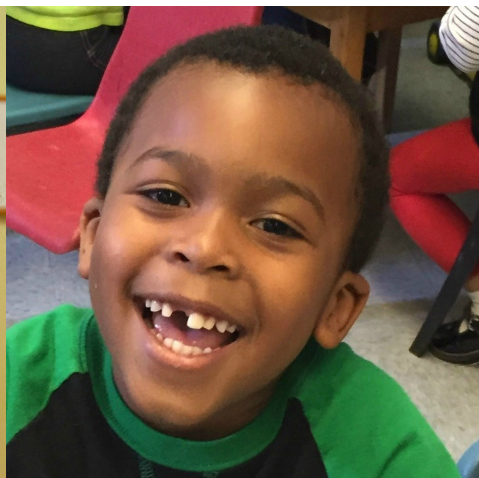




ANNUAL REPORT 2017



CHILD CARE RESOURCES OF ROCKLAND, INC.

MESSAGE FROM THE EXECUTIVE DIRECTOR



In this time of unrest, we must remember our children. Their voices are small so those of us with bigger voices must speak for them. Mahatma Gandhi said, "If we are to have real peace, we must begin with the children."

Child Care Resources of Rockland, Inc. shares this philosophy. The staff members, Board of Directors, members and community partners want a kinder nation. We know that if we begin by valuing our children and respecting each one of them for who they are, we will be kinder and more in tune to each child. Thus, children will learn kindness and peace.

Those who work in the field of early childhood and school age care and education have to be dedicated and committed to this work. The pay scale is lower than most other professions. The monetary benefits are few but the emotional, social and intellectual benefits are immeasurable. The author John Bunyan said it best: "You have not lived today successfully unless you've done something for

someone who can never repay you." Children will not be able to repay us personally, but they will repay the world by growing into peaceful, productive, caring citizens who will carry the message and secretly help others without the need to be repaid.

Thank you to the donors, partners, government representatives and non-profit agency staff members who work with us every day to make an impact. Thank you to the early childhood and school age program staff members who make a difference every minute in the lives of children. Thank you to the parents of all children who trust us to help them make critical decisions for their families.

Maybe we can all remember and live by the words of Albert Pike, "What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal."

A handwritten signature in black ink that reads "Jane Brown".

Jane Brown, Executive Director

MESSAGE FROM THE PRESIDENT

Serving as the President of Child Care Resources of Rockland County over the past two years has truly been an exceptional and rewarding experience. I am honored to serve with an extremely dedicated and consistently passionate group of Board members who share with one another diversified backgrounds and experiences that nurture a single vision: to provide each child with the ideal environment to learn, achieve and thrive.

This vision would certainly not be achievable without the strategic efforts of our CCRR staff members. I personally have witnessed, over the past eighteen years, their tireless efforts, compassion, dedication and unconditional desire to ensure that each child is provided with the services that will enable them to grow.

I look forward to continuing to work together in strengthening and building our partnership.

A handwritten signature in black ink that reads "Christopher F. Jensen".

Christopher F. Jensen
President, Board of Directors



**EDUCATING THE MIND
WITHOUT EDUCATING THE
HEART IS NO EDUCATION
AT ALL. — Aristotle**

OUR MISSION

To promote, support and enhance the healthy development of all children by:

Providing resource and referral services for families seeking accessible, affordable, quality early childhood and school age care and education;

Offering training, support and resources to the early care and education workforce as well as public and private schools;

Connecting with business leaders and public officials to emphasize the value of quality child care to the economic vitality of Rockland County;

Advocating for increased investment in quality child care and education;

Collaborating with strategic partners to enhance our collective abilities to address the needs of the community now and in the future.

STRATEGIC PLAN 2017-2019

- 1) Increase the agency's income/funding (over 2016-2017) levels for:
 - a. resource and referral service; (Parenting Education and Engagement Plan)
 - b. training and technical assistance; (Provider Services: Training and Technical Assistance Plan)
 - c. support and resources to the early care and education workforce as well as public and private schools; (Program Standards and Support Services Plan)
 - d. advocacy for increased investment in quality child care and education at the local, state and national levels (Marketing and Communications Plan)
- 2) Promote CCRR's mission and vision by connecting with parents, providers, community agencies, business leaders and public officials to emphasize the value of quality child care to the economic vitality of Rockland County (Marketing and Communications Plan)
- 3) Address the needs of the community now and in the future by identifying needed services, which includes underserved populations; develop strategies to provide these services; plan for implementation of programs to meet those needs
- 4) Identify and provide opportunities for staff growth and development
- 5) Identify and provide opportunities for Board growth and development



Quality Child Care is a Community Effort

We all have a responsibility to our children, whether we are parents, caregivers, employers or child care and education professionals. Now in our 44th year, we remain resolute in our commitment to address the unique needs and concerns of each group, while focusing on what is best for the children of Rockland County.

OUR VISION

Child Care Resources of Rockland, Inc. (CCRR) believes all children deserve quality child care and early education. By supporting our children from birth through the school years, we build an essential foundation for our families, schools, businesses, and communities. CCRR is recognized as the leading resource for quality child care and early education services, providing leadership, guidance, and information for our community, partners, business leaders, and elected representatives.



ADVOCACY

Letters, phone calls, and office visits are on-going efforts in our quest to educate the community about policy and funding on behalf of children, families, and the child care workforce. The Children's Legislative Forum is an annual event that explores policy affecting children and families. At this year's forum we addressed poverty in Rockland County.

2017 PUBLIC POLICY AGENDAS

Rockland Children's Advocacy Network (RCAN)

1. Change Free and Reduced Lunch Application so it is relevant for any culture, language, and family status
2. Invest an additional \$100 million for child care subsidies
3. Implement new Federal Child Care and Development Block Grant requirements by investing \$56 million for criminal background checks and training requirements
4. Income disregard for several months
5. Consolidate all Prekindergarten programs to equalize payment and regulatory requirements.



Ines Ortiz and Jenine Valentino, CCRR Staff Members

Winning Beginning NY: (State)

1. **Child Care:** Invest an additional \$100 million in child care assistance. Only 17% of eligible children in NY are served with a child care subsidy. An additional \$100 million (over the current \$805.9m) will restore subsidies lost by escalating costs and will increase the number of children served.
2. **Early Childhood Education:** Create an early childhood fund with a dedicated revenue stream to serve significantly more children who are eligible but go unserved because of lack of funding. Of the 676,000 children eligible in New York in 2014, only 92,000 were served.
3. **Child Care and Development Block Grant (CCDBG):** Implement new federal block grant requirements without passing costs onto providers. Regulations in 2017 include criminal background checks and new training requirements. More changes, estimated between \$100-500m are due to roll out by the end of 2019. Dollars must be invested to cover the costs to preserve children in the subsidy program.

I've had the pleasure of working closely with Child Care Resources of Rockland for over 10 years now. Their commitment to supporting children and their families is clearly evidenced through the hardworking staff, on-going advocacy, and countless resources available for the community. Child Care Resources is an agency that is truly a champion for children. I am proud to stand with them in the ongoing fight to ensure that every child is afforded quality child care and early education. We've certainly made some progress to be proud of over the past decade, and I look forward to continuing that work in the coming years.

- KENNETH ZEBROWSKI, NYS ASSEMBLY MEMBER

Emergency Services: We work closely with Rockland BOCES, Rockland County Fire and Emergency Services, and the Police Departments to ensure that children in child care programs are kept safe in the event of an emergency.

Rockland Children's Advocacy Network: CCRR provides lead agency services for the Rockland Children's Advocacy Network (RCAN), a coalition of citizens, students, public and private organizations providing an independent voice for the children and youth of Rockland County.



Board and staff members meet with Senator David Carlucci in Albany

Every year Executive Director Jane Brown, accompanied by staff and Board members, as well as with local community leaders meets with local, state and national legislators to promote early learning as a top priority in the Rockland County, New York State, and Federal budgets. We are dedicated to promoting high quality child care and early learning experiences for all of New York's children and families.

2017 Legislative Meetings

Senator David Carlucci

Senator William Larkin

Assembly Member Karl Brabenec

Assembly Member Ellen Jaffee

Assembly Member James Skoufis

Assembly Member Ken Zebrowski

Rockland County Executive Ed Day



Executive Director Jane Brown with NYS Assembly Member Ellen Jaffee

Albany: Provided Testimony at a Legislative Hearing and Participated in Prek For All Meeting

Westchester: Attended Prek Blue Ribbon Regents Meeting

Rockland: Presented at Assembly Member Jaffee's Round Table on Child Care

Annual Children's Legislative Forum

The 2017 Annual Children's Legislative Forum was sponsored by the Rockland Children's Advocacy Network (RCAN) and Rockland Community College. It took place on Friday, February 3, 2017.

Child Care Resources of Rockland is the convener of RCAN's 16 member organizations.

The theme for this year's forum was Poverty Through the Eyes of Children and focused on the United Way's ALICE* report for New York State and for Rockland County, specifically. Many ALICE stories of children in Rockland County were read aloud followed by recommendations.

**ALICE is a United Way acronym that stands for Asset Limited, Income Constrained, Employed.*



*Mary Sheehan, Vice President
United Way of New York State*

*Miggy Lopez, Executive Director
K-6 Curriculum and ELL Services,
North Rockland CSD*

WHERE WE'VE BEEN, WHERE WE'RE GOING

HISTORY

Founded in 1974 as the Day Care and Child Development Council of Rockland, the agency was formed by Phyllis Helbraun (a lifelong champion of issues affecting women, children and families) with a grant from The National Council of Jewish Women, Rockland Section, to advocate for better child care funding, higher standards, and improved program development. In its first five years, the Council established an Annual Early Childhood Conference in collaboration with Rockland Community College, began developing family child care homes, and helped hundreds of families locate child care services.



Throughout the 80s and 90s, the agency helped to promote and increase the number of early care and education, and school age care programs. It established the Child Development Associate (CDA) Program at Rockland Community College, started the North Rockland School Age Care Program, assumed responsibility for administering the Child and Adult Care Food Program for family child care providers, and solidified its position as a prominent source of child care resource and referral information for families. The agency also began offering respite and support services for families of children with special needs who needed child care. It further expanded its family support services to include emergency back-up care and support for elder care services. In 1997, the agency's name was changed to Child Care Resources of Rockland (CCRR) to better reflect its programs and services.

21st CENTURY

Early into the 21st century, the Rockland County Executive and the Legislature funded the county-wide Quality Child Care Campaign to help child care programs become nationally accredited. All eight school districts in the county contracted with Child Care Resources of Rockland, Inc. to administer their Universal Pre-Kindergarten programs.

Funded by the Office for People with Developmental Disabilities, we offer specialized professional development which provides training and technical assistance to programs willing to commit to intensive examination of their environment, programming and practices to improve the retention of children with special needs, especially those who exhibit challenging behaviors.

We are contracted by the NYS Office of Children and Family Services as the licensing agent for family child care and school age care programs, as a child care resource and referral agency, as the Legally Exempt Enrollment Agency, and to provide Child Care Health Services. With the NYS Department of Health, we work to reduce childhood obesity and sodium consumption in young children, and work to increase Breastfeeding Friendly child care businesses. We also partner with the United Way of Rockland to administer a unique child care tuition scholarship program.

Since 2014, we have contracted with the Rockland County Department of Social Services to inspect and support more than 100 legally exempt enrolled providers, ensuring compliance with financial provisions of the child care subsidy program, and with all of the health and safety regulations.

TODAY

Today, Child Care Resources of Rockland celebrates 43 years of service and employs a staff of 21 dedicated individuals. We



provide professional development and training for all potential and existing early care and education professionals and programs that serve children birth through school age, and birth through 21 years, if the child has a special need.

We remain firm in our commitment to build capacity, improve quality and facilitate access to early care and education services.

OUR STAFF

EXECUTIVE DIRECTOR

Jane Brown, 26 years

DIRECTOR OF FINANCIAL AND HUMAN RESOURCE SERVICES

Gerd Schubert, 15 years

Finance Coordinator: Kathleen Siuro, 17 years

DIRECTOR OF PROFESSIONAL DEVELOPMENT AND QUALITY ENHANCEMENT SERVICES

Debbie Silver, 22 years

Quality Enhancement Specialists:

Rachel Ambroziak, 3 years; David Del Campo, 18 years;

Bonnie Parsekian, 3 years; Maria Rivas, 19 years

CDA Coordinator and Special Needs Coordinator:

Ellen Mitchell, 20 years

Registered Dietician: Sarah Amer, 4 years

DIRECTOR OF PROGRAM STANDARDS AND SUPPORT SERVICES

Elaine Trotta, 23 years

Standards and Support Specialists: Jim Callahan, 9 years; Teresa Ortega, 11 years; Edna Saravia, 13 years; Priscilla Blanco, 4 years

Registrars: Jim Callahan, Edna Saravia, Priscilla Blanco

CACFP Coordinator: Teresa Ortega

Registered Nurse: Kristin Saunders, 7 years

Legally Exempt Enrollment Coordinator: Ines Ortiz, 32 years

Registration Coordinator: Fia Hill Murray, 9 years

DIRECTOR OF FAMILY, COMMUNITY, AND OPERATIONS SERVICES

Karen Ross, 21 years

Resource and Referral Coordinator: Christina Espindola, 3 years

Marketing and Public Relations Coordinator: Lisa Kreisel, 4 years

PreKindergarten Coordinator: Jenine Valentino, 11 years

Collectively, our staff has provided 466 years of dedicated service to the mission of Child Care Resources of Rockland.



2017 Board and Staff Retreat

OUR BOARD

BOARD PRESIDENT

(Executive Committee Chair)
Christopher Jensen

PRESIDENT-ELECT

Phyllis Tucker

VICE PRESIDENT

Steve Fromson

SECRETARY

Donna Perreca

TREASURER

John Gregory

DIRECTORS

Christine Cahill
Victoria Caramante
Kathleen Cuneo
Victoria Frelow
Steve Fromson
John Gregory
Jan Jason
Christopher Jensen
John Lagana
Anne Nissen
Donna Perreca
Scott Salotto
Nycole Smith
Ira Steinberg
Ann Taylor
Phyllis Tucker

BYLAWS COMMITTEE CHAIR

Christine Cahill

FINANCE COMMITTEE CHAIR

John Lagana

AUDIT COMMITTEE CHAIR

Steve Fromson

LONG RANGE PLANNING CHAIR

Phyllis Tucker

FUND DEVELOPMENT CHAIR

John Gregory

BOARD DEVELOPMENT CHAIR

Victoria Caramante

MARKETING/PUBLIC RELATIONS CHAIR

Victoria Frelow

PROGRAMS CHAIR

Jan Jason

National Quality Assurance Achievement

On October 4, 2017, we were recognized for our fourth Quality Assurance recertification from Child Care Aware® of America.



Quality Assurance is an ongoing, voluntary national certification program to which we originally submitted in December of 2013. We were both pleased and proud that our efforts to continuously meet the highest national standards for delivering outstanding services to parents, providers, businesses and communities were recognized and commended. As rigorous and comprehensive as it is, we look forward to our next submission in August 2018 and are diligently working towards that goal. In the meantime we are proud to continue to provide the community with the best possible resources and referrals to identify and solve child care needs.

When I needed to select a child care program I could barely even talk. I was overwhelmed with options, a lack of options, and fears. After working with CCRR the process became manageable and inevitably led to selecting two great facilities for my children, ages 2 and 3. The cost of child care alone would have been 3x my potential income and I desperately needed to get back to work as much as my children needed autonomy and structure to develop good behavior patterns and happier daily lives. CCRR directed me to the Rockland County Child Care Subsidy Unit, where I was able to get the guidance and financial aid to make this a possibility. CCRR walked me through the process of finding a place where I was comfortable leaving my children and sent lists of providers that met my needs and preferences. CCRR was accessible and as kind as can be. I didn't feel like a social services number, I felt like I was talking to a mom who really wanted to help me—it was like having an assistant with expertise and dedication to finding a safe, happy place for my kids.

- A PARENT

Child Care Resources of Rockland, Inc. is a contract agency of the County of Rockland, the NYS Office of Children and Family Services, the NYS Department of Health, the NYS Education Department, and the United Way of Rockland County. Additional funding for Special Needs Services is provided by Family Support Services, and the Office for People With Developmental Disabilities. We are also supported by Rockland Community College and by our agency's member base.

Child Care Resources of Rockland, Inc. is NYS Best Practices Certified and Quality Assurance Certified by Child Care Aware® of America demonstrating the competence in the field of Child Care Resource and Referral.

FAMILY, COMMUNITY, AND OPERATIONS SERVICES

The Family, Community, and Operations Services Department is responsible for administrative support for 21 CCRR staff members. This includes a wide range of various administrative tasking, such as data entry, answering phones, greeting clients, and clerical support.

The department continues to make gains in CCRR's efforts to inform and engage families and the greater community by enhancing our website and by expanding online communication efforts via social networks: Facebook, Twitter, and LinkedIn. We update and post child care related news on these sites weekly. Currently, we have 792 Facebook fans, 969 Twitter followers, and 458 LinkedIn followers. We will continue to expand our social networking initiatives and seek innovative ways to conduct outreach using online tools in the coming year. The department is responsible for all of Child Care Resources of Rockland's marketing, public relations, and fundraising efforts.

Through this department, our staff and Board members participate in community events, which allows them to meet face to face with people in the communities we serve. These outreach opportunities also help families to learn firsthand of the various resources available to them in Rockland County.

Community Outreach

We look for opportunities in the community, such as local fairs, to increase awareness of our programs and services. After close evaluation of past events, we elected to participate in those we identified as having the best potential in reaching our targeted audiences. In 2017 we participated in six Rockland County events, totaling 51 hours of visibility in the larger community. Thirteen staff members and three Board members represented the agency. All of Child Care Resources of Rockland's ambassadors were English-speaking; six were also able to communicate in Spanish, and one was fluent in German.



Fia Hill Murray, CCRR Staff Member



Lisa Kreisel, CCRR Staff Member

I have been so impressed at how the Board of Directors uniquely reflects the energy, professionalism and dedication of the entire CCRR staff. It is gratifying to be part of such a dynamic organization and Board, working together for the benefit of Rockland families.

- JAN JASON
CCRR BOARD MEMBER

1219 CHILDREN WERE REFERRED TO FAMILY CHILD CARE, SCHOOL AGE CARE, EARLY CARE AND EDUCATION CENTERS, & SUMMER CAMP PROGRAMS

Referral Services

Our resource and referral services provide child care consulting to families in need of care for their children. Our specialists inform parents of the types of care that are available and work with those parents to determine the types of care that would best meet their needs. As a result of this consultation, specialists will create a packet of materials which includes referrals to programs that meet the parents' criteria, developmentally appropriate practices, safety checklists, and an assortment of information that parents may need in order to help them make a quality child care choice.

In addition to working directly with the families of Rockland County, the resource and referral staff members attempt to reach out to the business community to share information about the importance of quality child care for their employees. Roundtable forums are held to allow businesses to share the issues they face such as job retention, employee absenteeism, and balancing work and family.

UPK and Statewide Full Day Pre-K

Universal Pre-Kindergarten (UPK) and Statewide Full Day Pre-K (SFDPK) are programs funded by the New York State Education Department, (NYSED). UPK provides a free two and one half hour preschool experience, five days a week for 180 days and Statewide Full Day Pre-Kindergarten provides a free five hour preschool experience five days a week for 180 days.

Pre-Kindergarten programs are specifically for children turning four years old by the first of December during the school year in which they are applying. UPK and SFDPK provide a caring, learning environment that will support the children as they develop the skills needed to transition into kindergarten.

This past year, CCRR was contracted by seven school districts in the county to coordinate, administer, and oversee all services for their Universal Pre-Kindergarten Programs. Districts include: Clarkstown, Nanuet, North Rockland, Nyack, Pearl River, Suffern Central, and South Orangetown. There were 37 sites that provided a UPK experience to 890 children. In addition, we were contracted by four school districts in the county to coordinate, administer, and oversee all services for their

SFDPK Programs. Districts include: North Rockland, Nyack, Suffern Central, and South Orangetown. Ten sites provided a SFDPK experience to 75 children. Our Quality Enhancement Specialists worked with all the sites on a monthly basis to provide guidance, technical assistance, and support to enhance that experience.

Of particular note, the Suffern Central School District has dedicated a portion of their Title 1 funds to provide an additional 48 students (beyond the District State allotment) a Pre-Kindergarten experience (20 of those students received additional assistance). We coordinate, administer, and oversee all aspects of this program.



890 CHILDREN BENEFITED FROM UNIVERSAL PRE-K, 75 CHILDREN BENEFITED FROM STATEWIDE FULL-DAY PRE-K, AND 48 CHILDREN BENEFITED FROM TITLE I PRE-K IN 37 EARLY CHILDHOOD PROGRAMS

Special Needs Services for Families

As always, Child Care Resources of Rockland is committed to identifying the needs of families who may require special support and services for their children. We offer a variety of resource and referral services to meet the needs of families whose children have special needs and challenging abilities from birth to 21. In 2017, 17 children from 16 Rockland County families received respite funding.

We are fortunate to receive funding through the NYS Office for People With Developmental Disabilities to provide respite services for eligible families with children with special needs. This funding allows families to have part of their child care costs paid in order to attend to tasks such as work, medical appointments, shopping, and other daily activities.

76 CHILDREN WERE ASSISTED WITH CHILD CARE AND OTHER SPECIAL NEEDS RESOURCES

When searching for child care I saw how extremely expensive it is and became depressed. I did not know how I was going to be able to afford it. So I reached out to CCRR to inquire about any form of financial help for child care and was encouraged to apply for the United Way Child Care Tuition Scholarship program. I am forever grateful to CCRR for working with me and to the United Way for creating this scholarship to help parents. Child care is like a mortgage and it can literally break a parent's pocket. Thanks to the scholarship I have a little extra breathing room financially and can possibly afford to secure my own housing.

- RECIPIENT OF THE UNITED WAY CHILD CARE
TUITION ASSISTANCE PROGRAM

United Way of Rockland County Community Impact Initiatives

Through the United Way of Rockland County, CCRR has been able to administer the Child Care Tuition Scholarship Program. Families whose income fall just below the child care subsidy eligibility requirements have been able to apply for a scholarship in order to assist in their child care tuition costs. Participation in this program contributes to a family's financial stability and provides an opportunity for parents to maintain employment or continue their education. In turn, this program promotes stabilization in the workforce of our community. This year, there were a total of 11 children from eight families who received scholarships.



Parent Education and Engagement

We provide free parent education seminars throughout the year. Recent topics included: *Cooling Down: Helping Children When They Are Angry*; *When Children Won't Try New Foods or Eat Their Vegetables*; *All About UPK and SFDPK for Parents*; and *Entering Kindergarten: A Milestone for Parents and Children*. This past year, 283 parents attended our seminars.

283 PARTICIPANTS ATTENDED 11 PARENT SEMINARS

PROFESSIONAL DEVELOPMENT AND QUALITY ENHANCEMENT SERVICES

Through a variety of funding systems CCRR provided many opportunities for adults to continue learning. There were over 3,440 slots available for early care and learning professionals, spread over 236 training opportunities! We taught two Child Development Associate courses; 12 providers received their CDA certification, a nationally recognized credential. Training opportunities were also provided in collaboration with the State University of New York, the NYS Department of Health, NYS Education Department, the Office for People with Developmental Disabilities, and the Early Care and Learning Council.

Over 60 seminars were presented directly to child care programs, school age care programs and to local libraries by CCRR to meet their particular needs. We made 565 on-site technical assistance visits to family child care homes, child care centers, and school age programs.



The Pyramid Project

Social and emotional well-being sets the foundation for the development and learning of infants, toddlers and young children. We implemented the Pyramid Project (developed by the Center for Social Emotional Foundations for Early Learning) focusing on the social and emotional development and school readiness of young children birth to age five. Our training and coaching to early childhood providers focused on building positive relationships, developing supportive and nurturing environments, teaching social skills, empathy and emotional vocabulary, and providing individualized supports when needed.

We provided the training to several early childhood programs through a grant to Rockland County from the Substance Abuse and Mental Health Services Administration (SAMHSA) to help fully implement the Pyramid Project program-wide at two sites.

Special Needs Services

CCRR receives funding from the Office for People with Developmental Disabilities. Through this funding, we are available to provide intensive training and on-site technical assistance to programs who request additional help in working with children who have special needs. Programs receive free seminars and unlimited access to our staff to assist in troubleshooting issues as they arise. Teachers from seven programs attended a series of seminars about providing services for children with special needs.

One hundred hours of classroom visits were provided to teachers who had concerns about an individual child's development and to also assist programs in developing strategies to work with challenging behaviors. Information was also provided to parents on navigating the evaluation process.

Rockland County Department of Health Projects

CCRR is proud to partner with the Rockland County Department of Health in two projects. As part of the Creating Breastfeeding Friendly Communities project, CCRR assisted ten child care sites to become approved *Breastfeeding Friendly Child Care Programs*. Each site attended a *Breastfed Babies Welcome Here* workshop and participated in pre- and post-assessments of their breastfeeding space. They received technical assistance in arranging their space to be breastfeeding friendly and in developing policies. Sites also received materials that enhanced their ability to set up a breastfeeding friendly environment. Finally, each site hosted a tour of their new breastfeeding friendly space and provided materials on the importance of breastfeeding.

We also partnered with the Rockland County Department of Health on the *Sodium Reduction in Communities* project. Participating sites attended the *Shake the Salt! Healthy Habits for Life* workshop, where they received an indoor herb garden kit and supplies to hold their own low sodium taste experiment with their class. Sites also received materials to enhance food preparation and presentation.

Eat Well Play Hard

This year was the final year of our Eat Well Play Hard in Child Care Settings (EWPHCCS) project, a key obesity prevention initiative of the New York State Department of Health. It has the distinction of being recognized by the USDA as a proven research-tested intervention that improves nutrition and physical activity practices of preschool children and their caregivers. Funded by a USDA SNAP-Ed grant, EWPHCCS aims to provide consistent and positive messages about eating healthy foods and being physically active through a series of six child lessons, six parent workshops, and two staff trainings at each participating child care center. One *Champion* center is selected annually to take part in an extended version of the program that includes 12 child lessons, six parent workshops, and five staff trainings. EWPHCCS's core strategies include increasing developmentally appropriate physical activity, decreasing television exposure and screen time, increasing consumption of vegetables, fruits, and low fat dairy, and increasing the initiation and duration of exclusive breastfeeding. The project targets licensed child care centers that participate in the Child and Adult Care Food Program (CACFP) and whose families are at or below 130% of the federal poverty level.

Child Care Resources of Rockland is one of seven NYS grantees that receive funding for implementation of the EWPHCCS initiative. In 2017, our registered dietitian implemented the EWPHCCS intervention in 14 licensed child care centers in Dutchess, Orange, Rockland, Sullivan, and Westchester Counties. All together, a total of 324 classes were conducted with a reach of 596 preschool children, 81 parents, and 159 child care center staff who received up to five Health and nutrition training hours each for their participation.

I came to CCRR to be more involved with my local community. Being a Board member has provided me a closer look and deeper understanding of the needs of our children and families in Rockland County (and surrounding areas). It has also afforded me an opportunity to affect change on a larger scale. I am honored to be amongst loyal and solid citizens who are committed to making a difference in the lives of children in our community and the world.

-NYCOLE SMITH, CCRR BOARD MEMBER



159 CHILD CARE STAFF WERE EDUCATED ABOUT APPROPRIATE NUTRITIONAL PRACTICES AND ACTIVITIES TO PREVENT CHILDHOOD OBESITY

EAT WELL... Children's conversation at the table: Child 1 (after seeing hummus): *I don't like that!* Child 2: *How do you know you don't like it?* Child 1: *Because my mommy doesn't make that at home.* Child 2: *But you won't know if you like it or not unless you try it.* Child 2 convinced Child 1 to try a little hummus on her bagel and both children really enjoyed it!

PLAY HARD... A teacher shared: Since beginning the Champion Program, I've been incorporating yoga into daily classroom movement activities using *The ABCs of Yoga for Kids* book. The children look forward to all the fun yoga moves and they are getting better and better.



QUALITYstarsNY

Child Care Resources of Rockland, Inc. provides guidance to child care programs that are interested in implementing the QUALITYstarsNY system. QUALITYstarsNY will offer parents an easy-to-understand rating system (1-5 stars) to help them choose the right programs for their children. Each star level will signify higher quality, with the top level equal to rigorous national accreditation.

**OVER 235 EARLY CHILDHOOD AND SCHOOL AGE CARE
STAFF RECEIVED 525 HOURS OF TECHNICAL ASSISTANCE
DURING 563 ON-SITE VISITS BY CCRR QUALITY
ENHANCEMENT SPECIALISTS AND PROGRAM STANDARDS
AND SUPPORT SPECIALISTS**



I took my MAT training with Kristin Saunders; she is an amazing teacher.

I have been a provider for several years, but I still have many questions about the daily scenarios that come up and since Kristin knows my child care program, she gave me tips on what would work best for my situation.

Kristin gives personal experience tips that I could not have gotten from the manual or the videos.

- GERALDINE MAGUIRE
FAMILY CHILD CARE PROVIDER

Quality Child Care Campaign

Child Care Resources of Rockland, Inc. appreciates that the Rockland County Legislature and County Executive believe in quality programs for children. Rockland County government dedicates resources that enable CCRR to facilitate the national accreditation process in the County. CCRR recruits programs in all modalities of child care (early childhood centers, school age care, family child care, and group family child care) that are committed to successfully completing the process.

As part of the Quality Child Care Campaign, programs receive technical assistance and professional development, a grant to pay for the costs of the improvements, and payment of fees to the program's accrediting association. Accreditation provides the opportunity for educators to improve their programs, the assurance for parents that their child's program has been nationally approved, and is a quality environment for their child and all children in which to successfully develop.



Better Baby Care Campaign

The Better Baby Care Campaign, facilitated by Child Care Resources of Rockland, began as an initiative funded by the United Way of Rockland County in 2002 to improve the quality of care for babies in Rockland County. A group of individuals representing many agencies and organizations currently meet to discuss projects that impact infants, toddlers and their families.

In 2017, the brochure *Rockland County Connections: A Resource Guide for Pregnant Women and Families with Infants and Toddlers* was designed and distributed around the county. A Mental Health Sub Committee was formed to focus on raising awareness, educating and identifying and cultivating resources for post-partum depression for vulnerable women in Rockland County. A task force was created from the Better Baby Care Campaign to disseminate information and carry the Sub Committee's work forward.

Tales for Tots

Tales for Tots is just one of the literacy programs Child Care Resources of Rockland has launched over the years. It is a program that matches volunteer readers to early childhood programs. Volunteers read to children weekly and provide developmentally appropriate books.



NYS Assembly Member Ken Zebrowski

**32 TALES FOR TOTS VOLUNTEER READERS
READ TO 400 CHILDREN IN
14 EARLY CHILD CARE PROGRAMS**

Tales for Tots Volunteers

Al Appel
Sherman Baker
Barbara Barowsky
Tom Belcher
Maxine Bernstein
Elaine Binder
Gerald Bloom
Nancy Breed-Makin
Jennifer Clark
Jean DeLongis
Daniel Desanovich
Sylvia Falk
Linda Freundel
Martha Goldman
Carol Gordon
Rita Grayson
Brenda Greenberg

Carole Greene
Steve Hagendorf
Garnette Henderson
Stephanie Hirsh
Alyce Jacobson
Barbara Levenson
Susan Levey
Karen Marrinan
Rosemary Miele
Sandy Miller
Terry Mollo
Marcia Scheer,
Coordinator
Marsha Silverstein
Estelle Sterniolo
Sally Winter



Participating Child Care Programs

- Campus Fun and Learn Child Development Center
- Children's Corner Learning Center, Pearl River
- Christa Care
- East Ramapo Early Childhood Center
- Haverstraw Day Care and Learning Center
- Jawonio
- Kidsnett
- Nyack's Little Schoolhouse
- Playgarten
- Rockland Worksite Day Care
- Temple Beth Shalom
- The Goddard School
- Tutor Time New City
- West Street Child Care Learning Center

PROGRAM STANDARDS AND SUPPORT SERVICES

Registration

Child Care Resources of Rockland serves as the registrar for Family Child Care and School Age Care Programs in Rockland County. Our registration staff is trained and available to assist child care providers and school age care programs in registering, renewing certifications, and maintaining the regulatory standards set by the New York State Office of Children and Family Services (NYSOCFS). There were a total of 257 regulated programs in 2017: 59 early childhood centers, 47 family child care providers, 118 group family child care providers, and 33 school age care centers.

**257 REGULATED PROGRAMS
IN ROCKLAND COUNTY**



As a group family child care provider, I credit much of the success of my business to the assistance and training my staff and I receive from Child Care Resources of Rockland. This organization provides child care staff with numerous opportunities to expand their knowledge as early childhood educators, and offers helpful guidance in adhering to numerous state child care regulations. The guidance I receive from Child Care Resources of Rockland allows my staff and I to foster a safe, healthy, and educational environment for the children we care for every day.

-JAIME NADDEO
BRIGHT BEGINNINGS

Legally Exempt Enrollment Services

Child Care Resources of Rockland, Inc. is the enrollment agency for legally exempt providers caring for children whose families receive child care subsidy. Legally Exempt providers are often referred to as informal providers. They are defined as providers who care for no more than two unrelated children at the same time in addition to related children or who care for children less than three hours in a home setting. Legally Exempt Family, In-Home Family Child Care and Group Legally Exempt Child Care programs do not need to be registered or licensed according to state child care regulations. Child care can be provided in the provider's home, in the child's home, in someone else's home, or in a group

setting such as nursery schools and camps. Enrolled providers must renew their status annually.

As the enrollment agency, we are required to conduct inspection visits of 20% of the legally exempt family child care providers. Once a program is enrolled, the Rockland County Department of Social Services is responsible for authorizing payments to the provider for child care services. We can provide further assistance through the administration of our Child and Adult Care Food Program (CACFP) and our technical assistance to parents and providers. We also respond to any complaints related to legally exempt family child care and group family child care, if they are programs that are enrolled.

Medication Administration Training, First Aid and CPR

All licensed, registered, and legally exempt child care programs that elect to give medication must be trained in Medication Administration Training (MAT). However, this training is not required for over-the-counter topical products, such as ointments and sunscreen. In the rare instance where the provider holds a NYS license as a physician, physician's assistant, registered nurse, licensed practical nurse, or as an advanced emergency medical technician, they are exempt from this training requirement. Additionally, CPR and First Aid trainings are required. In order to help early childhood and school age care professionals meet these requirements, CCRR offers MAT training, and CPR and First Aid courses regularly. We held 10 MAT sessions certifying 40 participants; four classroom sessions with 19 participants, five Independent MAT Study sessions with 20 participants, and one Skills Renewal session with one participant. There were 25 American Red Cross trainings completed with certifying 161 early childhood and school age care professional. Seven classes were held in Spanish certifying 34 bilingual providers.

Additionally, in collaboration with the local libraries, four babysitting classes were taught providing Red Cross Babysitting Certification to 48 young adults and one teen CPR class certified seven participants.

Gift of Sight and SEE Programs

The OneSight program in cooperation with LensCrafters stores entrusts CCRR to refer children, their families, and teachers for free eye examinations and eyeglasses. The criteria for this gift is the inability to obtain eye care through insurance coverage, private financing, or public health.

The Lions Club SEE program coordinates with CCRR to offer free photo screening at child care programs to detect amblyopia, commonly known as "lazy eye." The photos are sent to the Ira G. Moss Institute in Buffalo, NY for evaluation and parents are notified if there is a concern. At least seven other eye problems may be revealed by the photos.



Child Care Health Services

Programs electing to give medication must have their program's health care plan approved by a health care specialist who holds a NYS license as a physician, physician's assistant, nurse practitioner, or registered nurse. With funding provided by the NYS Office of Children and Family Services, Child Care Resources of Rockland, Inc. has a registered nurse on staff.

Technical assistance is available to meet the required standards of practice in administering medication and in writing the health care plan. Programs electing not to give medication may also subscribe to the Child Care Health Specialist services for professional advice and assistance in health related matters in developing their health care plan. CCRR currently provides health care services to 31 child care centers, 27 group family child care homes, 11 family child care homes, and seven school age care programs, totaling 76 programs.

Expanded nursing services are available on a contract basis to programs that choose to have the Child Care Health Specialist take on typical duties of a school nurse on an hourly basis: review child and staff health records, inspect and clarify medication documentation, develop policies and parent memos, perform "walk-through" visits, track immunizations, perform lice checks as needed, and complete the annual NYS DOH immunization survey. Additionally, workshops on relevant topics are offered to meet training requirements and interests of providers on various health related topics. Currently six programs use this service.

Child and Adult Care Food Program

The Child and Adult Care Food Program (CACFP) is federally funded by the United States Department of Agriculture and is administered by the NYS Department of Health. On average, 1,016 children in Rockland County received nutritious meals through CACFP from 76 participating child care programs. The Child Care Resources of Rockland CACFP Coordinator processed 3,648 menus for these programs this year.

CCRR also dispersed food checks totaling \$586,928.

AN ALL-STAR LINEUP....

IT TAKES A COMMUNITY

Kenneth Zebrowski	2018
Thomas Zugibe	2017
Anne Nissen	2016
Nathan Mungin III	2015
Sue Sherwood	2014
Kathy Abramson	2013
Selena Nixon	2012
Louise Schreier	2011
Dr. Sharami Kerr	2010
Keith Cornell	2009
Olivia Thomas	2008
Leonard Bernstein	2007
Jason Friedman	2006
Roberta Zampolin	2005
James B. Neeck	2004
Alexandreena Dixon	2003
Ron Figueroa	2002
Harriet Waldman	2001
Directors, Kid's Corner	2000
Dr. Susan Gordon	1999
Dr. Pat Chiarelli	1998
Dr. Fred Frelow	1997
Dr. Paul Bloom	1996

CHAMPION IN THE TRENCHES

Sabrina Perykas	2018
Geraldine Maguire	2017
Leslie Bendayan	2016
Mindy Franzone	2015
Ric Rabinowitz	2014
Dorina Maragliano	2013
Rosalinde Ginsburg	2012
Audrie Reicherter	2011
Maria Dowling	2010
Alan Berger	2009
Majoleine Charlotin	2008
April David	2007
Rosamarie Bucci	2006
Elizabeth Bloch	2005
Stacy Butterworth	2004
Sunita Badgujar	2003
Rashmi Bakshi	2002
Marybeth Hodgins	2001
Lauren Grennan	2000
Elaine Kosinski	1999
Max McClintock	1998
Scheindl Michalowicz	1997
Ellen Mitchell	1996

PHYLLIS HELBRAUN

Barbara Gavin	2018
Jerry Staller	2017
Dr. Cliff Wood	2016
Dr. Mary Jean Marsico	2015
Gail Koss	2014
Marcia Scheer	2013
Phyllis Morena	2012
Ellen Jaffee	2011
Dr. Arlene Clinkscale	2010
Marian Schlachter	2009
Judy Kesselman	2008
Debrann Giannella	2007
E. Diane Rivera	2006
Debra Tietze	2005
Harriet Cornell	2004
Judith Savage	2003
Sandy Platzman	2002
Jane Stirling	2001
Ann Taylor	2000
Kathleen Sweeney	1999
Dennis Fleming	1998
Irma Ramirez	1997
Mary Jane Pauling	1996



Children's Champions: Mark McNeill, RoseAnn Mercado, Sabrina Perykas, Ken Zebrowski, Katie Calandrella, Barbara Gavin

....OUR CHILDREN'S CHAMPIONS

ROOKIE OF THE YEAR

Kathleen Calandrella	2018
Ashley Leveille	2017
N/A	2016
Nancy Ross	2015
Kelly Flaherty	2014
Jaime Edelschick	2013
Stacy Colon	2012
Elizabeth Mabery	2011
Angelica Sampath	2010
Mariana Romanko	2009
Dina Abed El Hadi	2008
Rachel Moss	2007
Cara Pezzo	2006
Danielle Keane	2005
Tricia Blake	2004
Anne Nissen	2003
Kris Edelman	2002
Melissa Velez	2001
Pat Warren	2000
Danelle Green	1999
Juliet Stiebeck	1998
Bonnie Rose	1997
Arthur Gunther III	1996

DYNAMIC GROUP

Nanuet Family Resource Center and School District	2018
St. Baldrick's Fundraiser	2017
The Jan and Niles Davies Learning Center	2016
Haverstraw Head Start	2015
Nyack Center Staff	2014
JSAC Staff at Jawonio	2013
Campus Fun and Learn	2012
Mighty Fours Playgroup	2011
6:1:2 Team at Jawonio Early Childhood Center	2010
Y's Beginnings of Suffern	2009
Children's Center of Pearl River	2008
After-School Team at Kid's Kingdom	2007
Half-Day Morning Teachers, Montessori Center of Nyack	2006
YMCA at Montebello	2005
Christa Care and Nyack's Little Schoolhouse	2004
Rockland 21 C Collaborative for Children and Youth	2003
LAP Network	2002
Riverview Nursery School	2001
East Ramapo Kindergarten Staff	2000
West Haverstraw Elementary Puddle Jumpers	1999
Martin Luther King – SAC Program	1998
East Ramapo Pre-Kindergarten	1997
George Miller Inclusion Team	1996



Haiana Doro, CCRR Staff Member



CCRR Staff: Ines Ortiz, Priscilla Blanco, David Del Campo, and guest Juliet Allen.

FINANCIAL AND HUMAN RESOURCE SERVICES

The Financial and Human Resource Services Department provides employees with options for choosing an array of benefits that may be tailored to their specific needs to the extent that we are able to financially support them. In addition, this department processes all incoming (Accounts Receivable) and outgoing cash transactions (Accounts Payable and Payroll) so that the financial affairs of the organization are handled in a timely and efficient manner. Lastly, all budget, insurance, tax, audit, and regulatory filing requirements are managed.

DECEMBER 31, 2016

ANNUAL BUDGET: \$2,538,968

ASSETS

Cash & Equivalents	322,849
Prepays	26,755
Receivables	431,529
Other Current Assets	9,263

Total Current Assets	790,396
Office Equipment	177,141
Depreciation	-141,295

Total Assets: 826,242

LIABILITIES & RESERVES

Accounts Payable	226,804
Other Current Payables	11,104

Total Current Liabilities	237,908
Fund Reserves	588,334

Total Liabilities & Reserves 826, 242

DECEMBER 31, 2017

ANNUAL BUDGET: \$2,396,699

ASSETS

Cash & Equivalents	278,379
Prepays	14,260
Receivables	484,656
Other Current Assets	9,263

Total Current Assets	786,558
Office Equipment	177,141
Depreciation	-146,577

Total Assets: 817,122

LIABILITIES & RESERVES

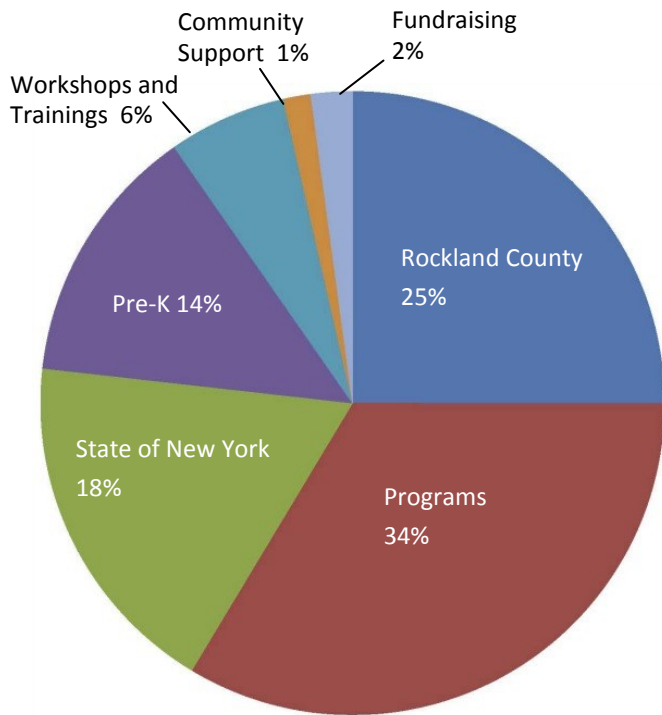
Accounts Payable	165,338
Other Current Payables	2,021

Total Current Liabilities	167,359
Fund Reserves	649,763

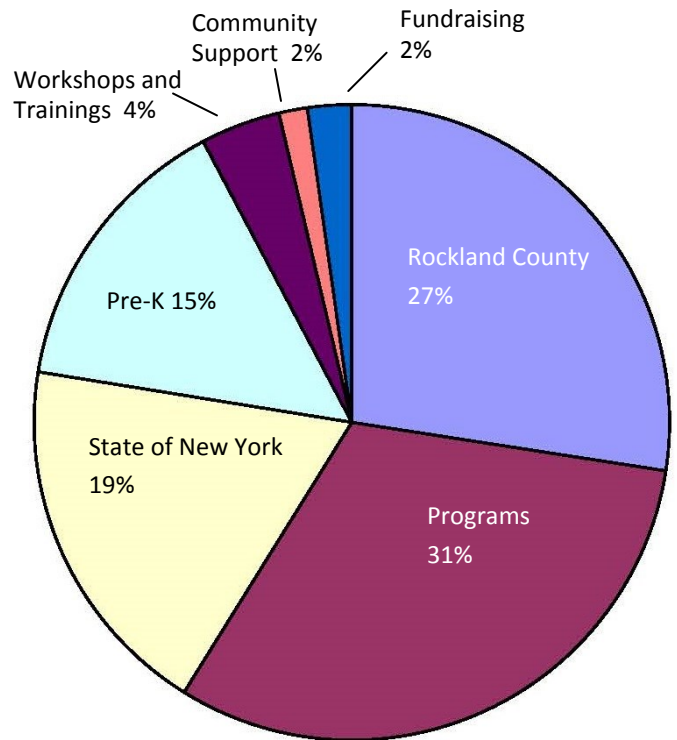
Total Liabilities & Reserves 817,122



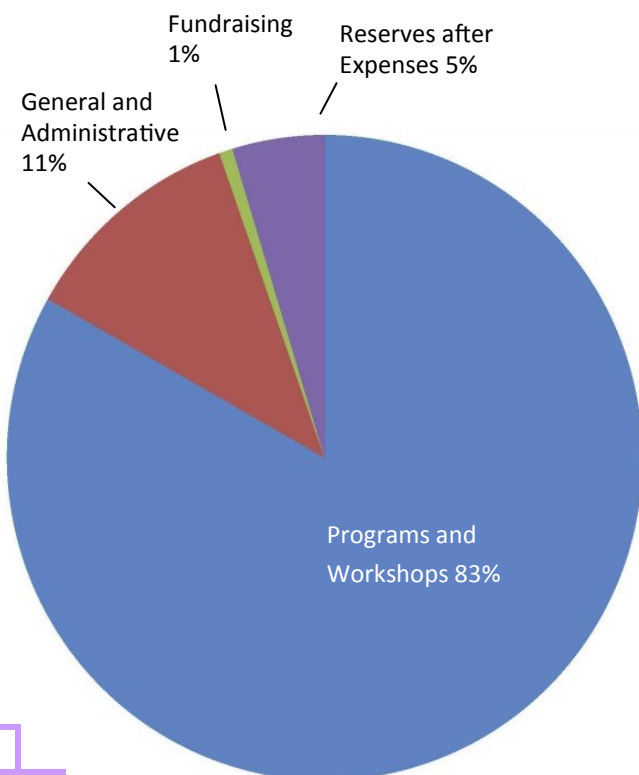
REVENUE SOURCES AND SUPPORT
JANUARY 2016-DECEMBER 2016



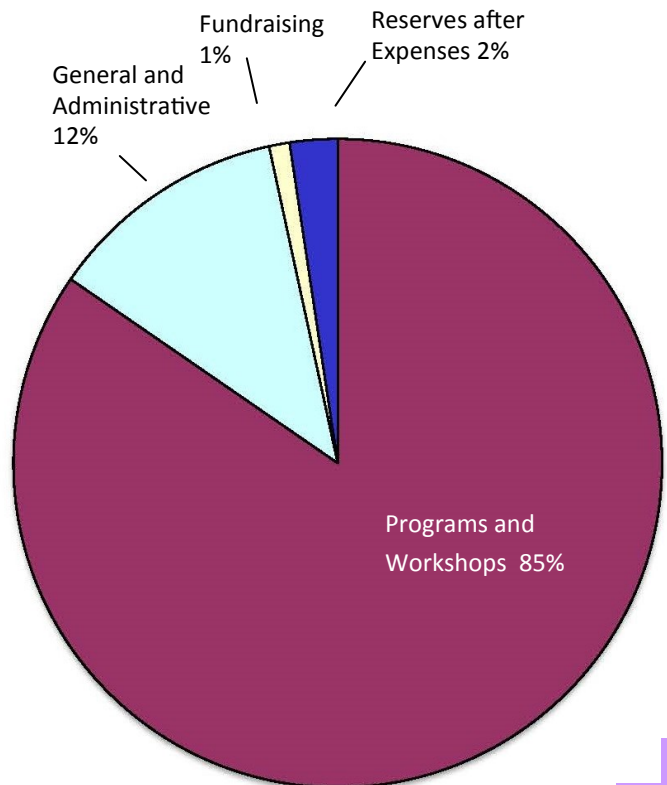
REVENUE SOURCES AND SUPPORT
JANUARY 2017-DECEMBER 2017



EXPENSES AND RESERVES
JANUARY 2016-DECEMBER 2016



EXPENSES AND RESERVES
JANUARY 2017-DECEMBER 2017



THANK YOU TO OUR DONORS

Jacqueline Abreu
Joseph Adams
Megan Adams
Advanced Benefits Strategies
Robert & Shirley Aigen
Gertrude Album
April Alberghini
AmazonSmile Foundation
Rachel Ambroziak
Susan Antos
Araize
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Mike & Ariana Bath
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Benim Scholastic Academy
Donalee Berard
Berard & Associates, CPAs, PC
Madelon Berger
Don Bermack
Maria Bermeo-Duchitanga
Nancy Bessler
Birthright of Rockland County
Oscar & Priscilla Blanco
Linda Bresler
Christopher & Jennifer Bricker
Fay Brown
Matt Brown
Tony & Jane Brown
Trenton Brown
Christine Cahill
Jim Callahan
Campus Fun & Learn
Canon
Vicki Caramante
Thomas Carroll
Casey Castiglia
Mary Cavanaugh
Chris Chaize
Joe Chindemi
Center for Safety and Change
Maryalice Chaifetz
Children Have Fun
Children of America—Stony Point
Children of Mary Nursery/Kindergarten
Children's Corner Learning Center

Citizens for Ed Day
Citizens for Hoehmann
Cornell & Cornell LLP
Harriet Cornell
Kathleen Cuneo
David Gregory School
Darnett Davis-White
David Del Campo
Lynn Del Duca
Elaine Donzella
Nicaury Delacruz
Claudine Desir
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Wendy Dominguez
Dominican College
Janet Duffy
Kim Durandisse
Robert Durkin
Parnell Duvigneaud
Charmaine Edmundson
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Maria Estevez
Maria Estrella
Salimullah & Farida Farouqui
Mary Ann Ferrante
First Nonprofit Companies
Dr. Eddie & Raselle Fisher
Bill Fitzgerald
Marcy Flamholtz
Dennis Fleming
Fleming Fleur Foundation
Denise Forsberg
Johanny Franco
Frances Franco-Montero
Fred and Vickie Frelow
Friends of Keith Cornell
Friends of Thom Kleiner
Friends of Thomas Zugibe
Steve Fromson
Ellen Galinsky
Rosa Garcia
Angelica Gartner
Janet Giovanucci-Murphy
Illene Goldberg
Inge Goldstein
Ivette Gonzalez
Azeb Gray
John Gregory

Brian Guterl
Kristine Guterl
Nancy Hausman
Deborah Hautau
Haverstraw Day Care
Head Start of Rockland
Rachel Healy
Marcia Heisler
Jennifer Helbraun Abramson
David Helbraun
Elizabeth Helbraun
Madeline Helbraun
Celeste Hernando
Diana Hess
Fia Hill & Howell Murray
Home Away From Home
Arduini Horan
Felice Izzo
Alice Jacobson
Assembly Member Ellen Jaffee
Jan & Niles Davies Learning Center
Jan Jason
Jawonio Foundation
Myria Jean Gilles
Christopher & Janice Jensen
Eddie Joseph
Shirly Katz
Diane Kayser
Judith Kesselman
Kids Kingdom of Rockland
Kiryas Joel
Shaina Keren
KinderCare
Milton Kondolis
Kristin Kordes
Gail Koss
Joanna Kreisel
Lisa Kreisel
Rebecca Kurlander
John Lagana
LaPetite Academy
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Ronnie Licata
Joselene Liston
Radhames Lopez
Georgia Lynch
Congresswoman Nita Lowey
Geraldine Maquire
Christa Mallozzi
Dorina Maragliano
Elizabeth Marks
Marshall & Sterling
Mark & Diane Marotta

If you want to lift yourself up, lift up someone else. -Booker T. Washington

Frances Marton
Joan Maurer
Bernard McCarthy
Catherine McCue
Terry McDonald
Janet McGue
Yudelka Mejia
Joseph Mellia
Mike Milianta
Amy Mills
Kristy Miranda
Jason Mires
Ellen & David Mitchell
Heather Mitchell
Suzanne Mitts
Mommy Carol's Child Care
Montessori Center of Nyack
Jane Mullin
Maria Murray
Jane Muth
Gail Nachimson
National Council of Jewish Women
- Rockland Section
Tom Nee
Anne Nissen
North Rockland Central School District
Nursery School of the Nyacks
Ann O'Donoghue
Orange Bank & Trust
Orange & Rockland Utilities
Donna Ouimette
Mia Orser
Scott Orser
Fulvio & Teresa Ortega
Eyleen Ortiz
Evelyn Ortiz
Ines Ortiz
Lee & Anne Ostroff
PAEYC
Albert Palermo
Mary-Lou Paolini
Paul Pappas
Bonnie Parsekian
PayServ Corporation
Peace through Play Nursery School
Donna Perreca
Harold Peterson
Playgarten
Oana Irena Popa
Proftech
Roy Raji
Benjamin Riba
Danielle Rios

Jaime Rios
Maria Rivas
Janet Rivera
Margaret Roche
Rockland 21C
Rockland Community College
Rockland Community Foundation
Rockland County YMCA
Rockland Worksite Child Care Center
Terry Rodriguez
Alycia Rodriguez
Jeanine Roemer
Rosa's Day Care
Schlomo Rosenberg
Marc & Karen Ross
Steve & Laura Ross
Karen & Noah Sack
Kit & Cef SaizdelaMora
Scott Salotto
Daniel & Eleanor Salmon
Frederick Sandner
Elsa Sandoval
Olga Santos
Edna & Julio Saravia
Kristin Saunders
Judy Savage
Jeff & Marcia Scheer
Louise Schreier
Schribman Insurance Agency
Gerd Schubert
Janet Schwartz
Marian Schwartz
Anna Scioscia
Stacie Scollo
Nancy & Craig Scheff
Jimmy Shrewsbury
Velveth Silva
Debbie & David Silver
Manny Silverberg
Marsha Silverstein
Kathleen Siuro
Nycole Smith
Smarty Pants
Sonshine Community Nursery School
Patricia Spadavecchia
Mitchell & Cindy Spiegel
St. Catherine of Alexandria Church
St. Catherine Early Education Program
St. Dominic's Home
St. Paul's Christian Day School
St. Thomas Aquinas College
Jerry Staller
Ira & Viki Steinberg

Sterling National Bank
Stony Point Chiropractic, PLLC
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David Szuchman
Karen Taffuri
Tastefully Simple
Clyde & Ann Taylor
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Barbara Thornton
Debra Tietze
Patricia Tobin
Elaine & Gerry Trotta
Truist
Steve & Phyllis Tucker
Tupperware
United Way of Massachusetts Bay and
Merrimack Valley
United Way of Rockland County
USIS
Jenine Valentino
Thomas Walsh
Barbara Weber
West Street Child Care Learning Center
Rose Angela Whitehead
Monique Williams
Nathalee Williams
Jarrett Wold
Jordan Wolf
Genesia Young
Lori Young
Roberta Zampolin
Ronna Zoberman
Dr. Joseph & Michelle Zweig



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