



CHILD & FAMILY RESOURCES, INC.

2013-2014 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.

A Message from the Executive Director

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What a busy year of new partnerships, new programs and new locations! While collaboration has always been a practice at Child & Family Resources, our new collaborations this year have brought some impactful changes for the agency.



**CHILD & FAMILY
RESOURCES, INC.**

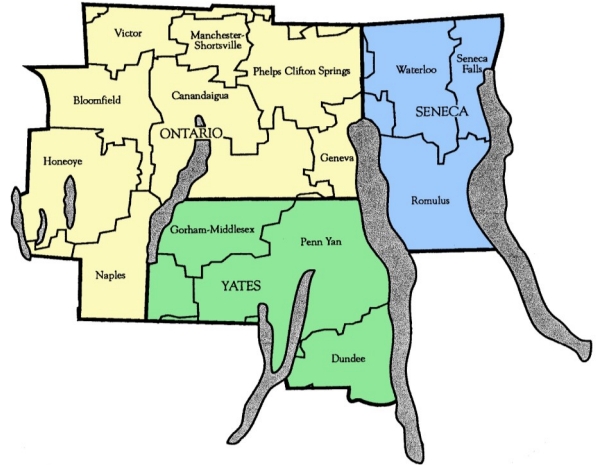
As the local child care resource and referral agency, we are dedicated to improving the availability and quality of child care and assisting families in finding the care needed. We continue to uphold quality resource and referral practices as well as create new and exciting training opportunities for the child care community.

As local family resource centers, we are dedicated to supporting parent's needs and goals toward parental resiliency, social connections, concrete supports, nurturing and attachment. Focusing on parenting strengths and an understanding of how children develop we continue to offer in-home parenting support.

***Julie Champion
Executive Director***

Services to Support Communities and Businesses

Child and Family Resources offers many services to the businesses and communities of Ontario, Seneca and Yates Counties. Working parents 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.



- ◆ **82,944** website hits on the redesigned and reformatted 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 **9,995** Facebook users over the year. These contacts allowed for **33,483** impressions to be made through "likes" from the CFR facebook and being seen by their friends.
- ◆ **6** Family Connection events with **159** 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 **1,037** times in 2014.
- ◆ Child and Family Resources is active in the community with outreach activities through committees, community presentations and events. The agency participated in **17** local community events this year. A sample of events and additional outreach activities conducted this year include:

*Canandaigua Pier Event
Cornell Caregivers Workshop Day
Fall Into Canandaigua Event
FL News WGVN – monthly
Dundee Annual Child Health and Safety
Fair-y Tale Festival
Dundee Touch of Christmas
Geneva's Festival of Nations*

*Geneva B & G Club Day for Kids
Geneva Reads Book Fest
Head Start Health Advisory Committee
Healthy Families Community Baby
Showers
Kenka Arts Festival
Kenka College: Job Shadow Project
Ontario ARC Autism Advisory Board*

*Ontario CAAST Committee
Ontario County Community Summit
Our Town Rocks Committee
Penn Yan Star Shine
Seneca County -0-8 Task Force
Workforce Development presentations in
Ontario & Yates counties—monthly
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.

- ♦ As a participant of the Yates County Early Literacy Initiative group seeking to explore literacy and school readiness outcomes, Child & Family Resources met regularly with other community members concerned with current trends. As a result, grant funds were pursued to provide impact on populations we serve—Family Child Care, Parents and our onsite Early Childhood programs. While much preliminary work and data gathering took place this fiscal year, the delivery will occur in the upcoming year. Our agency's project focuses on supporting parenting promotion of literacy skills at home with fun interactive Literacy Kits, additional literacy based training and resources for our early childhood programming in Penn Yan, as well as providing training and research-based Early Literacy Connections curriculums for home-based child care settings and promoting early learning for children who are in attendance in these programs. With the support from both the William G McGowan Charitable Fund and the Nord Family Foundation we can further our efforts in improving school readiness outcomes for children in Yates and parts of Ontario County.



- ♦ Key collaborative activities include not only moving our Geneva site to **671 South Exchange Street**—a shared space with Family Counseling Services of the Finger Lakes— but also with the opening of a shared Canandaigua site at **514 South Main Street**. Open-



ing a Canandaigua site has been a long-term goal for the agency. Being in the Canandaigua community allows us to serve even more families and child care providers. We're excited to be a part of the downtown community. Our Penn Yan and Seneca Falls sites also host offices for staff from Family Counseling Services of the Finger Lakes. This budding collaboration allows for better accessibility for families and community members to both agency's services and is sure to bring more collaborative programming in the future.

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. Parents also access information and referrals on child care through our Child Care Resource & Referral (CCR&R) services project.

- ♦ A total of **290** families were served through CFR's Family Resource Center programs below.
- ♦ **67** Car seats were distributed to **52** families. Child & Family Resources has a state certified technician on staff who presented education on safety and correct installation for each seat that was dispersed.
- ♦ **982** Home visits were conducted by the Healthy Families Ontario program to **69** families focusing on providing support for obtaining pre-natal care, family work-life needs, child development, and parent child interactions.
- ♦ **1,069** 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.
- ♦ **31** Pregnant and parenting teens were served through **8** Project Promise Group sessions. Their **32** children were impacted by these events through parenting, discussion, diapers, safety items, clothes, support and referrals.
- ♦ **38** Parenting group sessions and workshops were offered. These sessions are based on the needs of the parents and specific curriculums. Curriculums used included 1-2-3 Magic, STEP-Systematic Training For Effective Parenting and Surviving Your Adolescent, Parenting Your Adolescent, Parenting in a Changing World and Teaching Parents of Young Children. Ongoing parenting groups are offered during the evenings weekly in the Penn Yan office.
- ♦ **12** sessions of Families in Transition were offered to **35** 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.



Effective parenting and nurturing within familial relationships lay the foundation for healthy children and a stable and productive society.

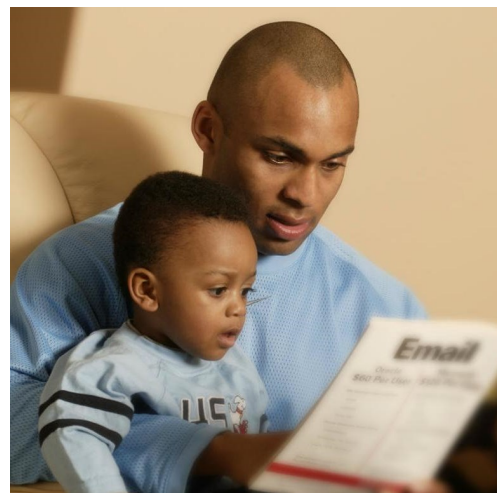
Parent Services Continued...



- ♦ **59** (unduplicated) children were served through CFR Early Childhood Education programs. From enrichment programs to playgroups to pre-school, Child and Family Resources encourages learning through discovery and hands-on activities. 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.
- ♦ **129** Families and **165** 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. **65** 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.

- ♦ **225** Families accessed needed child care referrals.
- ♦ **345** Children were in need of child care.
- ♦ **2563** Referrals were given to parents for child care programs.
- ♦ **140** Families served in the referral calls indicated they were eligible for the New York State Child Care Subsidy Program.
- ♦ **3** 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.

- ♦ **1,387** (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.
- ♦ **870** (duplicated) Child Care Providers were served through trainings offered by Child and Family Resources.
- ♦ **123** Training sessions were offered to Child Care Providers. Trainings were accessible through workshops, conferences, one-on-one sessions, series classes and teleconferences. Of these, **8** child care centers (207 staff members) received in-service, onsite training delivered in **19** sessions as part of our new Center Development Packages.
- ♦ **72** Child Care Providers were served through the Intensive Technical Assistance Project for a total of **191** 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. 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.
- ♦ With funding provided by the Office of Children & Family Services, Child & Family Resources has a contracted Health Care Consultant to provide health related services to registered and licensed child care programs. The consultant has assisted providers in meeting OCFS requirements for administering medications and through development or renewal of their Health Care Plan. **29** programs were served through consultant services this year.



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. **10** potential providers attended our Family Child Care 101 Series, offered during the year and received assistance on opening their business. **8** of these new programs received Grants to help with the costs of start-up training, safety equipment and/or programming supplies.



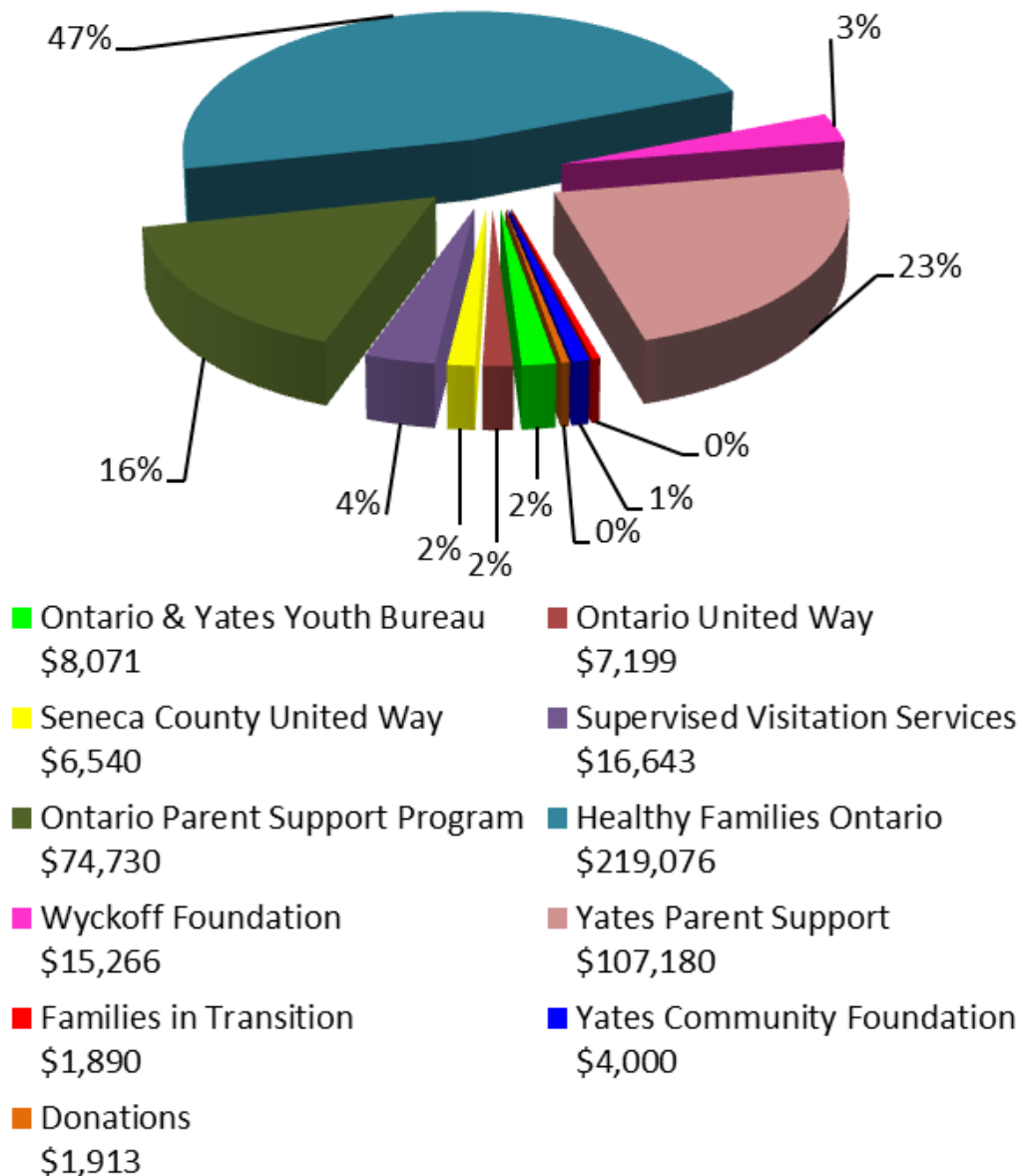
- ◆ **70** child care providers participated in the Child and Adult Care Food Program (CACFP), serving **224,789** meals to children. Currently there are **64** child care providers enrolled in the program with **714** children being served. The United States Department of Agriculture (USDA), through 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.

- ◆ 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). **226** 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. As of August 2014, the number of registered FDC and SACC programs per county are: **Ontario-68, Seneca-25, Yates-17.**
- ◆ Child & Family Resources is the Legally Exempt Enrollment Agency for child care in Ontario, Seneca and Yates Counties. 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 2014, the number of approved legally exempt providers per county are: **Ontario-83, Seneca-40, 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.

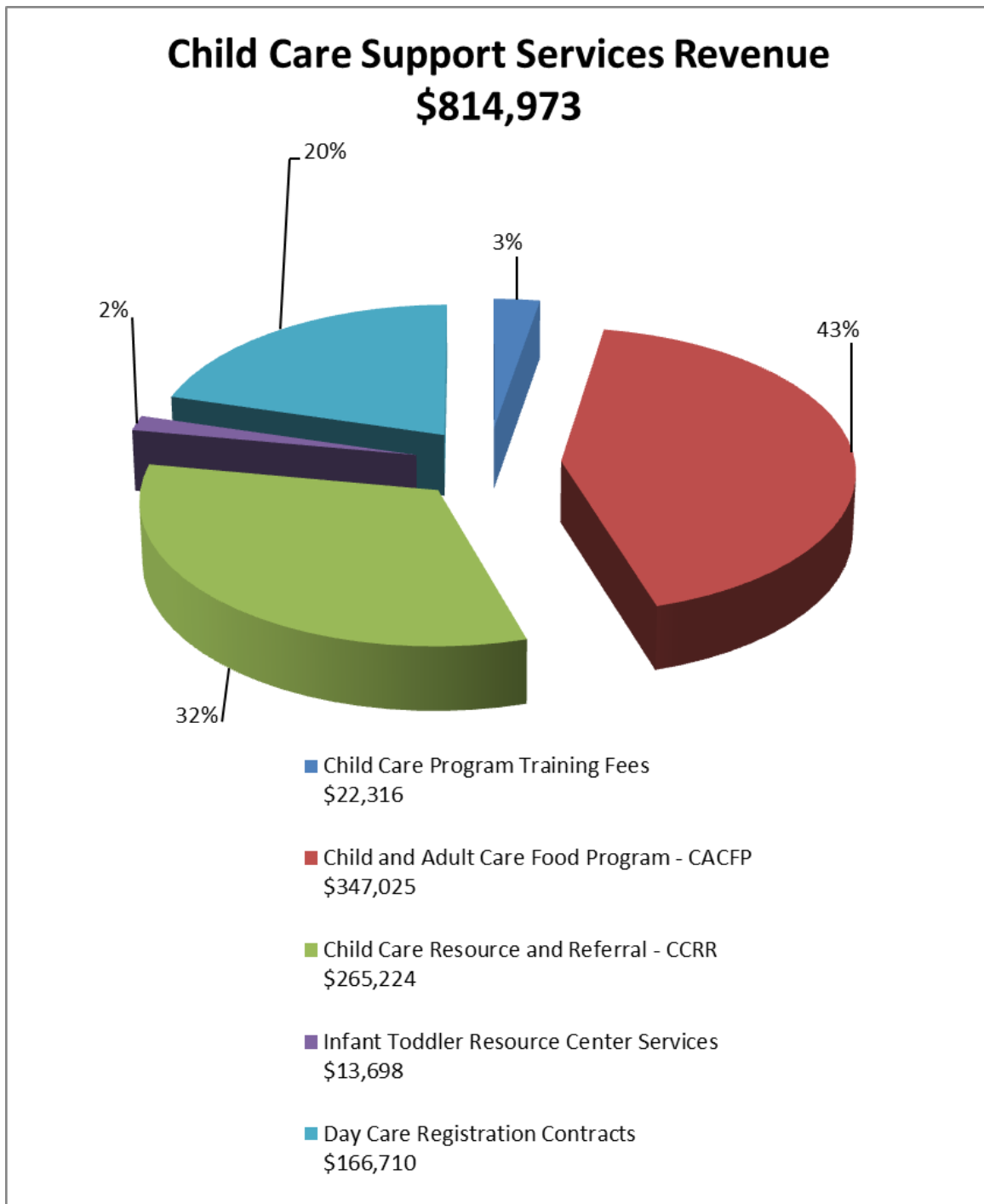
2013-2014 Funding

FRC Revenue by Funding Source \$462,508



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

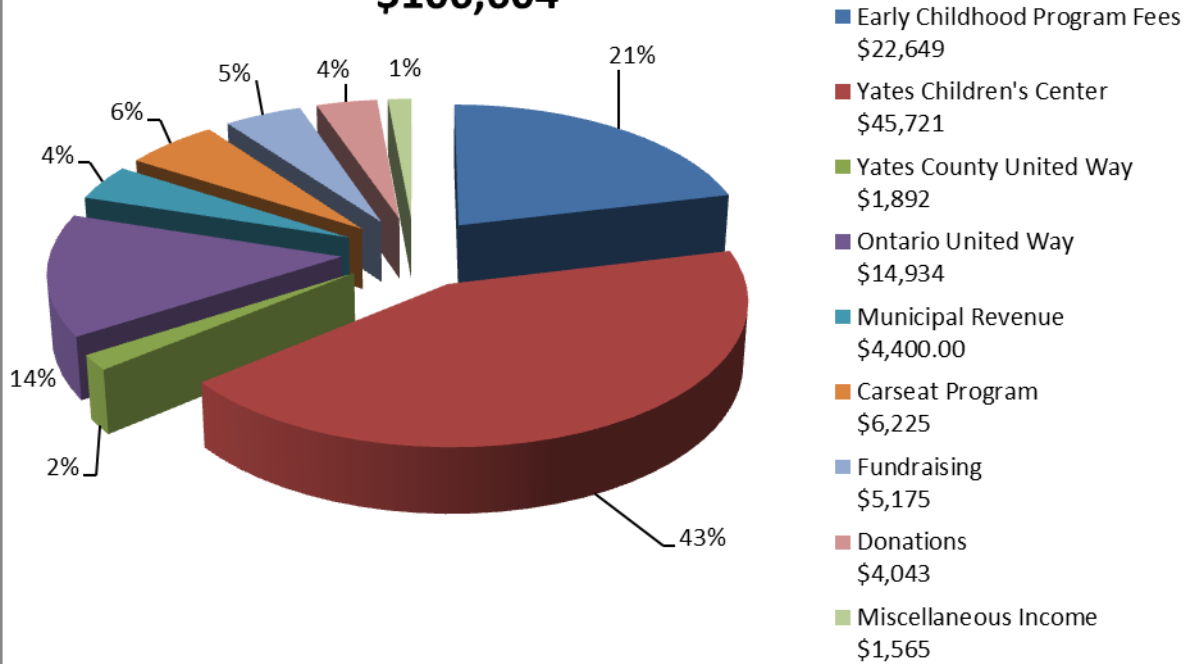
2013-2014 Funding



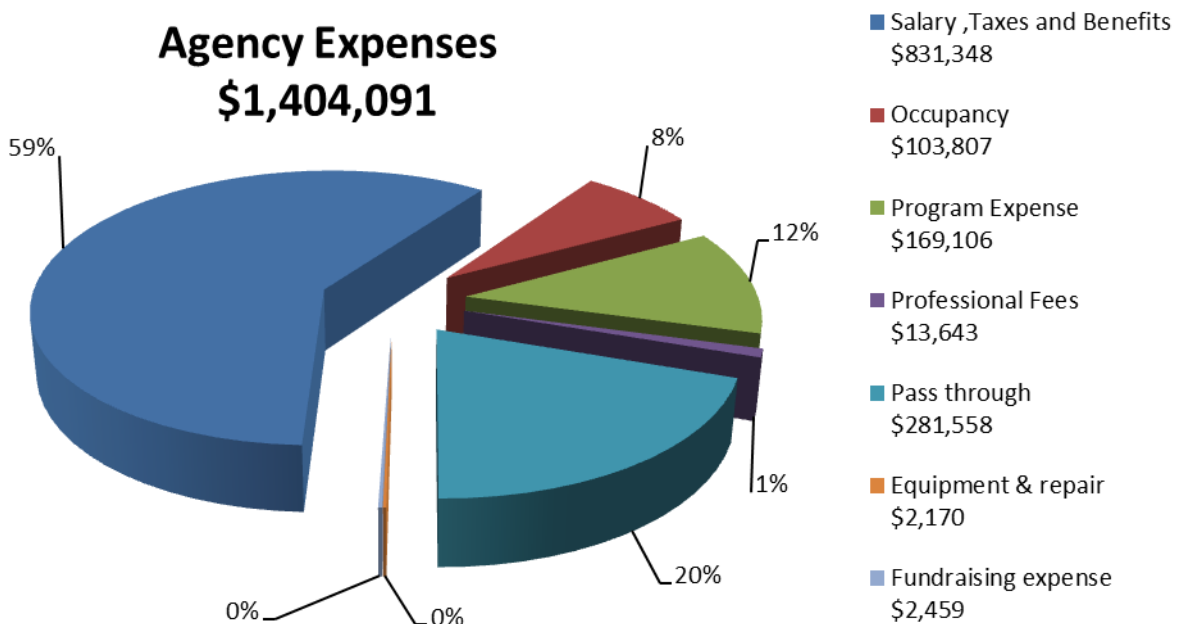
Safe, reliable, quality early care and learning services support parents in the workforce and improves their attendance, productivity, retention and skill development.

2013-2014 Funding

Early Childhood Program Revenue \$106,604



Agency Expenses \$1,404,091



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
- ◆ 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
- ◆ Canandaigua Rotary Club
- ◆ Dr. Colleen Ribble
- ◆ Dr. Edward Kennedy
- ◆ Exxon Mobile
- ◆ Finger Lakes Bone & Joint Center
- ◆ Generations Bank
- ◆ Gorbel Employees
- ◆ It's A Wonderful Run
- ◆ Jane Lynch
- ◆ Loyal Order of the Moose #2030
- ◆ Monica's Pies
- ◆ Once Again Shoppe
- ◆ Rushville Lyons Club
- ◆ United Church of Canandaigua
- ◆ United Presbyterian Women Penn Yan

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
- ◆ United Way Community Partner
- ◆ New York State Family Resource Network
- ◆ Child Care Aware of America
- ◆ Healthy Families America
- ◆ Winning Beginnings NY
- ◆ National Supervised Visitation Network

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