



# Child & Family Resources, Inc.

Ontario, Seneca and Yates Counties

## 2019-2020 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.



## Child & Family Resources, Inc.

### Board Members For Fiscal Year 2019-2020

Courtney Bailey

Diana Cecce

Renee Grant

Kristin Grillone

Ashley Miner

Amy Nolan

Scott Ostrowski, LCSW

Renee Owen

Mike Vorozilchak, D.C.

### *A Message from the Executive Director*

Oh what a year it has been! 2020 provided some intense challenges for Child & Family Resources, its communities, staff, families and child care programs served. If ever was a time to test our flexibility, creativity, empathy and capacity to care for each other- and our selves - this year has certainly done just that.



Long standing community economic and social issues of poverty, racism, resource availability and accessibility, child care supply, mental health and trauma were brought to the forefront even more as a result of the Covid-19 pandemic. An already struggling child care industry faced additional impacts with costly and time consuming health and safety requirements, capacity reductions, and lack of returning to work staffing issues. Families faced increases in physical and mental health support needs, loss of employment and complex school scheduling and instruction methodology and ultimately financial crisis. Community resources struggled to keep up with the increasing needs of its children and families while trying to maintain safety.

CFR in person programs were impacted greatly as attendance was unsafe and in-person activities were suspended. While we closed the agency doors at our locations as per pandemic shutdown protocols, staff were able to meet many needs while working from home accessing technology supports through May. Staff tested flexibility and creativity in serving families and child care providers in different ways including virtual Baby Cafes, virtual provider training, and phone and computer parenting programs as well as emergency supply drop offs and drive through events. CARES funding to support families and child care programs created a new and different workload for the CFR staff as we were tasked to support supply distribution and essential worker scholarships. In June office work resumed for a portion of our staff as safety allowed, while others continued to offer virtual supports.

Throughout this time, it has been abundantly clear that CFR has a team of dedicated, solution focused and community minded staff. This was also demonstrated by so many community members, agencies, first responders and essential workers during this year.

**As Helen Keller said, “Alone we can do so little...together we can do so much!”**

**Julie Champion  
Executive Director**



## ***Services to Support Communities and Businesses***

***Building our presence and community through collaborations and partnerships***

***Sharing data about Child Care supply and demand***

***Tailoring services to meet local families needs***

***Supporting child care businesses***

- ◆ Child and Family Resources is active in the community with outreach activities through committees, community presentations and events. With pandemic timing and restrictions creating limited in person events this year, the agency participated in **5** local community events sharing information about virtual programs, providing information on child care supply options and impact from the pandemic, connecting attendees to services and providing parenting and caregiving resources.
- ◆ **14,005** website hits on the cfresources.org site were received during the year. **With the help of two HWS students we began the process of re-designing the agency website.**
- ◆ **433** Facebook postings provided useful information to parents, caregivers and community members.

*Hwa Rang Kwan New York Martial Arts Studio* hosted our 2nd Annual Board Break-A-Thon in December 2019 to raise funds for CFR programming. A BIG thank you to Master Micah and his families for supporting CFR programs.



- ◆ **39,659** total Facebook users reached with **66,008** impressions. **This is a significant increase as the agency page was used to share information quickly with families, programs and community members as pandemic resources and news was released.**

- ◆ Limited Family Connection events were held due to the pandemic in the spring. Events like our Fall Harvest events in Penn Yan and Seneca Falls provided opportunities for family fun that is free and child friendly with parent-child activity and game ideas, and resource information.
- ◆ Advocacy and Public Policy information was shared with families, child care programs and community members at events, presentations, website, phone, email, mail, and Facebook page **224** times.



Parent testimonial regarding the Healthy Families Program:

*"Our family recently moved into a new home and she helped us locate community resources in the area and where to get items for our home and find a dentist in the area for my children. She also helps keep track of my daughter's development and progress, and is going to help with an early intervention referral for speech."*

## **Parent Services**

**Promoting positive parenting skills and building confidence**

**Engaging parents and children in positive interactions**

**Promoting and supporting safe places, safe habits and safety items**

**Fostering positive development of child health, growth and learning**



- ◆ A total of **281** families (**a 44% decrease**) were served through CFR's Family Resource Center programs with many accessing more than one service. **The impact of pandemic restrictions for group activities, health and safety concern and family needs greatly impacted participation numbers.**
- ◆ **55** Individual car seat education/distribution sessions to **45** families by our state certified staff technician.
- ◆ **1,066** Home visits were conducted by our Healthy Families Ontario & Yates programs to **83** families focusing on providing support for obtaining pre-natal care, family work-life needs, child development, and parent child interactions. **Due to pandemic protocol flexibility staff were able to continue connections with families virtually as well as dropping off needed supplies.**

- ◆ **749** Home and supervised visits conducted with **52** families through parent education skills program and supervised visitation services. These were both in person and virtual visits.
- ◆ **3** Parenting teens served through **2** Project Promise Group sessions, impacting their **4** children through parenting, discussion, concrete supports (i.e. diapers, safety items, clothes) and referrals.
- ◆ **11** Yates and **45** Ontario families attended one of our two Community Baby Shower events held this year. **23** Community agencies were available to share their information and resources with parents.



Parent testimonial regarding Healthy Families Support Worker:  
*"She gave me information when my son had colic, and how to deal with it. She also gave me info on breastfeeding, infant/child development, and housing/community resources."*

## *Parent Services Continued...*



- ◆ **22** parents (includes returning attendees) attended Canandaigua Baby Café. **25** parents (includes returning attendees) attended Yates Baby Café. Since the shutdown the Café's have been offered as one virtual group.
- ◆ **17** sessions of Families in Transition were offered to **62** parents to support & provide tools for positive co-parenting that strengthens the children involved.

**72** Families and **102** children were supported through The Children's Center; a free drop-in child care center for children whose families or caregivers have business in the Yates County Court. **34** Referrals to other services and agencies were given to parents that used The Children's Center. As a result of the pandemic, most court cases are now offered virtually, limiting use of the center.

### **Supporting working parents by providing child care information, referrals and child care subsidy assistance.**

- ◆ **147** Families accessed needed child care referrals.
- ◆ **207** Children were in need of child care.
- ◆ **71 (48%)** Families served in the referral calls indicated they were eligible for the New York State Child Care Subsidy Program.
- ◆ **3** Low-income families were able to continue working with the support of the Seneca County United Way Child Care Subsidy Assistance Program and **4** children were able to maintain consistent care. Unfortunately the pandemic impacted working families and children in care this year.
- ◆ **77** Families (**111** children) were assisted with the CARES 1 Essential Worker Child Care Scholarship Program from April 13, 2020 through June 30, 2020. The program was contracted to CFR by OCFS to provide \$99,000 of fee support during the pandemic. 32 child care programs were also supported with this income.



*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 benefit when they have access to stable, continuous child care arrangements.*

## **Child Care Program Services**

**Expanding and strengthening the Child Care community**

**Supporting Family Child Care businesses with much needed resources**

**Promoting Quality Care via technical assistance, training and monitoring programs**

- ◆ **5,471** instances of basic technical assistance, health care consultancy and intensive technical assistance visits were provided to registered, licensed and legally exempt child care providers. This is a **75% increase** over the prior year's TA numbers due to pandemic assistance
- ◆ **546** Child Care Providers attended trainings offered by CFR, a **41% decrease** due to pandemic restrictions on in-person trainings and OCFS requirements for training.
- ◆ **52** Training sessions were offered to Child Care Providers via workshops, one-on-one sessions, series classes and teleconferences, a 67% decrease in sessions compared to prior year.
- ◆ **12** Child Care Centers (**299** staff trained) received **12** sessions of onsite in-service training
- ◆ **16** Child Care Providers (**50% less than the prior year**) received individualized intensive technical assistance (ITA) in their programs to focus on their specific program needs and opportunities for quality improvements.
- ◆ **9** potential providers attended our training to become registered and **5** received grants to start up their family child care businesses.
- ◆ **83** programs received over **\$40,000** worth of PPE and cleaning supplies as part of CARES 1 funding to support child care programs. This task was contracted to CFR by OCFS from April-June.

### **Quality care impacts**

...children's healthy growth & development

...a child's success in school

...the creation of a future workforce

...the self sufficiency of the next generation

**Invest in supports for child care!**



*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...**



- ♦ **49** child care providers participated in our state sponsored Child and Adult Care Food Program (CACFP), serving **178,465 nutritious meals** to children. **49** child care providers are currently enrolled with **457** children being served.

- ♦ Child and Family Resources is contracted by OCFS and the local Departments of Social Services to provide registration and inspection services to new and existing family child care (FDC) and school age child care programs (SACC). As of August 2020 the number of registered FDC and SACC programs

per county are: **Ontario-54, Seneca-12, Yates-11.** Several programs closed this year due to pandemic impact. Many more are facing hardships with cleaning and PPE costs and maintaining staff as a result of unemployment benefits paying more than child care staff pay.

**104** visits were conducted by registration staff 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. Visits were halted unless an emergency due to pandemic restrictions.

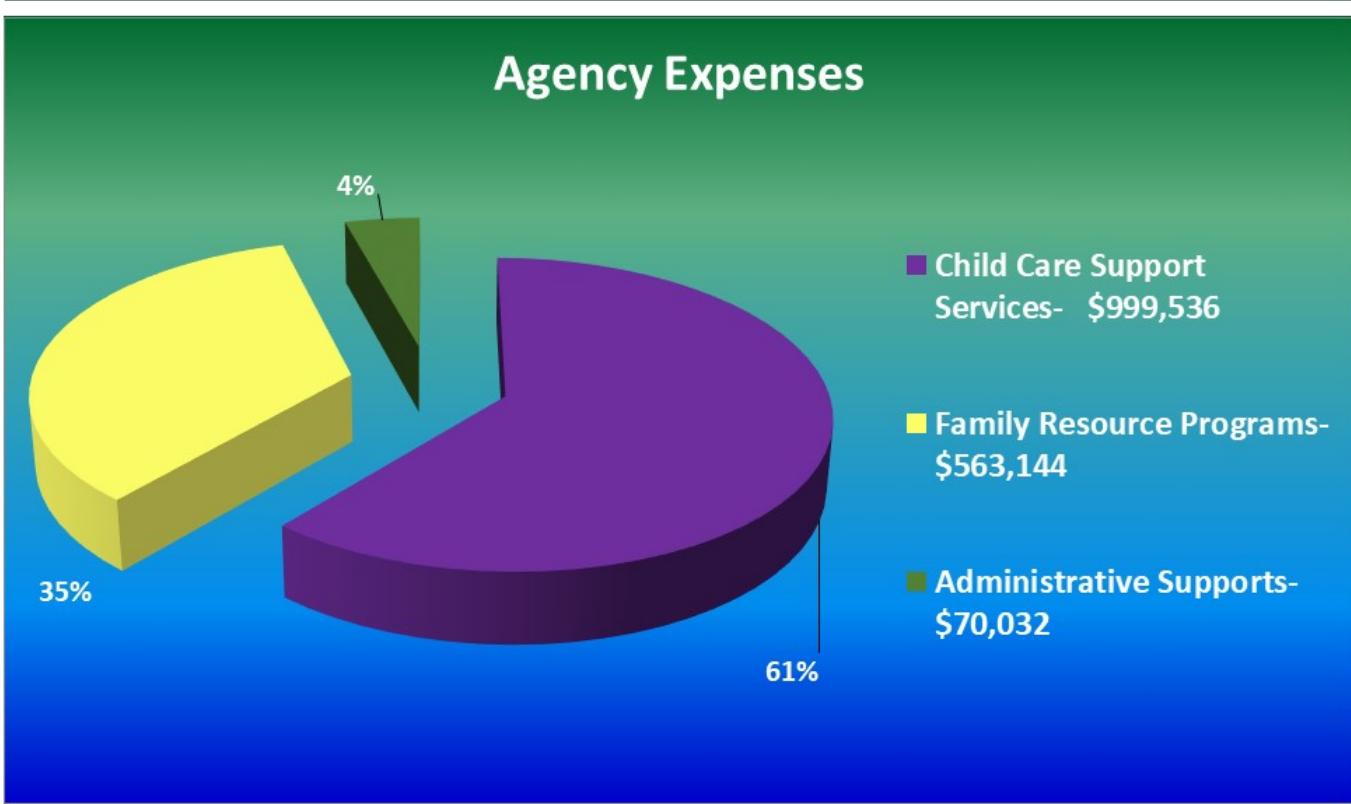
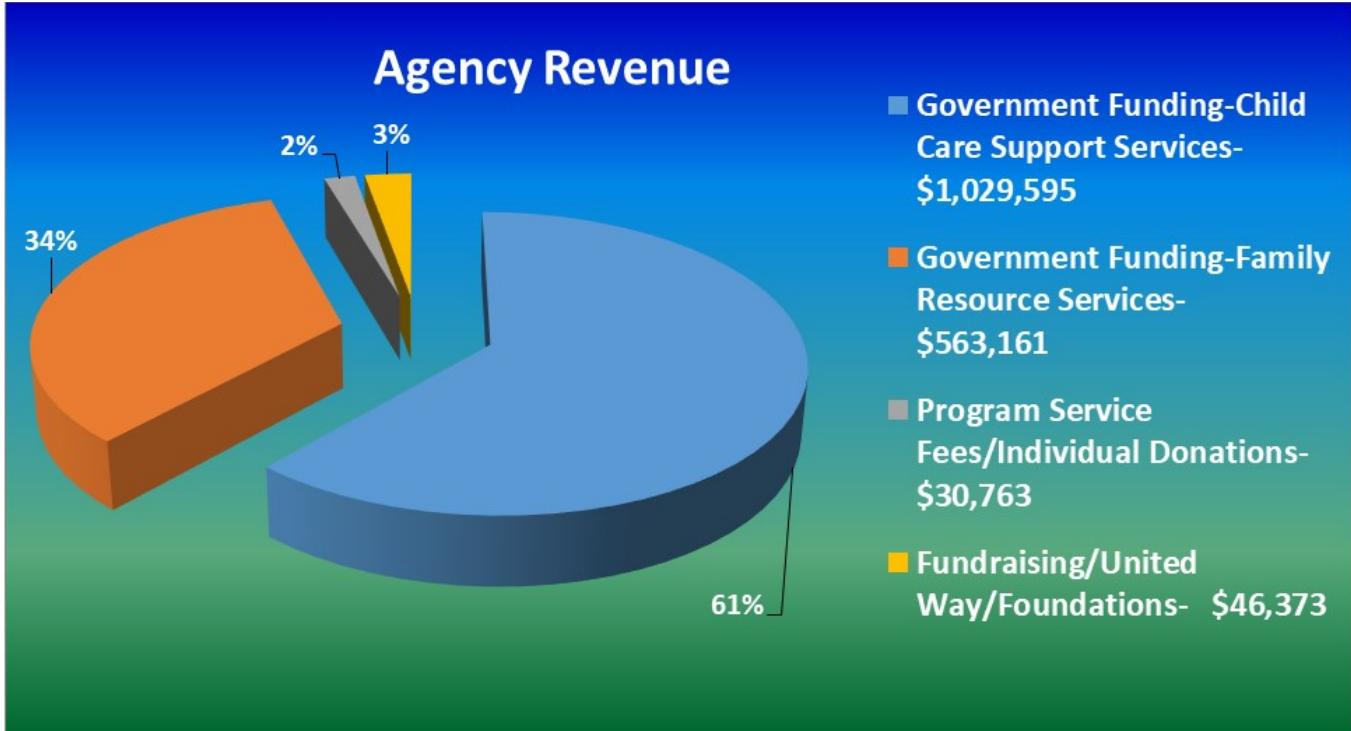
- ♦ **Legally Exempt providers** are the family members, friends and neighbors of families receiving child care subsidy dollars to care for their children. These are often the only programs offering the hours and days parents need care. As the Legally Exempt Care Enrollment Agency, we are responsible for reviewing and approving enrollment applications for Legally Exempt providers, as well as visiting a percentage of homes to inspect basic health and safety compliance. **New criminal background checks were required in the fall of 2019. As of August 2020, the number of approved legally exempt providers per county are: Ontario-46, Seneca-11, Yates-8.** This is a significant drop and likely a result of the new background checks as well as pandemic impact.

### **Why do I love my child care?**



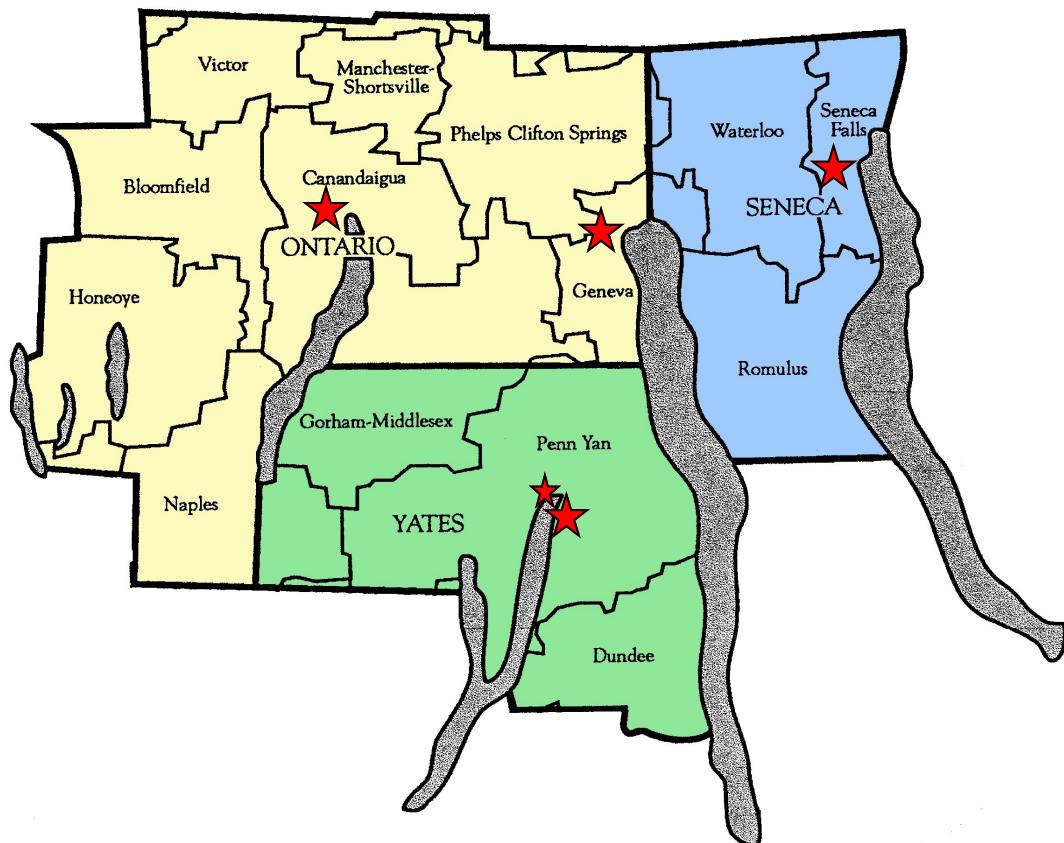
*For every \$1 invested in high-quality early care and education, our communities save between \$4 and \$17 in future costs of remedial and special education, the juvenile crime system and welfare support.*

## 2019-2020 Funding



*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.*

## *Our Locations...*



### **Ontario County:**

**Geneva: 671 S. Exchange Street, 315-781-1491**

**Canandaigua: 514 S. Main Street, 585-919-2476**

### **Seneca County:**

**Seneca Falls: 115 Fall Street, 315-568-0945**

### **Yates County:**

**Penn Yan: 263 Lake Street (Business office), 315-536-1134**

**Penn Yan: 415 Liberty Street, 315-531-3438**

***The Children's Center, Yates County Court House***

(All sites co-located with Family Counseling Services of the Finger Lakes, except for the Children's Center)

*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.*

# **Key Funders, Donations and Memberships**

*Thank you for your support!*

## **Key Funders**

- ◆ Community Foundations
- ◆ NYS Department of Health
- ◆ NYS Office of Children & Family Services
- ◆ NYS Office of Court Administration
- ◆ Ontario County Department of Social Services
- ◆ ONYA Ontario Yates Fund For Women & Girls
- ◆ Ontario & Yates County Youth Bureaus
- ◆ Seneca County Department of Human Services
- ◆ United Way of Seneca County
- ◆ United Way of Northern Yates County
- ◆ Wyckoff Family Foundation
- ◆ Yates County Department of Social Services

## **Donations**

*Thank you to all of our donors!*

*Donations through board and community engagement have helped to support parent/child programming, provide concrete supports and enabled CFR to hold free family enrichment events in the community. A Special thank you to the community volunteers for supporting our Baby Cafes and WGI NASCAR Race.*

- ◆ Lakeshore Family & Cosmetic Dentistry
- ◆ Zion Fellowship Canandaigua
- ◆ Our Lady of Peace Parish Geneva
- ◆ Keuka College Angel Tree Community Service Advocates
- ◆ Keuka Event Emporium
- ◆ Budding Readers
- ◆ United Methodist Church of Geneva
- ◆ Walmart
- ◆ It's A Wonderful Life Run
- ◆ Hwa Rang Kwan New York
- ◆ Wegmans
- ◆ First Congregational Church of Canandaigua
- ◆ NY Kitchen

## **Memberships**

*Child and Family Resources is a member of many state and national networks in order to stay at the forefront of policy issues and for information to better inform parents, providers, businesses and 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**

<b>Executive Director</b>	<b>Program Coordination</b>	<b>Morgan Ball</b>	<b>Christina Kaiser</b>
<b>Julie Champion</b>	<b>Andrea Bedette</b>	<b>Teresa Bryan</b>	<b>Eileen Kiesinger</b>
	<b>Terri Knight-Miller</b>	<b>Teresa Deacon</b>	<b>Cheonna Miller</b>
<b>Director of Operations</b>	<b>Barb Owens</b>	<b>Heather DeRuyter, RN</b>	<b>Tina Pierce</b>
<b>Heather Fiero</b>	<b>Sarah Scorsone</b>	<b>Zakena Dixon-Byrd</b>	<b>Natalie Poore</b>
	<b>Dawn Waite-Dinehart</b>	<b>Heather Elisofon</b>	<b>Colleen Scott</b>
<b>Finance Director</b>		<b>Tonia Harrison</b>	<b>Amber Snyder</b>
<b>Terry McDonnell</b>		<b>Amanda Hines</b>	<b>Shaintel Spencer</b>
		<b>Alicia Kagel</b>	<b>Tracy Travis</b>

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