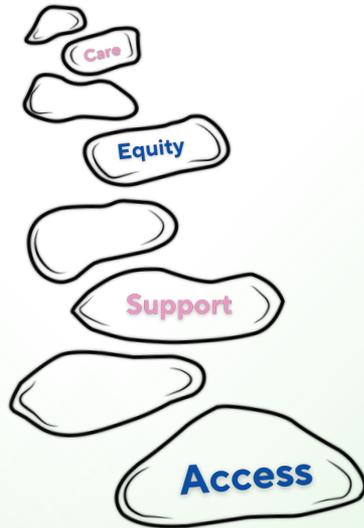


Childcare Is the Infrastructure:  
Investing in *Families* and *Futures*.



2 0 2 4

# ANNUAL REPORT



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## **Our Mission**

*Programs for Parents is a non-profit organization that works to ensure that children get the best possible start in life. It does so by supporting 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.*

## **Our Vision**

*Children thrive and achieve lifelong success because of a solid foundation of high-quality early care and education, supported by empowered families and a flourishing, accessible, innovative ecosystem of care and education providers and partners.*





## Board Members

**Robert Patrick, CPA, Chair**  
**Lawrence Tamburri, MBA, Vice Chair**  
**Jeniece McClary, MBA Treasurer**  
**Erin Balkema, MBA Secretary**

**Magdalena Czerniawski, CPA**  
**Andre Fryson**  
**Keith Green**  
**Diane Hill, PhD**  
**Lance LaVergne, MBA**  
**Reinaldo Santiago, PhD**  
**Debra Shannon, Esq**  
**Patricia Shatynski, Esq.**  
**Kevin Michael Slater**  
**Pamela Taylor**

## Executive Staff

**Nayibe Capellan, CEO**  
**Alberto Vazquez, CFO/COO**

**Philip Goldwasser, IT Director**  
**Recia Howard, Provider Management Director**  
**Kendra Orta, Director of Resource and Referral**  
**Hilda Puente-Vera, Program Director**  
**Tyheria Reeds, Director of Human Resources**  
**Denece Young, Director of Education**

**Celebrating 40 years of Impact**

*Dear Friends and Partners,*



At Programs for Parents, we know that childcare is more than a service—it's essential infrastructure. For 40 years, we've stood at the forefront of this work, serving as the bridge to opportunity for families, the launchpad for child development, and the backbone of a resilient workforce in Essex County.

In 1984, two visionary women—Miriam Silva and Miriam Kennedy—laid the foundation for what we are today. They saw a future where every child, every family, and every childcare provider could thrive. From that vision, Programs for Parents was born, dedicated to making sure that wherever childcare goes, we'll get there first.

In 2024 alone, we supported over 8,600 families and more than 700 childcare providers, connecting them to over \$117 million in childcare funding through the New Jersey Child Care Assistance Program (NJ CCAP). We served more than 13,700 children in our Subsidy program and offered developmental screenings, parent education, professional training, job placement support, shared services, and trusted guidance every step of the way.

We did more than meet the need—we built momentum. We hosted 123 professional development trainings, credentialed nearly 200 early educators, strengthened family voices through Parent Cafés, and distributed over 50,000 diapers to families in need. We launched workforce initiatives and expanded our Shared Services Alliance to strengthen the entire early childhood ecosystem. Internally, we invested in transformation—enhancing HR systems, uplifting staff with stipends and hybrid models, and celebrating community impact at events like Winterland and our Early Childhood Innovation & Impact Gala.

As we honor 40 years of impact, we remain steadfast in our commitment to the future. This report isn't just a look back—it's an invitation forward. We see a future where childcare is no longer an afterthought but a priority; where caregivers are recognized as essential, not invisible; and where every family, no matter their zip code, has the support they need to rise.

Thank you for standing with us, investing in us, and being part of this journey. Here's to the next 40 years—and to a future where every child can soar.

With gratitude and purpose,

*Nayibe Capellan*

CEO, Programs for Parents

*Dear Friends, Donors, and  
Esteemed Community Members,*

It's a great honor for me to serve as the Board Chair for Programs for Parents. Like every other board member, I have come to embrace the organization's mission and have been fortunate to form strong relationships with the amazing people who shape and deliver our services.

As we close another fiscal year, I am pleased to present our annual financial report, reflecting our ongoing commitment to transparency, stewardship, and impact. This year, through careful financial management and strategic decision-making, we have strengthened our ability to serve our mission and community.

Our financial health remains strong, thanks to the generosity of our donors, the diligence of our team, and the unwavering support of our partners. Every dollar entrusted to us has been thoughtfully allocated to maximize our reach and effectiveness.

Looking ahead, we feel inspired by the progress we have made and remain resolute in our vision for a future where every child and family in our community has the opportunity to thrive. As we continue to build upon our successes, we are committed to further enhancing our programming, deepening community partnerships, and maintaining the high standards of care that have become synonymous with Programs for Parents.

Thank you for joining us on this impactful journey and for your continued support. Together, we are strengthening our roots and expanding our reach, one family at a time.

Sincerely,

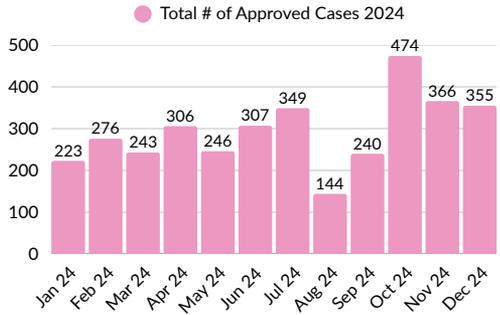
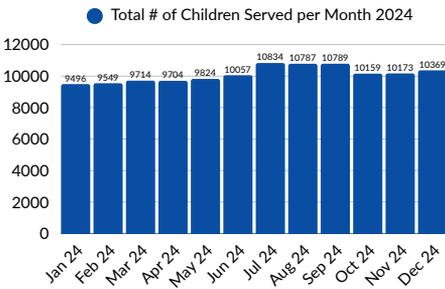
*Bob Patrick*  
Board Chair



# The Expanding Reach of the New Jersey Child Care Assistance Program

For countless families across New Jersey, childcare is not just a service—it's a lifeline. The New Jersey Child Care Assistance Program (CCAP) has long been a pillar of support, ensuring that parents balancing work, education, or job training can access high-quality childcare attempting not to break their budgets. As the demands of modern life grow, so too has the reach and impact of NJCCAP.

Behind every statistic is a family seeking stability, security, and opportunity. In partnership with the New Jersey Department of Human Services (DHS), Division of Family Development (DFD), PFP works to help income-eligible parents cover childcare costs. These efforts see that children are placed in safe, enriching environments while their parents work toward brighter futures. Each year, thousands of families start the journey of confirming their eligibility, knowing that CCAP is a critical step in their path to self-sufficiency.



The numbers tell a powerful story. In 2022, CCAP supported **12,195 children**. By 2023, that number had risen to **13,908**, and in 2024, it reached **14,845**—an undeniable testament to the growing need for affordable childcare solutions.

Similarly, the number of families receiving assistance has climbed steadily. From **7,942 families** in 2022 to **8,985** in 2023, the program now serves **9,694 families** as of 2024. This growth underscores the expanding awareness of CCAP and its critical role in supporting families across the state.

Beyond financial support, the demand for additional services—such as childcare referrals and in-person office visits—continues to rise. These services are more than just logistical efforts; they represent PFP's commitment to truly walking alongside families, offering guidance and resources at every step of the journey.

As we look to the future, the team remains dedicated to ensuring that every family has access to the support they need to thrive—today, tomorrow, and for years to come.

“ This program has been a great help to me and my children. It has helped me to pursue my education and achieve my dreams of becoming an accountant. ”

# Resource & Referral Department: 2024 Annual Summary

Empowering Families | Connecting Communities | Elevating Early Care

In 2024, the Resource & Referral Department continued to serve as a trusted bridge between families and the early childhood care system in Essex County. Whether offering one-on-one guidance, developmental support, or meaningful community events, our work was rooted in the belief that every family deserves access to quality care, trusted information, and a strong support system.

Throughout the year, our team responded to over **65,000 calls**, welcomed **13,767 walk-in visitors**, and provided **1,733 personalized child care referrals**—meeting each family with empathy and expertise. We helped parents navigate a complex system and found solutions that fit their needs and aspirations.

But access alone isn't enough—we also focused on strengthening families from within.

- Through **116 ASQ-3 developmental screenings**, we helped parents monitor their child's growth and secure early support when needed.
- Our Parent Cafés, built on the Strengthening Families™ Protective Factors Framework, created safe, peer-led spaces for reflection and connection. Parents shared stories, built confidence, and left feeling seen and supported.
- Connections Matter trainings offered powerful insights into how relationships, trauma, and resilience shape child development—arming caregivers and professionals with tools to nurture thriving environments.

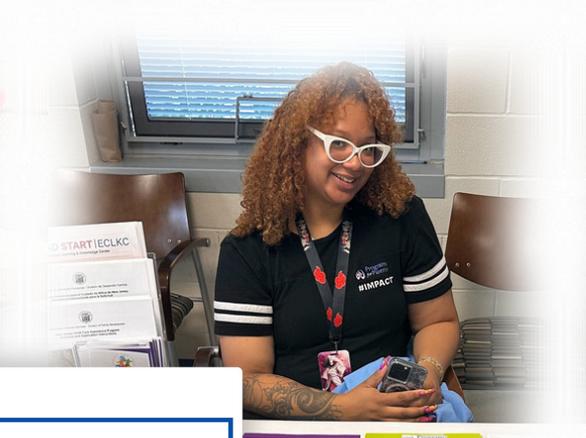
Our commitment to community care was on full display during our Winterland celebration, a festive event for **40 families** in the Child Care Assistance Program (CCAP). With help from generous partners—including:

- The Toy Bureau of the Oranges,
- West Orange Councilwoman Tammy Williams
- All Shifts Staffing
- Photogenic Studios

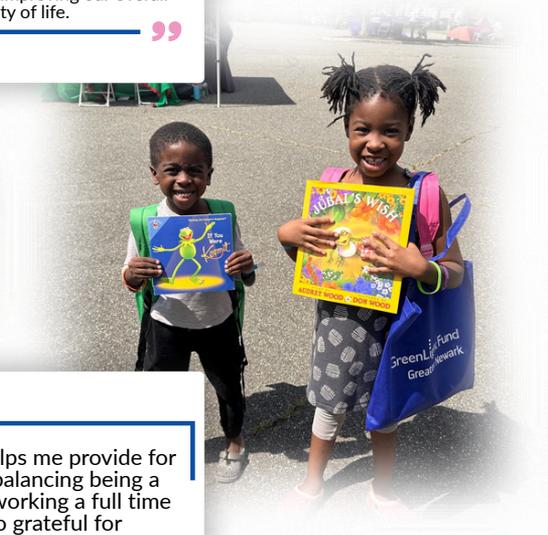
We distributed gifts to **62 children**, provided ShopRite gift cards, and created a warm, memory-filled experience for families who needed it most.

Programs for Parents was honored to be selected for the Target Circle Guest-Directed Giving Program in a show of public support. With **114,816 votes** cast by community members, we received a **\$6,100.80 donation**—a clear reflection of the trust families and supporters place in our work. This investment helped us extend outreach and expand essential programming.

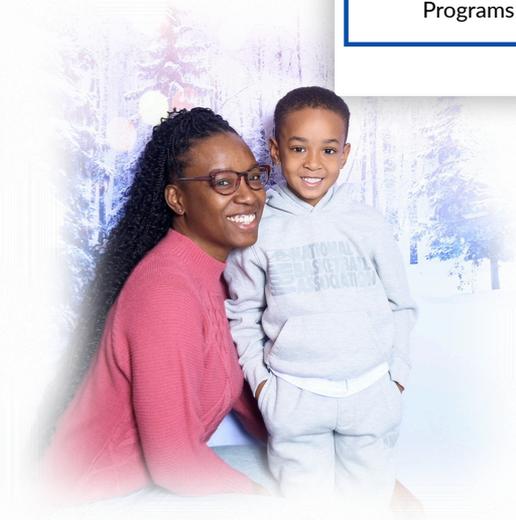


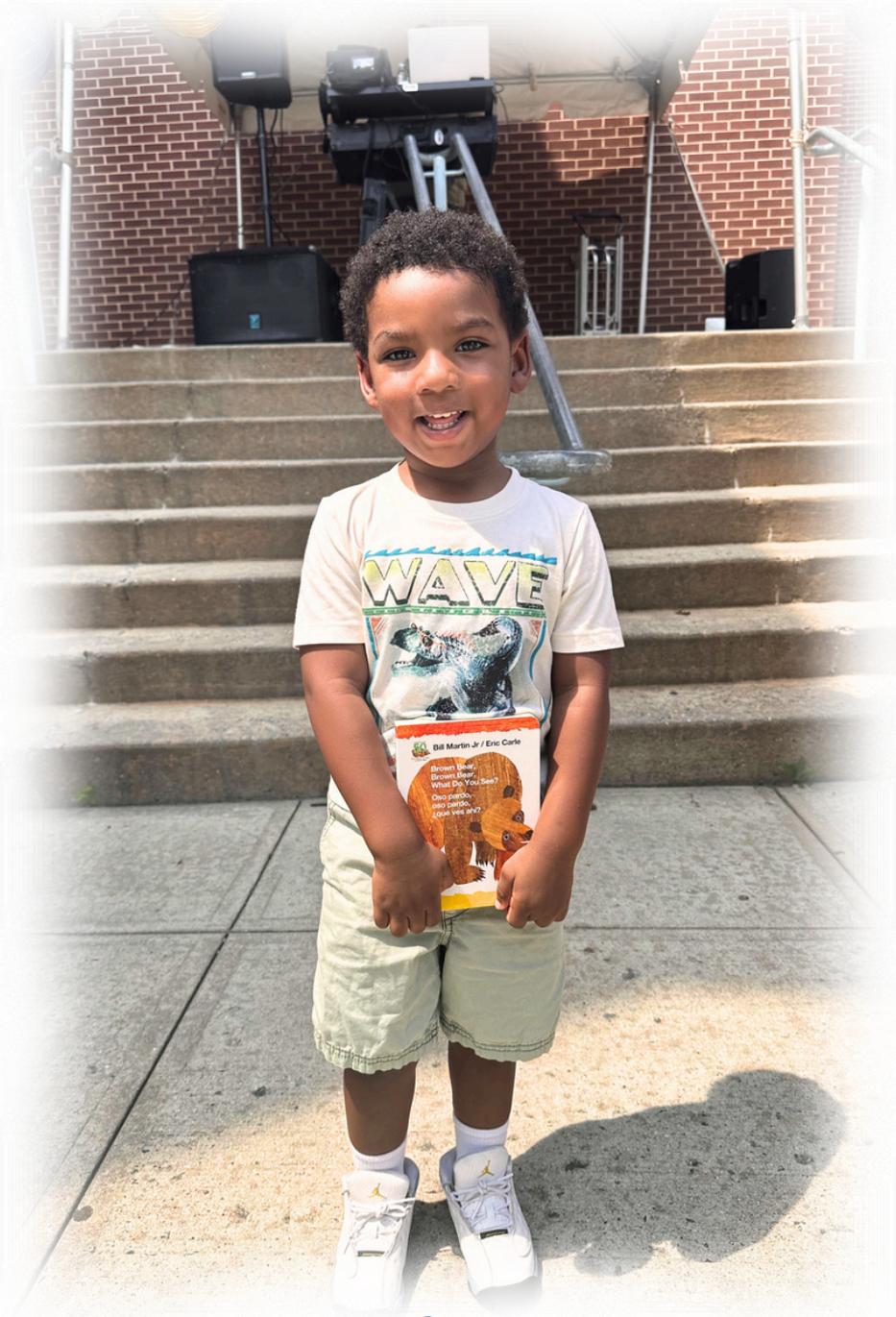


“ Participating in the childcare subsidy program has greatly benefited our family. It has provided financial support allowing us to afford quality childcare, reduce stress and focus on our work and family goals, improving our overall quality of life. ”



“ This program helps me provide for my son while balancing being a new mom and working a full time job. I am so grateful for Programs for Parents! ”





# Resource & Referral Department: 2024 Annual Summary (continued)

One of the most powerful moments of the year came during our *Week of the Young Child Breakfast*, held at the Newark Museum of Art.



This year's theme, "Celebrating Trailblazing Men: Transforming Early Childhood Narratives," brought together **165 community members** to honor the role of men in shaping early learning spaces. Moderated by Khaatim Sherrer El, the panel featured voices from across the sector—including Mark Comesañas, Kammeron Dupree, Michael Vargas, and Dr. Gerald Fitzhugh II—who explored how male educators can redefine expectations, promote equity, and uplift young children, especially boys of color.



The event earned media attention from *Insider NJ* and *The Newark Times*, underscoring its importance and reach.

# Provider Management Department: 2024 Annual Summary

## Ensuring Quality | Elevating Practice | Supporting Providers

In 2024, the Provider Management Department focused on strengthening oversight, fostering community, and supporting provider success across Essex County's diverse childcare landscape.

- **400 home-based health & safety inspections** were completed this year.
- **FFN Providers** saw a **72% increase** in inspections, with **93%** receiving unannounced visits.
- **FCC Providers** saw a **30% increase**, with **95%** receiving unannounced visits—underscoring our commitment to quality and safety.
- We launched a new **FCC Provider Meet & Greet** series to welcome and equip new providers with tools for compliance, business growth, and community connection. Topics included background checks, health and safety mandates, CCDBG regulations, and marketing strategies.

On September 14th, Programs for Parents hosted the Purpose-Driven Practices Early Childhood Convening, an event designed for Family Child Care providers, Family, Friend, and Neighbor (FFN) caregivers, and Child Care Center staff throughout Essex County. This collaborative event, organized by the Education and Provider Management Departments, brought together educators and community leaders dedicated to supporting the development and well-being of young children. Through a series of workshops and meaningful discussions, the 78 participating providers explored effective strategies to ensure that every child has access to high-quality early learning experiences.



Thanks to a generous donation from the Victoria Foundation, to honor those doing this critical work every day, we celebrated Provider Appreciation Day by distributing \$25 Target gift cards and copies of "Made Whole" by Tiffany Aliche to FCC providers—and gift cards to FFN providers.

The Provider Management team remains dedicated to ensuring quality care, uplifting providers, and nurturing a network that families can trust.

# Education & Innovation: Building Up the People Who Care for Our Children

In 2024, our Education and Innovative Programs team, focused on one thing: supporting the people who care for our children every day. From training and quality improvement to family education and shared services, we provided tools, support, and connection across Essex County's early childhood system.

We delivered **123 professional development sessions** this year—more than ever before—reaching **1,418 child care professionals** across family homes, centers, and informal care settings. These trainings, totaling 480 hours, helped providers meet state requirements, learn best practices, and grow in their roles. To make learning more accessible, we launched a full-year training calendar and offered sessions in person, virtually, and in multiple languages. We also continued preparing nearly **200 educators** for the Child Development Associate (CDA) credential—opening the door to better-paying jobs in child care and preschool programs.

**What is grow NJ kids ?**

Join us for our **VIRTUAL** information session to answer your questions, provide clarification and help you enroll in the Grow NJ Kids program!

Date: Wednesday, December 18th 2024  
Location: Virtual (Zoom)  
Time: 1:00 pm to 2:00 pm

**Thera Rocco**  
Quality Improvement Specialist  
Email: trocco@programsforparents.org  
Phone: 973-297-3164 Ext. 4123

The flyer features the 'grow NJ kids' logo with a star over the 'o' in 'grow'. It includes a circular photo of two young children playing with toys. At the bottom, there is a QR code labeled 'Scan to Register' and a partial image of a woman with glasses pointing upwards.

**PROGRAMS FOR PARENTS, INC.**  
"The Center for Excellence in Early Childhood Education"  
"Teaching, Management and Leadership"

**PROFESSIONAL DEVELOPMENT CALENDAR**  
Learn about you as a professional!

**PPC PDC**  
2024

Workshop Sessions for Child Care Center Directors and Staff, Family Child Care Providers, Approved Home Care Providers and Parents

**STRENGTHENING YOUR SUPPORTED BOND TO PRACTICAL TRAINING FOR EARLY CHILDHOOD EDUCATION PROFESSIONALS!**

The image shows a man in a red and yellow patterned shirt sitting at a desk with a laptop, smiling and gesturing with his hands. The background is a simple office setting.

“ I would like to thank everyone that works and make this program possible. It has been a unbelievable help for my child's education. Thank you so much! ”

Our Infant and Toddler Specialist supported **47 programs** with coaching, training, and classroom support. These programs included family homes, centers, and Thrive by Three grantees. The result: 99% of those programs enrolled in Grow NJ Kids and earned quality ratings of 3, 4, or 5 stars.

Through our Grow NJ Kids work overall, we hosted **8 info sessions**, welcomed **32 new providers**, and enrolled **13 new programs** into the state's quality system.

We also spent time with parents, not just providers. Our family education sessions reached **176 caregivers** this year, including workshops on social-emotional development, school readiness, and special needs support. We also ran teen parent groups in Newark, Orange, Irvington, and East Orange, serving **55 young parents** through monthly sessions and school-based events in three languages: English, Spanish, and Haitian Creole.

Since 2019, Programs for Parents, Inc. has partnered with the Center for the Study of Culture, Health, and Human Development at the University of Connecticut and the Newark Board of Education Office of Early Childhood to offer the Family Development Credential (FDC) Program. This program has successfully credentialed family workers to help families set and achieve goals for healthy self-reliance.

In May 2024, **12 family workers (80% of participants)** successfully completed 80 hours of instruction, submitted their portfolios showcasing their ability to apply learned concepts, and passed the standardized exam. These dedicated professionals will receive their official FDC Family Development Credential from the University of Connecticut at Programs for Parents, Inc.'s 3rd Annual Certificate Ceremony on August 2, 2024.



Beyond learning, we continued to meet families' basic needs. Our Happy Families Diaper Banks—in Newark and East Orange—distributed **56,250 diapers and period products** to over **2,000 families**, thanks to partners like Joi's Angels and the Community Food Bank of New Jersey.



Finally, our Shared Services Alliance helped **9 child care centers** save time and resources by working together. With our support, they:

- Posted 149 jobs and made 27 hires
- Launched a joint recruitment video
- Gained access to marketing tools through NJ Shared Resources
- Saved mileage and staff time through a food delivery service—one provider saved 252 miles in travel alone

Looking ahead, we're expanding the Alliance to include family child care homes and growing the Newark parent-to-workforce initiative. Through it all, we remain focused on the same goal: supporting the people who support children.

# Human Resources Department

Investing in People, Strengthening Our Workplace

In 2024, the Human Resources team focused on enhancing employee well-being, strengthening internal systems, and building a positive, connected work environment. Key accomplishments included:

**Hybrid Work Expansion:** Launched Phase 2 of our hybrid remote model—1 day remote, 4 days in office—for exempt staff, improving flexibility and work-life balance.

**New HRIS System:** Transitioned to Paylocity, streamlining payroll, onboarding, benefits, and performance management, while improving access to training through a robust learning catalog.

## Professional Development:

Partnered with Essex County College's CBTC to deliver soft skills training. Through our partnership with the Corporate and Business Training Center (CBTC) at Essex County College we've been able to develop tailored soft skill training programs for our employees on topics such as effective communication and customer service skills.

We also launched a 6-week "Path of a Better Me" series with Chase Bank focused on financial wellness for staff." Chase provided lunch and employees were invited to participate in topics such as goal setting, budgeting, understanding credit, debt management, and many more. We had a total of 18 employees participate.



## Recruitment & Retention:

We held our first onsite job fair. Held at our Newark headquarters, the job fair provided an engaging platform for local talent to connect with hiring managers. The event featured a variety of positions across Departments, including Senior Program Eligibility Specialists, Data Entry Specialists, and Administrative Support Representatives catering to a diverse range of skills and experience levels. Job seekers had the opportunity to engage in on-the-spot interviews, ask questions, and learn about the company's mission and values. The event attracted 27 enthusiastic job seekers and resulted in six immediate hires. The company plans to host more job fairs in the future, recognizing the importance of community engagement in its growth strategy.

Recognizing the competitive job market and the increasing cost of living, we conducted a comprehensive review of our compensation structure. The findings highlighted the need for salary adjustments to ensure employees felt valued and fairly compensated for their contributions. In a bold move to enhance employee satisfaction and retention, with the help of the Department of Human Services/Division of Family Development, we issued salary increases and stipends. A rate structure was designed based on job responsibilities and tenure. Since implementing the salary increases and stipends, we have experienced a 5% decrease in turnover rates from 2023 to 2024.



We collaborated with Rutgers University Office of Community Partnerships and the Essex County Summer Youth Experience Program to tap into a pool of motivated students eager to apply their theoretical knowledge in real-world settings. During the Fall and Spring semesters, we hosted a total of 5 interns with various social service studies. Additionally, we welcomed 6 interns through our Annual Summer Internship Program. Their fresh perspectives and innovative ideas made a significant impact in operations by improving workflows.

As the agency looks to the future, we remain dedicated to investing in our employees—ensuring that both individuals and the organization continue to thrive together. We are committed to a workplace where staff well-being, professional growth, and operational excellence flourish together.

# Agency Achievements



In celebration of four decades of empowering families and shaping early childhood education, Programs for Parents was honored with a special proclamation from the Township of Montclair. Presented by Mayor Dr. Renee Baskerville, this recognition highlights our unwavering commitment to serving families, educators, and children throughout Essex County. This milestone not only reflects our past achievements but also fuels our continued dedication to building strong foundations for the next generation.



We also proudly celebrated a moment of distinction as our CEO, Nayibe Capellan, was recognized at the 2024 Sheila Y. Oliver Legacy Brunch. Her visionary leadership and unwavering commitment to empowering families across New Jersey continue to shape the future of early childhood education and advocacy.



Our growing partnership with North Jersey Federal Credit Union reached an exciting milestone this year when they generously donated \$10,000 during our Innovation & Impact Gala to support our mission.



This contribution reflects their deep commitment to the families and providers we serve. Alongside North Jersey Federal Credit Union, we've cultivated meaningful relationships with Chase Bank to expand access to financial literacy for our staff and families. Both these partners have become a visible and trusted presence at our office—hosting financial education tables, leading Lunch & Learn sessions, and offering personalized guidance to those navigating financial challenges and opportunities.

Their involvement doesn't stop there; both institutions serve as active members of our Shared Services Advisory Council, helping shape sustainable solutions for childcare providers across Essex County. Together, we are creating pathways to financial empowerment that uplift our entire early care and education communities.

# PFP Policy and Purpose

This year, Programs for Parents was honored to be selected by ProCES (Princeton University's Program for Community-Engaged Scholarship) and the Princeton School of Public and International Affairs (SPIA) to participate in a groundbreaking research study. The project, titled *Caring for the Carers*, focused on understanding how key stakeholders—including government agencies, healthcare providers, and childcare advocacy groups—can work together to address the health needs of family child care (FCC) providers.

At the heart of this study was a powerful truth: family child care professionals are essential, yet often overlooked. These providers, predominantly women of color, care for our youngest children with dedication and love, even as they face limited access to healthcare, inflexible working hours, and economic instability. As the research showed, these conditions are not just harmful to individual providers—they also threaten the overall supply and sustainability of child care across New Jersey.

The study proposed several bold yet practical strategies. Among the most promising recommendations were:

- Partnering with Federally Qualified Health Centers (FQHCs) to offer providers extended-hours access to primary and preventive care.
- Integrating health resource navigation into the existing family child care licensing and support processes led by CCR&R agencies like ours.
- Piloting a substitute corps—similar to substitute teacher pools—to allow providers time off for medical or personal needs without disrupting services for families.

**Caring for the Carers: Advancing Health for Home-Based Child Care Professionals**  
Sejal Goud, Princeton School of Public and International Affairs, sejalgoud@princeton.edu  
GHP25D-SPI380: Critical Perspectives in Global Health Policy  
ProCES Project in Partnership with Programs for Parents (Essex County, NJ)

**Policy Problem**  
Though a substantial set of regulations exist to keep kids in home-based child care (HBCC) settings healthy, HBCC professionals themselves face health challenges due to a combination of underinsurance, long, inflexible hours that make it difficult to take time, and other forms of structural violence primarily rooted in gender and race. In addition to the direct consequences for the wellbeing of HBCC professionals, this problem threatens the overall supply of quality childcare as a form of existing shortage.

**Analysis and Recommendations**  
For Option 2 to be strong because it draws on the promotion of programs for which there is existing eligibility, including FQHCs which often offer late and weekend hours, implementation can readily take place at the point of HBCC licensing in partnership with COMER agencies, who already support this process.  
For Option 3 allows HBCC professionals to take medical leave without disrupting parents and kids. However, it will require a pilot to determine utilization rates and funding sources, most likely through the state.  
Against Option 1 takes agency away from HBCC professionals in their capacity as small business owners, while Option 4 is overly publicly particularly in a post-election climate encouraging spending cuts and Option 5 shifts the problem to the individual rather than offering structural solutions.

**Background**  
HBCC work, like much of the care and domestic work in the U.S., traces its origins to the labor of Black women and, accordingly, has been historically undervalued socially and in terms of compensation and benefits. HBCC professionals are supported by Child Care Resource & Referral (CCR&R) agencies like Programs for Parents, which is majority funded by the State of New Jersey.

**Options**  
1. Transition HBCC professionals to center-based and subsidized rates.  
2. Connect HBCC professionals with resources such as insurance enrollment assistance and Federally Qualified Health Centers (FQHCs).  
3. Establish a corps of licensed HBCC professionals, modeled similarly to existing substitute teacher systems in schools.  
4. Join coalitions advocating for legislative changes such as the creation of public option insurance plans and the revision of the federal Child Care and Development Block Grant.  
5. Encourage HBCC professionals to write days off into their contracts.

**Figure 1: New Jersey Child Care Subsidies by the Numbers**  
Line graph showing New Jersey Child Care Subsidies by the Numbers from 2010 to 2020. The Y-axis represents the number of subsidized child care slots (0 to 1,000,000). The X-axis represents the year (2010 to 2020). The graph shows a general upward trend in the number of subsidized child care slots over the period, with a notable dip around 2015. The legend indicates: Total slots (blue line), State-funded slots (orange line), and Private-funded slots (green line). Total slots increase from approximately 400,000 in 2010 to over 800,000 in 2020. State-funded slots increase from approximately 200,000 in 2010 to over 600,000 in 2020. Private-funded slots increase from approximately 200,000 in 2010 to over 200,000 in 2020.

**Figure 2: Home-based child care professionals, unlike in other forms of care work and early childhood education, are predominantly women of color.**  
Source: Elise C.M. Carlson, J. Sarah H. Shaw, S. B. Lapan. In 2020. *Early Teacher Education* of early care and education professionals, policy, and practice. Child Trends.

**Limitations**  
While the proposed recommendations are expected to substantially address the needs of registered HBCC professionals, they exclude caregivers working in the informal economy. Future research analyzing barriers and motivations surrounding registration would benefit further policy development.

**Conclusion**  
Given significant limitations in HBCC professionals' flexible resources, including time and money, effective policy approaches to support their health demand an emphasis on flexibility (for instance, in the form of medical benefits that could be used and flexibility to take time off). Recommendations presented should be accompanied by pushes for more state efforts in the valuation of care work.

Programs for Parents is proud to be at the forefront of turning these insights into action. As we look to the year ahead, we are committed to:

- Embedding health referrals into our provider engagement work, linking FCC professionals with FQHCs and enrollment support for health insurance.
- Exploring partnerships to pilot a family child care substitute network that respects the autonomy of FCC providers while ensuring they can prioritize their own health.
- Expanding wellness programming through time management workshops, mental health supports, and self-care tools tailored to the caregiving workforce.

This project reaffirmed what we already know at Programs for Parents: when we take care of the caregivers, everyone benefits—especially our children. We are deeply grateful to Princeton University for recognizing the importance of this issue and partnering with us to elevate solutions grounded in equity, care, and community.

# Community Partnerships

The agency also actively sought to strengthen its ties to the community. We partnered with the Newark YMCA to create opportunities for employees to engage in community service. We participated in their Adopt a Room Initiative.



Employees donated countless items for room makeovers for five displaced youth boys at the local YMCA. Volunteers went to the YMCA, used the donations to transform the room, and left notes of inspiration and encouragement on the beds. This partnership not only provide valuable support to a local organization but it also fostered a sense of purpose among employees.



This summer, Programs for Parents proudly partnered with MBK Newark as a designated book distribution site to support their citywide literacy campaign focused on boys and young men of color. Through this collaboration, we helped circulate MBK's Summer Reading List and distributed books to families across Newark. This initiative aligns with our commitment to early childhood education and family engagement, ensuring children remain connected to learning during out-of-school months while fostering a lifelong love of reading.



“

This is a life saving recourse for us and you guys are doing a fantastic job. Thank you from the bottom of my heart!

”

# Finance & Accounting Overview

Ensuring Accountability, Transparency, and Compliance

In 2024, Programs for Parents continued to demonstrate strong financial stewardship, guided by our commitment to transparency and sound fiscal management. Our annual audit was completed successfully, and the organization remained in compliance with all applicable financial reporting standards.

This year, the organization also adopted the latest accounting procedures in accordance with updated guidance. The changes were fully incorporated into our financial reporting and reflected in the audited financial statements shared in this report.

The full audited financials and 2024 accounting updates are available in the accompanying documentation.

<b>ASSETS</b>	<b>2024</b>	<b>2023</b>
Current assets		
Cash & Cash Equivalents	1,775,435	1,956,423
Grants receivable	301,093	350,448
Prepaid expenses and other assets	43,367	4,789
Accounts Receivable	63,647	
Total current assets	2,183,542	2,311,660
Fixed assets, net	108,696	168,370
Right-of-use asset - operating leases	3,909,563	4,290,328
Rent security deposits	46,719	46,719
Total Assets	6,248,520	6,817,077
<b>LIABILITIES AND NET ASSETS</b>	<b>2024</b>	<b>2023</b>
Current liabilities		
Accounts payable and accrued expenses	271,054	371,514
Refundable advances	242,907	109,962
PPP Loan Program	92,473	91,571
Lease Liability - Operating Leases	417,104	319,427
Total Current Liabilities	1,023,538	892,474
PPP loan Long Term	50,414	142,941
Lease Liability - Operating Leases, Net Current Portion	3,594,453	3,969,932
Total Liabilities	4,668,405	5,005,347
<b>NET ASSETS</b>	<b>2024</b>	<b>2023</b>
Without donor restriction	1,225,202	1,265,749
Board Designated for Endowment	188,424	264,854
With Donor Restriction	166,489	281,127
Total Net Assets	1,580,115	1,811,730
Total Liabilities and Net Assets	6,248,520	6,817,077

# Annual Donor Recognition

We are deeply grateful to our generous donors whose contributions help us empower families and support the education and well-being of children across New Jersey.

## Donor Categories

- **Visionary (\$5,000 and above):** Trailblazers driving transformative change in early education, family well-being, and community impact.
- **Champion (\$2,000 - \$4,999):** Champions of children and families—helping strengthen neighborhoods through shared commitment and powerful giving.
- **Advocate (\$1,000 - \$1,999):** Invested leaders promoting, access, and excellence in early childhood programs.
- **Partner (\$500 - \$999):** Supporters who walk alongside our mission, uplifting families and enriching lives.
- **Sponsor (\$101 - \$499):** Generous givers contributing to a brighter tomorrow—one child, one family at a time.
- **Friend (\$51 - \$100):** Caring individuals planting seeds of hope, love, and lifelong success.
- **Supporter (Up to \$50.00):** Valued contributors whose thoughtful giving helps lay the foundation for stronger families, brighter futures, and lasting community change.

### Visionary

- Turrell Fund
- Newark Board of Education
- Advocates for Children of NJ
- PSE&G
- Bloomfield Senior Citizens Housing

### Champion

- Boys to Leaders Foundation
- United Way of Greater Newark
- Larry J. Lockhart
- Clinton Hill Community
- North Jersey Federal
- Acrisure
- NJ Children's Foundation
- Advocates for Children of NJ
- The Northward Center

### Advocate

- The Health Federation of Philadelphia
- St. Gobain
- Terrence Arnett
- Public Consulting Group
- Berger and Associates

# Annual Donor Recognition

## Sponsor

- Merck Foundation
- MONTCLAIR CDC, Inc.
- Clinton Hill Community
- County of Essex
- Valley National Bank
- Baerbel Regina Brown
- Metropolitan Baptist Church
- Mint Family Day Care
- Brenda Lee
- The Parent Center Committee
- UTCAO Inc.

## Friend

- Christelle Marchellus
- Tracy Troupe
- Alexander Roman
- Elisa Abrantes
- Rakima Cotton
- Kimona Smith
- Armanda Rodrigues
- Schonelle Dwight
- Domenica Perez
- Patricia Falconi
- Lourdes Guaman
- Julia Villon Quimi
- Shannon Diggs

## Supporter

With gratitude to the 140+ Supporters whose contributions, big and small, help build the foundation for lasting impact.

Thank  
you

# Childcare Advisory Council (CAC)

In 2024, Programs for Parents proudly launched the Childcare Advisory Council (CAC)—a strategic body designed to advise the CEO on best practices, emerging trends, and innovative solutions in the childcare sector. Meeting quarterly, the CAC plays a key role in strengthening stakeholder engagement, shaping policy recommendations, and driving innovation to ensure high-quality, accessible, and responsive childcare services across our communities.



Joy Reyes Moton,  
Kids Palace Center II



Thealisa Moss,  
La Casa de Don Pedro



Avissa Beek Peniston,  
Neighborhood Child 7 Infant Care Center, Inc.



Gay Cole, MCDC

Not pictured: Tiecha Pruett, Bumblebee Early Learning Center  
Aneesah Nixon, Smartypants jr. Academy

## Roles and Responsibilities include:

- **Advisory:** Provide the CEO with insights and guidance on emerging trends, challenges, and opportunities in the childcare sector. This includes advice on policy implementation, service improvement, and strategic direction.
- **Recommendations:** The council will share recommendations and solutions for policies and practices that enhance the quality, accessibility, and affordability of childcare services.
- **Stakeholder Engagement:** Facilitate stronger connections between the agency, childcare providers, families, and the wider community. This includes organizing forums, roundtable discussions, and feedback sessions.
- **Innovation and Research:** Support research and innovation within the agency and the broader childcare sector. This could involve piloting new programs, participating in focus groups, adopting new technologies, and disseminating research findings.

# Where Are We Headed: A Journey of Continued Impact

Programs for Parents Strategic Vision | 2024–2029

Programs for Parents enters its fifth decade with a renewed commitment to bold, forward-thinking solutions that uplift families, providers, and the early care and education (ECE) ecosystem. Our new strategic plan—shaped through staff, provider, and community feedback—guides us toward a future built on resilience, equity, and innovation.

## Strategic Priorities

### **1. Drive Organizational Excellence & Sustainability**

We are investing in our people, processes, and infrastructure to create a workplace culture that fosters staff well-being, professional growth, and operational strength—laying the groundwork for long-term impact and funding diversification.

### **2. Enhance Child & Family Well-being**

Families will experience PfP as a trusted one-stop hub, offering seamless access to high-quality childcare, mental health supports, and stability resources. We are scaling outreach efforts to reach more families with tailored, data-driven strategies.

### **3. Strengthen a High-Quality Provider Network**

We are championing early care providers—offering professional development, business support, and career advancement opportunities to build a resilient, high-performing workforce ready to meet the needs of families today and tomorrow.

### **4. Build a Thriving Ecosystem through Partnerships & Outreach**

By amplifying community voices, facilitating convenings, and leading as storytellers, PpP will drive meaningful systems change and cultivate a shared vision for a sustainable and equitable ECE future in Essex County.

### **5. Our Impact Approach: Investigate. Incubate. Integrate.**

We will identify needs through research and stakeholder insights (Investigate), pilot and refine solutions (Incubate), and embed successful models across our systems for long-term sustainability (Integrate).

## **We Need You!**

*Help fuel our mission through partnership, advocacy, and investment.  
Together, we can build an ecosystem where  
every child and caregiver thrives.*





# Thank You for 40 Years of Trust





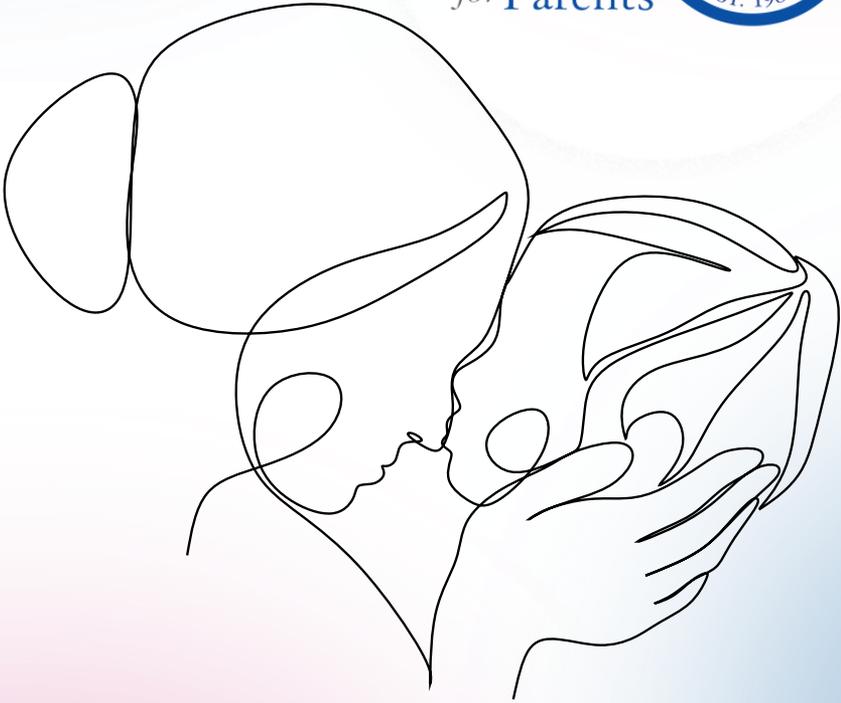


# 40

Programs  
for Parents



EST. 1984



*Together, we build futures.*

TO DONATE



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