



**Child and Family Resources, Inc.  
Child Care Resource & Referral Public Policy  
Ontario, Seneca and Yates Counties**

***Parents, providers, businesses and community leaders  
have a powerful story to tell.***

**Advocacy is a way to share your story to help children. By contacting or joining groups that share your concern for families, you can help build or change policies. Make a difference in your children's lives.**

*85% of person's  
intellect, personality  
and social skills are  
developed by age 5*

Child and Family Resources is a member of the Early Care and Learning Council, Winning Beginnings New York, and Child Care Aware of America. These organizations are leaders in state and national early care and education advocacy efforts. CFR supports their public policy agendas.

***Quality child care requires affordable, child care.***

***Quality child care is expensive and hard to find.***

***Investing in quality child care is to everyone's benefit.***

**What can you do to help support and improve the quality of early care and education in New York State?** Parents, child care providers and employers need to tell their personal story. Quality child care is needed to make a strong community. Stay connected to make a difference!

***Parents who are confident about their childcare program are more confident employees!***

***Children who attend high quality early childhood programs are 50% less likely to need special education services and 25% less likely to be held back before third grade!***

***Children who attend high quality early childhood programs are less likely to drop out of school and are more likely to obtain higher levels of education!***

*Early care and education  
is defined as high quality  
services for all children  
from birth to five.*



## Contact Us:

### Ontario County:

**Geneva**  
671 S. Exchange  
St.  
315-781-1491

### Canandaigua

514 S. Main St.  
585-919-2476

### Seneca County:

115 Falls St.  
Seneca Falls  
315-568-0945

### Yates County:

263 Lake St.  
Penn Yan  
315-536-1134

**Contact your  
legislators  
today to let  
them know  
about these  
issues and the  
outcome to  
your family!**



### Quality Child Care is an Investment in Our Future!

Families need quality care to work, trusting that their children are in a warm and safe environment. Quality early childhood experiences are important for children's development, health and happiness. Children who go to a quality child care program are more likely to reach their full potential. Parents cannot find quality care they can afford. Invest in supporting early care and learning that is to everyone's benefit.

### Quality Child Care Providers Required!

During the first three years 85% of brain development occurs – children need a good start! To provide quality child care, you need quality providers. Quality providers are licensed and receive training to continue their education. In Ontario, Seneca and Yates Counties, the average income for family and group child care provider's survey respondents is \$16,850 per year. Child care providers regularly leave the field because of low wages.

### Quality Child Care is Hard to Find!

Parents should have options! Rotating shifts, rural areas and infant care are limited in all three counties served by Child and Family Resources. Children deserve to be well cared for. Support your Child Care Resource and Referral agencies in the efforts of affordable, safe, quality care and early learning. Parents want their children to be safe. Help is needed to make the community aware!

### Quality Child Care is Expensive!

The yearly average cost of full-time child care for an infant is \$10,140 in family child care. Child care for infants in a center is \$14,144. The average cost of full-time child care for a preschool is in family child care is \$9,776 and Preschool center based care is \$11,700. The average cost of annual tuition and fees for public four-year college is \$7,292.

Child care assistance through the Department of Social Services is limited; working middle income families don't qualify for help! High child care prices make parents have to choose price over quality. Added help is needed for families not eligible for financial assistance, but not able to afford the full cost of child care.

For more information on Federal, State and Local policy agendas supported by Child and Family Resources please see our website.

[www.cfresources.org](http://www.cfresources.org)

## How to Stay Connected

Try these ideas for sharing your story with state and local representatives they want to hear what you have to say...

- ❖ Write a letter to your representative
- ❖ Make a call to your representative
- ❖ Schedule an appointment to visit your representative
- ❖ Invite the media to a special event
- ❖ Write a letter to the newspaper editor
- ❖ Invite an official to attend a special event at your child care facility
- ❖ Write an article for your organizations newsletter
- ❖ Change happens when you take action. Whether you're an individual or representing an organization, agency, business, or group, sign on to our campaign to help make #NYSUniversalChildCare a reality. <http://www.empirestatechildcare.org>
- ❖ Join Early Care and Learning Council's Get Involved! <https://earlycareandlearning.org/our-voice-advocacy/>
- ❖ Review the Winning Beginning NY Advocacy Tools, Congressional Social Media Wiki, Twitter Tip Sheet and assorted toolkits and worksheets including the WB NY Handbook – an A, B, C, guide to telling your story to improve the quality of early care and education. Available in English and Spanish. <http://winningbeginningny.org/take-action/wbny-advocacy-tools/>

### Tips for writing letters or calling your Elected Officials:

- ❖ Use your own words, tell a personal story
- ❖ Be prepared know your reason and the bill you are referring to
- ❖ Speak clearly and type letters if possible
- ❖ Be reasonable and positive, ask for their position on the issue
- ❖ Make a personal connection

### Meeting your legislator:

- ❖ Call ahead, ask for an appointment
- ❖ Prepare ahead of time, anticipate questions
- ❖ Be brief, know the issue
- ❖ Be willing to meet with legislative staff
- ❖ Keep in mind you know the early childhood issue they may not, don't be intimidated
- ❖ Be personable, prompt and courteous
- ❖ Bring your camera

### Invite a legislator to visit your program or event:

- ❖ Be flexible
- ❖ Plan ahead
- ❖ Invite the media
- ❖ Don't forget your camera

### Letters to the Editor:

- ❖ Be brief and know your subject
- ❖ Be legible
- ❖ Include your contact information
- ❖ Remember to make it a personal story

*Most of all, for all the above tips on advocacy remember to say thank you in a personal note, send a picture that can be included on their website or newsletter, restate your facts.*

### Who are my Federal leaders?

<p><b>President of the United States</b></p> <p><b>President Joe Biden</b>  <b>The White House</b>  <b>1600 Pennsylvania Avenue</b>  <b>Washington, DC 20500</b>  <b>(202) 456-1111 (Comments)</b>  <b>(202) 456-1414</b>  <b>(Switchboard)</b>  <a href="http://www.whitehouse.gov/contact">www.whitehouse.gov/contact</a></p>	<p><b>United States Senators for New York</b></p> <p><b>New York State Senator Charles Schumer</b>  322 Hart Senate Office Building  Washington, DC 20510  (202) 224-6542  <a href="https://www.schumer.senate.gov/contact/email-chuck">https://www.schumer.senate.gov/contact/email-chuck</a></p> <p><b>New York State Senator Kirsten Gillibrand</b>  478 Russell Senate Office Building  Washington, DC 20510  (202) 224-4451  <a href="https://www.gillibrand.senate.gov/contact/">https://www.gillibrand.senate.gov/contact/</a></p>	<p><b>House of Representatives</b></p> <p><b>United States Representatives</b>  <a href="#"><u>Your Representative</u></a>  <b>U.S. House of Representatives</b>  <b>Washington, DC 20515</b>  <b>Main Switchboard for Senate and House: (202) 224-3121</b></p>
---	---	---

### Who are my state representatives?

<p><b>New York State Governor</b></p> <p><b>Kathy Hochul</b>  NYS State Capitol Building  Albany, NY 12224  (518) 474-8390  <a href="http://www.governor.ny.gov/contact/GovernorContactForm.php">http://www.governor.ny.gov/contact/GovernorContactForm.php</a></p> <p>Thank you for sharing your passion in improving the lives of New York State's children. If you have any questions or need more information please contact Child and Family Resources, Inc. at <a href="http://www.cfresources.org">www.cfresources.org</a> or call 315-536-1134, toll free 800-881-5786.</p>	<p><b>New York State Senate</b>  <a href="#"><u>Your Senator</u></a>  <b>New York State Senate</b>  <b>Albany, NY 12247</b>  <b>(518) 455-2800 (General)</b>  <b>(518) 455-3216 (Public information)</b>  <b>Bill Status Hotlines: (518) 455-7545 and (800) 342-9860</b></p> <p><b>Senator Pamela Helming– District 54</b>  <b>Wayne, Cayuga, Seneca, AND portions of Ontario, Tompkins and Monroe</b>  District Office  119 Fall Street  Seneca Falls, NY 13148  Phone: (315) 568-9816  <a href="mailto:helming@nysenate.gov">helming@nysenate.gov</a></p> <p><b>Senator Rich Funke – District 55</b>  <b>Portions of Monroe and Ontario</b>  District Office  230 Packett's Landing  Fairport , NY 14450  Phone: (585) 223-1800  <a href="mailto:funke@nysenate.gov">funke@nysenate.gov</a></p> <p><b>Senator Tom O'Mara - District 58</b>  <b>Chemung, Schuyler, Steuben, Yates, AND portions of Tompkins</b>  District Office  333 East Water Street (3rd Floor, Suite 301)  Elmira, NY 14901  Phone: 607-735-9671  <a href="mailto:omara@nysenate.gov">omara@nysenate.gov</a></p>	<p><b>New York State Assembly</b>  <a href="#"><u>Your Assemblymember</u></a>  <b>New York State Assembly</b>  <b>Albany, NY 12248</b>  <b>(518) 455-4100 (General)</b>  <b>(518) 455-4218 (Public information)</b>  <b>Bill Status Hotlines: (518) 455-4218 and (800) 342-9860</b></p> <p><b>Assemblyman Philip A. Palmesano - District 132</b>  District Office  105 E. Steuben St.  Bath, NY 14810  607-776-9691  <a href="http://www.assembly.state.ny.us/mem/Philip-A-Palmesano">http://www.assembly.state.ny.us/mem/Philip-A-Palmesano</a></p> <p><b>Assemblyman Jeff Gallahan - District 131</b>  District Office  70 Elizabeth Blackwell Street  Geneva, NY 14456  315-781-2030  <a href="https://nyassembly.gov/mem/Jeff-Gallahan/contact/">https://nyassembly.gov/mem/Jeff-Gallahan/contact/</a></p>
---	--	--