

The Child Care Council turned 50 in 2018!

It was a year of celebrations and reflection, and of new relationships that will help propel us forward. Thank you to everyone who helped us commemorate this important milestone.























A MESSAGE

FROM THE

EXECUTIVE DIRECTOR



As we worked diligently again this year to make childhood happy and productive for every baby born in Westchester, we received a reminder we at the Council did not need: never take anything for granted. Our mantra is that children should be safe, loved and learning – and while it is the educational piece that's often misunderstood or overlooked (brain growth!), it is still safety that must be first and foremost at all times. When word spread that a 20-month-old was seriously injured at a local child care center and then did not receive emergency medical care, it was a wake-up call for many parents who may have assumed that safety was a given at any professional center. But, they are not to blame. The child care marketplace is confusing, and quality is difficult to discern.

When parents call us to ask how to find a child care provider, our referral specialists advise them to beware the bells and whistles that can be seen as indicators that an environment is safe. We remind parents that quality is primarily imparted by the relationships children experience with their caregivers, so staff ratios, ongoing professional development, supervision of and support for staff, consistent execution of procedures including handling emergencies, are much more important. We tell them how to check a provider's regulatory compliance history and provide a checklist of things to look for and questions to ask. Of course, we can make no guarantee of a child's safety, but we can arm parents with a more critical eye. Unfortunately, we don't reach every parent before they make this important decision.

So, as we work closely with child care providers to increase quality, raise money for scholarships, partner with employers to raise productivity and ensure the talents of working parents aren't wasted, and advocate at every level of government, we find ourselves most often reiterating the most important message: Parents, call us first!

Thankfully, as we look through one lens at the impossible task of reaching "every" parent and, quite frankly, many other challenges, through the other we see much success, improvement and opportunity. That is what you will read about in this report: progress, achieved through the hard work of the Council's incredibly capable staff and highly engaged Board of Directors, partnerships with organizations like the Business Council of Westchester, and support from funders, donors and volunteers who have the same kind of "vision" we do. It allows us to look over, under and around what's in our way, to what is possible.

As we close the book on our first 50 years and begin the next, we do so with determination, confidence and gratitude.

Kathleen Halas

Child Care Council of Westchester

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WHY CHILD CARE?

The answer is in the science.

From the moment a child is born, her exposure to brain-growing stimuli will determine whether she develops the foundation she needs for a life of learning, health and achievement. Interactions with the environment and those around her create synapses ("connections") between neurons ("brain cells"), thus creating the structure of the brain. Synapses that are strengthened through repetition become permanent. The synapses that are not "excited" are pruned away.

By age three, 80% of her brain has developed. By age five, it's about 90%. If parents work, as most in Westchester do, much of this formative time between birth and age five will be spent with a child care provider. If that environment is not stimulating, the brain does not grow as much, and the opportunity that's missed may never be made up. The simple fact is that if we wait until kindergarten for quality care – it's too late. Early childhood is the best investment of our resources.

Of course, every parent wants to give their child the opportunity to live up to her full potential – but not every parent, no matter how hardworking, can access the kind of quality early child care that makes it possible.

WHAT DOES "QUALITY" EARLY CARE + EDUCATION LOOK LIKE?

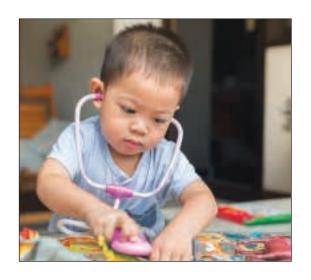
Active Play, Exploration, Exercise, Thinking, Independence

Trained, enthusiastic, nurturing caregivers who provide access to toys, books, materials, equipment and space to stimulate the brain and body...

They follow regulations and best practices related to children's safety, health, nutrition, cognition, social skills, and emotional well-being.

This results in early brain growth that translates into proven benefits:

- Better early literacy and math skills
- · Less need for special education
- · Lower teen pregnancy rates
- Higher high school graduation rates
- Higher career earnings
- · Better lifelong physical and mental health





OUR WORK, WITH YOUR SUPPORT

Together, we create more equitable access to the life-altering experience of quality early child care.

Our vision:

Every child's potential maximized from birth

Working parents able to focus on their jobs and
rest easy

Businesses growing with the help of present and productive employees

Public dollars invested in child care to increase access and quality

On a daily basis, we:

Educate parents so they understand the standards of quality child care and can find and evaluate child care programs and explore financial resources

Empower child care providers to increase quality through workshops and training, staff credential programs, improvement grants and more

Work with employers to reduce stress on employees and offer parent-friendly benefits and resources that enable them to find reliable quality child care

Advocate at every level of government to restore/ increase funding for child care and early education so it will become more affordable and accessible

Industry Leadership

Established in 1968, we have long been recognized as Westchester's premier authority on early care and education. The Council recently renewed our Quality Assurance Credential through Child Care Aware® of America, securing our position as a leading Child Care Resource and Referral agency (CCR&R). In 2017, we were recognized by 914Inc as an *Outstanding Nonprofit*.

Collaboration is Key

We are part of a vast network of sectors and stakeholders who work to improve the future. We're proud to take a leadership role in:

- Nonprofit Westchester
- · Westchester Women's Agenda
- Westchester County Families Task Force
- 0 to 6 Early Childhood Planning Group
- Westchester Chapter of the New York
 Association for the Education of Young Children
- NYS Early Care and Learning Council
- Empire State Campaign for Child Care

Memberships:

- · Business Council of Westchester
- Westchester County Association
- Association of Development Officers

PARENTS:

EDUCATED & EMPOWEREED

2,300 moms and dads contacted us to learn how to find and pay for quality child care.

 We are the place in Westchester where parents can learn about safety standards, critical questions to ask and other key quality indicators or concerns that otherwise go unrecognized.

More than 1,100 families received help with the child care subsidy application.

 This process is complicated, and often becomes a barrier between families and the assistance they need to afford child care.

How to Choose the Best Child Care
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Cheen single of region published population

From the Best Child Care

Tubally Top to Panese

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From the Best Child Care

Tubally Top to Panese

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From the Best Child Care

From the Best

Tens of thousands of parents have learned what safe and reliable child care is, and how to find it, thanks to our #GetSmartChildCare campaign, launched in 2015. The September 2018 issue of Portal Magazine featured tips to help parents choose the best child care, in English and Spanish.



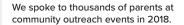
Our new Ultimate Nanny Guide served as a resource to parents considering in-home care.

 Did you know that this kind of care is not regulated by the state or federal government? That means there are not any mandatory training, education, credential or background check requirements or standards. Without our help, how do parents determine quality?

28 children received a child care scholarship from the Council in 2018. These funds enabled children to stay in, or move to, a higher-quality child care setting.

 Thanks to our generous donors, we were able to say yes to 40% of our eligible scholarship applicants in 2018.







MORE OPTIONS FOR PARENTS

10 new family child care providers and 11 school age programs opened their businesses with our help, and 58 others renewed their registration.



SAFETY:

FIRST & FOREMOST



Immediately following a serious injury to a young child in care at a local center, we intensified our efforts to educate parents so they select safe care options and regularly monitor that those safety standards are consistently maintained.

Our actions:

- Urged our child care and after school programs to review their health and safety practices immediately and to call on us for training and technical assistance.
- Reached out to parents through email, social media, events, radio ads and more, to encourage them to regularly check their program's regulatory compliance history.
- Published a Community View in the Journal news reminding parents to explore their care options closely and to always use the expertise of the Council's child care specialists rather than rely solely on recommendations from friends.

 Worked closely with the Westchester County Board of Legislators Social Services Committee on new techniques to reach parents about child care safety.

We also continued our daily work to ensure children in child care settings are safe, eating well, physically active, and getting medication when needed.

470+ Westchester child care providers were inspected by trained Council specialists.

763 nutrition-monitoring visits were conducted, and more than 2,700 menus reviewed, to ensure compliance with nutritional standards.

 We're always educating: our case managers worked with providers to develop healthy recipes, introduce new foods, and encourage children to make healthy choices.

During 62 site visits, our Health Care Consultant helped child care providers comply with regulations, like those that address care of mildly ill children; special health care needs like asthma, allergies, diabetes and seizures; infection control, and much more.

 The Council delivers the MAT course to Westchester's child care providers: a skill-based training to help administer medication safely.

TRAINED & INSPIRED

We developed our own Caring Spaces Endorsement to promote high quality infant/toddler care in the Mid-Hudson region, starting with family providers.

 This inspires providers to improve their environment and their approach to the care of our youngest children and helps parents make an educated decision.

95 child care centers worked with us intensively 1-on-1 to improve curriculum, activities, materials, and classroom design.

 Thousands of children receive better care – and more brain growth – each year as a result of these improvements. The impact literally spans a lifetime.

More than 3,600 child care professionals attended trainings and conferences.

 Exciting new trainings launched in 2018 included "Transitions – Helping Preschoolers Have Easier Days," "Question This! A Toolkit for Creating the Best Questions to Ask Your Preschoolers," and

"Scientific Thinking: Supporting the Next Generation of Innovators," among many others.

"Quality in Action" Program

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,

The 38 graduates of our intensive 120-hour Preschool (left) and Infant Toddler CDA classes (right).

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.

(Turn to page 11 to see all of our funders.)

Babies Step Forward

Offered through a partnership with WestCOP, Westchester's most vulnerable young children and their families receive caring support through this federally-funded program, which empowers a dozen family child care providers to improve quality and offer all-inclusive services.

"This past year we worked with one family with several young children to help them access high quality child care, early intervention services, and a training program for mom. Working collaboratively we reached multiple goals, which reduced stress and will ensure the children have the opportunity to reach their full potential."

Laura Cleare, Quality Specialist/Family Provider Network Coordinator

Valuable Credentials

The Child Care Council teaches the course that prepares students to earn the Child Development Associate (CDA) credential from the Council for Professional Development: the most widely recognized credential in early childhood education and a key stepping stone on the path of career advancement.



Cathryn A. Riley Innovation for Quality Prize

Three programs received funding from us to develop exciting new learning experiences for the children in their care.

- Little Leaf at Andrus-on-Hudson, Hastings-on-Hudson
- The Country Children's Center, Katonah
- Little House Day Care, Inc., Rye

Also funded through the Cathryn A. Riley Leadership Fund, we were proud to provide Henry Wilson (left), Executive Director of the Youth Community Outreach



Program (Y-COP) in Mount Vernon, a scholarship to participate in Volunteer New York's Leadership Westchester program, faciliated by David Severance (right).

WELL-STOCKED BOOKSHELVES

With the support of community book donations and funding from the Sexauer Foundation, we are able to distribute books to struggling families and the child care providers who serve them, promote weekly family reading time, offer literacy training to child care providers, and maintain a robust book-lending program.

 Early literacy is the foundation upon which all later learning is built, so we provide age-appropriate books for hundreds of children who otherwise would not have access.



Council staffer Jami Flynn and Board member Jeff Samuelson sort donated books.



Board President Craig Ruoff delivers books his daughter collected for the Council.



EMPLOYERS:

CONNECTED & INVOLVED

When employers provide access to child care resources, it lessens stress on all employees and demonstrates how much they're valued, which helps



with retention and recruitment and translates into better profitability and competitiveness.

When working parents, especially moms, can access reliable quality care, business owners benefit from their talents in the workplace.

When more children get better early education, more of them graduate high school and are better prepared to succeed in the future workforce. These facts fuel our efforts to inform the Westchester business community about the importance of early child care and enthusiasm to provide working parents with our free resources. In 2018, our impactful connections included:

- A new partnership with the Business Council of Westchester's Education Foundation, which has identified sustainable child care as one of the four tenets of "Helping Westchester Build Healthy Communities"
- Monthly meetings with Westchester County
 Government's new hires to inform them about our free resources
- Distribution of our informative quarterly newsletter to 1,600 Westchester business owners
- Presentations to business owners and HR professionals, including members of the Westchester Human Resources Management Association



We help businesses, but they also (really) help us! In 2018 we became Shake Shack Hartsdale's nonprofit partner! We received the profits from their soft opening – nearly \$12,000 – the most EVER raised during a Shake Shack soft opening! And, we continue to receive 5% of the sales from the delicious Pie Oh My Concrete dessert.

DID YOU KNOW?

A Dependent Care Assistance Plan (DCAP) works much like a Health Savings Account and allows parents pay for child care with pre-tax funds. It can be fully employeefunded, or employers can choose to contribute or match.

ADVOCACY:

CRUCIAL & SUCCESSFUL

Child Care Council Executive Director Kathy
Halas takes advocacy seriously. She was part of
a successful statewide effort to restore \$7 million
in child care funding in the 2018-2019 New York
State budget. She testified at a hearing in Albany,
helped former Assemblymember Shelley Mayer
(now NYS Senator Mayer) organize a child care
roundtable in Yonkers, and joined the leadership
of a new coalition, the Empire State Campaign for
Child Care.

In the fall of 2018, the Council visited 14 child care centers as part of its Advocacy on the Go "Calls for Kids" campaign and carried the voices of hundreds of parents to County Executive Latimer and the Westchester County Board of Legislators. As a result, child care and after school programs with DSS contracts saw their subsidy reimbursements rates increase by 3.8%. In addition, 25 new child care slots for "Title XX" families opened up.



Kathy Halas with Council Director of Family & Employer Services Nicole Masucci and her daughter, advocating before the Westchester County Board of Legislators.

Each one of the children who gains access to safe, quality early care thanks to these increases now has a better chance of reaching his or her full potential.



The Council arranged a "Conversation with the County Executive" at the YWCA, where Westchester child care and after school leaders engaged in constructive conversation with George Latimer.



RECOGNITION:

CHAMPIONS & JOEYS

50 YEARS:

HISTORY & VISION



Council Executive Director Kathy Halas with Carola Otero Bracco, Lindsay C. Farrell, and New York State Senator Shelley B. Mayer.

Nearly 300 people celebrated with us at our final Annual Awards Breakfast in May 2018!

Champions for Children:

New York State Senator Shelley B. Mayer Neighbors Link (accepted by Carola Otero Bracco, Executive Director)

Open Door Family Medical Centers (accepted by Lindsay C. Farrell, President and CEO)

Joey Award winners:

Kim DeSalvo, Ardsley Children's Center
Vicki A. Forbes, M.Ed.; LCSW Building Better
Beginnings Program (WJCS)
Madeline Freed, All Aboard Childcare

Elizabeth Knowles, Little House Day Care

More than 320 people joined us at the Captain Lawrence Brewery in October 2018 to celebrate our 50th anniversary at our first-ever major evening fundraiser. We raised more than \$220,000 for child care. We are especially grateful to longtime supporter Mike Zupon whose family foundation gave a \$50,000 challenge grant to inspire our Board of Director's fundraising efforts. They exceeded the goal!

Honorees:

Business Visionary: Dr. Marsha Gordon, *President* and CEO of the Business Council of Westchester Give Local Leader: Clarfeld Financial Advisors Child Advocacy Pioneers: Peter Edelman & Marian Wright Edelman



Peter Edelman, Dr. Marsha Gordon, and Rob Clarfeld (representing Clarfeld Financial Advisors). Not pictured: honoree Marian Wright Edelman.

For the Child Care Council's complete 2017-2018 audited financial statement, visit www.childcarewestchester.org/pdf/ 2017-2018_Financial_Audit.pdf

FINANCIALS



Please note: The Council's deficit for the fiscal year ending 6-30-18 was primarily caused by timing. Revenue from a significant grant was recognized in fiscal year 2017, while associated expenses were charged in 2018 when incurred.

Grants

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

| Grantor | Purpose |
|--|--|
| Frog Rock Foundation | Quality Improvement for Family Providers |
| Sexauer Foundation | Early Literacy |
| Edith Glick Shoolman Foundation | General Support |
| Philip and Lynn Straus Foundation, Inc. | General Support |
| Westchester Community Foundation | Public Policy and Advocacy |
| Clean and Healthy New York | Health and Safety |
| Cornell University – Blumenthal Internship Program | Summer internship |
| Robert and Sydney Kindler Foundation | Child Care Scholarships |
| Anonymous | Advocacy and General Support |

Government Contracts

New York State Department of Health

New York State Office of Children and Family Services

Westchester County Department of Social Services

Westchester County Office for Women

Westchester County Office of Workforce Investment

U.S. Administration for Children and Families - Head Start (through grantee WestCOP)

While program updates and membership lists are for the 2018 calendar year, financials apply to the fiscal year: July 1, 2017 – June 30, 2018.

July 1, 2017 - June 30, 2018

CONTRIBUTORS

Business Supporters

All Aboard Childcare American Christmas **Assured Partners** Northeast, LLC AtwoB Point B Planning LLC Backyard Sports Cares **Bettina Equities** Management LLC Boys and Girls Club of Northern Westchester Billet International California Pizza Kitchen Chappaqua Children's Workshop The David J. Yvars Group **Dennis Noskin Architects** The Digital Arts Experience Downtown Realty Management, LP Durante Rentals, LLC Dynamic Training, Inc. Ezra Partners Inc. The FREM GROUP LLC Happy Tots Child Care Harrison Children's Center In Better Words Inspiria Outdoor Jill Singer Graphics JYu Development LLC Kids Are People, Inc. Law Office of Gary A. Cusano PC Little House Day Care Maier Markey & Justic LLP Mount Kisco Child Care Center Monroe College Neighbors Link NY Hospitality Group Oak Lane Child Care

Engineers, PC Open Door Family **Medical Centers** Ossining Children's Center Paulose & Associates **PLLC** PKF O'Connor Davies LLP Queen's Daughters Day Care Sam's of Gedney Way **Sharc Creative** Vino100 Westchester AEYC Westchester Children's Association Westchester Early Childhood Directors Association Westchester Magazine Whitman Breed Abbott & Morgan, LLC

Sponsors

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Transportation
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Polaris Properties
PwC
TD Bank

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Anonymous (1)

Child Care Council of Westchester Members

The Council would like to acknowledge the programs, providers and individuals listed below for supporting the Council by becoming members in 2018.

2018 MEMBERS

Center Members

The Alcott School, alcottschool.org, Scarsdale

All Aboard, Inc., allaboardchildcare.com, Valhalla

All Aboard on the Hudson, allaboardchildcare.com, Ossining

Anna & Jacks Treehouse, New Rochelle Bedford Discovery Early Childhood Center, bdecc.com, Bedford Hills

Beginning Years @ Temple Beth El of Northern Westchester, bethelnw.org, Chappaqua

Bright Horizons, Child-care-preschool. brighthorizons.com, White Plains

Bright Horizons at Bellefair, Child-care-preschool.brighthorizons. com, Rye Brook

Bright Horizons Children's Center, Child-care-preschool.brighthorizons. com, Yonkers

Bright Horizons Children's Center, LLC, Child-care-preschool.brighthorizons. com. Elmsford

Bronxville Montessori School, bronxvillemontessori.com, Bronxville

Center for Montessori Education, NY, Inc., cmteny.com, White Plains

Children of America Mohegan Lake, LLC, childrenofamerica.com, Mohegan Lake

The Children's Center at Purchase College, tccpc.org, Purchase Childrenspace, childrenspacepreschool.

com, Croton-on-Hudson
CLUSTER, Inc., clusterinc.org, Yonkers

Collin Allen Child Development Center, Mount Vernon

Country Children's Center, countrychildrenscenter.org, Katonah

Creative Beginnings Children's Center, Inc., crebeg.com, Hartsdale

Days of Wonder Child Care Program, daysofwonderchildcare.org, Dobbs Ferry

The Early Learning Center at Fieldhome, fieldhome.com, Cortlandt Manor

Easter Seals NY, easterseals.com, Valhalla

Elizabeth Mascia Child Care Center, masciachildcare.org, Tarrytown

Family Services of Westchester, fsw.org, White Plains

Friendship For Tots Inc., friendshipfortots.com, Mount Vernon

The Goddard School, goddardschool.com, Hastings-on-Hudson

The Goddard School, goddardschool.com, Yorktown

Good Shepherd Early Childhood Center, goodshepherdirvington.com, Irvington

Greenville Church Nursery School, greenvillechurchnurseryschool.org, Scarsdale

Happy Corner Day Care Center Inc., happycornerdaycarecenter.com, Port Chester

Happy Tots Child Care, Inc., happytots.org, Cortlandt Manor

Harrison Children's Center (multiple locations), harrisonchildrenscenter.org, Harrison

Harrison Day Center Inc. At Underhill Recreation Center, harrisonchildrenscenter.org, West Harrison

John A. Coleman School, setonpediatric. org/john-a-coleman-school, White Plains

Kaleidoscope Child Care Center, LLC, kaleidoscopemtkisco.com, Mount Kisco

Kids Allowed Corp.,

kidsallowedpreschool.com, Yonkers

Larchmont Ave Church Pre-School, Larchmont

Lil' Sprouts Early Learning Center, Peekskill

Lincoln Family Institute, Eastchester Little Angels Child Care Center, Rye The Little Disciple Learning Center Inc., littlediscipleswp.com, White Plains

Little Sparrows Nursery School of Hillside Church,

hillsidechurch.org/littlesparrows, Armonk

Lois Bronz Children's Center, lbcc4kids.org, White Plains

Mazel Tot, sstte.org, Scarsdale

Montrose Child Care Center, mcccny.org, Montrose

Mount Kisco Child Care Center Inc, mkccc.org, Mount Kisco

The New Rochelle Day Nursery, newrochelledaynursery.org, New Rochelle NYSARC, Inc., arcwestchester.org, Peekskill

NYSARC, Inc., arcwestchester.org, Hawthorne

Oak Lane Child Care Center, oaklaneccc.org, Chappaqua

Ossining Children's Center Inc., ossiningchildrenscenter.org, Ossining

Peas and Karrots, peaskarrots.com, Ossining

Pelham Children's Center, Inc., pelhamchildrenscenter.org, Pelham

Purchase Children's Center, Inc., purchasechildrenscenter.com, Purchase

Queen's Daughters Day Care Center, Inc., queensdaughtersdaycare.com, Yonkers

Saint Paul's Evangelical Lutheran Church, stpaulsryebrook.com, Rye Brook

Saint Peter's Child Care Center, Inc., childcarecenter.us/provider_detail/ st_peters_child_care_centers_inc_ yonkers_ny, Yonkers

San Andreas Educational Program, Sanandres.dioceseny.org, Yonkers

Scarborough Presbyterian Children's Center, scarboroughchurch.com/ childrens_center, Scarborough

Vernon Heights Day Care Center, Inc., Mount Vernon

Westchester Community College Children's Center, sunywcc.edu/studentservices/childrenscenter, Valhalla

Westchester Jewish Center, Mamaroneck

WestCOP, westcop.org, multiple locations

Woodlot Christian Preschool, LLC, woodlotchristianpreschool.com, Tuckahoe

Young Wonders, youngwonders.com, Briarcliff Manor

YMCA of Central & Northern, Westchester, ymca-cnw.org, North Salem YMCA of Yonkers, yoymca.org, Yonkers YWCA Child Care Center, ywcawpcw.org, White Plains

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Mamaroneck Community Nursery School, mcnschool.org, Mamaroneck

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