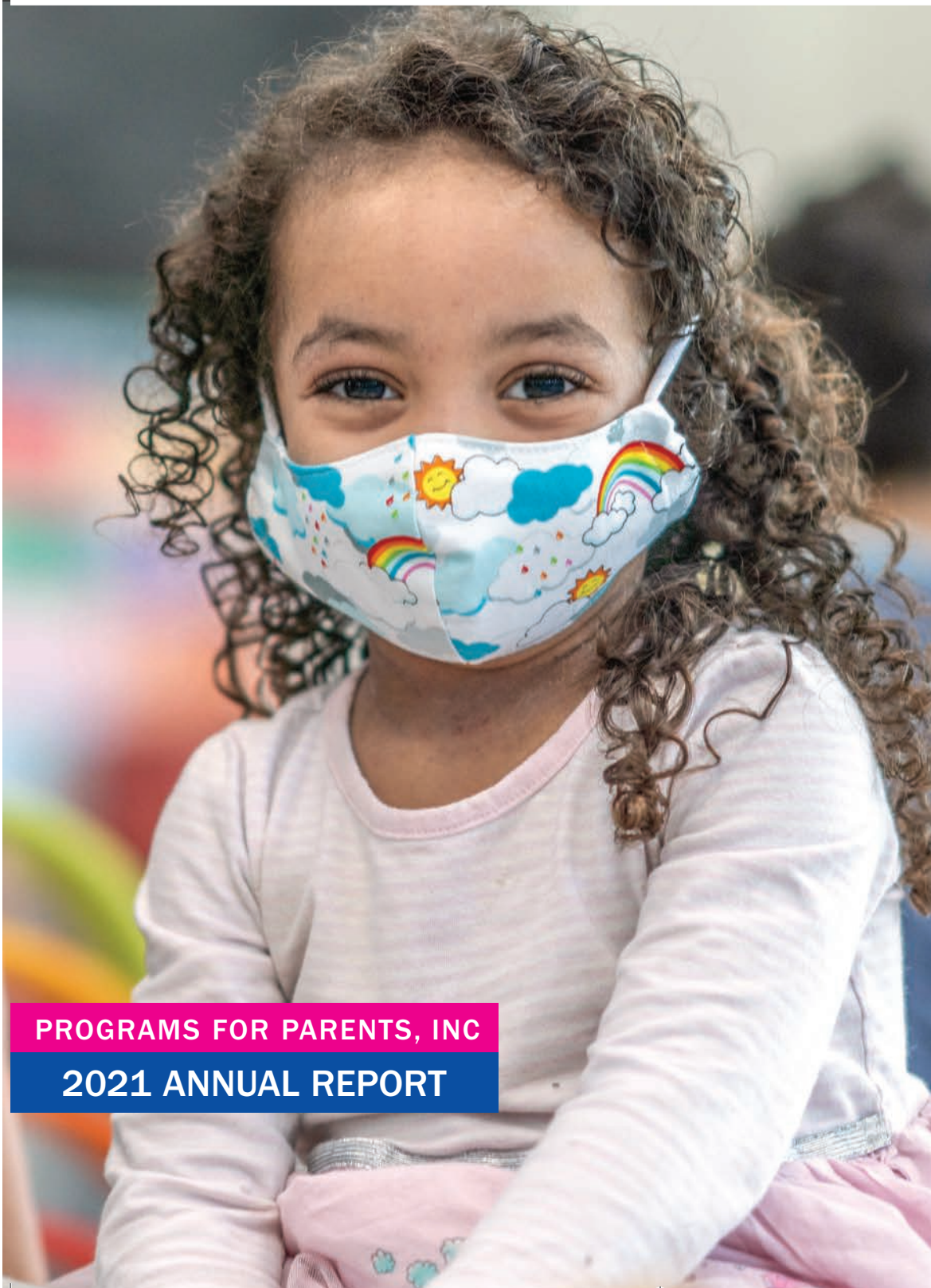
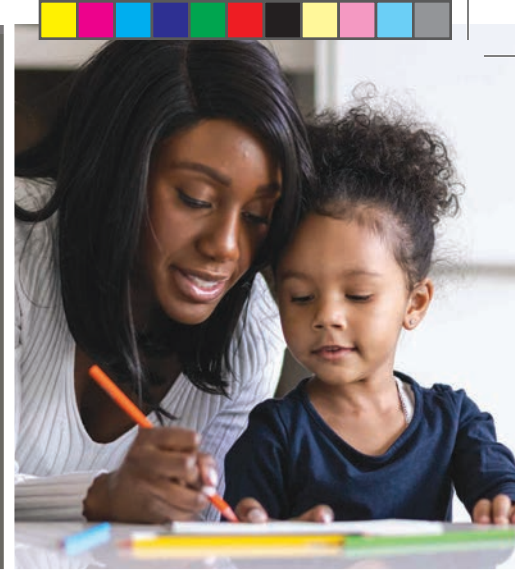




NAVIGATING THE **NEW** NORMAL



PROGRAMS FOR PARENTS, INC
2021 ANNUAL REPORT



A LETTER FROM THE CEO AND BOARD PRESIDENT



Dr. Beverly Lynn, CEO



**Lance LaVergne
Board President**

Thriving in Trying Times

As we entered a second year of the pandemic in 2021, Programs for Parents created a plan that would strengthen the mental and emotional wellbeing of our staff members so that they could be resilient in their service to our community of families and child care providers.

We created a number of wellness initiatives, a highlight of which was staff members taking energetic walks with CEO, Dr. Lynn. It was a great way for her to keep in touch with staff and for them to ask her questions. We transformed Mondays into “Meditation Mondays” and an hour on Fridays into Zumba. Staff were encouraged to journal their feelings and to use the “Calm” app—which PFP purchased for them—that showed them how to reduce anxiety and stress, sleep better, and check in with their emotions.

All that effort reaped some great benefits. First, we were able to reopen our customer relations area to the public. Our customer service efforts never diminished when we were closed but it was great to be in touch with the public again and to be available to answer their questions face to face.

We also reached an all-time high in the number of child care providers enrolled in our Professional Development workshops. Programs for Parents’ unique “hybrid” approach to learning meant that some courses were virtual while those that needed a hands-on approach were in-person.

In a period of confusion and fast-moving change, we were proud that Programs for Parents made itself a channel for correct and timely information. A highlight in 2021 was the COVID town hall meeting that PFP hosted in partnership with the the NJ Department of Health. The town hall answered questions from child care directors on the state’s latest safety guidelines, rules for admission, and other concerns such as what providers should know about young children who were not vaccinated.

It was our collective determination to thrive in a period of uncertainty that made 2021 a success for Programs for Parents.

On the pages of this Annual Report, you will get a more detailed look at the many ways we enriched families and providers, while keeping our eye always on our priority—giving children the best start in life.

2021

January

- Launched official sessions with our inaugural Wonderschool cohort of ten Family Child Care providers
- The CCR&R Department became consistent in providing more customized, thorough child care referrals by calling providers on behalf of parents for information pertaining to vacancies
- ECCYC conducted a *Community Family Resource Seminar: Community Food Bank of NJ/SNAP Education* (ECCYC)
- PFP supported DFD extended child care initiative for providers to receive full-time subsidies for school-aged children doing remote learning.
- GNSSA distributed 24,000 masks and arranged for on-site COVID testing to their child care centers

February

- Received funding from the Reinvestment Fund to support the CACFP Technical Assistance Project which provided grant

opportunities for FCC providers who participated in the CACFP

- ECCYC conducted a *Community Family Resource Seminar: Essex County Emergency Family Assistance Agency*
- ECCYC conducted a *Community Family Resource Seminar: WIC Program*
- PFP began the Incredible Years Training Program for 25 Family Advocates referred by the Newark Public Schools

March

- Technical Assistance Project study completed (Phase I) with the participation of FCC providers in CACFP program



- ECCYC conducted a *Community Family Resource Seminar: Emergency Broadband Benefit*
- Received South Ward Promise Neighborhood Grant *Ready to Grow*



April

- ECCYC conducted Technology Training for Parents
- ECCYC conducted a *Community Family Resource Seminar: Pediatric Dentistry*
- PFP hosted a *Week of the Young Child Virtual Breakfast* (April 14, 2021) with Kay Hendon and other Early Childhood Champions
- Due to DFD expanded family-friendly policies authorizing 12-month eligibility regardless of temporary changes in family circumstances (family leave, reduction in hours, loss of employment, etc.) PFP was able to extend subsidy support.

Family Engagement: A Powerful Arsenal to Child Development



Family engagement can be one of the most powerful arsenals in developing a healthy happy child, and can be a tremendous force to the community at large. Family engagement helps children feel connected to their caregivers and adults, and to feel safe and connected to the community. It helps the community understand the essential needs of young children.

In 2021, Programs for Parents' signature family engagement initiative was Essex County Council for Young Children (ECCYC). ECCYC is made up of parent-leaders who volunteer to work together on projects that will benefit children, ages birth to eight. Last year, it had its most active and productive year to date.

ECCYC parents were trained by PFP to be advocates for children in the community. For example, ECCYC parent-leader Stacey Regan championed the Child Care Tax Credit at the press conferences of some of our highest officials in Congress. ECCYC staged a number of seminars that answered parents' questions on everything from childhood trauma to pediatric dentistry, to food and rental assistance, to how to get internet at a reduced price—a particularly urgent need as children were learning from home. With such an accomplished year, we look forward to seeing how far ECCYC will go in 2022.

Education and Innovation: Power of the Pivot

Under the leadership of Director Denece V. Young, the "Education Team" as we like to refer to them continued to THRIVE in 2021. With the ability to move to a hybrid learning environment,

- Programs for Parents trained 12 family engagement practitioners from the Newark Board of Education on the "Incredible Years' Basic Preschool Parent and Children Program," a comprehensive social-emotional development program for children ages three to six.
- Programs for Parents received a renewal certificate from the NJ Department of Labor as a private career school academy that provides training in the Child Development Associate (CDA) credential for individuals currently receiving unemployment benefits, TANF or Division of Vocational Rehabilitation benefits. The CDA is the most widely recognized credential in early childhood education and a key stepping stone to career advancement
- Over 1,700 child care providers participated in 100 Programs for Parents' Professional Development workshops and courses—the highest number ever in PFP's history.
- 129 children received ASQ developmental screenings and follow-up support



May

- ECCYC parent Advocate, Stacie Regan spoke out about the Child Care Tax Credit to Congressional and State Leaders (Congressman Donald Payne Jr., Senator Cory Booker, and Congressman Bob Menedez)
- ECCYC conducted a Domestic Violence Workshop
- PFP launched our Wellness campaign for staff which included Mental Health Awareness. The CALM App was purchased for all staff and an array of self-care activities (physical exercise, journaling, meditation, and nutrition) were included

- GNSSA reinstated the food delivery service for members, saving money and staff time

June

- PFP began phase II of the CACFP project: (1) Marketing and Social Media (2) Recruitment and Retention (3) Grant Opportunities (4) Online instructional classes
- ECCYC participated in the inaugural Montclair Juneteenth Celebration and distributed books and learning materials to students



- GNSSA introduction to Adverse Childhood Experiences Building Self-Healing Communities with NJ ACEs Collaborative

July

- ECCYC hosted the NJ Education Association Health and Healing Conference Parent Panel
- PFP earned the Platinum Seal Transparency from Guide Star

August

- ECCYC hosted a 3-day virtual Parent Leadership Academy
- PFP launched a Billboard Campaign



- Received Schumann Fund Grant to implement ACES/trauma focus initiative for Greater Newark.

The Missing Piece of Child Care: Taking Care of Business



In 2021, Programs for Parents was proud, as ever, to prioritize helping child care providers achieve a high quality of excellence in their programs. But PFP also laid emphasis on teaching the intricacies of the business side of a child care operation. Business practices are often not the area of focus for child care providers and that makes it hard to sustain the work they do. One must have both: an excellent educational

program for children and a sound business operation in order to thrive in today's child care industry. There were two key areas where PFP accomplished this last year.

First was the **Wonderschool**, an initiative that instructed Family Child Care providers on how to maximize their income earning potential, enhance parent/provider communication, and improve methods of book/record keeping, marketing and advertising. One of the most popular features of the Wonderschool initiative was the ability of FCC providers to have a Wonderschool website so that parents who are seeking child care have easy to find accessibility to the providers' websites and specifics regarding the services they offer.

The Greater Newark Shared Service Alliance (GNSSA) has been one of the most exciting and promising initiatives by Programs for Parents and it delivered in 2021. The 12-member child care centers of GNSSA worked together to help improve their business operations and their child care programs in order to achieve quality, save time, and save money. The shared services alliance is a nationwide concept and Programs for Parents was proud to be the lead Child Care Resource and Referral agency in New Jersey to introduce it in the state and then help spread it to counties beyond Essex. In 2021, GNSSA members used a common substitute pool of providers, used cost-savings measures such as a food delivery service, and achieved a better understanding of budgeting and their actual cost per child.

September



- PFP relocated our Suburban Essex office to 80 Main Street West Orange NJ
- CACFP team conducted a virtual healthy foods cooking class for FCC providers (participants received a \$25 gift card to offset expenses)
- ECCYC launched "Table Talk" a Parent Support Group

Maher Foundation
CREATING LIFE-CHANGING EDUCATIONAL OPPORTUNITIES

- PFP received a Maher Foundation Grant to enhance support to Essex County Family Child Care Providers
- Essex County One-Stop CDA grant/ Workforce Development Approved
- Programs for Parents, with support from the Division of Family Development, facilitated the development of formal shared services alliances in Cumberland, Middlesex, Ocean, Passaic and Morris counties, thereby helping to recreate its success with shared services in Newark (GNSSA).

October

- Launched the CACFP Grant opportunities for participating FCC providers
- Launched the FCC Initiative(planning with Mercer and Passaic counties) *Fortifying Family Child Care: Building a System of Leadership and Opportunities to Thrive*
- DFD waived co-payments for families through 2023.

- Terrell Fund grant approved to implement ACES/trauma focus initiative for Greater Newark

November

- Created CACFP Facebook Group "Food for Thought" for FCC Providers who participate in the CACFP to share recipes and ideas for providing nutritious meals to children in care

December

- In partnership with NJ DOH, PFP hosted a Town Hall (COVID 19) for child care providers throughout NJ. Panel included Doctors Helen Kest, MD, MPH, CPH and Zorimar Rivera-Nuñez, PhD
- PFP Partnered with the Toy Bureau of the Oranges, Maplewood/Rotary Club of Maplewood, and We Empower Women, Inc. to share holiday gifts with our families.
- ECCYC hosted a workshop titled: *Holiday Coping for Parents with Special Needs Children*

Financial Report

PROGRAMS FOR PARENTS, INC. STATEMENTS OF FINANCIAL POSITION September 30, 2021 and 2020

	<u>2021</u>	<u>2020</u>
ASSETS		
Current assets		
Cash and cash equivalents	\$2,835,196	\$2,650,942
Grants receivable	154,683	113,683
Prepaid expenses and other assets	<u>17,343</u>	<u>160,745</u>
Total current assets	3,007,222	2,925,370
Fixed assets, net	153,336	134,366
Rent security deposits	<u>79,047</u>	<u>61,468</u>
Total Assets	<u>\$3,239,605</u>	<u>\$3,121,204</u>

LIABILITIES AND NET ASSETS

Current liabilities		
Accounts payable and accrued expenses	\$192,420	\$452,397
Refundable advances	<u>1,026,941</u>	<u>826,156</u>
PPP Loan Program	<u>187,990</u>	<u>502,558</u>
Total Current Liabilities	<u>1,407,351</u>	<u>1,781,111</u>
PPP Loan	\$688,050	\$257,854
Total Current Liabilities	<u>2,095,401</u>	<u>2,038,965</u>
Net Assets		
Without donor restrictions	927,855	1,010,522
With donor restrictions	216,349	71,717
Total Net Assets	<u>1,144,204</u>	<u>1,082,239</u>
Total Liabilities and Net Assets	<u>\$3,239,605</u>	<u>\$3,121,204</u>



PROGRAMS FOR PARENTS, INC. BOARD AND OFFICERS 2021

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President

Kevin Michael Slater, MBA
Vice President

Robert Patrick, CPA
Treasurer

Dr. Saigeetha Jumbunathan
Secretary

Nakeicha Adams

Magdalena Czerniawski, CPA, MBA

Keith Green

Dr. Diane Hill

Ashaki Larkins

Barbara Litwinka, CPA

Dr. Reinaldo Santiago

Debra Shannon ESQ

Larry Tamburri, MBA

Pamela Taylor, MBA

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Dr. Beverly Lynn
CEO

J. Wesley Simms
COO & Director of Human Resources

Alberto Vazquez
CFO

Diane Anglin
Executive Assistant

Philip Goldwasser
Director of Information Technology

Recia Howard
*Director of Family Child Care
Resource & Referral*

Kendra Orta
Community Liaison

Hilda Puente-Vera
Co-Director of Subsidy Programs

Tyheria Reeds
Co-Director of Subsidy Programs

Denece V. Young
*Director of Education
and Innovative Programs*

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.

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.



Essex County's Child Care
Resource and Referral Agency



MAIN OFFICE

570 Broad Street, 8th Floor
Newark, New Jersey 07102

WEST ORANGE OFFICE

80 Main Street, Suite 420
West Orange, NJ 07052

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