

Programs for Parents, Inc.

2022

Annual Report



One Step at a Time:
The Power of Small Wins



Programs for Parents 2022

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Subsidy Programs*

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*Co-Director of
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FCC, and FNN*

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Human Resources Manager

Diane Anglin
Executive Assistant to the CEO

Kendra Orta
Community Liaison



“Early Care is not just a service; it is an act of love that shapes the trajectory of a child’s life.”

UNKNOWN



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PASSING THE TORCH



Dear PFP Family—looking back we accomplished so many goals last year that all of you should be very proud of. I am excited about the transition that is underway, the next chapter under the leadership of Nayibe Capellan. I know that she has some tremendous ideas that will catapult the agency to a new level of success and provide further impact in our community. This work is hard, complex, overwhelming at times because the need is so great, but with expanded partnerships and a village that is focused and steadfast, you will be successful in addressing the most difficult concerns in our community.

Hugs,

Beverly Lynn, PhD

Former CEO, Programs for Parents



Dear PFP Family,

It is with great pleasure I join Programs for Parents as the new CEO. As we gather here to reflect upon our accomplishments, I am reminded of the incredible power of partnership and the profound impact it has had on our organization's success.

At Programs for Parents (PFP) we firmly believe that no single entity can address the complex challenges of providing quality child care on their own. It is through the power of collaboration and partnership that we have been able to make significant strides in fulfilling our mission of supporting children, families, and communities.

Over the past year, we have forged invaluable partnerships with child care providers, community organizations, government agencies, and passionate individuals who share our vision of creating a brighter future for our children. Together, we have harnessed the collective expertise, resources, and passion of these partners to drive positive change in the field of early childhood education and care.

We have expanded the reach of our services, ensuring that more families have access to the vital resources and support they need.

By working closely with child care providers, we have facilitated training programs and professional development opportunities. These collaborative efforts have not only elevated the standards of child care but have also strengthened the bonds between providers and families, fostering a sense of trust and confidence in the care being provided.

We have advocated for policies and funding that support the needs of children and families. By joining forces with like-minded organizations, we have amplified our collective voice, influencing decision-makers and driving systemic changes that benefit the entire early childhood education sector. Together, we have championed increased investments in child care, advocated for equitable access to quality programs, and fought for policies that promote the well-being and development of our youngest learners.

We are immensely grateful for the support of our Board of Directors, staff, sponsors, and community members who have stood beside us, investing in our mission and helping us amplify our impact. Your contributions, both financial and in-kind, have been instrumental in fueling our initiatives and expanding our reach. Your unwavering belief in the importance of early childhood education has been a driving force behind our success.

Looking ahead, we are excited to further strengthen our existing partnerships and forge new ones. We recognize that our efforts are needed now more than ever as we navigate the complexities of a rapidly changing world. Together, we will innovate, adapt, and seize opportunities to shape the future of child care, ensuring that it remains a priority for families, communities, and policymakers.

In conclusion, I want to express my deepest gratitude to our staff and partners. Your unwavering support, dedication, and shared vision have been the cornerstone of our achievements. It is through our collective efforts that we are transforming the landscape of child care, empowering families, and setting the stage for a generation of thriving children.

Respectfully,
Nayibe Capellan
 CEO, Programs for Parents, Inc.

PARTNERSHIPS





Back to 2 School Store Partners with PFP

The “Back 2 School Store (B2SS)” is a remarkable initiative of the National Council of Jewish Women (NCJW) to provide Essex County elementary school children in financial need with clothing, school supplies, and other necessities to promote positive self-esteem and enthusiasm for the new school year. The NCJW selected Programs for Parents to distribute materials to families. PFP distributed 70 custom-packed bags filled with a shirt, pants, winter jackets, face masks, underwear, socks, hats, and gloves. Children also received a backpack filled with school supplies, personal care items, and books. Families also received resource materials, including stress relief tools and menstrual products. Between 2008–2021, the B2SS has serviced nearly 9,300 children.



Santa’s Helpers

Program for Parents hosted our Santa’s Helpers event at our Newark headquarters. We collaborated with the Toy Bureau of the Oranges, Maplewood Rotary Club, and United Community Corporation (UCC) to provide 60 families with toys, books, a grocery gift card, and groceries. With support from our Family Engagement Specialist Susana Melo, families were also invited to learn more about our *Books, Balls, and Blocks* initiative, Parent Café, and other services we provide to support families.



Rutgers–Newark Nestle Childhood Good Nutrition Program—*Start Healthy, Stay Healthy*

On August 3, 2022, Programs for Parents and Rutgers–Newark’s Center for Health Equity and Community Engagement provided a half-day presentation on the *First 1,000 Days Nutrition Education Program* for 13 participants. The program is an integral part of the Newark Fairmount Promise Neighborhood’s commitment to improving the health and future of our most vulnerable children. In addition, nine participants received \$50.00 Gift Cards for completing the Pre/Post Survey.

NJBIA/Essex County College Professional Development Training Program

The NJ Business Improvement Association, in partnership with Essex County College, offered Professional Development Training to 15 Programs for Parents staff members. The series of trainings offered employees with opportunities to learn advanced Powerpoint, Business Writing, and Microsoft Word.



PFP Leaders Legends Gala

On October 26, 2022, Programs for Parents hosted our bi-annual Leaders and Legends Awards Gala at the Valley Regency in Clifton, New Jersey. Monica Morales, PIX11 News correspondent, was the Mistress of Ceremonies. We honored our “Champions for Children” and recognized them for contributing to young children’s development through quality care and advocacy. This year’s “Legends” were Dr. Beverly Lynn, Cecilia Zalkind, and Debra Jennings. Our “Leaders” were Carolyn Lofton-Simpson, Theresa Blount, and Theresa Ayers.

This year we also hosted a special VIP Experience cocktail hour sponsored by Tito’s Handmade Vodka. The VIP experience included an open bar, signature Tito’s Handmade Vodka cocktail, passed hors d’oeuvres, hand-rolled cigars, a VIP gift swag bag, and a meet and greet with our honorees. Over 220 critical corporate, civic, and individual supporters were in attendance, demonstrating their dedication to improving the quality of early care for children in Essex County.

We want to thank our sponsors and supporters: Turrell Fund, Maher Foundation, Tito’s Handmade Vodka, Advocates for Children of New Jersey, CLG, Horizon Blue Cross Blue Shield of NJ, PSEG, LJL Financial Management & Consulting LLC, Mutual of America and 4Imprint.

Thank You!

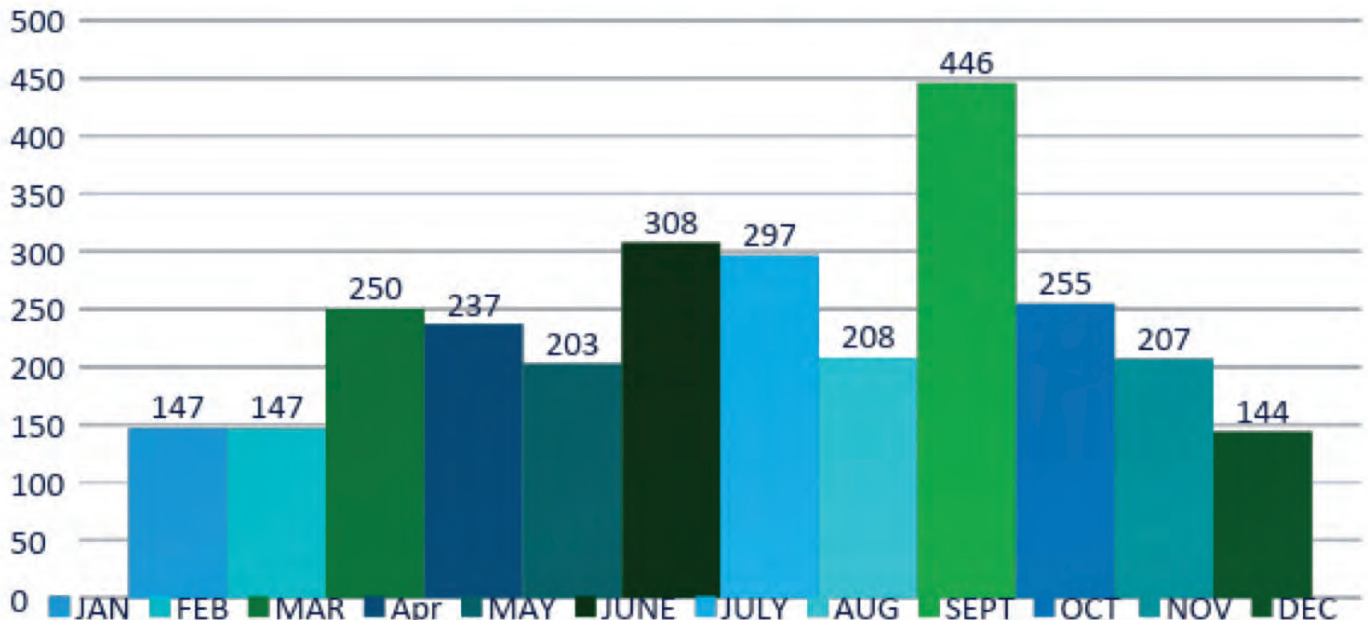


SUBSIDIES



2022

New Approved Cases



Total: 2,880

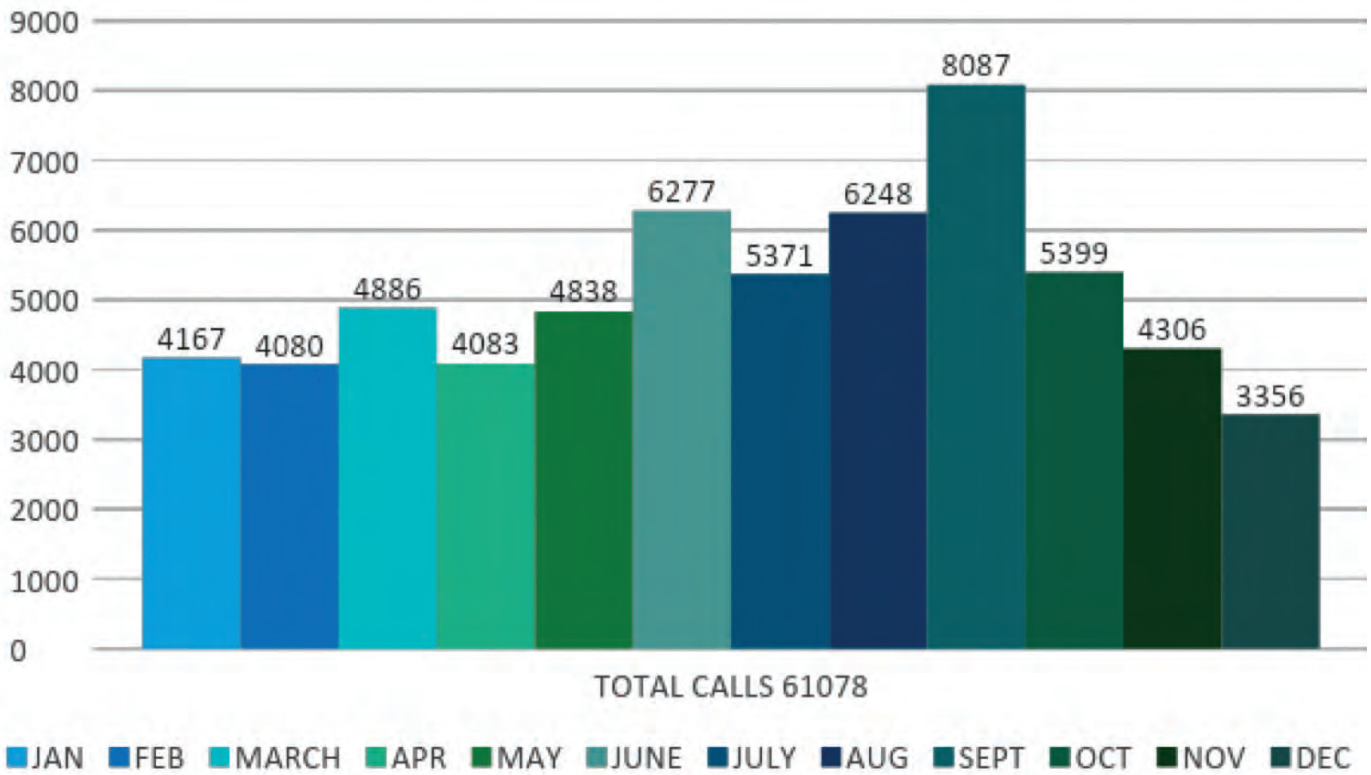
DATA

Total number of children served: 12,195
Total number of families served: 7,942
Total documents received: 32,202

Total number of emails processed: 6,058
Total number of visitors: 9,555

2022

Number of Calls



Total: 61,078



“I have had nothing but great things to say about Programs for Parents. All of the case workers/ Customer Service Reps and specialists that I have come across on the phone with have answered all of my questions. Not once I have gotten off the phone without all of my questions answered. They always figure out a way to get someone on the phone even though it’s a busy day. There was also a time where someone called me past their working hours, so that just goes to show that they are here to answer all of my questions and if they don’t have the answer right now they will call back. They do not get enough recognition and I truly love them so much!”

“PFP has been a life saver and I am currently receiving free childcare. I only have to pay for the difference if school is closed and my child has to go to the daycare for a full day instead of Aftercare. They don’t pay for daycare transportation, but I take care of that anyway. During the summer, they pay for full time care as well. They also will send you locations of daycares near you if you need references.”

“Childcare resource and referral agencies are the bridge builders, connecting families, providers, and communities, creating a network of support that uplifts the entire early childhood ecosystem.”

UNKNOWN

EDUCATION AND INNOVATIVE PROGRAMS





Child Development Associate

Programs for Parents Education & Innovation Department accomplished much during the 2022 year. The P4P Academy's first class completed the 120 credits needed to receive the Child Development Associate (CDA) credential. In addition, P4P Academy held over 126 workshops reaching more than 1,492 participants.



Family Development Credential(FDC)

On September 16, 2022, Programs for Parents, Inc. held the first graduation ceremony for 18 candidates who received their Family Development Credential. The FDC program is designed to teach family development workers how to work with families and help them set goals for healthy self-reliance benefits all staff providing direct services to families by ensuring that frontline workers across all systems use the same highly effective approach to helping families. The Family Development Credential is recommended for family workers, family advocates, social service workers, and family engagement professionals. To earn the FDC, frontline workers must take 90 hours of classes based on Empowerment Skills for Family Workers (3rd edition, Forest 2015), complete a portfolio documenting their ability to apply these concepts and skills, and pass a standardized exam.



Hope & Healing Conference (Adverse Childhood Experiences)

On October 19, 2022, 139 Early Childhood Educators and Community Partners gathered for a day of sharing and interacting on Trauma. Rodney Salomon and Mychal Mills of Konscious Kids Development Services facilitated the discussion.

Navigating the New Normal—New Skills for Working and Living in New Times Family Child Care Conference

On September 2022, Pfp's Family Child Care (FCC) Department hosted the *Navigating the New Normal—New Skills for Working and Living in New Times* family child care conference, held at Rutgers University/Paul Robeson Campus Center. Approximately 40 FCC providers attended and received workshops and participated in a panel discussion led by FCC providers. Sessions were held in Spanish and English.

Greater Newark Shared Services Alliance

Childcare providers face many challenges in the business with limited resources. Directors spend so much time on administrative issues such as parent correspondence, building maintenance, and meeting compliance issues that staffing needs must be supported. To help childcare programs secure qualified staff, Programs for Parents and the Greater Newark Shared Services Alliance hosted quarterly job fairs during the 2022 year. The job fairs were held virtually due to the climate of the COVID-19 pandemic. During the job fair interested candidates met virtually with childcare employers in Essex County to learn about available job opportunities and were offered interviews on the spot.



Centers/Programs that have participated

- Clinton Hill Community and Early Childhood Center (GNSSA)
 - Sarah Ward (GNSSA)
- Unified Vailsburg Service Organization Early Head Start
 - Unified Vailsburg Service Organization Preschool
 - La Casa del Don Pedro (GNSSA)
 - Urban League of Essex County (GNSSA)
 - The Leaguers
 - New Hope Development Center
 - YMCA of East Orange Child Development Center
 - Sandy Lane Preschool
 - Zadie's of the Oranges (GNSSA)
- Clinton Hill Community and Early Childhood Center (GNSSA)
 - South Mountain YMCA
 - Brighter Tomorrows
 - Big Smiles Learning and Care
- Essex County College Child Development Center

Following each job fair, the providers and the attendees were surveyed to determine how we could improve the user experience. Following our first job fair, providers scored the candidates 3.3 out of 5 for overall quality based on education, experience, and certifications. Additionally, after the first job fair, the providers scored the overall quality and fluency of the job fair 4 out of 5 and each of them would attend another job fair hosted by Programs for Parents. The attendees scored the first job fair 4.5 out of 5 for overall quality and fluency and also said they would attend another job fair held by Programs for Parents.

To meet the needs of the providers and improve the experience for the attendees, Programs for Parents provided daily resources to the registered candidates a week before the job fair date. Those resources included resume assistance, virtual job fair etiquette guides, provider school descriptions, and job interview advice. Following both the spring and the summer job fairs, the providers' score for overall quality of candidates soared to 4.2 out of 5 and the overall quality and fluency for the job rose to 4.5 out of 5. The attendees appreciated feeling prepared and empowered and scored the spring and summer job fairs at 4.5 and 4.6.

The Greater Newark Shared Services Alliance has ramped up their recruitment effort. ECE professional employment ads have been posted through the NJ Shared Resources and Acquire4hire website. The Alliance project manager has reviewed 79 resumes, 79 phone screens, and has made 33 referrals for face to face interviews of which 7 professionals have been hired for employment in child care programs in Essex County.



Programs for Parents

THE CDA EXPERIENCE: Transforming the landscape of quality care one educator at a time

Walking into the cda class I thought I knew everything. I thought I was doing amazing things with ABCs and 123s. Those things were all important but I got the chance to experience and learn about nurturing the whole child and helping me understand how to teach children about self and caring for their needs. We learned about what it means to guide their children's physical, cognitive, creative, and social-emotional needs.

In class, we had the opportunity to break into groups. We developed activities that allowed me to build on children's strengths and focus on their needs individually, preparing them for academic success and basic life skills. I had the opportunity of meeting two wonderful women Mrs. Keeva Potts and Mrs. Iris Erazo. I want to thank them for all their support. They were there every step of the way and still are!! I also met some of the most amazing teachers that had the same motivation I had to teach and be a positive advocate for young children. Entering this classroom I felt right at home. I immediately said You Belong here! I loved being there. We talked and gave different strategies on how to guide young children. I had the opportunity to build on my craft but also put my name out there for better career opportunities.

Tashia Herring
CDA Participant Fall 2022–2023

“Every child deserves a champion—
an adult who will never give up on
them, who understands the power
of connection, and insists that they
become the best that they can
possibly be.”

RITA PIERSON

FAMILY ENGAGEMENT





Activities

Essex County Council for Young Children Activities

- Summer Family Fun Trip to Turtle Back Zoo
- Winter Family Fun Trip to Newark Winter Wonderland

Week of the Young Child Parent Reading Project*

Monthly Table Talk Meetings Parent Support Group*

Books, Balls, & Blocks (BBB)

Books, Balls, & Blocks (BBB) is a free, fun, family event providing developmental screenings for children ages birth to five years.

Children engaged in fun games and activities at the BBB event while their parent or caregiver completed a developmental screening questionnaire. The questionnaire aims to educate parents and caregivers on their child's developmental progress. All screening results are entirely confidential. A trained professional reviewed the screening results with the parent or caregiver and provided education and resource information to support the family on their child's developmental journey.

Totals

| | |
|--|-----|
| Ages and Stages Questionnaires completed year | 143 |
| Parent Café events held | 6 |
| Books Balls and Blocks year events held | 9 |
| Number of additional family engagement events held | 18 |
| Number of attendees | 93 |
| Total referrals made for additional resources | 187 |
| Total referrals made as a follow-up to developmental screening | 53 |

* Over 150 books were distributed.

* Meetings led by a licensed behavioral therapist.

CHILDCARE RESOURCE & REFERRAL
FAMILY CHILD CARE
FAMILY FRIENDS AND NEIGHBORS
CHILD AND ADULT CARE
FOOD PROGRAM (CACFP)





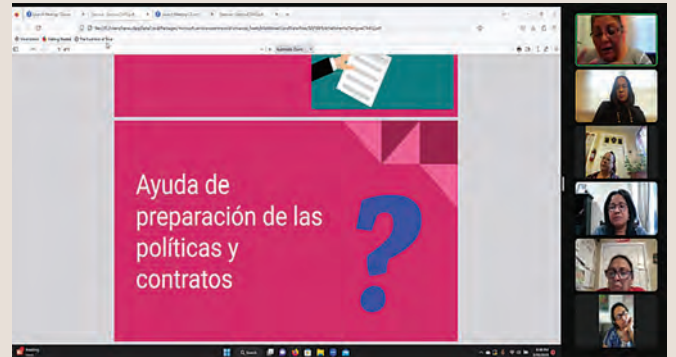
Did You Know?

In 2022 . . .

197 Family Child Care Providers served children in Essex County, NJ

91 Family Friendly Neighbor Providers served Children in Essex County

Child Care Resource and Referral Staff provided 935 families with over 12,000 child care referrals and 700 +community referrals for needs including but not limited to food, energy, rental, clothing, job assistance, mental health, health care, immigration, and domestic violence services.



Fortifying Family Child Care: Building a System of Leadership and Opportunities to Thrive

Programs for Parents, Child Care Connection, and 4Cs of Passaic County collaborated to plan and execute *Fortifying Family Child Care: Building a System of Leadership and Opportunities to Thrive*. This initiative created an opportunity for registered family childcare providers across three counties to work together and cultivate a support system for each other. Representatives from each agency collectively developed the guidelines and parameters for the project, including the criteria for selecting the cohort of family childcare providers and stipulations surrounding their participation.

The agencies selected a total of 8 providers in their respective counties (4 Essex, 2 Mercer, 2 Passaic) who were in good standing with family childcare requirements, regularly attended provider meetings, training, webinars, and conferences, were committed to quality, had technology skills or the willingness to learn and were eager to meet with other providers, network and share ideas.

Once providers were selected, they attended an orientation where expectations for participation were detailed. They each agreed to facilitate peer leader conversations as assigned, providing adequate information for discussion in the subject selected to lead, to attend peer leader group reflective sessions following each monthly session or as determined by the childcare resource and referral agencies, and to support the other peer leaders through attending their coffee and conversations sessions as often as possible.

Peer leaders (providers) have been paid \$350.00 for each of the sessions they led and \$55.00 for each session that they assisted another provider within the cohort.

The goals for this project were as follows:

- Support selected FCC providers in building leadership, presentation, and mentorship skills.
- Provide guidance, mentorship, and support (from the local childcare resource and referral agency) in project facilitation.
- Encourage FCC providers to participate in a professional learning community (PLC) that focuses on “right now” issues determined by the group.
- Offer resources and support surrounding mental health and self-care.
- Support 10 FCC providers in maintaining membership in the Wonderschool cohort (Essex)

The project’s conclusion determined we should provide additional resources and support surrounding mental health.

To date, the FCC provider peer leaders have led 21 Coffee and Conversations sessions on topics including *Marketing Your Business, Benefits of Being on the Food Program, 10 Policies that Every Provider Should Have, Self-Care, Using social media to Market Your Business, Understanding Children’s Behavior, FCC Emergency Preparedness, etc.* Over 400 providers have attended the sessions.

The population served during this project were registered family childcare providers within the three participating counties. Data revealed that throughout the project, 35% of the participating providers had been registered and provided childcare for ten years or longer, 18% provided care for between 3-9 years, and 47% were providers for two

or fewer years. Data also revealed that the providers who attended the conversations were eager to implement many of the strategies for success within their programs, which positively benefitted the families and children they served.

Examples include the attendees’ learning techniques in potty training, the benefits of participating in the Child Adult Care Food Program, and the benefit of a handbook that documents policies and expectations.

Testimonials from Coffee and Conversations Peer Leaders



“My experience with the initiative has been well. I feel that it was challenging and helped me grow when I had to present. I believe it is a great benefit to providers to learn from other providers. I love that it has connected me with Haneuska. I wish I was able to actually attend more workshops held by other providers.”

—Jasmin Hallback, FCC Provider, Mercer County



“First I would like to say thank you for the opportunity to work on this groundbreaking platform with the other providers. Peer Leadership through Coffee and Conversations has given me an amazing opportunity to be a part of something that was so needed. The information shared, relationships built, the ability to support one another through an ongoing Pandemic; while expounding the highs and lows; our wins and fails in family childcare...not criticizing but helping to lift one another up and create a true relatable environment with the other providers. All while being part of the greater team and simultaneously advocating for Programs for Parents and their provider support ... Again, I say thank you and I can envision this program. You can count on me to be part of this platform or consider me for another that could be a good fit.”

**—Caren R, Haynes, FCC Provider, Essex County
(Mama Goose Day Care)**

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Fortifying Family Child Care

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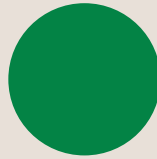


“Lo que me gustaria comentar, es que he tenido muy buenas referencias de las proveedoras y se sienten entusiasmadas porque consideran que estamos aprendiendo todas y que a la vez nos estamos uniendo para crecer, apoyándonos unas a otras. Gracias a Café conversaciones he tenido la oportunidad de ayudar a varias proveedoras que han tenido diferentes casos que resolver y gracias Dios les ha ido bien.”

Translation: “I would like to comment that I have had very good feedback from the providers. They are enthusiastic about the sessions because they are all learning and at the same time we are coming together to grow and support each other. Thanks to Café and Conversation I have had the opportunity to help several providers who have had different cases to resolve and thank God everything went well.”

—Denysse Cubas, FCC Provider, Essex County

Testimonials from Wonderschool Participants



“I find that the most beneficial aspect of the Wonderschool platform is scheduling payments. Even the parents who are on subsidy, the ability to bill and collect copayments makes things much easier.”

—Theresa Blount, FCC Provider, Essex County (Little Angels LLC)



“Thank you for introducing me to the Wonderschool. The process is easy. Parents use the check-in/out feature and can log into the system to see information and upload documents, such as their children’s medical records. This saves me much time and makes my job much easier.”

—Bendue James, FCC Provider, Essex County (Home Away from Home Child Care LLC)

The Wonderschool Project

Programs for Parents’ cohort of 10 registered family childcare providers continued working with the Wonderschool. Benefits of participation included enhancing family childcare businesses, ultimately increasing income earning potential, modernized and improved methods for parent/provider communication, enhanced methods of record keeping, strategies for marketing and advertising, the potential increase in enrollment, and improved quality of life by spending less time on paperwork and record keeping.

In addition, participants received the following:

- Group and individual technical assistance provided by the Wonderschool team and Programs for Parents staff
- A Wonderschool website, allowing for increased visibility
- Access to a network of family childcare providers to share information
- Usage of an exclusive application used for tracking attendance and communicating with parents



HUMAN RESOURCES





Leaders In Training (LIT)

Five staff who are interested in advancement within the agency participated in robust and engaging training sessions with professional facilitators who provided information on topics that included Diversity in the Workplace, Strategic Thinking: Problem-Solving, Effective Communication Skills, Ethics, Enhancing your Emotional Intelligence, Interpersonal Skills, and The Art of Team Building. In addition, each participant was evaluated on their contributions to a team project on identifying and providing solutions to challenges within the agency. From the LIT program, we had two promotions.

Did You Know?

In 2022 . . .

HR successfully recruited and filled
20 vacancies!

The Staff Engagement Committee planned the following events:

- Women's History Month Staff submitted photos and bios of the women that made an impact on their lives
- Summer Fridays Each Department took turns hosting a summer activity every Friday
- Halloween This year's costume theme was Bridgerton
- Ugly Sweater & Selfie Contest
- Holiday Party

FINANCE

**“The investment we make
in early care today will yield
immeasurable returns in the
form of empowered and thriving
individuals tomorrow.”**

—UNKNOWN



Financial Report

Programs for Parents, Inc. Statements of Financial Position September 30, 2022 and 2021

| | <u>2022</u> | <u>2021</u> |
|-----------------------------------|--------------------|--------------------|
| ASSETS | | |
| Current assets | | |
| Cash and cash equivalents | \$1,491,315 | \$2,835,196 |
| Grants receivable | 607,245 | 154,683 |
| Prepaid expenses and other assets | <u>167,295</u> | <u>17,343</u> |
| Total current assets | 2,265,855 | 3,007,222 |
| Fixed assets, net | 122,243 | 153,336 |
| Rent security deposits | <u>73,187</u> | <u>79,047</u> |
| Total Assets | <u>\$2,461,285</u> | <u>\$3,239,605</u> |

LIABILITIES AND NET ASSETS

| | <u>2022</u> | <u>2021</u> |
|---------------------------------------|-----------------------|-------------------------|
| Current liabilities | | |
| Accounts payable and accrued expenses | \$218,425 | \$192,420 |
| Refundable advances | <u>103,235</u> | <u>1,026,941</u> |
| PPP Loan Program | <u>90,679</u> | <u>187,990</u> |
| Total Current Liabilities | <u>412,339</u> | <u>1,407,351</u> |
| PPP Loan | \$234,292 | \$688,050 |
| Total Current Liabilities | <u>646,631</u> | <u>2,095,401</u> |
| Net Assets | | |
| Without donor restrictions | 1,153,217 | 927,855 |
| Board Designated for Endowment | 366,620 | |
| With donor restrictions | 294,817 | 216,349 |
| Total Net Assets | <u>1,814,654</u> | <u>1,144,204</u> |
| Total Liabilities and Net Assets | <u>\$2,461,285</u> | <u>\$3,239,605</u> |

2022 Annual Report



PROGRAMS FOR PARENTS

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Newark, NJ 07102
973-297-1114

West Orange Office

80 Main Street
West Orange, NJ 07050
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.