

California Child Care Resource & Referral

N | E | T | W | O | R | K



ANNUAL REPORT 2023-2024

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LETTER FROM THE EXECUTIVE DIRECTOR



Together we make a difference across the state!

Like emergency roadside service, you never know when you'll need it, and when you do need it, you're so glad it's there. That's what it's like to have child care resource and referral (R&R) services across the state – in every county staffed with people knowledgeable about every aspect of child care in their community. It is there for everyone, and like any infrastructure support, it is a public good that requires public and private commitment to ensure it continues to be available for all parents and families.

We are thankful that the state has supported local R&R agencies as an easily accessible place to support children, families and providers.

One's distance from Sacramento doesn't matter, a R&R is there to help people navigate what they need. Our unique strength is addressing localized needs and serving together as a strong statewide CCR&R system. Collaborating with other hardworking, solution-focused organizations, we utilize our collective power to make positive change for California's families and providers.

The R&R Network's primary goal is to facilitate opportunities to share, discuss, and assist one another so that together we are a unified and visible system of agencies working in partnership with the state and fellow stakeholders serving families. Because we are able to work with each other, we strive for consistent quality services throughout the state and with an eye toward embedding principles of equity early in children's environments. Through this year's annual report, you will see key elements of our efforts to support our field, including policy analysis and advocacy at the state and federal levels, our research and data collection, training and professional development, and information sharing that informs consistent and best practices.

56

CCR&Rs in our network

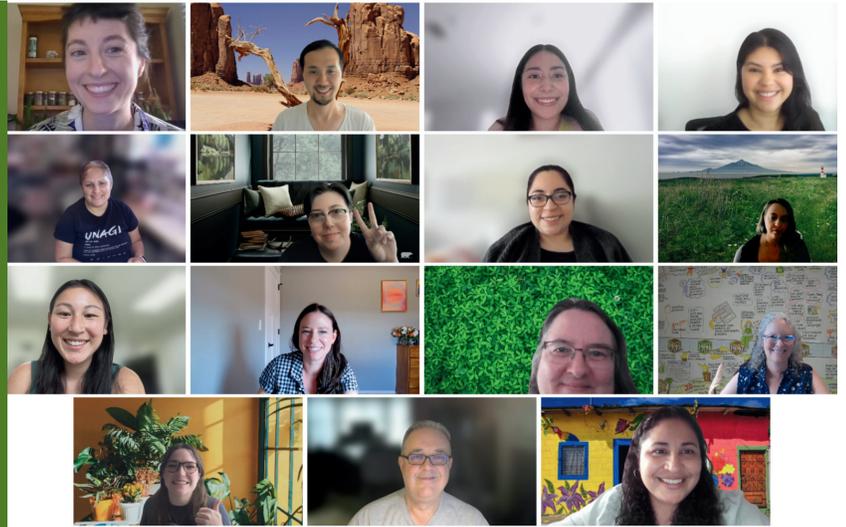
44

Years of service

20

Advocacy Partners

STAFF & BOARD OF DIRECTORS



Administration

Linda Asato, Executive Director
Massimo Prati, CFO/COO
Claudia Martinez-Vilchez, Fiscal/HR Coordinator
Sarah Conway, Executive Assistant

Membership Services & My Child Care Plan

Kelly Graesch, Senior Director of Member Services
Heather Lang-Heaven, Member Support Manager
Annette Gomez, Program Assistant
Tunisia Jackson, Project Coordinator for Lead Testing
Terah Hagy, Communications Coordinator
Gretchen Howard, Digital Project Manager
Shirley Martinez, Data Analyst
Oscar Tang, Web Content Manager
Janessa Valino, Customer Success Coord., MCCP

Consumer Education & TrustLine

Anthony Garcia, Senior Director of Programs
Nick O'Dowd, Director of TrustLine
Nova Nevraumont, TrustLine Public Education Coordinator
Brea Dugger, Program Assistant
Alma Villa, Program Assistant
Janelle Wong, Program Assistant
Valerie Alfaro, Program Assistant
Tatiana Morris, Program Assistant

Public Policy & Research

Menaka Mahajan, Director of Public Policy
Lily Stewart, Policy & Advocacy Associate
Natalie Rivera, Research & Policy Associate

Provider Services

Including: Child Care Initiative Project (CCIP)
Emergency Child Care Bridge Program
Shared Resources CA (ECEResourcesCA.org)
Language Learning Project

Domenica Marquez, Director of Provider Services
Carolina Castillo Quintero, CCIP Manager
Disa Lindgren, CCIP TA & Support Coordinator
Grace Hartman, CCIP FCCH Training Coordinator
Soyla Madrigal, CCIP FFN/H&S Coordinator
Stephany Delaney, FFN Project Coordinator
Rita Edmunds, Administrative Systems, Training & Events Manager
Rebecca Munoz, Program Assistant
Bianca Soto Alarcon, Bridge Navigation Coordinator
Patty Franco, Bridge TIC Wellness Coordinator
Rainbow Markell, Bridge TIC Training & Coaching Coordinator
Ren M., Program Assistant
Rachel Cook, Program Associate

Board of Directors

John Jones, (CoCoKids, Contra Costa County), Board President
Kerry Venegas, (Changing Tides, Humboldt County), Executive Vice President
Laurie Han, (San Diego YMCA, Associate Executive Director, San Diego County), Treasurer
Mario DeAnda, (Community Member), Secretary
Jessica Reynaga (Connections for Children, Los Angeles County), Southern CA Vice President
Kelli Newman (Child Action, Sacramento County), Bay Area Vice President

Chris Mackenzie (Infant and Community Enrichment Services, Mariposa and Tuolumne Counties), David Fleishman (San Mateo Child Care Community Council, San Mateo County), Georgi Li (Community Member), Giovanni Zuniga (Pathways LA, Los Angeles County), Jan Masaoka (Community member), Kim Schaff (Options for Learning, Los Angeles County, Lourdes Vose (Sierra/Nevada Children's Services, Sierra and Nevada Counties), Luis Valadez (Pomona Unified School District, Los Angeles County), Sally Valenzuela (Pathways LA, Los Angeles County)

R&R MEMBERS

Alameda/Community Child Care Council (4C's)
Alameda/Hively
Amador/The Resource Connection of Amador and Calaveras Counties, Inc.
Colusa/Colusa County Office of Education
Contra Costa/CocoKids, Inc.
Del Norte/Del Norte Child Care Council
Glenn/Glenn County Office of Education
Humboldt/Changing Tides Family Services
Imperial/Imperial County Office of Education
Inyo/Inyo County Office of Education-Child Dev Div
Kern County Superintendent of Schools / Community Connection for Child Care
Kings/Kings Community Action Org., Inc.
Lassen/Lassen Child and Family Resources
Los Angeles/Connections For Children
Los Angeles/Crystal Stairs, Inc.
Los Angeles/Mexican American Opportunity Foundation
Los Angeles/Options for Learning
Los Angeles/Pathways
Los Angeles/Pomona Unified School District
Madera/Community Action Partnership of Madera County
Marin/Marin Child Care Council
Mariposa/Infant/Child Enrichment Services, Inc.
Modoc Child Care Resource and Referral, a division of TEACH, Inc.
Mono/Mono County Office of Education - Community Connections for Children
Monterey/Mexican American Opportunity Foundation
Napa/Community Resources for Children
Nevada/Sierra Nevada Children's Services

Placer County Office of Education
Plumas/Plumas Rural Services
Riverside County Office of Education- Early Care and Education
Sacramento/Child Action, Inc.
San Bernardino/PUSD
San Diego/YMCA Childcare Resource Service
San Francisco/Children's Council
San Francisco/Wu Yee Children's Services
San Joaquin/Family Resource Center
San Luis Obispo/ Community Action Partnership of San Luis Obispo County, Inc.
San Mateo/Child Care Coordinating Council of San Mateo County
Santa Barbara/Children's Resource and Referral of Santa Barbara County
Santa Cruz/Child Development Resource Center
Shasta County Office of Education/Early Childhood Services
Sierra/Sierra Nevada Children's Services
Siskiyou/Siskiyou Child Care Council 170 Boles Street
Solano/Solano Family & Children's Services
Sonoma/Community Child Care Council of Sonoma County (4C's)
Sonoma/River to Coast Children's Services
Stanislaus/Stanislaus County Office of Education
Tehama/SCOE Child Care Referral & Education
Trinity/Human Response Network
Tulare County Office of Education, Resource & Referral
Tuolumne/Infant/Child Enrichment Services, Inc.
Ventura/Child Development Resources of Ventura County, Inc.

FINANCIAL STATEMENTS*

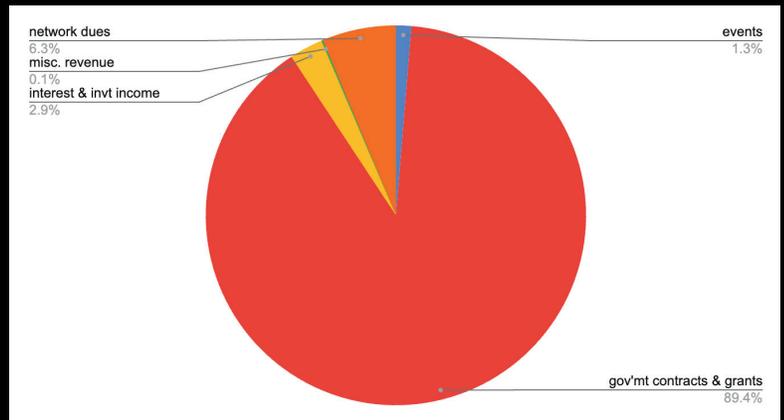
*preliminary, unaudited

* INCOME STATEMENTS

Income **\$8M**

Expenses **\$6.7M**

INCOME

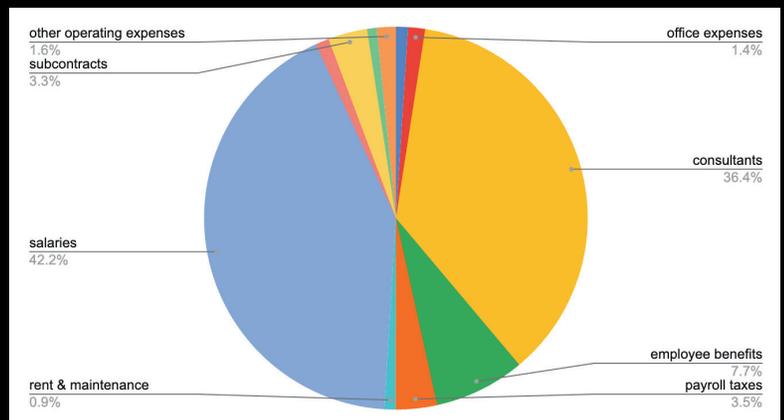


* BALANCE SHEET

Assets **\$9.25M**

Liabilities **\$2M**

EXPENSES



IMPACT AT A GLANCE



MEMBER SERVICES

- Provided agencies tools to reflect or improve the services they present to their communities through training and several Communities of Practice sessions on diversity, equity, inclusion, and belonging (DEIB) with Healing Equity United
- Ensured consistency of communication and training so every agency utilizes state resources to maximize opportunities for families and child care providers in their communities by facilitating the exchange of information across R&R agencies and between the CA Department of Social Services, and other state partners

TRUSTLINE

- Improved average exemption processing times to 120 days by advocating and working with the Care Provider Management Branch at CDSS
- Gave better access to the child care background check safety tool by launching a new Trustline.org website that is more comprehensive

MCCP

- Increased R&R messaging materials by initiating a Communication Council of R&R staff members whose purpose was to develop messaging materials for our R&Rs to utilize
- Updated and made widely accessible consumer education videos for R&Rs: How to Find a Child Care Provider, Types of Child Care, and Interview Questions

PROVIDER SERVICES

- Re-launched the ECE Shared Services website, and provided your agency exclusive subscription opportunities to offer to providers at no cost to you
- Coordinated several pilot projects: FFN Wellness, Language Learning Project ToT, and TIC clinics

POLICY

- Successfully advocated for the codification of a slot expansion and rate reform, alongside R&R members and coalition partners
- Expanded federal advocacy efforts via engagement for federal child care tax expansion & CCDBG child care funding

RESEARCH

- Integrated R&R Impact Project Report with 2024 R&R Advocacy Day materials, to increase local and state legislators' awareness of how R&Rs benefit their communities
- Completed influential leader interviews and parent and provider focus groups as part of FFN Bias Study, and presented preliminary findings at the First5 Summit

MEMBER SERVICES

10

Meetings with State Partners and hot topic related meetings

8

Member R&R Communities of Practice

ANNUAL CONFERENCE

We partnered with Thriving Families California to develop a hybrid annual conference that offered our first in-person conference since the COVID-19 Pandemic, and for those not quite ready to be back in-person we offered a full virtual conference. Both options were filled with peer and partner professional development opportunities, innovative ideas, research and practices to help strengthen the child care system in California.

948

Attendees

83

Workshops

5

Plenary sessions



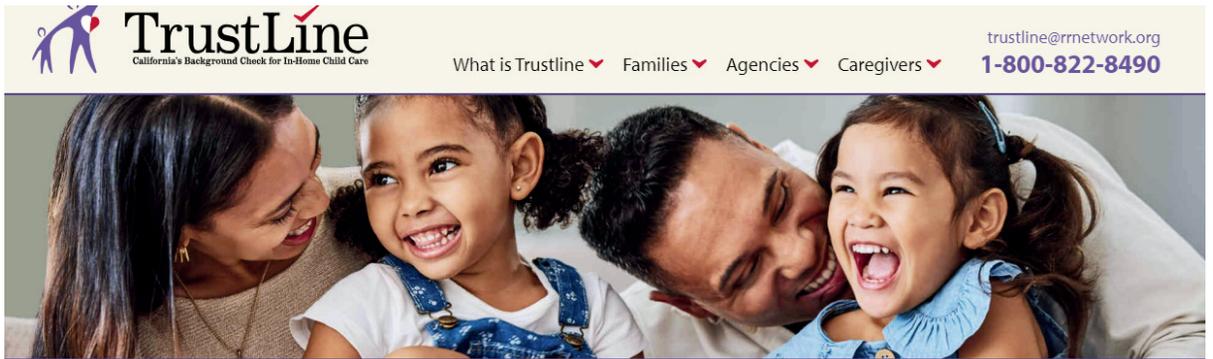
PROGRAM HIGHLIGHTS

- We support our membership to have the information they need to support their families and communities to have a strong child care and support system. We bring partners from the State level together with local CCR&Rs to share information and perspectives. Through monthly R&R Member meetings with the CDSS Child Care and Development Division and Child Care Licensing Division we work together to strengthen and sustain the child care infrastructure in California.
- To assist the statewide CCR&R infrastructure to build upon their own expertise, we developed and offered monthly R&R Counselor Community of Practice with topics identified by participants. Participants shared their questions, experiences, reflections and best practices related to assisting families in finding child care that best meets their needs. These sessions provide a forum for participants to share information about how they promote parental choice, community information and partnerships, and supporting child care providers. Together we offer leadership, subject expertise and a space for support and consultation that leads to stronger services for families and communities.
- We launched a comprehensive Communities of Practice facilitated by Healing Equity United focused on fostering equity, diversity, inclusion and belonging that were specifically tailored to the work being done by R&Rs. This work furthers the Network's commitment to combat prejudice policies, practices, programs and structure within our child care system that perpetuate injustice towards any individual or group of individuals.
- The Network supported the child care infrastructure through an ongoing partnership with the Office of Water Programs to provide outreach information and connect licensed child care centers built prior to 2010 to grant assistance to pay for the cost of lead testing for drinking water. In 2023-24, the Network and participating R&Rs contacted 1,348 licensed child care programs via phone and email, as well as general outreach through newsletters and website postings.

TRUSTLINE

PROGRAM HIGHLIGHTS

- Launch of the new TrustLine website in May
- Responded to 8,399 Trustline calls providing technical assistance and status checks
- Responded to 1,241 Consumer Education calls connecting individuals to their local R&R referral and CCIP contacts
- Responded to 2,740 technical assistance and status check emails to the general TrustLine inbox alone



NEW WEBSITE STATS

10K
Page Views

1,185
Online Application
Requests



CINDY MALL RETIRES

Celebrating 37 Years at the Network

* Cindy has been a significant force in shaping the Network's culture and values and she will be sorely missed! She also has been associated with the creation of the TrustLine program and has been the state's leading expert on this program for over three decades. She has worked with many partners, from Tribal governments to nanny agencies, from fingerprint vendors to state and federal governmental agencies, from member agency staff to legislative leaders. Cindy will be remembered for her humble leadership and her dedication to ensuring that families concerns are met and that all participants are treated fairly and with respect.

"I do not have enough words to express how your leadership and perspective has shaped my attitude about our work and what it truly means to be there for children and families. I will carry your hopes in my heart and will do my best to carry your efforts forward in my work."

-Anthony Garcia

MCCP

30M

impressions*, all ads

*impressions: # of digital views

270K

engaged sessions*

*engaged sessions: site visit more than 10 seconds

202K

searches for child care referrals

PROGRAM HIGHLIGHTS

- Created 3 consumer ed videos in multiple languages for R&Rs to utilize to help families know how to find child care providers
- 3 digital advertising campaigns
- Data quality - 44% of all providers listed on MyChildCarePlan.org have up-to-date vacancy information listed
- Supported R&Rs in maintaining records for 42,654 active providers in CA by uploading data to the My Child Care Plan Database
- Website traffic - 226K visitors
- Top resources:
 - Child Care Interview Questions (Spanish) – 8k views
 - Licensing and Monitoring for Child Care Facilities – 3.5k views
 - Child Care Subsidy Programs – 2.5k views
- Started monthly newsletter series for Parents (2,500) and Providers (4K)



COMMUNICATION COUNCIL MEETINGS

We held 6 meetings to explore messaging, creative, collateral, video and outreach strategies with member R&R associates. The outcome was an R&R Messaging Framework document containing language R&Rs can use to explain what R&Rs are, what they do and how the families they work with can benefit from mychildcareplan.org.

PROVIDER SERVICES



PROGRAM HIGHLIGHTS

- The Provider Services department provided more than 22 training and professional development opportunities through TIC Training of Trainers and Coaches, CCIP Training of Trainers and Webinars, Language Learning Project Training, and Conferences. These events help to establish foundational knowledge and build the capacity of R&R staff working with child care providers through various support programs across California.
- Trainers and coaches engaged in various communities of practice, learning communities, and TIC Clinics, which foster meaningful opportunities for R&R staff to connect with one another, deepen their understanding, and strengthen their work and partnerships across programs.
- The Provider Services department re-established leadership of California's Shared Resources website - ECEResourcesCA.org - which leverages national and statewide resources for member R&R agencies and their communities. Communication for ongoing resources and support continued via the platform, as well as program, FFN, and Provider Services newsletters.
- Local R&R member agencies received additional funding and support to successfully implement pilot programs that provided FFN Caregiver Wellness support and FCCH Providers, Shared Services.

* "Each of these achievements reflects our PS team's dedication and hard work. No question for me that our PS Department efforts have played a crucial role in providing exceptional support and resources to our partners/communities and families across the state, helping them succeed in their roles and advance our shared network mission and individual project goals." -Carolina Castillo Quintero, CCIP Manager

4,746

Number of CCIP Training Hours Provided by R&Rs

4,233

CCIP Participants who Completed a CCIP Training

POLICY

PROGRAM HIGHLIGHTS



- Successfully organized a unique R&R Advocacy Day where legislators were invited to attend R&R offices, facilities, and local events. Legislators gained an immersive experience into the world of R&Rs, witnessing the breadth of work and impact on constituencies. In April, the Public Policy Department attended ECE advocacy days and child care hearings in the Capitol, providing public testimony and successfully advocating for the codification of a slot expansion and rate reform.
- Developed a monthly Public Policy & Research newsletter with federal and state legislative and budget updates. The newsletter frequently includes calls to action on both state and federal child care advocacy issues, including expanding the child tax credit, \$16 billion in federal child care emergency funds, and rejecting child care budget cuts.
- The PP department hosted a number of webinars for R&R members to build capacity and inspire engagement: “Budget 101,” “Public Charities Can Lobby: How Your 501(c)(3) Can Influence Policy for the Greater Good,” and “California Work & Family Coalition: Intersections with a Whole Children and Family Focus.”

RESEARCH

PROGRAM HIGHLIGHTS

- Completed the 2023 R&R Impact Project Report
- Collected data for the 2023 Child Care Portfolio
- Presented preliminary findings from the FFN Bias Study at the First5 Summit
- Supported internal data projects, including the FFN Wellness Project and the CCIP Year-End Report
- Provided child care and supply data to external partners
- New Research and Policy Associate



CONTACT US

California Child Care Resource & Referral

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Francisco, CA 94102



“I appreciate the passion, partnership and resourcefulness of the CA Child Care Resource and Referral Network team. The thought and care put into their work and programming is evident and their innovation and advocacy has helped our agency expand services and extend opportunities, positively impacting children, families and the child care professionals who serve them.” -Shana