



CHILD & FAMILY RESOURCES, INC.

2014-2015 YEAR END REPORT



MISSION

CHILD AND FAMILY RESOURCES IS DEDICATED TO PROVIDING AFFORDABLE, ACCESSIBLE PROGRAMS THAT ENHANCE AND SUPPORT THE EDUCATION OF PARENTS, CAREGIVERS AND CHILD CARE PROVIDERS, AS WELL AS, ENCOURAGE THE HIGHEST QUALITY OF CARE AND POSITIVE LEARNING EXPERIENCES FOR YOUNG CHILDREN.

Board Members Fiscal Year 2014-2015

Joyce Archer

Cathy Danielson*

Tracy Marchionda

Amy Moracco

Jen Mosich

Leah Ntuala*

Scott Ostrowski

Renee Owen

Barbara Ann Paige

Jeanne Schuck

Mary Jo Shrey

***Retiring Members
in FY 2014-2015**



A Message from the Executive Director

As we close our 40th year of service we reflect on the intended outcomes we strive to gain as a result of our efforts. While our report shares solid numbers of the people we serve it is important to also share our intended outcomes.



CHILD & FAMILY
RESOURCES, INC.

Child Care Resource & Referral Outcomes & Strategies:

- Expanding and Strengthening the Child Care Delivery system via Training, CACFP sponsorship, Grants, Resource libraries, Curriculum planning, Enrollment and Monitoring of Legally Exempt Child Care, Registration and Monitoring of Family Child Care and School Age Child Care programs
- Supporting Parental Choice of Child Care with Information, Education, Referrals and Child Care Subsidy Assistance.
- Building Community through Partnership and Delivery of Outreach, Education and Recruitment of Child Care Programs
- Compiling, Analyzing and Disseminating Data about Child Care Supply and Demand

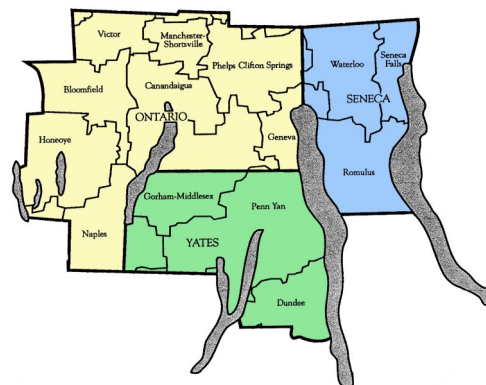
Family Resource Services Outcomes and Strategies:

- Improved Parenting Skills and Interactions with Children via Home Visiting (long and short term), Support Groups, Workshops and Family Events
- Increase Safety for Children at Risk of Abuse or Neglect and Prevent Placement and/or Removal of Children via Home Visiting, Parent Groups and/or Supervised Visitation, and Access to Safety Resources
- Improved Health & Development of Children via Connections to a Medical Provider, Developmental Information and Monitoring, School Readiness/Literacy Resources and Access to Early Childhood and After School Peer Group Programming
- Improved Family Life Course via Parent Connections to Employment, Education, Child Care Assistance or Training Supports and Parental Supports to Reduce Stress, via Community Referrals, Court Child Care, Education/Work Supports, Peer Support Groups etc.

*Julie Champion
Executive Director*

Services to Support Communities and Businesses

Working parents who are happy with their child care are better, more effective employees. Services include partnering with other community agencies to address ever-changing family needs, helping families advocate for what they need with policy makers, data collection and analysis, child care and parenting needs assessments and connecting families with community resources.



- ♦ **48,168** website hits on the www.cfresources.org site were received during the year.
- ♦ Regular posting of activities, events, product recalls, news in child care, advocacy and public policy activities on the agency's Facebook Page increased visibility of the agency with a total reach of **21,252** Facebook users over the year. These contacts allowed for **54,189** impressions to be made through "likes" from the CFR Facebook page and being seen by their friends.



- ♦ **8** Family Connection events with **186** attendees. Family Connection events are scheduled in all three counties served. These events are designed to give families opportunities for accessing free, safe and child friendly settings with preplanned parent-child activities and games. Parents also have a chance for contact and connections with peers as well as agency staff.
- ♦ Advocacy and Public Policy information was delivered via formats including: website, phone, email, mail, Facebook, presentations and events attended in the community; Ontario, Seneca and Yates Counties total **1,196** times.
- ♦ Child and Family Resources is active in the community with outreach activities through committees, community presentations and events. The agency participated in **22** local community events this year. A sample of events and additional outreach activities conducted this year include:

*Autism Forum, Victor High School
Canandaigua Arts & Music Festival
Canandaigua Pier Event
Chiropractic College, Community
Awareness Day
Fall Into Canandaigua Event
FLCC Awareness Day
FL News WGVA – monthly*

*Dundee Annual Child Health and Safety
Fair-y Tale Festival
Dundee Touch of Christmas
Geneva's Festival of Nations
Geneva Reads Book Fest
Head Start Health Advisory Committee
Healthy Families Community Baby
Showers
Kenka Arts Festival*

*Ontario ARC Autism Advisory Board
Ontario CAAST Committee
Penn Yan Star Shine
Seneca County -0-8 Task Force
Wellness Fair, Midlakes School
Workforce Development presentations in
Ontario & Yates counties
Yates CCSI Tier Meetings*

For every \$1 invested in high-quality early care and education, our communities save between \$4 and \$17 in future costs of remedial and special education, the juvenile crime system and welfare support.

Community Collaboration and Special Projects

Child and Family Resources welcomes partnerships with businesses and organizations and strives for quality services. It is through these partnerships that we can tailor services to families and child care programs and extend our presence in the community.

A key collaboration this year is the **babycafé** program. Baby Cafes are free drop-in centers that offer support and assistance from professionals and other mothers - all in a relaxed and warm environment. Originating in England, the Baby Café Model has been so successful that there are now more than 100 Baby Café centers around the world! New York State offers 12 Café's, with Child & Family Resources hosting one in Canandaigua and soon to be- in Penn Yan. In July of this year we hosted our Grand Opening ribbon cutting ceremony for the Canandaigua Baby Café at an event held at the Cheshire Farms Creamery. We have served **21 parents** at our Canandaigua Café location to date.



Baby Cafés offer support on all aspects of breastfeeding and its impact on daily life – from prenatal to weaning, as well as assistance with pumping and maintaining supply if moms return to work outside the home. CFR has five trained Certified Lactation Counselors (CLC's) who provide support services to moms who attend Café. As a result of the Finger Lakes Breastfeeding Partnership there are currently six opportunities to attend a Baby Cafe in the Finger Lakes region, including Ontario, Yates, Steuben, Schuyler, Wayne and Genesee Counties. Our collaborations with Ontario County Public Health, Yates County Public Health, S2AY Rural Health Network, Cornell Cooperative Extension-Yates and Thompson Health have supported our ability to provide the Baby Café programs to families on a regular basis.

Early Literacy Project

Thanks to support from the McGowan Charitable Fund, the Nord Family Foundation and the Office of Children and Family Services we began the Early Literacy Project (ELP) which is designed to provide literacy enriching resources to children, families and child care programs. The eight hour Early Literacy Connections curriculum training, onsite technical assistance and 23 children's books were delivered to family based child care programs in Ontario and Yates Counties. Early Literacy Connections is a curriculum for home-based, multi-age child care settings. The curriculum meets national Head Start performance standards and NYS Early learning guidelines. The goal of this overall initiative is to achieve consistency in the quality of early literacy programming experienced by young children using family child care providers. **21 family based providers** have been served to date and will continue to reach additional providers in the next fiscal year. This initiative also funded the start-up of the Dundee Together Time program and expanded the number of offerings for our Penn Yan Together Time. During this time frame we served **16 adults and 42 children**. The purchase of **20 literacy kits** designed for families and providers to borrow and use at home with children was also funded. Kits focus on easy literacy rich activities that coincide with a children's book theme.

Families need to be supported by policies and services that ensure that children live in nurturing and safe environments free from abuse and neglect, thereby enabling children to reach their full potential.

Parent Services

Child and Family Resources partners with parents in developing their family strengths and reaching their goals. Any parent or guardian desiring to learn more about parenting skills is invited to participate in our programs. Family education staff work with families on child developmental stages, discipline tools and techniques, goal setting, appropriate expectations and parent/child interactions.

- ♦ A total of **278** families were served through CFR's Family Resource Center programs below. Many families participate in more than one program and may have multiple contacts with staff.



- ♦ **55** Car seats were distributed to **51** families. Child & Family Resources has state certified technicians on staff who presented education on safety and correct installation for each seat dispersed.
- ♦ **1067** Home visits were conducted by the Healthy Families Ontario program to **66** families focusing on providing support for obtaining pre-natal care, family work-life needs, child development, and parent child interactions.
- ♦ **1,557** Home and supervised visits were conducted by Family Educators through the parent education contracts. Due to an increase in demand for these specific services, additional staff were hired and trained to support the need in both Ontario and Yates counties.
- ♦ **24** Pregnant and parenting teens were served through **8** Project Promise Group sessions. Their **30** children were impacted by these events through parenting, discussion, diapers, safety items, clothes, support and referrals.
- ♦ **62** Parenting group/peer group sessions were offered. This includes the weekly Parenting for Life group in Penn Yan, our Penn Yan Together Time as well as the newly offered Dundee Together Time. These sessions are based on the needs of the parents and specific curriculums are delivered as needed. Curriculums used included 1-2-3 Magic, STEP-Systematic Training For Effective Parenting, Parenting in a Changing World, including topics of Discipline vs Punishment, Strengthening Families, Child/Teen Development, Safety and Supervision, Protective Factors-Parental Resilience etc.
- ♦ **11** sessions of Families in Transition were offered to **33** parents. Parents engaged in custody, divorce and separation disputes are offered this six-hour class that is approved by the courts. Parents learn the importance of parenting in a similar manner while separated, and how it affects the children involved.



Parent Services Continued...



♦ **37** (unduplicated) children were served through CFR Early Childhood Education programs in Gorham and Penn Yan. With experienced teachers and assistants, the children learn socialization and problem solving skills, creating art & exploring materials, music & movement, science & math and literacy skills through play. This year's focus centered on literacy resource use and the implementation of new assessment tools

♦ **125** Families and **164** children were supported through The Children's Center. The Children's Center is a free drop-in child care center for children whose families or caregivers have business in the Yates County Court. The center is a safe comfortable nurturing place which provides creative and educational activities, dramatic play, blocks, games and more for children while adults take care of court related issues. **30** referrals to other services and agencies were given to parents that used The Children's Center.

As part of services included in the Child Care Resource & Referral contract Child & Family Resources provides child care referrals to parents in Ontario, Seneca and Yates counties. Referral Specialists are available five days a week to provide customized referrals to parents seeking child care. We strive to help families find high quality child care, a key step to balancing work and family and raising happy, healthy children.

- ♦ **223** Families accessed needed child care referrals.
- ♦ **361** Children were in need of child care.
- ♦ **3,718** Referrals were given to parents for child care programs.
- ♦ **132** Families served in the referral calls indicated they were eligible for the New York State Child Care Subsidy Program.
- ♦ **6** Low-income families in Seneca County were able to access subsidy assistance through the Seneca County United Way Child Care Subsidy Assistance Program. This grant, administered by Child & Family Resources, allowed families to maintain work by helping with child care costs.



*Subsidized child care is critical to ensuring that low-income working families have the chance to avoid hardship from job loss and income instability. Children and families **5** benefit when they have access to stable, continuous child care arrangements.*

Child Care Program Services

One of Child & Family Resources' key goals is to positively impact the quality of child care in the counties served. Continuing education and training is necessary for care givers to maintain and increase their understanding and knowledge of children and families. Projects assist programs with mandatory regulatory compliance and quality improvements.

- ♦ **1,627** (duplicated) Registered, Licensed and Legally Exempt providers were served by Child and Family Resources through basic technical assistance, health care consultancy and intensive technical assistance services.
- ♦ **877** (duplicated) Child Care Providers were served through trainings offered by Child and Family Resources.
- ♦ **95** Training sessions were offered to Child Care Providers. Trainings were accessible through workshops, conferences, one-on-one sessions, series classes and teleconferences. Of these, **11** child care centers (187 staff members) received in-service, onsite training delivered in **15** sessions as part of our new Center Development Packages.
- ♦ **22** Child Care Providers were served through the Intensive Technical Assistance Project for a total of

Why do I love my child care?



56 hours of assistance. The Intensive Technical Assistance (ITA) Project is uniquely geared to individual registered and licensed providers or center staff. ITA's are free to providers and are funded by the Office of Children and Family Services or Foundation grants. Professional facilitators go to child care programs during their business day to offer tips, information and practice hands on skills. Providers can address program concerns or investigate topics not covered in group classes or as a follow up to a training.

Quality child care and early learning programs are linked to enhanced school readiness, improved high school graduation rates, reduced special education costs and reduced juvenile justice services.

Child Care Program Services Continued...

- ◆ In order to help meet the demand for child care in Ontario, Seneca and Yates counties, Child & Family Resources works to develop quality child care programs. **6** potential providers attended our Family Child Care 101 Series, offered during the year and received assistance on opening their business. **3** of these new programs received Grants to help with the costs of start-up training, safety equipment and/or programming supplies.



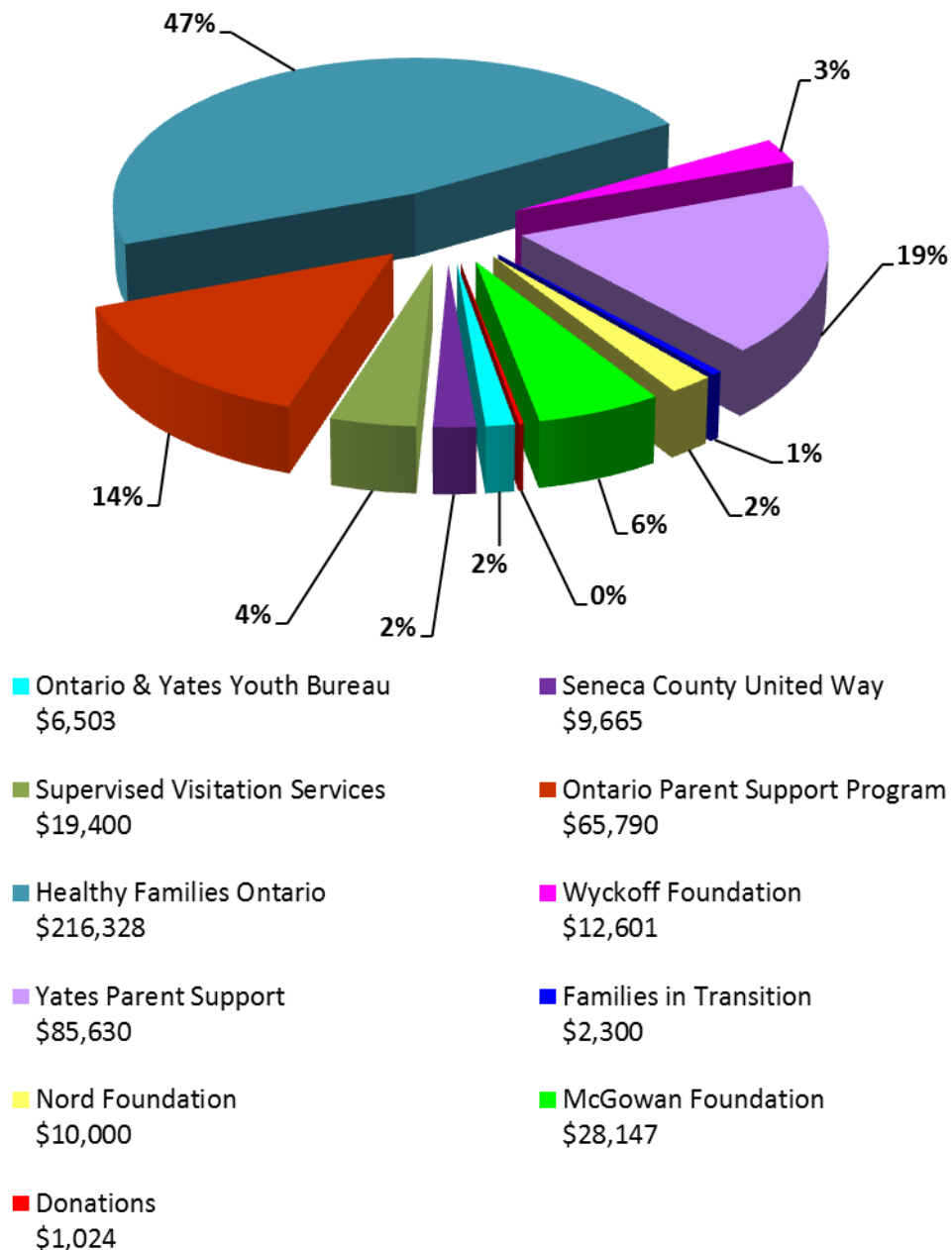
- ◆ **70** child care providers participated in the Child and Adult Care Food Program (CACFP), serving **227,306** meals to children. Currently there are **58** child care providers enrolled in the program with **667** children being served. The United States Department of Agriculture (USDA), through the New York State Department of Health, helps child care providers pay for meals and snacks that meet nutrition requirements for breakfast, lunch, supper and snacks. Child & Family Resources is a CACFP sponsor to Family and Group Family Child Care homes in Ontario, Seneca and Yates Counties. Training and program monitoring visits are provided to ensure that children in participating programs receive healthful meals and snacks and learn about food and healthy eating.

- ◆ **162** visits were conducted by registration staff this year. The purpose of visits is to ensure program compliance with NYS Child Care Regulations, to investigate complaints regarding programs and to provide monitoring and technical assistance to child care programs. Child and Family Resources is contracted by the Office of Children and Family Services and the local Departments of Social Services/Human Services in Ontario, Seneca and Yates counties to provide registration and inspection services to new and existing family child care (FDC) and school age child care programs (SACC). As of August 2015, the number of registered FDC and SACC programs per county are: **Ontario-63, Seneca-20, Yates-17.**
- ◆ Legally Exempt Providers deliver informal, non-registered child care for a limited number of non-related children and related children who receive subsidy from the local Department of Social Services. As the Enrollment Agency, we are responsible for reviewing and approving enrollment applications, as well as visiting a percentage of homes to inspect basic health and safety compliance. As of August 2015, the number of approved legally exempt providers per county are: **Ontario-103, Seneca-37, Yates-20.**

With only 41% of the state's third graders meeting Math benchmarks and only 46% meeting English Language Arts benchmarks, a high-performing early learning system is a must have for New York.

2014-2015 Funding

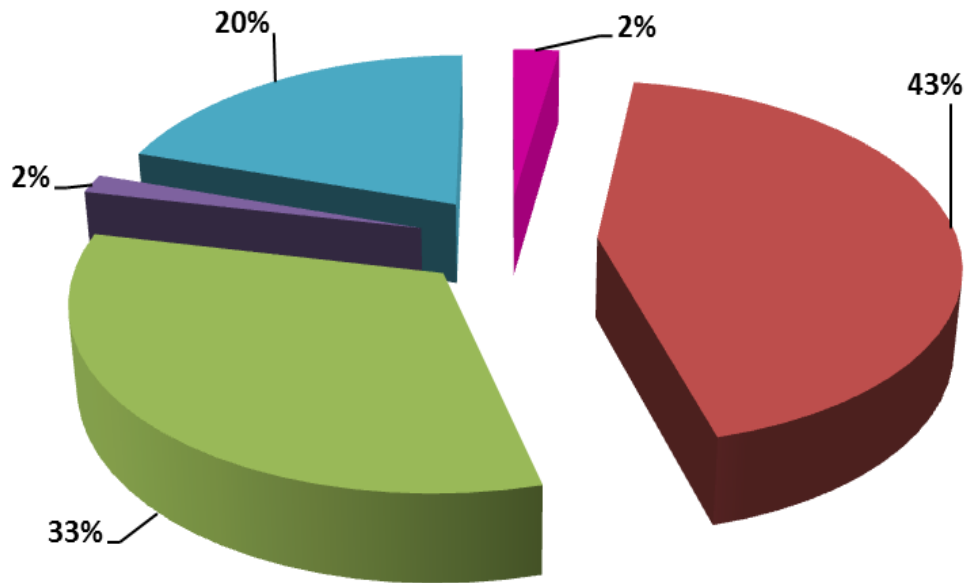
FRC Revenue by Funding Source \$457,388



*Abuse harms more than just an individual child's chances for success
—it harms a community's economic prosperity and quality of life.*

2014-2015 Funding

Child Care Support Services Revenue \$838,847

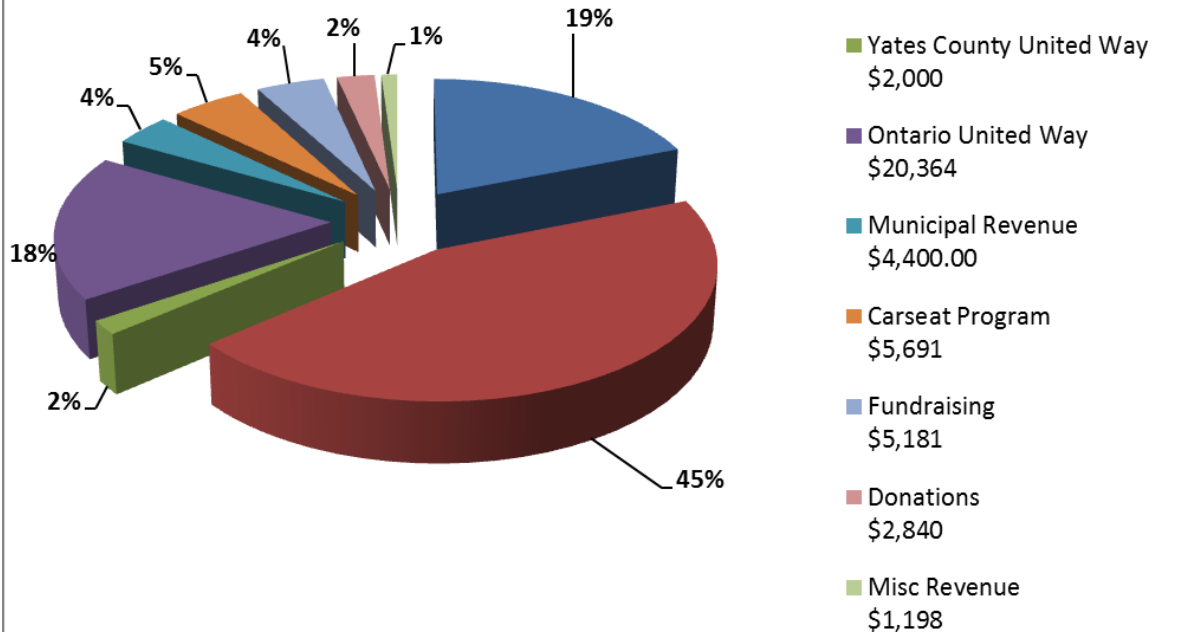


- Child Care Program Training Fees
\$20,066
- Child and Adult Care Food Program - CACFP
\$363,086
- Child Care Resource and Referral - CCRR
\$271,452
- Infant Toddler Resource Center Services
\$13,743
- Day Care Registration Contracts
\$166,500

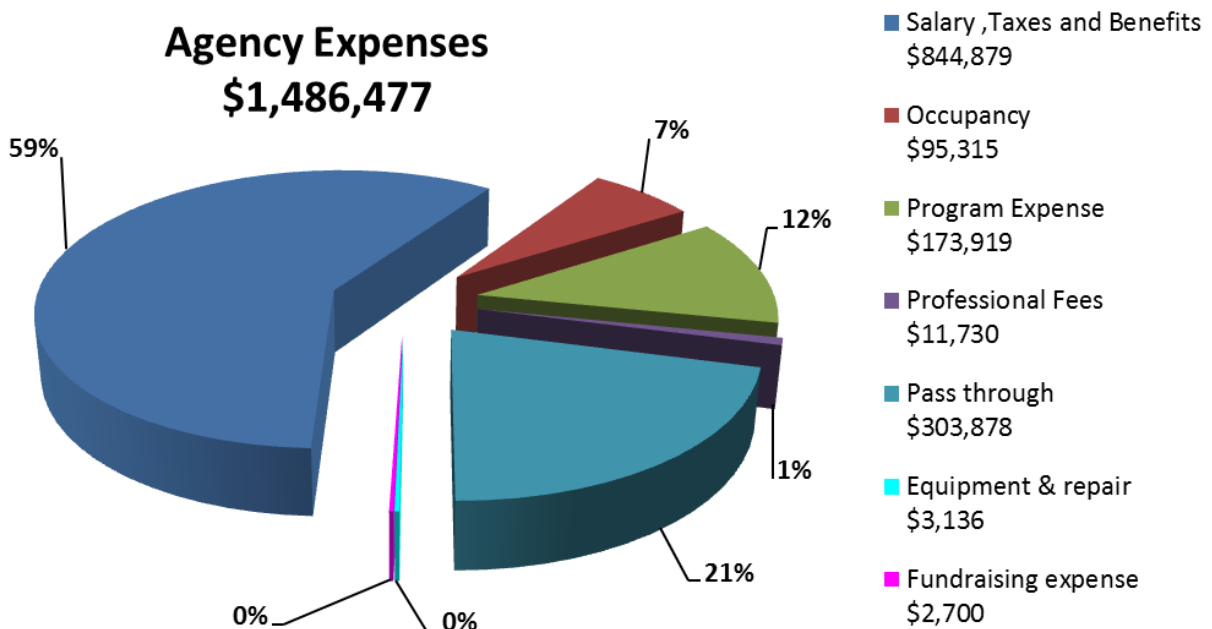
Safe, reliable, quality early care and learning services support parents in the workforce and improves their attendance, productivity, retention and skill development.

2014-2015 Funding

Early Childhood Program Revenue \$115,282



Agency Expenses \$1,486,477



Quality early care and learning prepares children for both school and life. With 75% of brain growth and 85% of intellect, personality and social skills developing before age five we can't leave these years to chance.

Key Funders, Donations and Memberships

Thank you for your support!

Key Funders

- ◆ Community Foundations— McGowan Charitable Fund, Nord Family Foundation, Wyckoff Family Foundation
- ◆ NYS Department of Health
- ◆ NYS Office of Children & Family Services
- ◆ NYS Office of Court Administration
- ◆ Ontario County Department of Social Services
- ◆ Ontario & Yates County Youth Bureaus
- ◆ Seneca County Department of Human Services
- ◆ United Way: Ontario County, Seneca County and Northern Yates County
- ◆ Yates County Department of Social Services

Donations

Donations from the Child and Family Resources' annual campaign as well as through board and community engagement have helped to support children's programming and enabled CFR to hold free family enrichment events in the community. Thank you to all of our donors!

- ◆ Brad Anderson Memorial Fund
- ◆ Finger Lakes Bone & Joint Center
- ◆ Lakeview Organic Grain, LLC.
- ◆ Jorje Diaz-Herrera
- ◆ Seneca Foods Foundation
- ◆ Seneca Lake Duck Hunters Association
- ◆ The Once Again Shoppe

Memberships

Child and Family Resources is a member of many state and national network groups in order to stay at the forefront of policy issues and information to better inform parents, providers, businesses and the communities we serve.

- ◆ NYS Early Care and Learning Council
- ◆ Prevent Child Abuse New York
- ◆ Child Care Aware of America
- ◆ Healthy Families America
- ◆ Winning Beginnings NY
- ◆ National Supervised Visitation Network

Current Staff

Executive Director

Julie Champion

Director of Operations

Heather Fiero

Director of Finance &

Administration-

Anetta Oppelt

Program Coordination

Debra Hartman

Mary Jepsen

Terri Knight-Miller

Barbara Owens

Sarah Scorsone

Dawn Waite

Shelly Wilcox

Alicia Avellaneda

Natalie Ball

Teresa Bryan

Jennifer Burt

Teresa Deacon

Heather De'Ruyter

Heather Elisofon

Amanda Everett

Jinilee Hildebrandt

Amanda Hines

Forrest Keeton

Tracy Killigrew

Innry Kunes

Cheonna Miller

Rhiannon Murphy

Alissa Norman

Abby Parsons

Tina Pierce

Alison Snyder

Abby Townley

Child & Family Resources, Inc. has adopted and fully supports the Early Care and Learning Council and Winning Beginning NY policy agendas.