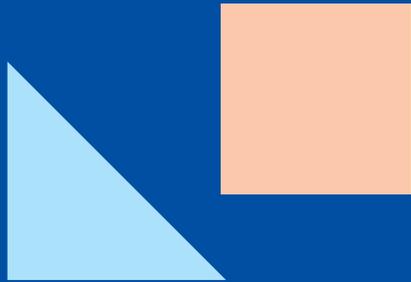


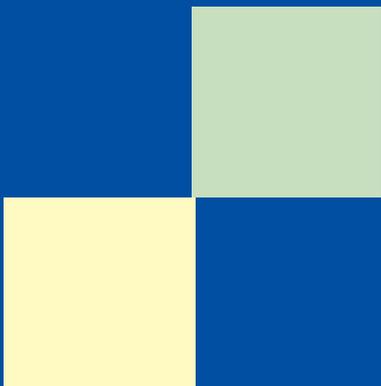
2020

ANNUAL REPORT



**CHILDCARE UNDER
CONSTRUCTION**

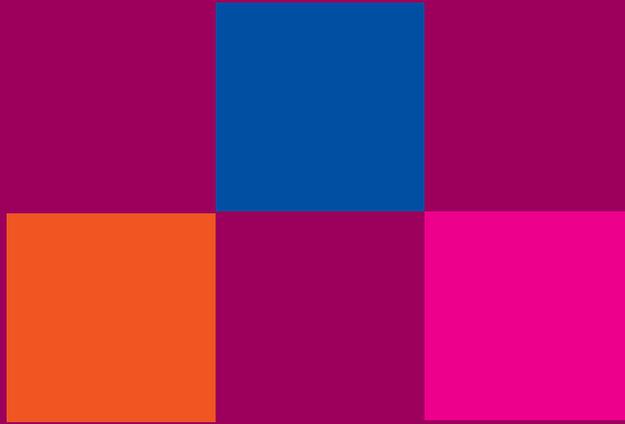
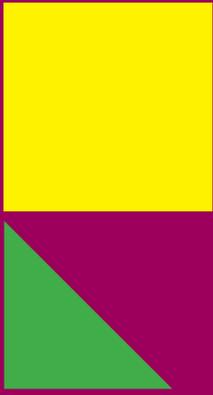
**SUSTAINABILITY
REIMAGINING
INNOVATION**



**Programs
for Parents**

Comprehensive Services for Families and Children





PROGRAMS FOR PARENTS 2020

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Programs*

Kendra Orta
Community Liaison

Diane Anglin
Assistant to the CEO

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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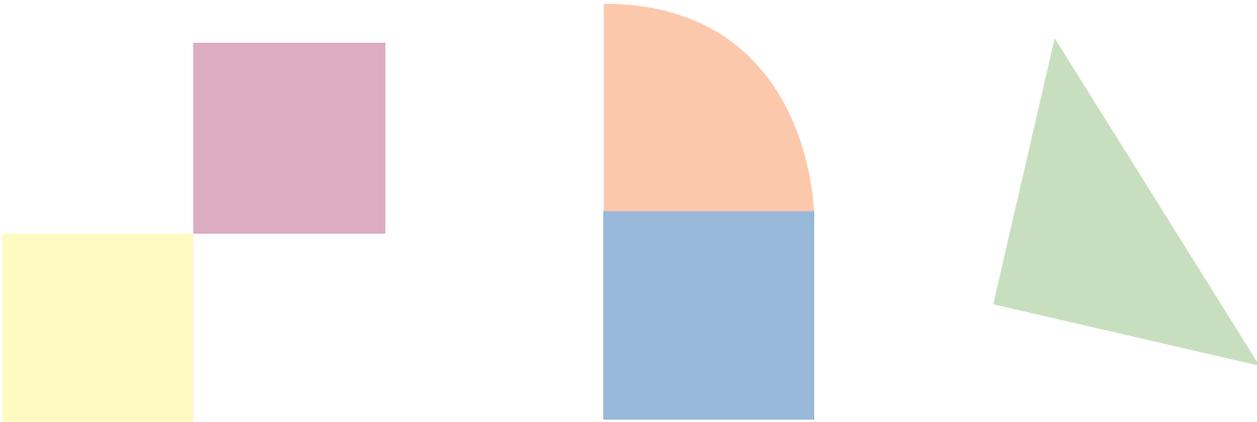
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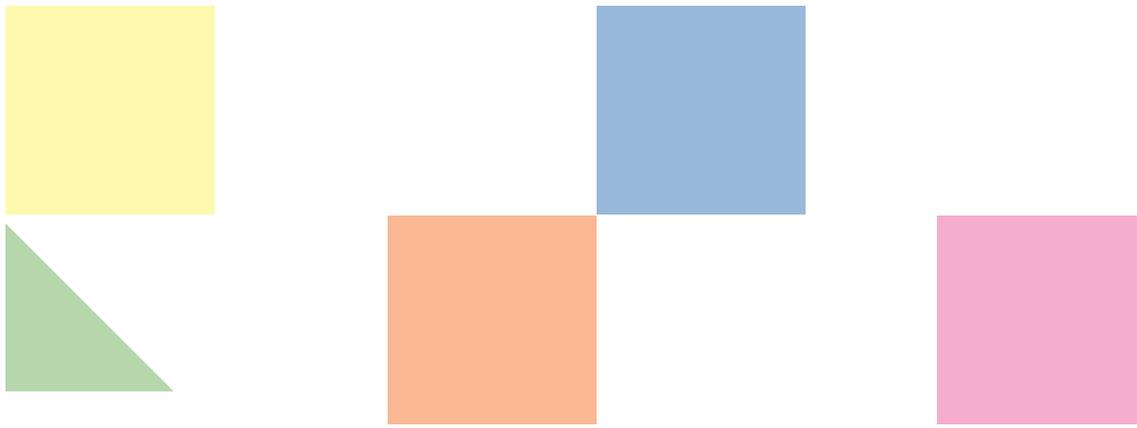
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A LETTER FROM THE CEO AND BOARD CHAIRMAN

A YEAR TO THRIVE, NOT JUST SURVIVE

Although the predictions were dire as to how the pandemic would affect the child care community, Programs for Parents (PfP) ensured that 2020 was a year to thrive, not just survive. We brought direct aid to that community where it was needed most and continued to innovate programs that promoted sustainability and quality improvement. Importantly, we reimaged what child care could be in a new environment.

Programs for Parents pivoted early and successfully as soon as the pandemic was declared a national emergency. Our Subsidy Department quickly reorganized and worked in multiple shifts in order to ensure that all the emergency funding and aid programs made available by the State of New Jersey reached the parents and child care providers who needed them the most.

Programs for Parents launched the *1-2-3 Don't Forget About Me* initiative and was pivotal in the increase of children and families counted in the 2020 Census. Due to our creative efforts, we reached over 438,636 residents through social media, radio, billboards, virtual events, and more. PfP provided bilingual resources to expand our reach to all members in our community, and the results were outstanding.

Our professional development workshops went mostly viral and ended up doubling our impact. Our workshops and special Zoom calls with center directors answered all their questions, particularly about the way that social distancing measures had created new challenges for how to best educate children and nurture infants and toddlers--and how to best meet the state's guidelines for reopening in a post-Covid environment.

Crucially, we did not allow the pandemic to put us in a constant "emergency mode." Programs for Parents continued to innovate in important areas that would directly benefit child care providers and parents in the long run. We did this in our drive to replicate our success with Shared Services to more counties across the State of New Jersey. In addition, we also continued our focus on family engagement with our 5th Annual Family Engagement Conference, which equipped Family Workers in the important work of trauma-informed care.

The pandemic was a challenge, but it also created opportunities, and Programs for Parents took those opportunities. The pages that follow in this Annual Report paint a picture of an agency that rose to the occasion of what was a remarkable year.■



Beverly Lynn
CEO



Lance LaVergne
Board President



AN UNPRECEDENTED CHALLENGE: AND STILL WE ROSE



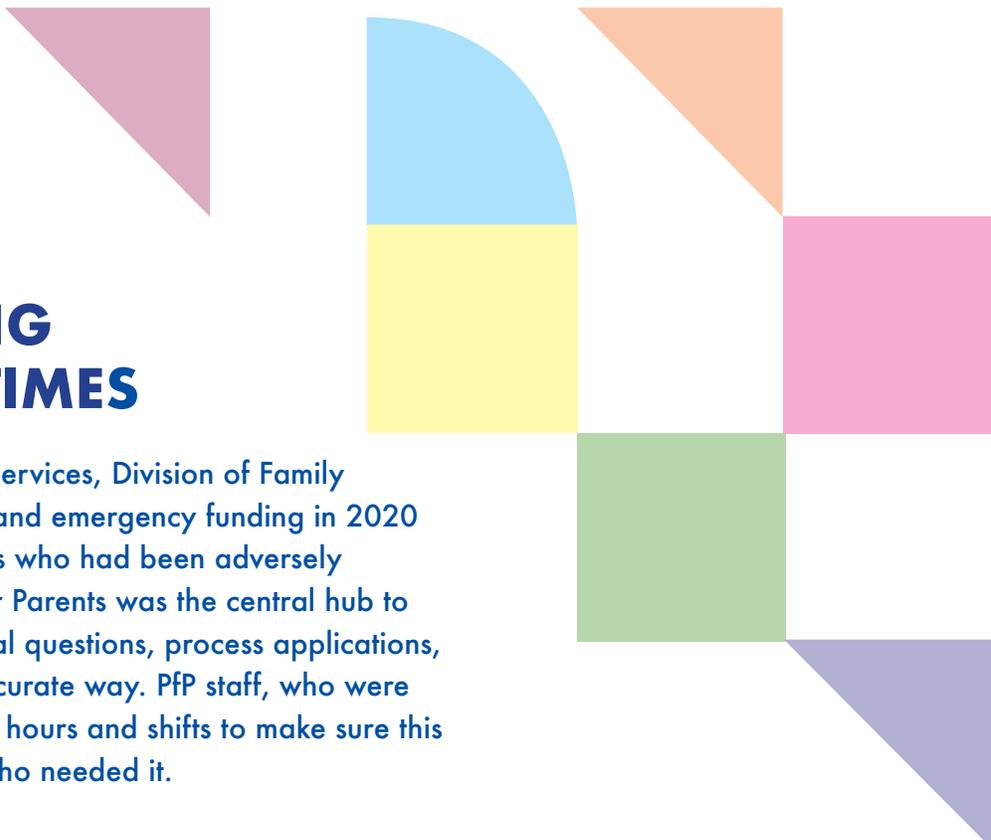
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Our professional development workshops went mostly viral and ended up doubling our impact. Our workshops and special Zoom calls with center directors answered all their questions



Programs for Parents continued to innovate in important areas that would directly benefit child care providers and parents in the long run. We did this in our drive to replicate our success with Shared Services to more counties across the State of New Jersey.



RISING TO THE CHALLENGE OF PROVIDING CHILD CARE DURING EXTRAORDINARY TIMES

The New Jersey Department of Human Services, Division of Family Development created several programs and emergency funding in 2020 to assist families and child care providers who had been adversely impacted by the pandemic. Programs for Parents was the central hub to announce the programs, answer technical questions, process applications, and provide payment in a timely and accurate way. PFP staff, who were deemed essential workers, worked extra hours and shifts to make sure this emergency funding reached everyone who needed it.

➤ Emergency Child Care Assistance Program

Programs for Parents rose to the challenge of our national crisis by providing for the child care needs of our first responders and frontline workers. Programs for Parents quickly, accurately, and with our first-rate customer service, processed their applications for the child care subsidy. First responders and frontline workers who, under normal times, were not eligible for child care subsidy programs, were automatically made eligible by the State of New Jersey. Through this program, 5,100 children received child care subsidies.

➤ Child Care Subsidy Extended

Families who needed to renew their eligibility for the child care subsidy during March 2020–October 2020 received extended agreements in an effort to give parents time to gather their documents and to submit their redetermination paperwork. In that time, their child care subsidy was automatically renewed since some families may not have been eligible because they were furloughed, or their school was closed. About 3,200 children benefitted under this program.

➤ Supplemental Payments to Providers

Child care providers received an additional \$100 per enrolled subsidy child, per month during March 2020–August 2020 and \$300 per month for September 2020–February 2021. As of March 2021–June 2021, providers will continue to receive \$300 for full-time children and \$150 for part-time children. About 760 child care providers benefitted from this program.

➤ Full-time School-age Payments

Under normal circumstances, school-age children would normally receive a part-time subsidy coverage for before and/or after care. However, children who were doing remote learning were also made eligible to receive full-time subsidy payments. About 865 children benefitted from this program.



PROGRAMS FOR PARENTS WAS THE CENTRAL HUB TO ANNOUNCE THE PROGRAMS, ANSWER TECHNICAL QUESTIONS, PROCESS APPLICATIONS, AND PROVIDE PAYMENT IN A TIMELY AND ACCURATE WAY. PFP STAFF, WHO WERE DEEMED ESSENTIAL WORKERS, WORKED EXTRA HOURS AND SHIFTS TO MAKE SURE THIS EMERGENCY FUNDING REACHED EVERYONE WHO NEEDED IT.

PROFESSIONAL DEVELOPMENT DOUBLED ITS IMPACT

By early spring of 2020, Programs for Parents had quickly pivoted to provide our Professional Development workshops in a mostly virtual environment, though some classes were in-person and some were hybrid. Our impact and outreach doubled during the pandemic. Almost 1,500 child care professionals received uninterrupted professional development from Programs for Parents in almost 100 training sessions. The trainings dealt with the care of young children, child development, marketing and business practices, family engagement, and health and safety practices exactly for this new environment.

At the height of the pandemic, Programs for Parents launched the monthly Zoom call, “Coffee and Conversations,” to answer the many questions asked by center directors as they confronted this crisis. We discussed topics that support re-opening strategies post COVID-19, provided health and safety resources, and gave them strategies about how to engage families, and how to ensure their own self-care in these stressful times. ■



At the height of the pandemic, Programs for Parents launched the monthly Zoom call, “Coffee and Conversations,” to answer the many questions asked by center directors as they confronted this crisis.

EARLY CHILDHOOD DEVELOPMENTAL SCREENING

In 2020, the Division of Family Development tasked Programs for Parents with facilitating a program called *Books, Balls & Blocks*. The program is comprised of various activity stations in which children can engage in developmentally appropriate play while their parents complete a valid and reliable developmental questionnaire to pinpoint their child’s developmental progress. A trained professional then reviewed the screening results with the parent/caregiver and provided information and referrals to any support or services that may be needed. Early detection can make all the difference to a young child. The earlier a developmental concern is identified, the greater the chance a child has for reaching his or her full potential. ■



PfP *Books, Balls & Blocks*. The program is comprised of various activity stations in which children can engage in developmentally appropriate play while their parents complete a valid and reliable developmental questionnaire to pinpoint their child’s developmental progress.

A CONTINUING COMMITMENT TO FAMILY ENGAGEMENT

Programs for Parents continued its ongoing commitment to build the capacity of family engagement practitioners in the early childhood field and provided them with the tools and resources to empower parent leaders and help families support the learning and development of their children. In 2020, Programs for Parents held its 5th Annual Family Engagement Conference. The conference built on the work of the previous year’s emphasis on trauma-informed care with a focused

look at specific practices that Family Workers could employ to help families heal and build resiliency from the trauma they have experienced. The conference workshops included sessions on communicating effectively with parents; supporting children and their parents through grief and loss; understanding social-emotional learning for children; addressing child trauma through positive adult relationships; and working with children who experience trauma in immigrant and refugee families. ■

TRAINING FOR PRESCHOOL PARENTING PROGRAM

In February 2020, Programs for Parents provided a three-day *Train-the-Trainer* series for Family Workers/Advocates using the Incredible Years' Basic Preschool Parenting Program: A Comprehensive Program for Parents of Children Ages three to six. The Incredible Years series is an interlocking of evidence-based programs for parents, children, and teachers, which is supported by over 30 years of research. The programs are used worldwide in schools and mental health centers and have been shown to work across cultures and socioeconomic groups. The *Train-the-Trainer* model focused primarily on children's social-emotional development and parents' ability to work with their children to promote school readiness milestones. Twenty-five family engagement practitioners (family advocates and social workers)

from the Newark Board of Education's Office of Early Childhood were trained by Programs for Parents staff and are now qualified to offer the Incredible Years' Basic Preschool Parenting Program and services to their preschool and Head Start parents and families. ■



SPECIAL AID FOR FAMILY CHILD CARE PROVIDERS

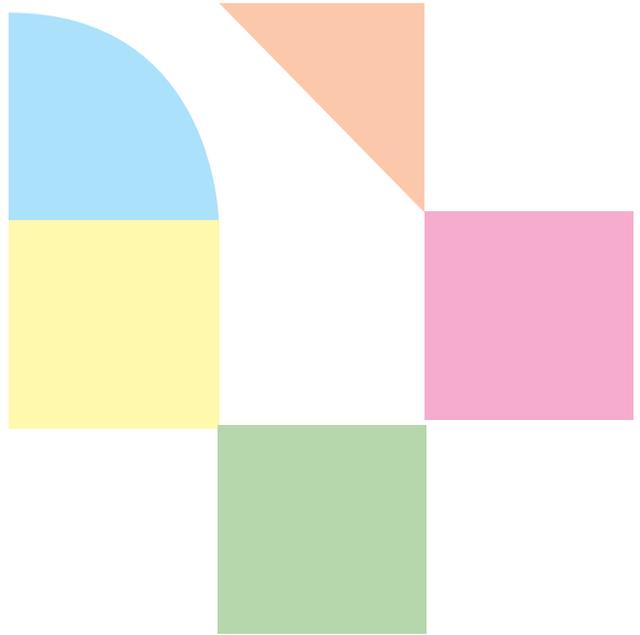
Essex County's Registered Family Child Care Providers received over \$500,000 in grant funding through the New Jersey Department of Humans Services, Division of Family Development's Health & Safety, Cleaning & Sanitizing and Stabilization grants. Providers used funds for a variety of items such as Personal Protection Equipment, classroom supplies and materials,

payroll, insurance, cleaning and sanitizing supplies. Programs for Parents facilitated the application process through distributing, evaluating and processing applications. PFP also provided technical assistance to those who needed help filling out the grant application. This funding was extremely critical for those providers who were able to stay open during the pandemic. ■

PPF PROVIDED TECHNICAL ASSISTANCE TO THOSE WHO NEEDED HELP FILLING OUT THE GRANT APPLICATION. THIS FUNDING WAS EXTREMELY CRITICAL FOR THOSE PROVIDERS WHO WERE ABLE TO STAY OPEN DURING THE PANDEMIC.



HOME-BASED CHILD CARE EMERGENCY FUND

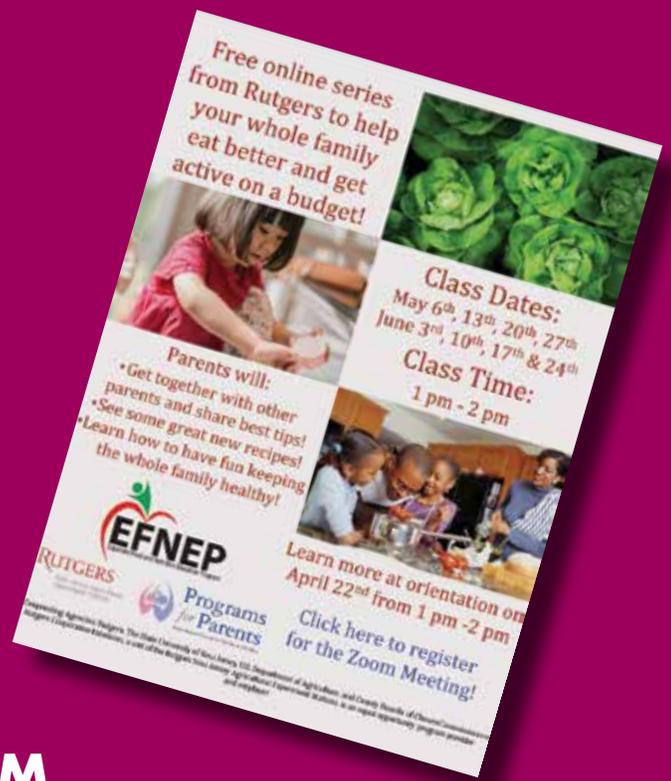
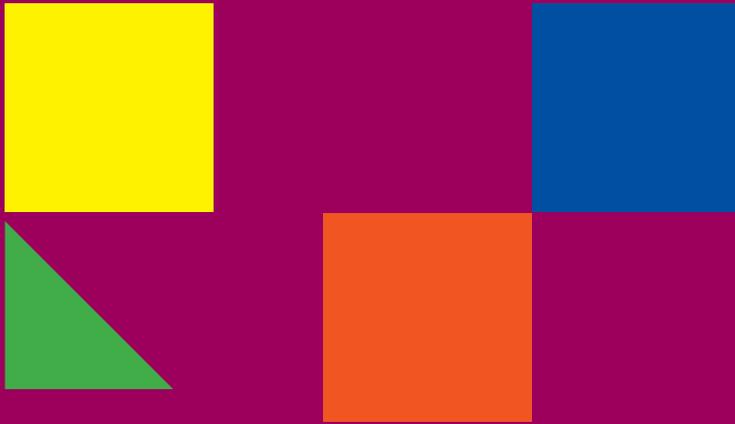


Last year was unprecedented for child care providers as they had to do almost everything differently in order to abide by the requirements for post-Covid reopening set by the State of New Jersey. The considerable expense of added supplies that would help meet the social distancing guidelines put a considerable strain on their bottom line. Programs for Parents came to their aid directly by launching a \$112,000 Home Grown Home-Based Child Care Emergency Fund, a relief program that awarded grants to 75 Family Child Care Providers and 47 Family, Friend and Neighbor Providers in Essex County who were impacted by COVID-19.

The Emergency Fund grants assisted home-based providers with purchasing personal protective equipment and supplies, and materials to reopen homes for child care. Those materials supported physical distancing, individual programming, increased cleaning and hygiene, and align with CDC recommendations. Funds were used to reimburse providers for purchases already made and for financial losses associated with COVID-19. ■



PROGRAMS FOR PARENTS PARTNERED WITH HOME GROWN TO ALLOCATE VITAL RESOURCES TO LOCAL HOME-BASED CHILD CARE PROVIDERS SO THE ESSENTIAL WORKFORCE CAN ACCESS SAFE, HIGH-QUALITY CHILD CARE.



CHILD CARE FOOD PROGRAM

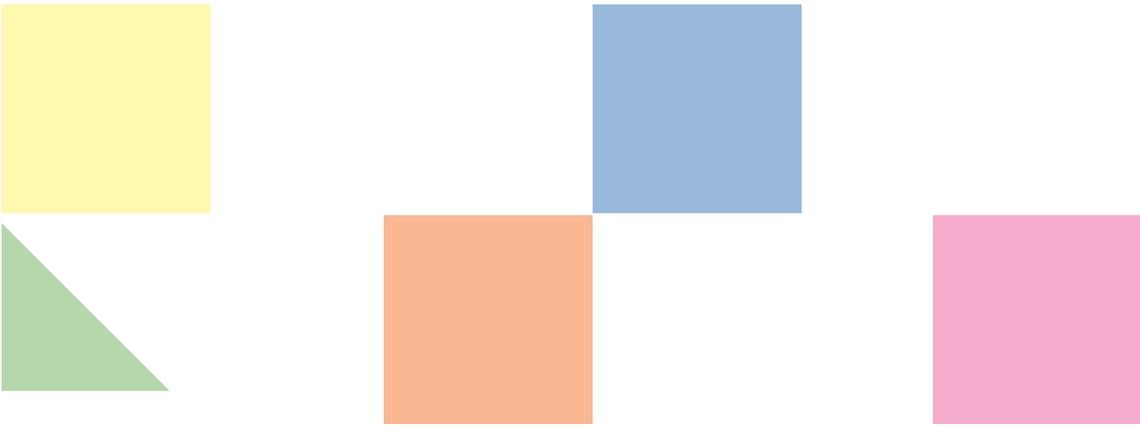
Family Child Care Providers are limited in the total number of children under their care, a maximum of five children in one session. Consequently, the total amount of tuition for each session is limited as well. The Child Care Food Program, provided by the Department of Agriculture and administered by Programs for Parents, is an important source of funding for Family Child Care Providers because it reimburses them for

money spent on food for children in their care. In 2020, a total of 32 providers benefitted from this program in Essex County. Programs for Parents partnered with Rutgers University to provide free online nutrition classes for Family Child Care Providers and parents. PFP also hired consultants in 2020, to determine strategies that would enable PFP to recruit more Family Child Care Providers to participate in the Child Care Food Program. ■

VIRTUAL LEARNING FOR FCC PROVIDERS

Programs for Parents and Newark Public Schools collaborated to help ease the anxiety of Registered Family Child Care (FCC) Providers who were not accustomed to overseeing academic instruction for school-age children while in a virtual learning setting. Online workshops were provided to give them an overview of what online/virtual learning involves and the support that is available to them. Providers received assistance on how to facilitate all aspects of the virtual classroom setting. ■





HELPING FCC PROVIDERS BE BETTER AT BUSINESS

In 2020, Programs for Parents partnered with Wonderschool and launched a pilot program to help ten Registered Family Child Care Providers enhance their business operations by learning how to better market and advertise their businesses. Through Wonderschool, participating providers used special websites, which allows those who are searching for providers to find them using Google

searches. Additionally, through the use of an app, providers engaged parents through photo and message sharing throughout the day. Providers also tracked attendance, accepted tuition payments, and did book-keeping through the app. Utilizing these tools, Child Care Providers have enhanced their business's technologically, which allows them to spend more time with the children in their care or with their families. ■



WONDERSCHOOL HELPS LICENSED EDUCATORS AND CARETAKERS LAUNCH IN-HOME PRESCHOOLS OR DAYCARES.

ECCYC LAUNCHES STRATEGIES FOR PARENTS IN LOCKDOWN DURING THE PANDEMIC



The Essex County Council for Young Children offers an environment where parents/families can come together with providers

and other community members to identify and discuss issues affecting children from conception to age 8. ECCYC was active in 2020 helping parents with “survival techniques” to engage their children during quarantine. ECCYC provided a variety of virtual events for helping parents stay engaged including three webinars for parents helping to engage other parents. ECCYC advocated for self-care

for parents, providing virtual workshops on the benefits of yoga and meditation.

A key event was the “Our Black Sons Matter” virtual roundtable discussion that featured over 800 participants. The discussion included members of law enforcement, educators, mental health professionals, and legal professionals all discussing strategies on how to keep young, black, and brown boys safe during the pandemic and how to engage law enforcement positively. For Father’s Day, Programs for Parents partnered with My Brother’s Keeper (Newark) to provide a “Grab and Go” breakfast with 128 participants. The goal of the event was to help fathers spend time with their children. This event was a huge success as it fostered communication and interaction, while enjoying a tasty meal. ■

SHARED SERVICES

WORKING COOPERATIVELY WAS NEVER MORE NECESSARY

If ever there was a year when working cooperatively in a “shared services” capacity was crucial, it was 2020. Programs for Parents has been operating the Greater Newark Shared Services Alliance (GNSSA) since 2017. GNSSA includes multiple early care and education centers that have pooled their needs and shared resources—including staff, information, skills and funds—in order to improve their capacity to provide high quality care. In 2020, when centers had to take on additional costs for PPE and other safety measures, it was more important than ever for centers to know the true cost of running their programs. GNSSA hired a consultant to work with each member center on the financial aspect of running their businesses. Members understand the costs per child, any gaps within their operation, staff retention, analyzing financial statements, budgeting and enrollment.

Realizing that centers were also facing the reality of illness, loss and grief during the pandemic, GNSSA hosted a number of mental health discussions including Dr. Gerard Costa of Montclair State University who provided mental health support to

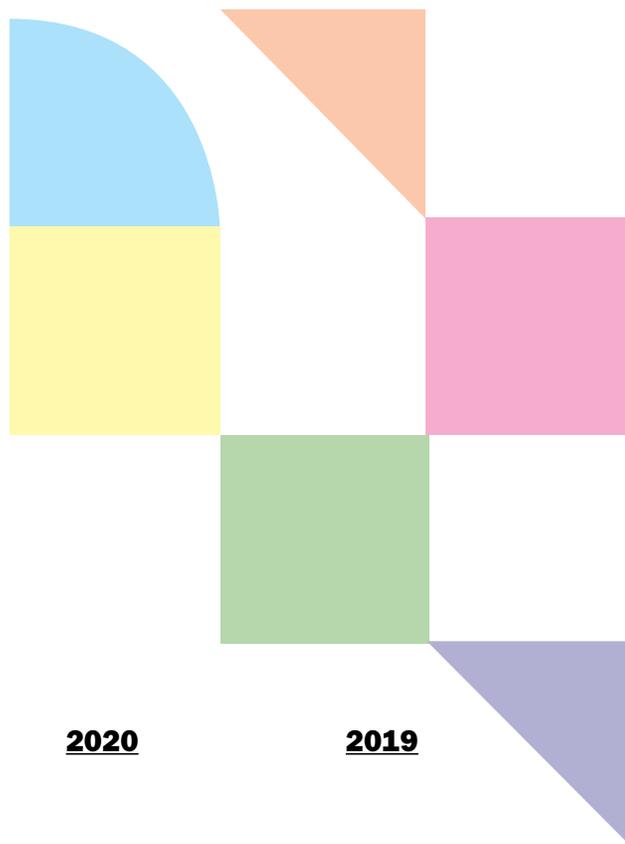
center members in weekly sessions. Dr. Costa helped center directors identify resources to navigate these stressful times and identify with their staff members. The sessions were so helpful that they were also made available to member centers’ staff.

In 2020, Programs for Parents became an important focal point for replicating its success with Shared Services in other New Jersey counties. PFP hosted a statewide conference that featured speakers who are national leaders in the Shared Services movement. Representatives from the State of New Jersey’s Division of Family Development (DFD) were in attendance. They saw the interest and the value of Shared Services and determined that the State of New Jersey had an important funding role in launching additional Shared Services Alliances pilots throughout the state. Programs for Parents assisted DFD in designing a competitive application process for other county Child Care Resource and Referral agencies to apply for funding from the state. There are now four additional Shared Services Alliances in Passaic, Middlesex, Cumberland, and Ocean counties. ■



FINANCIAL REPORT

PROGRAMS FOR PARENTS, INC. STATEMENTS OF FINANCIAL POSITION September 30, 2020 and 2019



ASSETS

Current assets

Cash and cash equivalents	\$2,650,942	\$1,100,656
Grants receivable	113,683	612,642
Prepaid expenses and other assets	<u>160,745</u>	<u>182,436</u>
Total current assets	2,925,370	1,895,734

Fixed assets, net

134,366	13,046
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Rent security deposits

<u>61,468</u>	<u>61,468</u>
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Total Assets

<u>\$3,121,204</u>	<u>\$1,970,248</u>
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LIABILITIES AND NET ASSETS

Current liabilities

Accounts payable and accrued expenses	\$452,397	\$403,320
Refundable advances	<u>826,156</u>	<u>274,818</u>

Total Current Liabilities

<u>2,038,965</u>	<u>678,138</u>
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Net Assets

Without donor restrictions	1,010,522	1,258,817
With donor restrictions	71,717	33,293

Total Net Assets

<u>1,082,239</u>	<u>1,292,110</u>
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Total Liabilities and Net Assets

<u>\$3,121,204</u>	<u>\$1,970,248</u>
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PROGRAMS FOR PARENTS, INC.
The Center for Excellence in Early Childhood Education
"Teaching, Management and Leadership"
PROFESSIONAL DEVELOPMENT CALENDAR
Calendaras parte al desarrollo profesional

PDC
Winter/Spring 2020

Workshop Services for Child Care Center Directors and Staff, Early Child Care Providers, Licensed Home Care Providers, and Parents



Striving for Quality Early Care and Education for All

NEW OPPORTUNITIES FOR SITE-BASED WORKSHOPS
Attention Program Directors and School Leaders

In our efforts to improve the quality of services, we are extending training resources to community-based child care centers. Programs for Parents is offering on-site training sessions at your program location. Will your staff benefit from participating in one of our workshops listed at the Winter/Spring 2020 Calendar? Are you interested in scheduling sessions for your "Professional Development or In-service Days"?

To schedule a specific workshop at your location, contact Denise Young at 973-744-4088, ext. 1016 or Lynise Morgan at 973-744-4050, ext. 1204, or via email dyoung@programsforparents.org or lmorgan@programsforparents.org.

To schedule an on-site workshop, you must meet the following requirements:

- Workshops must be scheduled 30 days prior to the desired date - Minimum of 15-20 participants
- Workshops with other contingencies in attendance - Adequate space to accommodate adult seats and tables
- Access to internet (WiFi) equipment - Decides to accept training sessions

   Essex County's Child Care Resource and Referral Agency



Greater Newark Shared Services Alliance

Year Two Annual Report

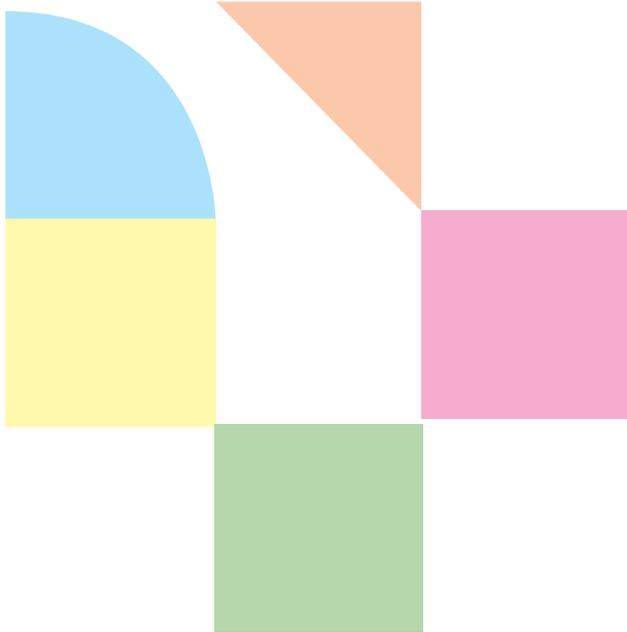
Programs for Parents
Essex County's Center for Excellence in Early Childhood Education

1-2-3 DON'T FORGET ABOUT ME:
SUPPORTING A COMPLETE COURT



2020 CENSUS REPORT

Programs for Parents
Essex County's Center for Excellence in Early Childhood Education



2020

A N N U A L
R E P O R T



Programs *for* Parents

Comprehensive Services for Families and Children

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

Montclair Office

500 Bloomfield Avenue
Montclair, NJ 07042
973-744-4050

Check us out at:

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.