



# Community Child Care Council of Sonoma County

*Every child is important to us.*

## Annual Report 2010

### *Making a Difference In the Lives of Children*



#### **4Cs Mission:**

*To inspire our community to support the well being of every child and to improve the quality and availability of child care in Sonoma County.*

**4Cs provided essential comprehensive programs** and services to promote quality care and education for children in Sonoma County's diverse communities throughout fiscal year 2009-2010. Community Child Care Council has impacted the lives of thousands of children as well as their care givers, educators and families.

**Our early care and education, parent resources and provider support services** have helped thousands of children and their families, including:

- **8,287** consultations assisting parents and the community with information, parenting issues, and connections to other services and resources.
- **1,876** free child care referrals to licensed preschool, child care and early education programs through our Resource & Referral services.
- **1,361** children from **814** families benefited from the 4Cs Alternative Payment Programs which enable low-income families to work or attend a vocational education program while having assistance paying for their child's early care and education.
- **990** children from **1,078** families attended one of the thirteen 4Cs developmentally and culturally appropriate educational preschools throughout Sonoma County.
- **3,120** children received healthy snacks and meals monthly at family child care homes in Sonoma, Napa and Marin Counties through the Child Health & Nutrition Program.
- **1,125,834** meals and snacks were served to children at family child care homes through the Child Health & Nutrition program.
- **207** family, friends and neighbors who care for children received health and safety, child development, curriculum and positive discipline training.



# Letter from the Executive Director

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Dear Friends,

During the 2009/2010 Program Year, there were many exciting and challenging events for 4Cs to face and overcome. I am happy to say that the most significant event, beyond supporting our community's child care needs, was to complete one of the goals outlined by our current Strategic Plan, the move of our main office.

As you can imagine, the economy was and continues to be foremost on our mind. We see the struggle of our clients (families and child care providers) and we have experienced and continue to experience limited resources, funding limitations and potential budget cuts. Despite the fiscal challenges that continue to haunt our work, there were numerous high points during the year.

The expansion of our Board of Directors over the past year has been a welcome support for the agency. We have grown from nine to fourteen Directors in a little over 12 months. I must recognize and thank the Board for their creativity, dedication and passion for serving Sonoma County's children and families.

In 2009 the 4Cs Finance Committee interviewed potential banks and selected Summit State Bank to be our new community banking partner. We are excited to be working with Summit State and appreciate the mutually beneficial relationship.

4Cs participation in the Human Race 2010 was our third year in our renewed efforts to make it one of our primary annual fundraisers. We raised upwards of \$18,000. The funds go to support the 4Cs centers and to support services that are not covered by our state contract dollars. 4Cs is continually looking for ways to increase our community presence and increase our community financial support. The Human Race accomplishes both of these goals.

In March 2010, 4Cs successfully completed one of the main tasks of our current strategic plan. Working with Shawn Johnson and Brian Keegan of Keegan and Coppin, and a task force including 4Cs Management Staff and Board Members, we began the search for a new office location in June 2009. After 15 years at the Tesconi Court location with an increase from about 15 to over 50 staff members during that time, 4Cs was able to locate, secure and move to a new building in March 2010. Our new location on Stony Circle provides us more space for staff and better facilities for training and meeting with our clients. We are pleased to be in a building that was brought to our attention by Larry Simon of Simons & Woodard, who also helped us to plan the design and layout.

Wright State Preschool, 4Cs thirteenth preschool, opened for the 2009-2010 school year.

The 4Cs Child Health and Nutrition program received a \$10,000 grant from the Kaiser Community Benefit Program to support Nutrition and Activity Policy implementations with licensed family child care providers throughout Sonoma County.

Summer of 2010, 4Cs began a partnership with the Santa Rosa Chamber of Commerce WHEEL program. Thirty-two of our child development preschool staff members, whose first language is Spanish, have completed an eight-week English class. Workforce development is critical for us, as our employees support the growth and learning of young children and their families.

Overall it has been an exciting and successful program year. We know, as we look to the future, we have many financial challenges ahead. 4Cs remains committed to serving our community and supporting the early care and education of children.

*Melanie Dodson*

Melanie Dodson

## *Building Blocks of Quality Care*

**4Cs provides education and support** to early care and education professionals with the goal of improving the quality of care for children. Throughout 2010, 4Cs supported early education and care quality improvement through a variety of avenues.

**Child Care Connections**, funded by First 5 Sonoma, provided intensive training and focused measured improvement with eight licensed family child care providers. Selected providers participate in monthly trainings and weekly home visits. Providers became adept at using the Environmental Rating Scale to evaluate their programs, as well as using the Ages and Stages Social and Emotional Questionnaire to screen children in their care for appropriate development and refer for appropriate early intervention. Most of the children in care are ages 0-5. In addition, providers and parents were supported to connect with their local schools which helps build a foundation of parental involvement in their children's education as well as better prepare the children for Kindergarten success.

**Child Care Initiative Project** trained 64 people in the business of providing early care and education and supported eight new providers to receive their state license to provide child care in their home. This is critical during a time we have seen the number of licensed family providers in Sonoma County shrink from 424 to 397.

**Professional staff development** is integral to 4Cs preschool programs. Three days each year, our 13 child development preschools close for staff education and training. Topics are based upon current educational trends and internal assessments. In April 2010, Intentional Teaching, Music and Movement and Implementation of the California State Preschool Foundations were the topics. Pediatric CPR and First Aid are annual topics, as well.

**4Cs is a leading partner in the Quality Improvement Conference (QIC)**, an annual professional development symposium, created in collaboration with CAP Sonoma, SRJC Child Development Department and WestEd PITS to provide training for state subsidized preschool and child care teachers in Sonoma County.



## **4Cs Main Office Moves**

To better serve our community, 4Cs packed up and moved after 15 years.



**131-A Stony Circle, Suite 300  
Santa Rosa, CA 95401**

*Our new centrally located office on Stony Circle provides us more space for staff, better facilities and parking for trainings and workshops as well as improved meeting rooms for client appointments.*

## **Increasing our Social Network**

Our new web site was unveiled in February 2010: [sonoma4cs.org](http://sonoma4cs.org) You can find current news, a calendar with workshops, trainings and community events as well as information about 4Cs and community resources.

**Change 4 Children** was launched allowing supporters to electronically give to 4Cs on a monthly basis.

*Children's Legacy Circle* was formed to recognize those who have made a planned gift to 4Cs.

Stay connected with 4Cs online -



[www.facebook.com/sonoma4cs](http://www.facebook.com/sonoma4cs)

## Teen Mother on the Road to Success



Noelia and Armando at 4Cs WKJ Center

Noelia was a just a teenager at Healdsburg High School when she became pregnant. She wanted to finish High School, but didn't know how she would be able to with a child of her own. She learned about the 4Cs William K. Johnson Infant Development Center and was able to enroll her son, Armando, when he was 3 months old. With the support of 4Cs, Noelia has attained her GED and is now attending Santa Rosa Junior College on her way to a Bachelor's degree in Criminal Justice.

*"Taking 15 units and being a single mother is very challenging, but with 4Cs help, I can do this,"  
Noelia Rodriguez.*

## WHEEL Program

Thirty-two of 4Cs preschool employees, whose primary language is Spanish, graduated from the first eight week Workplace Held Employee English Learning (WHEEL) program, through the Santa Rosa Chamber of Commerce in Fall of 2010.

## Inspiring Parent Leaders

**Parent Voices of Sonoma**, a parent led grassroots group that has grown to 125 members is hosted by 4Cs. Parent Voices actively engages, informs and involves parents in developing leadership skills and advocating on behalf of children having access to quality, affordable preschool and child care. The California state budget crisis has been a call to action for parents across the state, who have been sharing their personal stories about the importance of quality affordable preschool and child care with state lawmakers.



Sonoma County Parents at **Stand for Children Day** in Sacramento, May 2010

**Parent participation is essential** to the 4Cs preschools, not only do we prepare children for school and life success, we help to lay the foundation for parental involvement in their child's education. Throughout each school year, parents:

- Assist in the classroom.
- Help organize fundraising activities and events.
- Participate in special events highlighting their children.
- Encourage children to read using the 4Cs Reading Program book bags.
- Chaperone field trips.



# Inspiring Healthy Living

**Over 400 Family Child Care Providers** were able to provide healthy snacks and meals to children in their care. They also attended trainings about ways to foster healthy nutrition and active lifestyles in their child care programs.

**Nutrition and Physical Activity Policies** are being implemented at 75 early care and education programs with the support of our Nutrition Specialists thanks to a Kaiser Permanente Community Benefit Grant.

**Meals at the 4Cs preschools** are made with whole grains, fresh fruits and vegetables, low-fat, low-sodium, and low sugar. Full-day centers offer breakfast, lunch and afternoon snack to all children enrolled in the center during those specific meal times. Part-day programs offer breakfast in the morning and snack in the afternoon. Centers have a minimum of 60 minutes of physical activity daily.

**Helping our gardens grow.** 4Cs curriculum includes gardening components. Children help to plant and care for vegetables and flowers and then harvest and eat the fruits of their labor. This is great science, math and language education. Parents enjoy participating in the gardens, too.



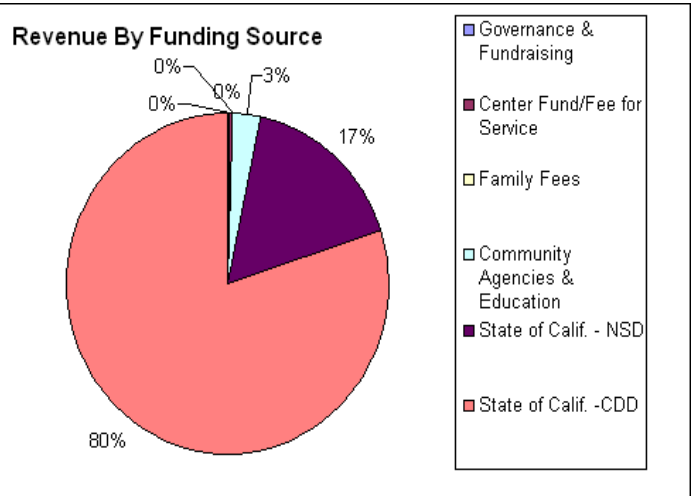
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### Community Child Care Council of Sonoma County, Inc. FY 2009/2010

Budget Revision #1

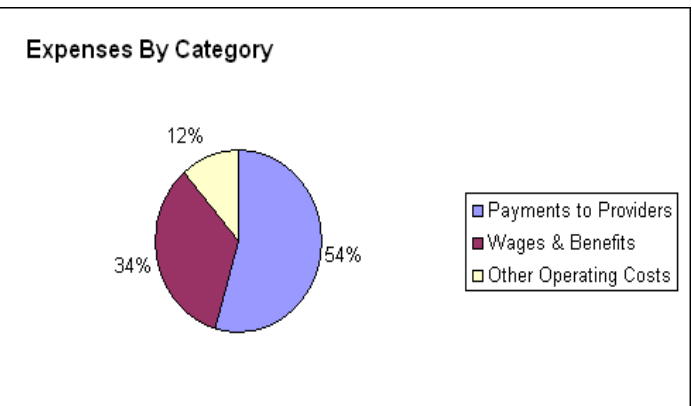
#### Revenue By Funding Sources

Governance & Fundraising	41,195	0.28%
Center Fund/Fee for Service	25,135	0.17%
Family Fees	34,000	0.23%
Community Agencies & Education	383,528	2.61%
State of Calif. - NSD	2,454,742	16.73%
State of Calif. -CDD	11,734,813	79.97%
<b>Total</b>	<b>14,673,413</b>	<b>1</b>
ck sum	0	



#### Expenses By Category

Payments to Providers	8,069,425	55%
Wages & Benefits	5,047,505	34%
Other Operating Costs	1,707,215	12%
<b>Total</b>	<b>14,824,145</b>	<b>1</b>
ck sum	0	



**Budget Balance** \$(150,732)

## Thank You! Community Child Care Council's programs and services would not be possible without its friends and supporters. Thank you for helping to make a difference in the lives of children.

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*Photos in this document are of children attending 4Cs preschools.*