they need to think beyond just location and affordability and understand that quality matters.

• Distributed thousands of educational postcards

• Shared public service announcements on the radio and in local newspapers

• Used #GetSmartChildCare to educate parents via social media

> Fielded more than 3,100 requests for child care, a 9% increase over 2013

> Increased services to Spanish-speaking parents with addition of bilingual child care specialists

> Assisted 775+ parents with child care subsidy needs, to help get more children into quality care

• A 210% increase over the number of parents served in 2013

• Prescreened 550 parents for the subsidy

• Helped 51 families complete the subsidy application – 2x as many as 2013
What We Do
Register & Support Child Care Programs

We work with individuals and groups who want to start a center, home-based or school age child care program, to make sure they understand, at the outset, all of the legal, regulatory, business, and programmatic requirements and challenges before we walk them through registration or enrollment. Through our info sessions, technical assistance and monitoring visits, we help child care providers and programs deliver the best care for children and parents and reach their own goals as successful businesses.

2014 Provider Services Highlights

- Registered 36 new and renewed 52 Family Child Care (FCC) and School Age (SACC) programs
- Conducted 418 inspections of FCC and SACC programs
- Completed 726 initial and 338 renewals of Legally Exempt provider enrollments

Train & Educate the Early Care & Education Workforce

To cultivate a better early care and after school workforce, we offer professional development opportunities that target every aspect of a quality child care provider’s required skillset, through workshops and on-site training, curriculum assistance, technical assistance, quality improvement initiatives, annual conferences, and recognition events.

2014 Professional Development Highlights

- Trained 3,650+ early care and education professionals - a 40% increase over 2013
  - Expanded training offerings to include Common Core, Literary, Special Needs and Behavior Management
  - Increased number of onsite trainings from 80 to 143 - a 79% increase from the previous year
- Delivered technical assistance to more than 120 classrooms and family/group family programs
- Conducted a highly successful Spanish business series that developed into the Spanish Quality Improvement Club
- Distributed nearly 3,000 books to child care providers who serve children from low-income families, following our 6th annual Book Drive
- Infant/Toddler Regional Coordinator Jennifer Sorby earned the NYS Early Learning Training Credential, reflecting the Council’s commitment to deliver the highest quality professional trainings
Enhance Children’s Physical and Mental Health

Because research shows that adult lifestyle choices and health, including the prevention of costly chronic diseases, are heavily determined by the availability of quality early childhood development (before age 5), the Council places a strong focus on ways to enhance the health and safety of young children in child care settings.

2014 Health Highlights

> Provided intensive technical assistance to 28 programs
> Provided direct Health Care Consultant Services to 54 programs covering all modalities of care
> Conducted 66 site visits to assist child care providers in complying with regulations concerning:
  - Health and Infection Control regulations
  - Health Care Plan requirements
  - Administration of Medication regulations
  - Care of infants and toddlers
  - Care of mildly ill children
  - Special health care needs - asthma, allergies, diabetes, seizures
> As part of The Child and Adult Care Food Program (CACFP), which helps providers offer nutritious meals and snacks for children in their care and pay for the food, we:
  - Enrolled 56 new CACFP participants - the most ever in a single year, and an 86% increase over 2013
  - Conducted 627 monitoring visits
  - Distributed more than $1.67 million to providers for healthy meals and snacks reimbursements

“The School Age Conference provides workshops on many useful topics related to what we do each day. We took the ideas and started our own children’s’ business in the after school program. The children love setting up their own business and eventually selling their products to parents and friends.”
What We Do
Promote Early Literacy
Numerous studies have found how crucial early experiences with books are to the literacy and language development of young children. Differences in children’s vocabulary are evident at 18 months of age, generally related to family income and education levels. As part of our goal to maximize every child’s potential from birth, the Council’s successful early literacy initiative expands children’s access to books, boosts the quality of literacy experiences they have while in child care, and increases family reading.

2014 Literacy Highlights:

> With support from the Sexauer Foundation and the Thomas and Agnes Carvel Foundation, we continued our Early Literacy Family Book Bag Program with 8 child care centers and 5 family providers in 9 different municipalities.

- 244 children (infants, toddlers and preschoolers) benefited from: staff training on early literacy, months of technical assistance to strengthen children’s literacy experiences and the set-up of weekly book bag programs with carefully chosen books for families to enjoy.

- 100% of the classrooms and family providers increased their program quality scores, with many reaching good and very good levels.

- 95% of the teachers/providers agreed that the project helped families increase their reading opportunities at home.

Administer Child Care Scholarships
To help ensure that every child in Westchester has access to quality, education-based early care, the Council administers two scholarships each year: the Lanza Investment in Kid’s Early Education (LIKE) Award, funded by The Lanza Family Foundation; and the Future Leader Awards (FLA).

2014 Scholarship Highlights:

> 61 children from 52 families received a scholarship for child care

> Over $158,340 was awarded

> Geographically diverse scholarship recipients live all over Westchester, including Bronxville, Cortlandt Manor, Croton, Dobbs Ferry, Elmsford, Irvington, Mount Kisco, Mount Vernon, New Rochelle, Ossining, Peekskill, Port Chester, Sleepy Hollow, White Plains, and Yonkers

“Families seem to really be reading to their children more each weekend. Also, the children seem more involved with the books as they are getting older.”

“My daughter’s love of reading was increased. She checks for the reading bag before we leave daycare.”
Recognize Exceptional Contributions
Each year since 2003, the Child Care Council presents the Champion for Children Awards to individuals and organizations who demonstrate an unwavering commitment to bright futures for children by creating or funding life-changing programs and initiatives. At the same annual breakfast event, we present Joey Awards to professional care providers and community leaders who make outstanding contributions to child care and quality of life for children and working parents.

2014 Champions:
Keith F. Safian, President & CEO, Phelps Memorial Hospital Center
Yonkers Mayor Mike Spano
TD Bank, accepting Adam Kintish

2014 Joey Award Winners:
Mary Ann Becker, Lead Teacher/Curriculum, Mamaroneck Community Nursery School
Hon. Michael Kaplowitz, Chairman, Westchester County Board of Legislators
Basia Kinglake, Coordinator of Children’s Mental Health Services, Westchester County Department of Community Mental Health
Susan Matos, Owner/Provider, Imagination Day Care
Annie Villacres, Lead Youth Educator, Port Chester Carver Center

“This scholarship has lightened my financial burden, allowing me to put my children in a quality child care while I work a full-time job to support my family. Now I can feel comfortable leaving them for the day, knowing they are in a safe and educational environment where they have already made great progress.” 2014 SCHOLARSHIP RECIPIENT
Financials


Grants

Grants received from our generous business, individual and nonprofit partners allow us to offer exciting, important and innovative programs that improve early care and learning for children in Westchester.

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Government Contracts

New York State Department of Health
New York State Office of Children and Family Services
Westchester County Department of Health
Westchester County Department of Social Services
Westchester County Office for Women
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We are immensely grateful for your vital support!

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The Council would like to acknowledge the programs, providers and individuals listed below for supporting the Council by becoming members in 2014.

Center Members

Accent on Learning Child Care Center, Briarcliff Manor, accentkids.com
Alcott School, Scarsdale, alcottsschool.org
All Aboard on the Hudson, Ossining, allaboardingchildcare.com
Ann and Andy Child Care II, Elmsford, annandandychildcare.com
Arc of Westchester-Children’s School, Hawthorne, arcwestchester.org/services/childrens-school-for-early-development
Arc of Westchester-Children’s School, Peekskill, arcwestchester.org/services/childrens-school-for-early-development
Bedord Discovery Early Childhood Center, Bedford Hills, bdec.org
Beginning Years @ Temple Beth El of Northern Westchester, Chappaqua, bethelnw.org
Bright Horizons Children’s Center, INC, Elmsford, brighthorizons.com/wep
Bronxville Montessori School, Bronxville, BronxvilleMontessori.com
Bryn Mawr Children’s Learning Center, Yonkers
Center for Montessori Education, NY, Inc, White Plains, cmteny.com
Chappaqua Children’s Workshop, INC, Chappaqua, cchqkids.org
Children’s Center @ Purchase College, Purchase, tcpc.org
Collin Allen Child Development, Mount Vernon
Congregation Sons of Israel, Yonkers
Country Children’s Center, Katonah Countrychildcrenscenter.org
Country Day Nursery School, White Plains, kiga.us
Creative Beginnings Children’s Center, Hartsdale, crebeg.com
Days of Wonder, Dobbs Ferry, daysofwonderchildcare.com
Elizabeth Mascia Child Care Center, Tarrytown, maschichildcare.org
Family Services of Westchester, White Plains, fsw.org
Fred S. Keller School, Yonkers, cabasschools.org/fred-s-keller-school
Friendship for Tots, Inc., Mount Vernon, friendshipfortots.com
Good Shepherd Early Childhood Center, Irvington, goodshepherdirvington.com
Greystone Family Inn Child Care Center, Yonkers, greyston.org
Happy Tots Child Care, Cortlandt Manor, happytots.org
Harrison Children’s Center – Underhill, West Harrison, harrisonchildcenter.org
Harrison Children’s Center, Inc. II, Harrison, harrisonchildcenter.org
Hastings Nursery School, Hastings on Hudson, hastingsnurseryschool.com
Hudson Country Montessori School, New Rochelle, hudsoncountry.org
Huguenot Nursery School, Pelham, huguenotschool.org
Jewish Community Center of Harrison, Harrison, jcc.org
John A. Coleman School, White Plains, setonpediatric.org/john-coleman-school
Kehillah School for Early Learning, New Rochelle, kehillschool.org
Kids B.A.S.E & The Little School, Scarsdale, kbs.org
Larchmont Avenue Church Preschool, Larchmont, lacny.org
Liberty Montessori School, New Rochelle, libertymontessorischools.com
Lincoln Family Institute, Inc., Eastchester
Lissie’s Katonah Playschool, Katonah, katonaphplayschool.org
Little Angels Child Care Center, Rye, laccrye.org
Little Oaks School, Shrub Oak, littleoaksschool.com
Marion and George Ames Early Childhood Learning Center, Yonkers, leakeandwatatts.org/early-childhood-services
Mazel Tots, Scarsdale, sssteorg.com
Memorial Methodist Early Childhood Center, White Plains, earlychildhoodcentermumc.com
Montrose Child Care Center, Montrose, mcccny.org
Mount Kisco Child Care Center, Mt. Kisco, mkcc.org
NYSARC, Inc., Peekskill, nysarc.org
Oak Lane Child Care Center of Pleasantville, Inc., Chappaqua, oaklaneccc.org
Ossining Children’s Center, Ossining, ossiningchildcenter.org
Pelham Children’s Center, Pelham, pelhamchildcenter.com
Play Care, Chappaqua, playcarepreschool.com
Purchase Children’s Center, Inc., Purchase, purchasechildcenter.org
Queens Daughters, Yonkers, queensdaughtersdaycare.com
Rosenthal JCC, Pleasantville, rosenthaljcc.org
Saint Gregory The Great, Harrison, stgregoryearlychildhood.com
Sisters of Saint John The Baptist Day Care Center, Purchase, baptistdaycare.org
St. Ann’s Peas & Karrots, Ossining, peaskarrots.com
St. Ann’s Peas & Karrots, Ossining, peaskarrots.com
St. Paul’s Evangelical Lutheran Church, Rye Brook, stpaulsryebrook.com
St. Peter’s Child Care Center, Yonkers
Temple Israel Center of White Plains – Temple Israel Nursery School, White Plains, templeisraelcenter.org
The Children’s Village, Dobbs Ferry, childrensvillage.org
The Early Childhood Center @ MUMC, White Plains
The Early Learning Center at Fieldhome, Cortlandt Manor, www.fieldhome.com
The Montessori Garden, White Plains, montessori@gardenschool.com
The New Rochelle Day Nursery, New Rochelle, newrochelledaynursery.org
The Rivertown Preschool Programs, Inc., Hastings on Hudson, thrivertownpreschool.blogspot.com
The Seed Day Care Center, Yorktown Heights, theseeddaycare.com
Tots Place, Port Chester, preschoolwestchesterny.com
Virginia Marx Child Care Center @ WCC, Valhalla, sunywcc.edu/student-services/childrens-center
YWCA Child Care Center, White Plains, ycwawhiteplains.org
YWCA Child Development Center, Yonkers, childcarecenter.us/.../ywca_child_development_center_yonkers
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Wilma Rosario, The Children’s Circle, Hartsdale, ourhousefamilydaycare.com
Diana Rothenberg, The Children’s Playhouse of Park Hill, INC, Yonkers, ourhousefamilydaycare.com, thechildrenplayhouse.net
Liza Ramirez, The Children of Somers Day Care, Somers
Tracey Pierce, Tracey Family Day Care, Mount Vernon
Murlene Wignai, Wiggles and Giggles Daycare, Mount Vernon

Family Child Care Members
Lawrence Aguzzi, Country Kids Schoolhouse, Inc., Bedford
Seyadeh Amini, Roya’s Day Care, Dobbs Ferry
Padmini Amarsiri, Higher Horizons Children’s Place, New Rochelle
Gladys Arvelo, Mi Casa Child Day Care, Yonkers
Dana M. Belin, Dana M. Belin, Pebbskill
Sandra Bond, Sandra Bond, Pebbskill
Norda Brown, Norda Brown, Mount Vernon
Crystal Brown, Tiny Fingers Little Toes Childcare, Mount Vernon
Kemmah Campbell, In Kemmah’s Care, Mount Vernon
Victoria Careaga, Victoria Careaga, Scarsdale
Vera Correa, Bright Beginnings Preschool Learning Center, Yortkown Heights, BrightBeginPreSchool.com
Lurdes Correia, Twinkle Stars Family Day Care, Tarrytown
Sonja Daley, Elite Family Daycare, Yonkers
Julycia DeCastro, Julycia DeCastro, Bronxville
Anne DeFino, Anne DeFino, Bricar cliff Manor
Celeste Dekonski, My Tiny Loves Child Care, Pleasantville
Maria Felix, Maria’s Loving Child Care, Mount Vernon
Phyllis Fletcher, Phyllis Fletcher, Yonkers
Tiffany Friendship, Munchkin’s Play House Day Care, Mount Vernon
Betty Hengst, Our Montessori School Stepping Stone Program, Yorktown Heights, ourmontessori.com/toddlers_school
Stefanny Hernandez, Julima’s Daycare, New Rochelle
Carshella Hewie, Carshella’s Daycare, Mount Vernon
Esperanza Hidalgo, Family Daycare, Tarrytown
Josefa Hilario, Josefa Hilario, Sleepy Hollow
Brittany Hodgins, Hopes Door, Pleasantville
Tracy Luna, Little Schoolhouse Family Daycare, Yonkers
Elise Manning, Elise Manning, Pebbskill
Juana Martinez, Juana Martinez, Yonkers
Angelo Martino, TLC Daycare of Yonkers, Yonkers
Karen Martino, TLC Daycare of Yonkers, Yonkers
Susan Matos, Imagination Family Daycare, Tarrytown
Rosy McMillan, Rosy McMillan, Port Chester
Monika Mercedes, Bright Little Minds, Yonkers
Wanessa Molina, Happy Angel’s Day Care Center, Port Chester
Sharon Moodie, Landscape Happy Kids Inc., Yonkers
Malihe Moosavi, Mali’s Day Care, Purchase
Amarillis Morel, Amarillis Morel, Yonkers
Carmen Ortiz, Carmen Ortiz, Individual
Adalgisa Perezendorricks Kids Zone, LLC
Nina Perez, Nina’s Child Day Care, Sleepy Hollow
Tracey Pierce, Tracey Pierce Family Day Care, Mount Vernon
Caterina Ricardo, Caterina Ricardo, Yonkers
Leonor Saldana, Leonor Saldana, Yonkers
Grace Scaramone, Kelly’s After-school Kids, Ossining
Latoya Speight, Toya’s Little Tots, Yonkers
Maria Tibrey, Maria Tibrey, Yonkers
Martha Urbina, Martha Urbina, Yonkers
Erika Vasconez, White House Family Day Care, Yonkers
Ranghill Walker-Philip, Mount Vernon
Sharon Wilkins, Sharon Wilkins, Mount Vernon

Nursery School Members
Mindy Citera, Beter Torah Nursery School, Mount Kisco
Gigi Aronoff, Gigi Creative Playtime, Scarsdale, creativeplaytimescarsdale.org
Melissa O’Halloran, Mamaroneck Community Nursery School, Mamaroneck, mcschool.org

School Age Members
Allen Memorial Church of God in Christ, Mount Vernon
Boys & Girls Club of New Rochelle, New Rochelle, bgcnr.org
City of White Plains Youth Bureau, White Plains, whiteplainsyouthbureau.org
Cluster, INC., Yonkers, clusterinc.org
The City of Mount Vernon Youth Bureau, Mount Vernon, youth.cmvy.org
Easter Seals New York, Valhalla, ny.easterseals.com
Enrichment Center of Yorktown, INC., Yorktown Heights, teacherweb.com
Harrison Children’s Center, Harrison, harrisonchildrenscenter.org
Harrison Children’s Center – Preston After School, West Harrison, harrisonchildrenscenter.org
Harrison Children’s Center – Parsons After School, Harrison, harrisonchildrenscenter.org
Harrison Children’s Center @ Harrison Avenue School, Harrison, harrisonchildrenscenter.org
Julia Dyckman Andrus Memorial, Yonkers, andrus1928.org
KEEPS, INC., Mamaroneck, keepsafterschoool.org
Kids S.P.A.C.E of Rye, Rye, kidspaceofrye.org
Lakeland Children’s Center, Shrub Oak, lakelandchildrenscenter.com
Pelham Children’s Center, Pelham, pelhamchildrenscenter.org
Port Chester Carver Center, Port Chester, carvercenter.org
Preservation & Development Corporation of North Yonkers, Yonkers, yonkersny.gov
Rye YMCA, Rye, ryeymca.org
San Andres Educational Programs, Yonkers, sanandres.dioceseny.org/ministries-html
The Irvington Children’s Center, Irvington
YMCA of Central and Northern Westchester, White Plains
YMCA of Yonkers, Yonkers, yomyca.org
Westchester Jewish Community Center, Yonkers, wjcs.com
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