

ADVOCACY

LEADERSHIP

EDUCATION

SUPPORT

SERVICE

SUCCESS



2014 **ANNUAL REPORT**





OUR **MISSION**

We support children, families and child care providers in Essex County, through advocacy and action, offering education, referrals, sharing best practices and access to available financial resources.

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DEAR FRIENDS,

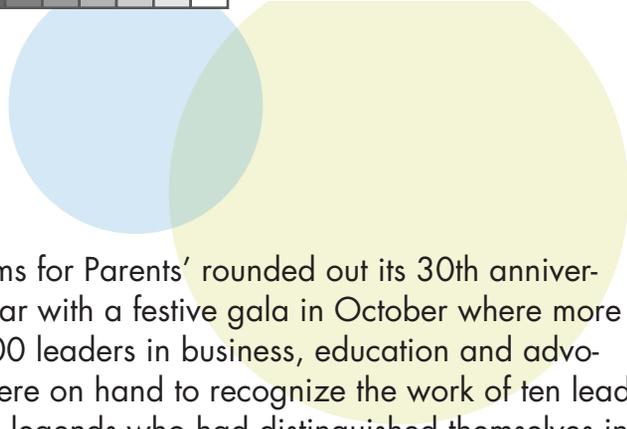
2014 was an extraordinary year for Programs for Parents. We celebrated 30 years of trusted service, not just in the child care community, but in our larger community, by expanding our outreach and creating exciting innovations to increase the quality of life for families in Essex County.

We kicked off this landmark year with a move to new headquarters. The new offices, occupying two floors of an office tower in the heart of Newark's historic downtown area, allow us to more efficiently use our space and better deliver services to families and child care professionals. The new headquarters include state-of-the-art classrooms and equipment for our Center for Excellence in Early Childhood Education, which provides training to early education professionals.

Last year was also significant for Programs for Parents' involvement in helping to launch the Newark

Family Engagement Network, an initiative that links families with community-based organizations and services in order to improve educational outcomes for young children. We launched the initiative with a major summit bringing together 100 early education providers, community based organizations and state and local policy makers to chart a course for reshaping how families are engaged and empowered to better themselves and improve the educational outcomes for their youngest children. A first for Newark, the Summit featured a team of Harvard University researchers who help redefine family engagement as, "a shared responsibility, that is continuous across a child's life, with opportunities to reinforce learning anytime, anywhere." We are excited about the potential of this initiative to help parents find both in-school and out-of-school learning opportunities that will enhance their child's development. Through these and other initiatives, PfP fulfilled its role as the preeminent hub in Essex County for the entire child care community.





Programs for Parents' rounded out its 30th anniversary year with a festive gala in October where more than 200 leaders in business, education and advocacy were on hand to recognize the work of ten leaders and legends who had distinguished themselves in the field of early childhood education. The event also celebrated PFP's accomplishments in Essex County over the course of three decades. Tens of thousands of families have been empowered to work or go to school because their children are in good child care. And thousands of child care professionals are better equipped to care for children because of our educational training. The event was a significant fundraiser for PFP, which will use the funds to invest in more educational programming for child care professionals, one of our field's most pressing needs.

Finally, we often hear from parents who rely on financial assistance from Programs for Parents for their child care. We were especially touched by this

note: "Thank you PFP for helping a single mom just trying to do her best." We recognize that she and thousands like her are indeed doing their very best—juggling multiple jobs, or working and going back to school to improve their chances—and that we feel an even greater obligation to do our very best.

Thank you for your investment in Programs for Parents and in the hardworking families of Essex County.

Sincerely,



Barbara A. Litwinka
Barbara A. Litwinka
 President, Board of Directors



Beverly Lynn
Beverly Lynn
 Chief Executive Officer

A Major Initiative Launches New Course for Family Engagement

Through generous funding from Foundation for Newark's Future, PfP helped launch the Newark Family Engagement Network (NFEN). This new initiative is in direct response to requests by Newark families for improved channels of communication to learn about available resources to support their children's learning. As part of the initiative, Programs for Parents also launched "aXcess Newark," a free app that delivers urgently needed assistance to Newark families through the convenience of their smart phones. The app contains a directory database featuring social service organizations that will assist individuals for finding employment, housing and child care subsidies, and medical assistance. According to the Pew Research Center, mobile phones are quickly becoming the primary way low-income people access the internet. Smart phone ownership has almost doubled for low-income African-Americans and Latinos.



aXcess Newark marketing campaign



“Newark has a wealth of resources,” says Programs for Parents CEO Beverly Lynn. “Most Newark families do not know the full range of services and assistance that is available to them. aXcess Newark was specifically designed to address this need.”

As part of its support of the Newark Family Engagement Network, Programs for Parents hosted a major Family Engagement Summit that brought together early education providers, community based organizations and policy makers who work directly with Newark families with children ages birth to eight. The purpose of the Summit was to chart a course for reshaping how families are engaged and empowered to better themselves and improve the educational outcomes for their youngest children.



“Newark has a wealth of resources. Most Newark families do not know the full range of services and assistance that is available to them.” —Beverly Lynn, CEO , Programs for Parents.





New Headquarters

Programs for Parents kicked off 2014 with a move to new headquarters at 570 Broad Street in Newark. The new headquarters, occupying two floors of an office tower in the heart of Newark's historic downtown area, features a more personalized Customer Service area. In addition, the new headquarters includes the Center for Excellence in Early Childhood

Education, now providing state-of-the-art professional development. "These new offices will allow us more efficient use of our space and better delivery of services to families and child care professionals," said PfP CEO Beverly Lynn, pictured below with Berger Organization President Miles Berger and PfP Board Chairman Barbara Litwinka at the grand opening.



A Gala Celebration Marked 30 Years of Excellence



In 2014, Program's for Parent's board of directors, staff and community partners celebrated the Agency's landmark 30th anniversary at a gala. More than 200 leaders in business, education and advocacy were on hand to recognize the impact that Programs for Parents has made on Essex County and honor the "Leaders and Legends" who are making a profound difference in enhancing the quality of early child care education. Pictured are the ten honorees: Joseph Thomasberger, Rebecca Doggett, Katherine Nicholas, Trish Morris-Yamba, Regina Adesanya, Tanya Poteat, Dominique Lee, Xiania Foster, John Rich, Jr. and Mirna Evelyn Ruiz.

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Providing Care for Thousands of Essex County Children

In 2014, Programs for Parents made it possible for 18,000 children in Essex County to receive child care by providing their parents with financial assistance through the New Jersey Cares for Kids, Work First New Jersey and Abbott Preschool voucher programs. Enter the eighth floor customer service area of Programs for Parents, on any given day, and you will encounter a cross section of the thousands of families who have come to rely on Pfp's financial assistance to pay for their child care. They are single and teenage mothers trying to complete their education, hold down a steady job, or do both. They are new immigrants working minimum wage jobs while navigating their new life in the U.S. They are fathers and mothers who both need to work in order to make ends meet. They are grandparents who thought they could retire until circumstances made it necessary for them to raise their grandchildren. The financial assistance that Pfp provided meant that these families could afford care for their children and be able to work or go to school.





Expert Advice for Finding Child Care

Selecting child care is one of the most important decisions a parent can make. In 2014, Programs for Parents' Child Care Resource and Referral department helped nearly 3,000 parents find child care. PfP's professional child care counselors introduced child care options that met their parents' specific needs. Ideally it is a decision that nurtures the child and supports the parent's work schedule. Parents are



instructed on how to view each child care provider and are given a checklist to help them evaluate program features. On a heavy volume day, PfP counselors can receive up to 40 calls per day with each referral call taking one-half hour to 45 minutes. PfP's child care counselors also provide other helpful information such as bus routes and how to choose a pediatrician.

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Professional Development Series

Programs for Parents' "Center for Excellence in Early Childhood Education" offered 150 child development classes and professional training workshops to over 5,000 child care providers in 2014. Workshops ranged from *Music as Therapy*, *Powerful Interactions* and *Spring Into Science*. Workshops were also offered in Spanish. Programs for Parents also worked to develop leadership by continuing to offer the Child Development Associate Credential, PITC Director's Track, the Directors' Academy and the New Jersey Administrator's Credential. Additionally, over 450 parents participated in parenting workshops and supportive services geared to the needs of parents of young children.

Workshops ranged from *Music as Therapy*, *Powerful Interactions* and *Spring Into Science*. Some of the workshops were offered in Spanish.





Grow NJ Kids Continues to Grow

Grow NJ Kids, the quality rating and improvement system designed to create universal standards of quality for all early care and education programs, went state-wide in 2014. The program, which has been piloted by Programs for Parents, is giving child care providers free-of-charge access to resources, including: shared best practices, free professional training programs, free technical assistance, educational scholarships, program incentives, and much more. Grow NJ Kids



also expanded its outreach to Newark, through SWEET (South Ward Educates Everyone Together), which assists child care directors from Newark's South and West Wards in improving outcomes for children and supporting sustained quality improvements within early learning programs. PpP has recruited 85 child care programs throughout the county during 2014 to participate in Grow NJ Kids.

Special Care for Infants and Toddlers



The NJ First Steps Initiative continued to serve seven counties in the northern region and provided training, onsite technical assistance, coaching and enhancement grants to over 2,500 participants interested in improving the quality of their infant toddler programs. In addition, Programs for Parents hosted a special seminar for 140 child care providers entitled "Room With A Quality View" at the NJAEYC Conference. While PpP has host-

ed previous training events for those who provide care to babies and toddlers, this was the first seminar that featured "practice rooms." These rooms demonstrated what a quality care room looks like that exceeds Office of Licensing Standards. "We have given them each a set of tools and we will guide them as they try and use them individually and as a learning group, says PpP's Cynthia Soete, one of the instructors at the event. "They've got to come and measure things and to figure out how to make quality materials accessible to the children in their care."





Steps to Quality

Programs for Parents launched a new initiative in 2014 called *Steps to Quality*, which aimed to raise the quality of care in family child care homes for children ages 0–5. Providers received free on-site technical assistance visits by early childhood experts; free training, including training in medication administration; free professional liability insurance; materials and equipment grants of up to \$1,000. The program is called *Steps to Quality* because it uses the *Family Child Care Environment Rating Scale*. The program is made possible through a partnership between Child Care Connection, Programs for Parents, Community Child Care Solutions and The Nicholson Foundation.

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Child Health and Wellness

Programs for Parents held a successful “Child Health and Wellness Fair” at The Waterfront in Newark with over 200 children and adults in attendance. Pfp staff provided free services and screenings including dental, vision and body mass index. Over 30 community and health and wellness organizations were on hand to provide information, resources and free gifts. This was the first time Pfp held such an event at The Waterfront, a recreation facility in Newark that was developed to help revamp the North Ward.

Pfp staff provided free services and screenings including dental, vision and body mass index. Over 30 community and health and wellness organizations were on hand to provide information, resources and free gifts.



Public Policy Milestones

After 18 years without any Congressional action, the Child Care and Development Block Grant was finally reauthorized and revised to include general provisions to improve the quality of child care nationwide. President Obama signed the bill into law in 2014. Programs for Parents has been an advocate for passage of the bill for many years. The new law includes measures to promote quality child care by increasing state-level investments in activities to improve the quality of care, enhancing states' ability to train providers and develop safer and more effective child care services. It also strengthens health and safety requirements in child care programs and providers and improves access to child care by expanding eligibility for participating families.



whitehouse.gov

President Obama signed the bill (Child Care and Development Block Grant) into law in 2014. Programs for Parents has been an advocate for passage of the bill for many years.

MAJOR COMMUNITY PARTNERS

New Jersey Department of Human Services, Division of Family Development

Department of Education—Office of Early Childhood Education

Essex County Division of Employment & Training

Investors Bank Foundation

Newark Public Schools

Nicholson Foundation

The Schumann Fund for New Jersey

Professional Impact NJ

Department of Children and Families

Essex County College

Montclair State College

New Jersey Association for Child Care Resource and Referral Agencies (NJACCRRRA)

School Readiness Consulting Inc.

Essex Project Launch

Rutgers University—Camden/IEE

Rutgers University—Newark

Turrell Fund

Victoria Foundation

National Institute for Early Education Research (NIEER) at Rutgers University

United Way of Essex and West Hudson

Becker's School Supplies

Kaplan Early Learning Companies

Irvington Public Schools

East Orange Public Schools

Advocates for Children of New Jersey

Foundation for Newark's Future

Irvington Cares

Newark Fairmont Promise Neighborhood Planning Council

Newark Preschool Council

The Leaguers

Orange Public Schools

Urban League of Essex County

SPAN

Newark Now

New Jersey Performing Arts Center (NJPAC)

Newark Regional Business Partnership



2014 Financial Statement

REVENUE

Public Support and Revenue

	2014	2013
NJ Department of Human Services Child Care Resource and Referral (CCR&R)	\$7,838,364	\$7,885,185
NJ. Department of Agriculture Child Care Food Program.....	436,353	462,861
Grants.....	480,700	477,700
Program Revenue	521,484	391,957
Fundraising	11,798	13,544
Interest Income	4,372	5,649
TOTAL REVENUE AND SUPPORT	<u>\$9,293,071</u>	<u>\$9,246,896</u>





PROGRAM AND ADMINISTRATIVE EXPENSES

	2014	2013
Support Services		
Unified Child Care Delivery System	6,297,716.....	6,372,880
Training and Grant Programs.....	1,338,187.....	1,203,167
Management and General	1,526,565.....	1,562,676
Fundraising.....	20,382.....	11,267
Total Expenses	<u>\$9,182,859.....</u>	<u>\$9,149,990</u>
NET INCOME	<u>\$110,221.....</u>	<u>\$96,906</u>
Unrestricted net assets—beginning of year	768,838.....	671,932
Unrestricted net assets—end of year	<u>\$879,059.....</u>	<u>\$768,838</u>





Programs for Parents, Inc.

Comprehensive Services for Families & Children

www.programsforparents.org

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Programs for Parents is a member of Child Care Aware America, which works with more than 600 state and local Child Care Resource and Referral agencies nationwide so that all families have access to high-quality affordable child care.

Check us out at:

www.programsforparents.org or follow us on Facebook and Twitter