

Igniting  
Possibilities

Promoting  
Innovations

CELEBRATING



YEARS





# Contents

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About Programs for Parents:  
Our Mission, Our Vision ..... *ii–iii*

2018 Programs for Parents  
Officers & Executive Staff ..... *iv*

A Message to Our Supporters ..... 2

A Child Care Agenda for New Jersey ..... 4

Investing in a Sustainable &  
Well-Prepared Child Care Workforce ..... 5–6

Supporting Child Care  
Infrastructure in the Community ..... 7–8

A Road Map for Financing an Affordable,  
Accessible and Quality Child Care System ..... 9–10

2018 Programs for Parents  
Supporting Partners ..... 11

2018 Financial Report ..... 12



# Our Mission

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

## About Programs for Parents

Programs for Parents (PfP) is the largest Child Care Resource and Referral agency in the state of New Jersey and a non-profit organization. We support children, families and child care providers in Essex County through advocacy and action, providing education and referrals, sharing best practices and helping families access available financial resources.

Since our founding 35 years ago, experience has confirmed our belief that the care a child receives early in life critically affects their mental and emotional development. Our work has expanded to meet the ever-increasing need to help nurture children in their formative years. Since our inception, PfP has provided services to over 200,000 children and families.

# Our Vision

**As an organization committed to excellence, Programs for Parents aspires to expand the reach of its comprehensive services to its greater community and become a nationally recognized authority on child care programs and issues.**

**Our primary objective is to link families seeking child care with agencies and groups that provide such services. Furthermore, our goal is to help upgrade the knowledge and skills of child care providers to ensure that children and families receive high quality services, specifically those that focus on academic, social, emotional and physical development.**

**Programs for Parents has evolved from a child care resource and referral agency to an organization offering a full range of services, including professional training, technical assistance and parent education. Furthermore, we serve as an advocate for affordable and quality child care for all families.**

# 2018 Programs for Parents

## Officers

Magdalena M. Czerniawski, CPA, MBA  
*President*

Stacie J. Newton, MPA  
*Vice-President*

Lance LaVergne, MBA  
*Treasurer*

Saigeetha (Sai) Jambunathan, PhD  
*Secretary*

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*President Emeritus*

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Xiania Foster, MA

Diane Hill, PhD

Barbara A. Litwinka, CPA

Robert Patrick, CPA

Reinaldo Santiago, MBA

Pamela Taylor, MBA

Teresa Boyle-Vellucci, Esq.

## Executive Staff

Beverly Lynn, EdD  
*CEO*

J. Wesley Simms  
*COO & Director of  
Human Resources*

Tyheria Newsome  
*Co-Director of  
Subsidy Programs*

Hilda Puente  
*Co-Director of  
Subsidy Programs*

Philip Goldwasser  
*Director of Information  
Technology*

Simona Bana  
*Director of Family Child Care  
& Resource and Referral*

Amanda Blagman  
*Director of Education  
& Innovative Programs*

Joshlyn Adams  
*Assistant to the CEO*

# Programs *for* Parents

CELEBRATING



YEARS

Comprehensive Services for  
Families and Children

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# 2018: A Year of Possibilities Realized



## A MESSAGE to Our Supporters

**W**hat an extraordinary year we had at Programs for Parents (PfP). PfP achieved national recognition, launched groundbreaking initiatives, and made quality affordable child care available to more families and child care providers than ever before. 2018 was indeed “a year of possibilities realized.”

The Child Development Associate (CDA) credential is the single most important training program administered by Programs for Parents. In 2018, the Council for Professional Recognition conferred the “Gold Standard” on our CDA program.

We are *the first and only organization* in New Jersey to achieve the Gold Standard.

The most exciting development in child care today is the shared services alliance; child care programs working in tandem on issues affecting their viability as businesses as well as the quality of their child care. In 2018, PfP facilitated the groundbreaking Greater Newark Shared Services Alliance (GNSSA), a group of 10 early care and education providers who found ways to reduce costs while improving their programs. This new initiative by Programs for Parents *is one of only 29* such alliances in the United States.



As we celebrate the many victories that made 2018 notable, we recognize that so much more needs to be done to make accessible, affordable, and quality child care the rule, not the exception.

In 2018, Programs for Parents won two major grants to train child care providers and family service practitioners in Adverse Childhood Experiences (ACEs). The impact of an educated and informed child care giver on a young child who has suffered early trauma is crucially important. Our P4P Academy had a banner year, reaching more students with tuition-free access to the Child Development Associate (CDA) credential—and child care careers—through four new grants.

Our flagship services continued to be vital and necessary to those we serve. Our childhood development experts continued to find the most pressing needs of providers and addressed those needs with professional development, technical assistance, and a variety of support programs. P4P's Subsidy Department administered \$45 million in

child care subsidies in 2018, enabling 18,000 children in Essex County to receive child care.

Programs for Parents applauded the decision by the Department of Human Services, Division of Family Development to increase child care subsidy rates. We played our role in bringing this about by educating policy makers on the urgent need in New Jersey to make child care affordable for working families.

As we celebrate the many victories that made 2018 notable, we recognize that so much more needs to be done to make accessible, affordable, and quality child care the rule, not the exception. Now is the time to hold every member of the community accountable and to call them to rise to this most noble of causes.

*Warmest Regards,*



*Beverly Lynn*  
**Beverly Lynn, EdD**  
Chief Operating Officer



*M. Czerniawski, CPA, MBA*  
**Magdalena M. Czerniawski**  
President  
Board of Directors

# A Child Care Agenda for New Jersey

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**T**o accomplish our goals, Programs for Parents is working throughout the state of New Jersey to advance accessible, affordable, and quality child care through a number of educational initiatives that allowed us to reach nearly every county in the state.

## **BUILD CAPACITY**

Educate and equip child care professionals with advanced instruction from highly qualified trainers. Continue to promote quality care among child care professionals and explore ways to build a sustainable child care infrastructure.

## **ENGAGE**

Develop a strategy to bring every individual who affects a child's life—parents, educators, physicians, clergy, community organizers, etc.—to an understanding of how best to enhance a child's development from conception to age eight. Work with these groups to impact policies in their local communities relating to the health, education and safety of children.

## **EDUCATE**

Equip families with the knowledge they need to make the best care decisions for their children while also raising general awareness among the public, communities, and policy makers about the critical need for affordable and quality child care for every family.



# Investing in a Sustainable & Well-Prepared Child Care Workforce



## PROGRAMS FOR PARENTS EARN THE “GOLD STANDARD”

**T**he Child Development Associate (CDA) is a nationally recognized credential for teachers of young children, ages birth to five and, arguably, the most important training program that Programs for Parents offers to child care providers. Completion of the training prepares the candidate to complete an assessment through the Council for Professional Recognition and be awarded certification for a career in early childhood education with Infants/Toddlers, Preschoolers or Family Child Care. In 2018, the Council for Professional Recognition conferred the “Gold Standard” accreditation on Programs for Parents’ CDA program—the first and only CDA program in the state of New Jersey to be awarded this distinction. Pfp employed these recognized Best Practices to earn this recognition:

- 1) the CDA curriculum covers all of the Council’s eight subject areas;
  - 2) Pfp follows ethical business and policy practices;
  - 3) the CDA program is designed to accommodate the needs of all kinds of students (such as class times, language, geographical location, learning needs, etc.).
- In 2018, 177 candidates who were currently employed in early care and education, as well as those who had no prior experience in the field, were enrolled in Pfp’s CDA program.

Programs for Parents’ CDA program is the first and only CDA program in New Jersey to achieve the “Gold Standard.”

## MAKING REAL STRIDES FOR QUALITY INFANT & TODDLER CARE

**P**rograms for Parents' child development experts listen to the needs of child care providers and respond with interventions that meet those needs. PFP's New Jersey First Steps (NJFS) Infant/Toddler program did just that in the seven counties of Northern New Jersey. NJFS staff found that providers needed instruction in the areas of proper hand washing, diapering/toileting procedures, and safety practices. Additionally, caregivers often do not have adequate access to materials and equipment during the day while children are awake and ready to play. NJFS staff responded with 178 professional development events, 93 technical assistance visits, consultation and other training opportunities. As a result, center-based and family child care programs demonstrated significant increases in the areas of Staff/Child Interactions and Listening and Talking. NJFS also provided a forum for experts to address Infant/Toddler caregivers on curriculum, child development, the federally-funded Child & Adult Care Food program, licensing, and creating budgets. The forum was designed to increase the number of slots of programs that are licensed to care for infants, one of the most pressing needs in New Jersey today.

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## FAMILY CHILD CARE PROVIDERS EXCEL THROUGH TRAINING

**I**mproving the quality of care that Family Child Care providers offer remained a top priority in 2018 for Programs for Parents. Through Steps to Quality, the quality rating and improvement standards program, family child care providers were equipped with what they needed to excel. One such provider was Yanet Martinez De La Cruz, who was part of the initial group of providers who started with the Steps to Quality program. She applied for a three-star rating but was actually rated as a four-star program. She went on to earn her CDA certificate, which she was able to do through a scholarship for those providers who were in the pilot program. She was nominated and was chosen to attend the 2018 McCormick Center for Early Childhood Leadership Conference through generous support by The Nicholson Foundation. The nominee had to be a rated Family Child Care provider. De La Cruz is now renewing her CDA and is still a Family Child Care provider.

## A BANNER YEAR FOR P4P ACADEMY

**P**rograms for Parents' P4P Academy had an exceptional year in 2018, enrolling 42 participants in its CDA "Gold Standard" certified program and placing 18 of them in early care and education positions. The P4P Academy reached more students than every before who were new to the field of early childhood education. The Opportunity Partnership Training (OPG) grant from the Department of Labor and Workforce Development provided free tuition to individuals who enrolled in its CDA program. Funding from three other grants provided even more opportunities for CDA candidates to receive tuition-free enrollment. Benefits of the P4P Career Academy include professional portfolio development, technical writing support, instruction in English and Spanish and job placement.

# Supporting Child Care Infrastructure in the Community



## PROGRAMS FOR PARENTS ADDRESSES ADVERSE CHILDHOOD EXPERIENCES

**T**he impact of an educated and informed child care provider on a young child who has suffered early trauma is crucially important. In 2018, with generous funding from the Terrell Fund, Programs for Parents targeted 20 early childhood programs (including Head Start, Early Head Start and state-funded programs) in Newark, East Orange and Montclair for training in Adverse Childhood Experiences (ACEs). The “Family Engagement Network: Community

of Learning, Cohort III” expanded the knowledge base and awareness of ACEs among family service practitioners. In addition, the program assisted families to connect with resources to prevent the impacts of ACEs/Trauma among children and families.

## YEAR-ROUND SUPPORT FOR TEEN PARENTS

**T**een parents who are facing the enormous challenge of parenting while trying to finish their education and/or are working, now have year-round support from Programs for Parents. PFP expanded its outreach through the “Teen Parent Support and Education Program,” which is based on the nationally recognized, evidence-based Strengthening Families approach to reduce risk factors and promote infant-child and

Teen parents now have year-round support from Programs for Parents with training to reduce risk factors and promote infant-child and family well-being.

family well-being. The program was available in the school districts of Newark, East Orange and Irvington. PfP staff worked with teen parents to reduce child abuse and neglect and to promote positive parenting and an understanding of child development. There were also workshops on the New Jersey child care subsidy program and infant/toddler dental hygiene and nutrition.

### **aXcess NEWARK: A RELAUNCH PROVIDES EVEN MORE SERVICES**



**P**rograms for Parents broke new ground, a few years back, when it launched the *aXcess Newark* App, which was created to help families find available social services and resources in the city of Newark. In 2018, the App was relaunched with more community input from parents and community leaders resulting in greatly enhanced features. Users can now find social service organizations specializing in clothing, disability, child care, domestic violence, financial assistance and recruitment, shelters for homeless, vocational training, work readiness training, mental health services, rental assistance, immigrant services, HIV/AIDs services, community health services, food pantries, and soup kitchens.

The *aXcess Newark* App was relaunched in 2018, with more community input from parents and community leaders resulting in greatly enhanced features.

### **BRINGING QUALITY CARE TO NEWARK'S SOUTH WARD**

Programs for Parents is unlocking the potential of children in Newark's South Ward neighborhood. In 2018, the South Ward Children's Alliance was awarded a \$30 million Promise Neighborhood grant. After conferring with partners and community leaders on how best to support families in the South Ward, Programs for Parents launched a CDA (Child Development Associate) class in the neighborhood. Increasing the knowledge and skills of teachers who work in early childhood programs will improve the quality of early care and education for young children in the South Ward. Twenty early childhood caregivers who live or work in the South Ward Promise Neighborhood participated. All course fees were covered by the South Ward Promise Neighborhood grant and the class was provided at a South Ward location to make it convenient for the participants.

### **ESSEX COUNTY COUNCIL FOR YOUNG CHILDREN (ECCYC): FAMILY ENGAGEMENT MEANS BETTER CHILD CARE**

Effectively engaging families around the issues that affect the health, education and safety of children, ages birth to eight, remained a top priority for Programs for Parents in 2018. Under the aegis of Essex County Council for Young Children (ECCYC), a major "Project Hope" grant was awarded by the Boston Medical Center/Vital Village. Family service workers at 10 early child care and education programs in Newark will receive training on Adverse Childhood Experiences (ACEs) within the CDC framework and the Strengthening Families Training Module. The ultimate goal of the program is for the City of Newark to become a trauma informed community by 2020. ECCYC was one of only 10 national sites selected for this major funding. ECCYC's volunteer parents continue to be strong advocates for children. One such parent was David Armstrong, representing ECCYC at the Early Childhood Comprehensive Systems National Conference in Washington, DC as a parent panelist. He spoke on the subject of parent participation in a presentation entitled, "Engage, Educate, Empower, Encourage."

# A Road Map for Financing An Affordable, Accessible Quality Child Care System



## SHARED SERVICES: THE MOST EXCITING DEVELOPMENT IN CHILD CARE TODAY

**W**hile center directors are typically passionate about the work of educating and nurturing children and have backgrounds in child development or education, few possess accounting or business management skills. It is this latter skill set that is critical for maintaining a healthy business. In 2018, Programs for Parents facilitated a groundbreaking initiative designed to address the “business” side of child care. The Greater Newark Shared Services Alliance (GNSSA) brought together a network of 10 early care and education providers who have an interest in shared services, cost savings and program support. GNSSA *is one of only 29* such alliances in the United States. In its

first year, the Alliance created a pool of substitute teachers. PfP standardized the foundational knowledge of these teachers with professional development in the areas of Health & Safety, Mandated Reporting and foundational knowledge of

ered that some members were doing the food shopping for their child care centers. As an alternative, the Alliance hired a food delivery consultant resulting in a cost savings at one child care center of about \$7,000 per month. The Alliance also targeted the area of professional development. In a partnership with Newark Public Schools, Office of Early Childhood, resources will be provided to Alliance members such as alignment tools with Grow NJ Kids standards and professional development opportunities. This will result in Alliance members moving closer to becoming rated and qualifying for an increase in subsidy payments.

## INCREASE IN CHILD CARE SUBSIDY RATES BRINGS LONG-AWAITED AFFORDABILITY

**I**n 2018, the Department of Human Services, Division of Family Development announced that there would be an increase in child care subsidy rates beginning in January 2019. Programs for Parents played a supportive role in bringing this about by helping to educate policy makers on the urgent need in New Jersey to make child care affordable for families. In addition, it was announced that child care centers that have participated in the Grow NJ Kids program and are rated, would receive an even more generous increase to support the level of quality they have already achieved, with incentives to strive for higher quality. These resources will help many more parents access quality child care services and will help child care programs to remain in business while encouraging them to work towards quality. In addition, the Department of Human Services, Division

In 2018, Programs for Parents made it possible for almost 18,000 children in Essex County to attend child care by administering \$45 million in state-funded subsidy programs.

childhood development. The Alliance also worked on the important area of cost savings. In its first year, the Alliance discov-

of Family Development has announced a number of grants that can be used to support family and program improvements. In particular, this is an important time for child care centers that want to expand services for infants and toddlers, one of the most urgent needs in New Jersey today.

### **PROGRAMS FOR PARENTS DELIVERS \$45 MILLION IN CHILD CARE SUBSIDIES TO ESSEX COUNTY FAMILIES**

In 2018, Programs for Parents made it possible for almost 18,000 children in Essex County to attend child care by administering \$45 million in state-funded subsidy programs. Because Essex County families had access to child care subsidies, they were able to work, go to school or a training program. Also in 2018, the State of New Jersey implemented new family friendly eligibility requirements. Families who experienced medical leave, cessation of work or school, or reduction of work hours would no longer experience an interruption in child care subsidies. As a result, Programs for Parents was able to continue providing child care assistance to 162 families who experienced job loss, medical leave or reduction in employment, school or training hours. In addition, the new requirements allow for a graduated phase out period

The experienced counselors at Programs for Parents' Child Care Resource and Referral Department assisted about 2,000 parents to determine which child care was right for them.

of assistance. Families receive an additional year to continue receiving child care assistance when their income exceeds 250% of the Federal Poverty Level but remains below 85% of the State Median Income. About 109 families benefitted from this extra year of child care.

### **EQUIPPING FAMILIES IN THE SEARCH FOR CHILD CARE**

According to the Center for American Progress, more than half of preschool-aged children are in child care and fewer than one in three children today has a full-time, stay-at-home parent. An important responsibility working parents face is selecting a child care provider. Many parents find this process daunting; they may end up choosing a provider based on convenience, cost, location, and word of mouth, rather than on quality. In 2018, the experienced counselors at Programs for Parents' Child Care Resource and Referral Department assisted about 2,000 parents to determine which child care was right for them. From infant care to after-school and summer camp programs, Pfp's counselors introduced options that met parents' specific needs. Parents were instructed on how to view each child care provider and were given a checklist to help them evaluate program features such as a setting that keeps a child safe and healthy and an environment that enhances a child's physical, mental, emotional, and social growth.





# 2018 Programs for Parents **Supporting Partners**

Abbott Leadership Institute

Advocates for Children of New Jersey

Becker's School Supplies

The Berger Organization

Child and Adult Care Food Program

Child and Family Resources, Morris County

Child Care Aware of New Jersey

Children's Hospital of New Jersey at  
Newark Beth Israel Medical Center

City of Newark

Coalition of Infant/Toddler Educators

East Orange Public Schools

Essex County College

Essex County Council for Young Children

Essex County Division of Employment & Training

Essex Project Launch

Family Support Organization of Essex County

Foundation for Newark's Future

Grow NJ Kids

Investors Bank Foundation

Irvington Public Schools

Kaplan Early Learning Companies

Montclair Foundation for Educational Excellence

Montclair Public Schools

Montclair State University

Networks of Opportunity for Child  
Wellbeing—Project Hope—Newark

New Jersey Association for the  
Education of Young Children

New Jersey Association of Infant Mental Health

New Jersey City University

New Jersey Historical Society

New Jersey Performing Arts Center (NJPAC)

New Jersey School Age Care Coalition

New Jersey Workforce Registry

Newark Museum

Newark Public Schools

Newark Regional Business Partnership

Newark Thrives

Orange Public Schools

Passaic County 4Cs

Prevent Child Abuse NJ

Rutgers University—Newark OUCP

RWJ Barnabas Health

Statewide Parent Advocacy Network

The CHAD Foundation

The Leaguers

The Nicholson Foundation

The Salvation Army, Montclair Citadel

The Schumann Fund for New Jersey

The Turrell Fund

United Way of Essex and West Hudson

United Way of Northern New Jersey

Urban League of Essex County

Victoria Foundation

Visiting Nurse Association of Central New Jersey

# Financial Report 2017–18

For the Year Ending September 30, 2018 (Audited)



## REVENUE

	<u>2018</u>	<u>2017</u>
<b>Public Support and Revenue:</b>		
NJ Dept. of Human Services Child	\$6,934,898	\$7,135,598
NJ Dept. of Agriculture	\$624,482	\$701,681
NJ Dept. of Child and Families	\$61,370	\$0
NJ Dept. of Labor	\$132,890	\$0
County of Essex	\$29,600	\$0
Other	\$9,767	
Grants	\$284,986	\$351,690
Program Revenue	\$191,248	\$224,982
Fundraising	\$8,603	\$4,613
Investment Income	\$1,466	\$2,871
<b>TOTAL REVENUE AND SUPPORT</b>	<b><u>\$8,279,310</u></b>	<b><u>\$8,421,435</u></b>

## PROGRAM AND ADMINISTRATIVE EXPENSES

	<u>2018</u>	<u>2017</u>
<b>Support Services</b>		
Unified Child Care Delivery System	\$5,936,919	\$5,896,143
Training and Grant Programs	\$1,247,714	\$1,371,251
<b>Total Supporting Services</b>	<b><u>\$7,184,633</u></b>	<b><u>\$7,267,394</u></b>
Management and General	\$1,128,050	\$1,079,900
Fundraising	\$4,190	\$13,514
<b>Total Expenses</b>	<b><u>\$8,316,873</u></b>	<b><u>\$8,360,808</u></b>
<b>NET INCOME</b>	<b><u>-\$37,563</u></b>	<b><u>\$60,627</u></b>
Change in Unrestricted Net Assets	-\$37,563	\$60,627
Unrestricted net assets—beginning of year	\$1,043,260	\$982,633
Unrestricted net assets—end of year	<u>\$1,005,697</u>	<u>\$1,043,260</u>



# Programs for Parents

CELEBRATING  
**35**  
YEARS

## Newark Office

570 Broad Street  
8th Floor  
Newark, NJ 07102  
973-297-1114

## Montclair Office

500 Bloomfield Ave.  
Montclair, NJ 07042  
973-744-4050

Check us out at:

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

Follow us on Facebook and Twitter.



*Programs for Parents is designated as the Child Care Resource and Referral Agency for Essex County by the New Jersey Department of Human Services, Division of Family Development. The major funder of Programs for Parents is the State of New Jersey.*

*Programs for Parents is accredited through Child Care Aware of 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.*

*Programs for Parents is grateful to Child Care Aware of America for allowing it to use portions of "A Child Care Agenda for Congress, the Administration and States: 2018-2019 Policy Platform" in this publication.*

