

CFR CONNECTION

...hand in hand for children and families

2026 Issue 4



The Finger Lakes Area Chamber of Commerce will be co-hosting a 50th Anniversary Celebration to honor Child & Family Resources and their 50 years of service to the Finger Lakes community on **Thursday, October 1, 2026**. The event will take place at our new hub at **821 Pre Emption Road, Suite 300, Geneva, NY, from 11:00 AM – 1:00 PM**.

Child & Family Resources has proudly served the Finger Lakes for 50 years, supporting children, families, and childcare providers through community programs, home-based family support, and professional training. Their new Geneva hub features spacious offices, meeting spaces, and specialized rooms for supervised visitation, allowing the organization to expand its impact as it celebrates this significant milestone.

In addition to its new Geneva hub, Child & Family Resources maintains dedicated locations across the region to ensure accessible local support, including offices in Canandaigua (502 S. Main St.), and two in Penn Yan (263 Lake St., Suite B), the Yates Children's Center (415 Liberty St.).



BUT WAIT...THERE'S MORE!

Child and Family Resources invites community members to join a festive, family-oriented fall event celebrating the 50-year milestone of Child & Family Resources, Inc., with music from the Uke Nuts duo, face painting, sensory bins, maze activity, pumpkin decorating, kids crafts, story time, refreshments and tours of the new office. Stop by for some fun and celebration with our staff!

FALLING INTO 50 years

October 3rd, 2026

11am - 2pm

821 Pre Emption Rd,
Suite 300 in Geneva, NY 14456

...your family and child care resource centers

Office Updates!

Agency Highlights

Due to shifting space needs, our office presence in Seneca Falls will be on a short pause. Please bear with us as we search for new office space. Our Healthy Families and CCRR teams are still working in the community with families and child care programs in Seneca County!



COME WORK WITH US!

Family Resource & Support Specialist

The Healthy Families Ontario/Yates Program Needs YOU!! Are you willing to travel within Ontario and Yates Counties to visit families in their home on a regular basis?

Families volunteer to participate in this supportive and resource full program to learn about their new baby! The Specialist connects and supports families with service referrals and home visits using fun interactive tools and activities.

SKILLS:

- Bi-Lingual (Spanish/English) speaking applicants preferred!
- Effective communication and inter-personal skills for engagement and interaction with parents and children
- Ability to provide trauma sensitive and respectful interactions
- Knowledge of child development and appropriate practice

Excellent communicator who's able to build a professional and supportive working relationship with expectant and new parents as part of a home visiting program. Specialist must initiate and maintain regular and long-term contact with families who are expecting or have a newborn (up to 3 mo. old). During visits Specialist would provide child development information, family goal setting, prenatal and child health, parenting skills and continued resource referral and support. The position also requires working with a team to coordinate program activities in the community.

Qualifications: Associates (preferred) Experience: home visiting: 1 year (preferred)

Hourly rate is based on a combination of education level and experience including experience in Healthy Families or other home visiting programs. Position home base office can be located in Penn Yan, Canandaigua or Geneva office locations. Hybrid/remote option eligible after 6 months of employment in position. Some visits may occur in early evening hours (5-7) to accommodate parent schedule.

Benefits: Dental/Vision insurance, Employee assistance program, Flexible schedule, Health insurance, Paid time off, Retirement plan

Pay: \$21.00 - \$24.00 per hour; Full-Time

License/Certification: Driver's License and reliable transportation (Required)

Building Readers from the Beginning

How child care providers can support early literacy for infants and toddlers

Learning to read begins long before kindergarten. For infants and toddlers, early literacy grows through warm relationships, daily conversations, songs, stories, and playful experiences with books. Child care providers do not need formal reading lessons to build these skills- **every routine and interaction can help children develop the language, listening, and curiosity they will need as future readers.**

When adults talk, sing, read, and respond to children, babies learn the sounds and rhythms of language, and toddlers build vocabulary and understanding. A diaper change, mealtime, walk outdoors, and quiet cuddle with a book can all become powerful literacy-building moments.



What You Can Do Every Day. Read early and often. Offer sturdy board books, cloth books, and picture books that reflect the children and families in your program. Let infants touch, mouth, pat, and turn pages. With toddlers, name pictures, ask simple questions, connect stories to their lives, and reread favorite books often.

Talk through routines. Describe what is happening through the day: “I’m washing your hands,” “You found the red ball,” or “Your sock is soft.” Expand on toddlers’ words by adding detail: “Yes, a big blue truck!” These back-and-forth exchanges build vocabulary and comprehension.

Sing, rhyme, and play with sounds. Songs, fingerplays, clapping games, and nursery rhymes help children hear patterns in language. These joyful sound experiences support later awareness of words, syllables, and sounds.

Create a literacy-rich environment. Keep books within reach, label shelves with pictures and words, add writing materials to play areas, and use print naturally during the day. Children learn that words and books have meaning when they see them used in everyday life.

Partner with families. Encourage families to read, talk, sing, and tell stories in the language they know best. Suggest simple ideas such as reading at bedtime, pointing out signs, or talking about family photos.

Most importantly, keep literacy joyful. A baby babbling with a book, a toddler asking for the same story again, or children dancing to a rhyme are all practicing early literacy. With responsive adults and positive book experiences, infants and toddlers build the foundation they need to become confident readers later on.

Want to learn more? Stay tuned for my upcoming training series on literacy for infants and toddlers.



Legally Exempt Health & Safety Training

Registration

Legally Exempt Providers only-
All LE modalities and potential LE providers

October 17th, 2026
821 Pre Emption Rd,
Suite 300
Geneva, NY 14456



✓ **6 Hours of OCFS
approved training**

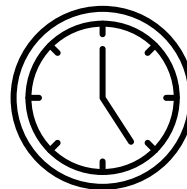
✓ **Topic Areas:**

LE reporting requirements
health & infection control
appropriate meal practices
record keeping
child development
regulations



✓ **Registration Required:** Use
QR Code Above or Contact
Kelli Aruck for printed form
or

[Click Here To Register](#)



Time: 9am-4pm

*Dates and Locations may be subject to
change based on provider needs.*

*Program made possible
by a grant from NYOCFS*

Empire State Family Child Care Collaborative

Helping You Grow Your Business- And Your Future

Members of the ESFCC will receive a specialized and personalized set of services designed to help your business.



Tired of chasing payments or tracking enrollment by hand? Members of the ESFCC receive FREE child care management software that helps you save time and get paid faster! Ready for less stress?

- Retirement Planning!
- Get Paid in Full & On Time!
- Lower Staff Turnover & Decrease Staff Vacancies!
- Individual & Group Coaching!

How It Works:

- Apply Online- Takes 5 Minutes!
- Get Approved- We'll Review Your Eligibility!
- Sign The MOU- Simple Agreement To Participate!
- Get Connected- Start Receiving Support From Your Local CCRC!

Apply Using This QR Code



Or Click Here!

Contact Us!

Tracy Travis

Family Child Care Services Coordinator

315-719-5892

tracy.travis@cfresources.org

For more than 25 years, I have had the privilege of working alongside early childhood educators- as a child care center owner for over two decades and now as a Child Care Resource and Referral (CCR&R) Coordinator. Throughout those years, one challenge has remained remarkable consistent: there is a significant disconnect between what we expect from early childhood educators and how we value the work they do.



Qualified, consistent, caring educators are the foundation of high-quality early childhood programs. Yet compensation, benefits, working conditions, and professional recognition have historically failed to reflect the importance and complexity of their work.

This is a Systemic Problem- not a Failure of Programs. It is important to say this clearly: the child care workforce crisis is not the fault of child care owners or directors.

Directors are placed in an almost impossible position. They want to pay professional wages, provide benefits, maintain appropriate staffing, keep care affordable for families, meet regulatory requirements, and operate financially sustainable programs. For many, the numbers simply do not work. Raising tuition to increase wages can make child care unaffordable for families. Keeping tuition affordable can leave programs without enough revenue to pay educators what they deserve.

I have watched talented educators leave the profession, not because they stopped loving their work, but because they could no longer afford to stay. When they leave, children lose important relationships, families lose trusted caregivers, remaining staff carry additional responsibilities, and directors must begin the costly process of recruiting and training again.

Professional Expectations Deserve Professional Compensation- We have rightly encouraged early childhood educators to pursue degrees, credentials, apprenticeships, and other professional development. But professionalization cannot simply mean asking more of educators, it must also mean valuing them more. This inequity becomes especially clear when we compare early childhood educators with their public school colleagues. An ECE educator may hold a bachelor's or master's degree and have specialized knowledge in child development, yet earn considerably less than a comparably qualified K-2 teacher, with fewer benefits and less financial security.



Why? Too often, the difference isn't the value of the educator or the importance of the work. It is how the system is funded. Public education is treated as a public good. Families are not expected to personally pay the full cost of their children's kindergarten classroom, including teacher salaries, benefits, facilities, administration, and other expenses. Public investment makes the system possible.

Child care operates under a very different model. Programs are expected to finance much of their operations through tuition paid by families; families who are already struggling with the high cost of care. This leaves providers caught in the middle. Owners and directors cannot create compensation parity with public schools without a funding system capable of supporting that parity.

Temporary Help vs. Long-Term Solutions- Bonuses, tax credits, wage supplements, scholarships, and workforce initiatives provide valuable support and should not be discounted, but temporary initiatives cannot solve a workforce problem that has developed over generations. Long-term reform requires sustainable public investment that allows programs to compensate educators fairly without transferring the entire cost to families. If early childhood education is truly a profession, there should be a pathway toward compensation parity for educators with qualifications and responsibilities comparable to those of public school educators.



New York's investment in Universal Prekindergarten demonstrates that government **can** invest directly in early education when we collectively decide it is a public priority. We should continue the conversation about extending that commitment throughout the early childhood system, including care for infants and toddlers.

Learning Begins at Birth- Perhaps we need to reconsider where we believe public education begins. A child does not suddenly become deserving of a well-supported professional educator when they enter kindergarten. Learning begins at birth. The earliest years lay the foundation for language, literacy, mathematics, social-emotional development, problem-solving, relationships, and future learning. If we believe those years are critical, our investment should reflect that belief. Solving the child care affordability and workforce crises cannot rest solely on parents, providers, directors, or educators. The voices of those working in the field must also be part of developing the solutions.

Compensation parity is not about telling child care owners and directors to simply pay more. It is about creating a funding system that finally makes it possible for them to do so. Stable educators create stable programs. Stable programs support working families. And stable, high-quality early childhood programs benefit entire communities. The dedication of early childhood professionals has sustained this field for decades.

Dedication alone cannot sustain a workforce.
Systemic challenges require systemic solutions.



Donna Wilcox
CCR&R Coordinator

Child Care Training Reminders

October 14th
Canandaigua Office

6:30-8:30pm

The Magic of the Mess: Learning Through Play

This interactive training explores how messy play supports all areas of development in infants, toddlers, and preschoolers. Providers will learn how to set up safe, meaningful, and developmentally appropriate messy play experiences that nurture creativity, sensory processing, language, fine motor skills, and social-emotional growth.

****This will be a make and take event****

- **2 participants minimum**
- **Trainer:** Amanda Miller
- **Cost:** FREE
- **Topic Areas:** 1 (CD), 3 (PD)



October 28th

Geneva Office

6:30-8:30pm

CACFP: "Crockpot Meals that Count"

Understanding how to plan, prepare, and serve crockpot meals that meet CACFP meal pattern requirements.

- **2 participants minimum**
- **Trainer:** Amanda Miller
- **Cost:** FREE
- **Topic Areas:** 2(NH)



November 16th

Geneva Office

6:30- 8:30pm

Adult and Pediatric First Aid/CPR/AED

The Adult and Pediatric First Aid/CPR/AED course incorporates the latest science and teaches students to recognize and care for a variety of first aid emergencies such as burns, cuts, scrapes, sudden illnesses, head, neck & back injuries, heat and cold emergencies and how to respond to breathing and cardiac emergencies, to help victims of any age - adults (about 12 years and older) and pediatric (infants and children up to 12 years of age). Students who successfully complete this course will receive a certificate from the American Red Cross Adult and Pediatric First Aid/CPR/AED valid for two years.

- **6 participants minimum**
- **Trainer:** Candi Hart
- **Topic Areas:** 2 (NH), 4 (SS)
- **Cost:** \$135.00
- EIP is available for licensed or registered providers and approved assistant.
- Apply for EIP [Here](#)

December 5th

Geneva Office

11am - 2pm

Self-Care Saturday

Stay tuned!
More information to come!



January 6th, 2027

Strengthening Business Practices for Child Care Providers: Financial Reports and Internal Controls 6-8pm via ZOOM

The purpose of this training is to strengthen child care provider's foundational knowledge of fiscal terms, concepts, and practices. It encourages providers to realize the importance of fiscal planning to the sustainability of their business. It provides tips and best practices to help break down fiscal processes into manageable steps. This training will provide an understanding of:

1. Financial reports and their use in fiscal management.
2. Identify internal controls and how they can strengthen the fiscal health of a family child care program.

Learning Objectives:

1. The provider will build awareness and understanding of fiscal terms.
2. The provider will understand budgeting as a series of logical steps, so they are not overwhelmed by the process.
3. The provider will begin to think about making financial adjustments in terms of short-and-long term solutions.
4. The provider will build understanding of the types of information (line items) that can be found on each kind of financial report.
5. The provider will begin to think about which internal controls may exist within their business.

- **2 participants minimum**
- **Trainer:** Donna Wilcox
- **Cost:** FREE
- **Topic Areas:** 3 (PD)

January 7th, 2027

Business & Financial Structure 6-9pm via ZOOM

The goal of this training is to strengthen the participant's knowledge of child care business and financial structures.

Learning Objectives:

- Identify the components of a child care business plan
- Assess business structure options and determine what type of business structure their child care falls under
- Participants will be able to articulate, in writing, the importance of all three pillars of the Iron Triangle of child care finance

- **2 participants minimum**
- **Trainer:** Donna Wilcox
- **Cost:** FREE
- **Topic Areas:** 5 (BR)



Thinking About Opening a Child Care Center?

Key steps to potential success:

- **Research the need** for child care in your community.
- **Develop a business plan** including legal entity, startup costs, budget, and enrollment goals.
- **Choose a location** that meets local zoning and safety requirements.
- **Understand New York State licensing regulations** and application requirements.
- **Explore funding opportunities** including grants, loans, and startup resources.
- **Create policies and procedures** for enrollment, supervision, health, and emergencies.
- **Obtain insurance coverage** for your program and business.
- **Recruit and hire qualified staff** who meet state training, background checks and credential requirements.
- **Prepare your facility** with age-appropriate equipment, furnishings, and materials.
- **Develop a parent handbook** outlining program policies and expectations.

Need help getting started? Contact Donna Wilcox at 315-759-9731 for free information, technical assistance, and resources to help you navigate the licensing process.

Roasted Spaghetti Squash with Tomato Sauce

Ingredients:

- Nonstick cooking spray
- 10½ oz spaghetti squash, fresh (about ½ a small squash; gently wash squash under running water before cooking)
- ¾ cup tomato sauce
- ½ tsp garlic powder
- ¼ tsp Italian seasoning, dried
- 3 Tbsp mozzarella cheese, part-skim, shredded
- 1 Tbsp basil, fresh, chopped (gently wash basil under running water before cutting)



Directions:

1. Wash hands with soap and water for at least 20 seconds.
2. Preheat oven to 400 °F.
3. Lightly spray a baking sheet with nonstick cooking spray. Set aside.
4. Soften spaghetti squash by cooking for 2–3 minutes in the microwave. Remove from the microwave.
5. Cut spaghetti squash in half, lengthwise. Using a spoon, scrape out seeds.
6. Place squash on baking sheet with hollowed-side down. Bake for 45–50 minutes or until a fork will easily go into the peel. Heat to an internal temperature of 140 °F or higher for at least 15 seconds.
7. While squash is cooking, place tomato sauce, garlic powder, and Italian seasoning in a small saucepan. Stir. Heat on medium heat for about 5–7 minutes. Heat to 140 °F or higher for at least 15 seconds.
8. Remove squash from the oven. Carefully turn over. Use a fork to scoop the squash out of the peel. Place contents in a medium bowl.
9. Combine squash and seasoned tomato sauce. Toss.
10. Serve ⅓ cup of squash topped with ½ Tbsp cheese. Garnish with basil. Serve immediately, or keep warm at 140 °F or higher

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Every Donation Counts!
Thank You for
Making a Difference!

Grateful for You!

Recent donors through September 30th, 2026

- Bloomfield Food Pantry
- Budding Readers
- Lakeview Health Services
- NYS Dept. of Health
- Ontario County Public Health
- Quilter's Quild
- Rushville United Methodist Church



Your cash donations will be used to assist a family in need or support our programming for parents, children & caregivers.

Thank You to Our Amazing Community Partners!

We want to extend our heartfelt gratitude to all of the wonderful community partners who participated in our **Community Baby Shower events this year!**

Your time, generosity, resources, and willingness to connect with local families helped make these events meaningful and welcoming for expectant parents and families with young children. From sharing valuable information and resources to providing helpful supplies, education, and encouragement, each of you played an important role in supporting families in our community.



A Special Thank You for Your Flexibility & Partnership!

We are especially grateful to the partners who **pivoted with us when one of our Community Baby Shower events needed to change direction.** Rather than letting the change prevent us from supporting the families who had registered, our community partners came together to help us transform the event into a diaper bag distribution. Thanks to your flexibility, generosity, and willingness to adapt, families who registered were still able to receive thoughtfully prepared diaper bags filled with helpful supplies and community resources. Your commitment to families truly made a difference.

Community events like these are possible because of the organizations, businesses, and individuals who come together with a shared commitment to helping families thrive. We are so grateful for your partnership and for everything you do throughout the year to strengthen our community.

Thank you for showing up, sharing your knowledge, giving your resources, and helping us create a supportive village for local families.

**It truly takes a community—
and we are so grateful to have such an incredible one!**

With appreciation,



healthy families
ontario, yates, & seneca

An Affiliate of Healthy Families America™

...your family and child care resource centers

Fall, Learn & Grow

Fun activities, safety tips and family ideas to make the most of these special months together!

October

- Pumpkin and Leaf Fun
 - Go on a leaf hunt! Find orange, red, brown and yellow leaves.
 - Explore a pumpkin! Touch, smell and scoop the seeds and creat a fun design.
 - Make leaf rubbings! Place a leaf under a piece of paper and rub with crayons.

Safety Tip

- Halloween Safety
 - Use reflective gear, stay with an adult, look both ways and check treats before eating.



November

Gratitude and Kindness

- Make a thankful tree! Add leaves with things you are grateful for.
- Cook together! Let children help measure, stir and set the table.
- Do an act of kindness! Help a friend, share a toy, or say something kind.

Safety Tip: Kitchen Safety

- Keep children away from hot surfaces, sharp tools, cords and hot foods.

December

Cozy Winter Fun

- Indoor Snowball Toss!
 - Crumple paper into balls and toss into baskets.
- Read Winter Stories!
 - Snuggling up and enjoy a good book together.
- Make Memories!
 - Bake cookies, craft, or start a family tradition.

Safety Tip

- Winter Safety
 - Dress in warm layers, watch for ice and keep children away from heaters and fireplaces.



Stop Parenting for the Audience

It's just you and me, kid.

Your grocery cart is piled high. You're debating a second cart because you're definitely not finished.

You've got places to be. Dinner to make. A list you're trying desperately to remember. And then-

"NO! I WANT ANOTHER DUMPLING!"

You already know the answer is no. The last dumpling is still smeared all over the car seat. Now the tears come. The yelling. Maybe the floor.



And suddenly, **everyone is looking.**

You feel embarrassed. Judged. Maybe even like you're failing as a parent.

Pause.

It's not about them. It's about you and your child.

Your child may have plenty of words for what they want, but that doesn't mean they have the words - or the awareness - to explain what is happening inside them. They need help calming.

They may not know why they are so upset or what to do with it. And when emotions run high, even the skills they normally have can become harder to access.

So instead of asking, "*How do I make this stop?*" try asking:

"What does my child need from me right now?"

Get close. Use fewer words.

Stay calm. Name the feeling.

Hold the boundary.



“You really wanted another dumpling. You’re so upset. I’m right here. I won’t let you hit.”

You don’t have to stop the feeling.

You can help them move through it and allow the audience to vanish in the background.

And remember: your child’s big feelings can bring up big feelings in you, too. You won’t respond perfectly every time.



That doesn’t make you a bad parent. It makes you human.

So, when you feel the eyes of the grocery store on you, take a breath.

Look at your child.

Forget the audience.

It’s just you and me, kid.

As for the audience? Let them have their opinions. You don’t have to explain yourself, defend your parenting, or manage their discomfort. Remind yourself, **“I am the expert on my child. They don’t know my child, and they don’t know our story.”** Then turn your attention back to your child.

And if you find yourself thinking, *“I don’t know what to do,”* know that you don’t have to figure it out alone. Support, ideas, and a little guidance can make these moments feel more manageable. Reaching out isn’t a sign you’re failing—it’s a way of caring for both your child and yourself.

It’s always about connection.

Connection over perfection.



Cheonna Miller
Infant Family Specialist,
Endorsed Reflective Supervisor
Healthy Families Ontario, Yates & Seneca
Assistant Program Manager

Come See Us!

Get Connected

Saturday

October 17th

- Fall Event with PCC
- 1-4pm at Phelps Community Center
- 8 Banta St, Suite 300

Saturday

October 17th

- Trunk or Treat
- 4-6pm
- Main Street Penn Yan

Saturday

October 24th

- Fall Into Canandaigua
- 11am - 3pm
- Main Street Canandaigua

Saturday

December 5th

- Star Shine
- 3 - 6pm
- Main Street Penn Yan

CHILD & FAMILY RESOURCES PRESENTS



FAMILY CONNECTION CIRCLE

WELCOMES PARENTS AND THEIR HEALTHY CHILDREN

ONTARIO COUNTY

Geneva Public Library
244 N. Main St, Geneva
1st & 3rd Tuesdays
11:00 AM - 12:00 PM

VIRTUAL

Call or Text to schedule an individual session
(315) 412-4527

