

California Child Care Resource & Referral

N E T W O R K **45 YEARS**

celebrating
OUR
45TH
ANNIVERSARY



ANNUAL REPORT
2024-2025

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LETTER FROM THE EXECUTIVE DIRECTOR



Together we make a difference across the state!

The Network has been in a privileged position to partner with local R&Rs and many other human service organizations that have taken up the moral call to action to serve people and their communities. We are all facing tremendous challenges that we have not encountered before. From mass natural and human-caused disaster response to addressing the stress and lingering trauma caused by fear for one's family's economic or physical survivability, all of us have had to stretch our imagination to serve our constituencies with growing urgency and need. We anticipate the needs will expand and shift, and/or that our business likely won't be as we have known it to be.

Most certainly, if we are to continue to serve and protect the decent, hard-working people – particularly the children and the adults surrounding them and their communities, we will need to partner, share, and work in conjunction with our public systems, legislative leaders and community partners with full focus on serving people. Not all things will change of course, and rather more of the basics may be needed now. The Network and its membership will continue to commit to helping lift and spread the truth, witnessing and protecting people at the ground level through data and anecdotes. We will continue to monitor for trends—both worrisome as well as successes, growth and improvements, and indicators that serve as early warning signs so that our children can continue to grow and thrive to be the successful adults as we have always envisioned. We will continue to advocate for child care and the infrastructure of supply, support, fair wages and professional development. The change we're gearing up towards is embracing that every touchpoint with a family or providers is an opportunity to serve, offer resources, be the trusted community information source, to potentially a gateway to many other services. We'll continue to offer the same quality range of referrals and child care services; we just may collaborate with others and in a more modernized or efficient way, so any duplication is minimized, and service and resources move faster to where they need to be. In short, we understand we have to make our dollars stretch farther than we ever have before.

After 45 years of deep ground work, we are not scared off easily by the changing needs of families. Instead, we will keep a pulse on what is happening on the ground, adapt to the changing needs, use our decades of accumulated knowledge, relationships, and credibility, and direct it in the service of families and people most in need.

51

CCR&Rs in our network

45

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., M CCP

Public Policy & Research

Candy Duperroir, Director of Public Policy

Lily Stewart, Policy & Advocacy Associate

Marne Silk, Research Manager

Natalie Rivera, Research & Policy Associate

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

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

Anitra VonSchoech, Program Manager for Bridge/TIC

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, Northern Regional Vice President, Kelli Newman (Child

Action, Sacramento County), Bay Area Regional Vice President,

Jessica Reynaga (Connections for Children, Los Angeles County),

Southern CA Vice President, Giovanni Zuniga (Pathways LA, Los

Angeles County), Public Policy Chair, David Fleishman (San Mateo

Child Care Community Council, San Mateo County), Member At-

Large, Laurie Han (YMCA Childcare Resource Service, San Diego

County), Treasurer, Chirs Mackenzie (Infant/Child Enrichment

Services, Mariposa/Tuolumne Counties). Kim Schaaf (Options for

Learning, Los Angeles County), Luis Valadez (Pomona Unified

School District, Los Angeles County), Sally Valenzuela (Pathways LA,

Los Angeles County), Lourdes Vose (Sierra Nevada Children's

Services, Sierra Counties), Mario DeAnda (Silicon Valley Community

Foundation) Public Member, Secretary, Georgi Li (Child

Development) Public Member, Jan Masaoka, Public Member

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 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
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*

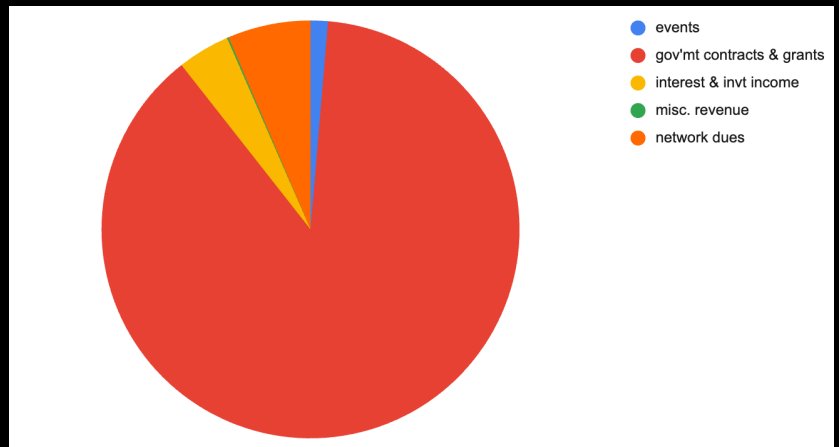
*preliminary, unaudited

* INCOME STATEMENTS

Income **\$7.5M**

Expenses **\$7M**

INCOME

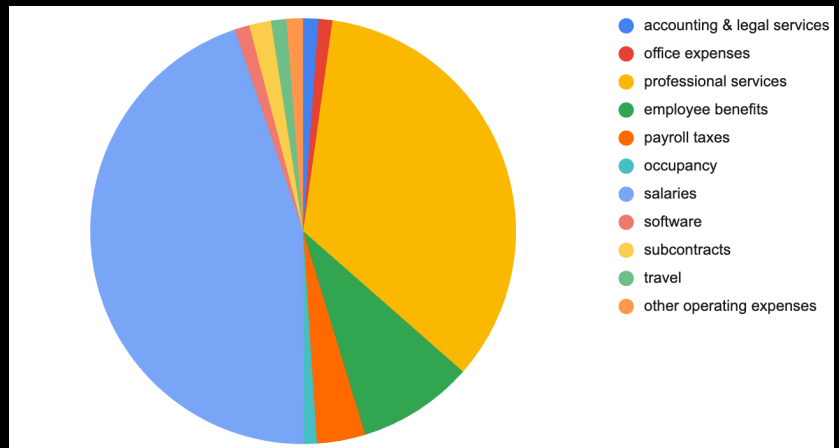


* BALANCE SHEET

Assets **\$8.7M**

Liabilities **\$1M**

EXPENSES



IMPACT AT A GLANCE



MEMBER SERVICES

- Resumed Regional meetings in person across the state to get a pulse on varying needs and to discuss hot topics
- Rolled out a messaging document for R&Rs to utilize, as part of our toolkit, to communicate with families, child care providers and others about who they are, what they do, and what value they provide.
- Executed another successful joint annual conference to provide a sharing of best practices state-wide and relationship building
- Held bi-monthly meetings with State Partners and topic specific meetings for members

TRUSTLINE

- We visited multiple RR agencies throughout CA to strengthen our relationships and share information and learning
- Conducted outreach by tabling at child care related events

MCCP

- Over 319,000 people visited the site this fiscal year. That's a 24% increase from the previous year – our reach is growing!
- Tabled at five conferences this year to outreach to child care providers and partner organizations.
- Launched the Provider Portal 2.0

PROVIDER SERVICES

- Offered more than 33 trainings, webinars, and clinics for R&R staff and ongoing communities of practice gatherings for trainers, coaches, navigators, and R&R program staff. Hosted small groups by topic, and larger gatherings upwards of 150 participants, collectively increasing R&R capacity to outreach, train, and support child care providers across California

POLICY

- A successful return to in-person R&R Day in the Capitol with 13 members and 22 legislative meetings. A virtual advocacy day in the same month with over 10 legislative meetings, in support of AB 1471, so R&Rs can prepare, respond, and help providers respond to disasters as outlined in the State Child Care Disaster Plan
- 25+ legislative meetings and drop-ins to advocate for AB 1471 and the Emergency Child Care Bridge Program for Foster Children. In doing so, we raised awareness about the work and importance of R&Rs for their local communities

RESEARCH

- Released the 2023 Child Care Portfolio & the Child Care Data Tool
- Produced the Love Connection podcast, season 2
- Collected data for the R&R Impact project
- Produced Assembly, Senate and Congressional Child Care Supply Maps

MEMBER SERVICES



REGIONAL MEETINGS

Our first round of in-person Regional Meetings since the Pandemic took place in March. Hot topics included: disaster response experiences; increases in FFN caregivers - statewide; fear of immigration enforcement driving down participation in some areas; third-party referrals that charge for the name of parents looking for child care.

ANNUAL CONFERENCE

At this year's conference, so many connections were made, friendships were built and lots of learning occurred. We heard from several leaders the importance of building upon the foundation of the early years and the lessons learned along the way, as we look to create a better future for families.

937

Attendees

97

Workshops

6

Plenary sessions

PROGRAM HIGHLIGHTS

- Developed a toolkit for the portfolio release
- Each week, there are posts on social media related to our field, including key happenings for parents and providers. There is also an R&R highlight each week.
- Developed a postcard and Provider Appreciation Day video.
- Assisted in producing the Shared Services outreach videos

TOPIC-SPECIFIC MEETINGS

In response to member requests and trends in services we offered a series of support webinars by the Low Income Investment Fund (LIIF) on Child Care Center Development/support; partnered with Bringing up California on Safe Spaces for ECE focused on responding to immigrations enforcement actions in ECE settings, and hosted 6 sessions with Healing Equity United that is customized to the work of R&Rs.

12

Meetings with State Partners and hot topic related meetings

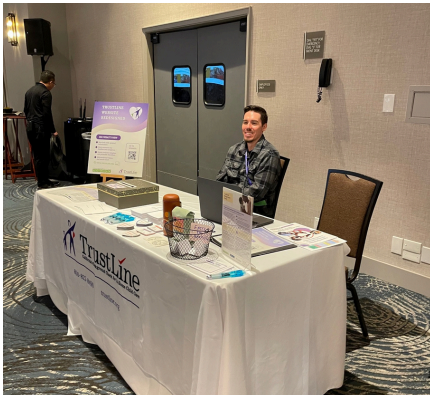
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Member R&R Communities of Practice



TRUSTLINE

R&R VISITS



PROGRAM HIGHLIGHTS

- The TrustLine team visited 7 R&Rs statewide to meet with R&R staff, present on TrustLine information and provide technical support. This included visits to The Resource Connection of Amador and Calaveras Counties, 4c's of Sonoma, Solano Family and Children's Council, Children's Council San Francisco, Del Norte Child Care Council, Changing Tides Family Services, and Child Action, Inc.
- We met and kept an open line of communication with The California Public Utilities Commission as they proposed and ultimately passed a decision that would require drivers with Uber Teen to be registered with TrustLine. Uber subsequently suspended Uber Teen services in California
- The TrustLine team began conducting community outreach, tabling at both The Tribal Child Care Association of CA Fall Summit and The RR Network, Thriving Families CA joint conference where we passed out information on the TrustLine program, answered questions, provided technical support, collected feedback and handed out TrustLine branded swag.
- The TrustLine Team responded to 5,963 calls to our toll-free phone line and 3,916 emails checking TrustLine statuses, answering questions and providing technical support

MCCP

319,131

New users, up 24%
from last year

10,766

Total accounts, up
33% from last year

80%

Active providers
updated their profile

PROGRAM HIGHLIGHTS

- The MCCP team supports R&R agencies across the state with questions related to the database, hosts a quarterly database user group, responds to parent and provider questions on the Consumer Education website and is doing outreach at events such as CAEYC and Family Child Care Association events, go team! MCCP also launched an email campaign to engage parents and providers via monthly newsletters. Our parent newsletter reaches over 8,000 parents with an average open rate of 33%, and our provider newsletter reaches over 4,000 providers with an average open rate of 60%.



PROVIDER PORTAL 2.0!

We launched the Provider Portal 2.0, a new and improved version of the provider update portal, for providers to claim and update their profile on MyChildCarePlan.org. This Portal 2.0 has a simplified update form that features just the key data points that parents are looking for in their referral search, making it easier for providers to update regularly. It is also now available for all R&Rs to use, no matter what referral data system they are using.

PROVIDER SERVICES

PROGRAM HIGHLIGHTS

The Network Provider Services team continues to build the capacity of local R&R staff to implement training, coaching, and support for child care providers by:

- Hosting the fifth annual virtual Trauma Informed Care Conference for more than 160 participants. The conference provides strands for trainers, coaches, navigators, and administrators.
- Developing a new Training of Navigators curricula and training program for Emergency Child Care Bridge Program Child Care Navigators; this helps to establish a foundation of training for trauma-informed navigation for all R&Rs. The first training was launched in February.
- Provided training of trainers opportunities for CCIP and Bridge contractors on trauma-informed care, health and safety, and supporting FCCHs and FFNs.
- Coordinated and offered three trainings on POLL Strategies (one in Spanish), ensuring that local R&R staff can provide training and support to all providers supporting dual language learners. This project is a unique opportunity for R&Rs to scale evidence-informed practices for DLLs across CA in partnership with CDSS and FUSD.
- Expanded the ECEResourcesCA.org website to include resources for supporting families around wildfires and immigration, and access to grants, funding, and local training opportunities for providers and R&Rs.
- Implemented a new Shared Resources outreach strategy and campaign with resources for sites to promote locally.
- Negotiated a half-off rate for customized CCIP Redleaf Calendars, which many R&Rs purchase for distribution to FCCH Providers and serves as a record keeping tool for better business practices, as well as outreach, promotion, and increased visibility of CCIP in communities.
- Distributed FCCH toolkit and videos from the Shared Services pilot, which followed eight FCCH providers through an intensive support program that helped to cut and manage meal costs and planning for FCCH Providers; the videos document their work and stories:
- Offered ongoing Communities of Practice gatherings for R&R staff to connect with peers, share best practices, strategize, and address challenges in various areas of focus, including:
 - Bridge Program Navigators
 - Supporting FFN Caregivers
 - Trauma Informed Care Trainers & Coaches





RESEARCH

PROGRAM HIGHLIGHTS

- Released the 2023 California Child Care Portfolio and Child Care Data Tool, showcasing statewide and county-level data on child care supply and demand, along with supplemental information on population, poverty and family budgets to provide a comprehensive overview of California's child care landscape.
- Produced The Love Connection: Season 2 podcast, a 10-part series that challenges institutional narratives about the quality of Family, Friend, and Neighbor (FFN) care through the stories of providers and the parents who rely on them. This project is made possible by a First5LA grant, which funds an ongoing multi-year FFN bias project.
- Collected data for the R&R Impact Project to develop a report that evaluates and highlights the impact of Resource & Referral (R&R) agencies in their communities and across California.
- Developed Assembly, Senate and Congressional maps illustrating child care data gathered from R&Rs and posted to our website for members and interested partners to use in advocacy, education and policy.

POLICY

PROGRAM HIGHLIGHTS

- We hired a new Policy Director. We are very excited Candy Duperroir is on board!
- We've messaged about Head Start, Child Dependent Tax Credit, and organized "take actions" against Medicaid cuts and the Child Care Development Block Grants (CCDBG). Linda covered the CA Congressional "swing" districts. We're also part of a growing federal child care "table" across various CA advocacy organizations so that we can coordinate our message.
- The Network has been closely advocating and partnering with the ECE Coalition, made up of over 33 advocacy organizations. Our Child Care Advocacy efforts are to pay for the True Cost of Care for Providers (Rate Reform) and release the remaining number of 200,000 Child Care Spaces which is 60,000+ so families can work. We still have over 2 million children waiting for child care in CA.
- The Public Policy Committee met monthly to continue to monitor Federal & Budget Updates, to track bills, provide opportunities to discuss AB 1471, advocate for rate reform and child care spaces.
- We attended the Joint Hearing Budget Subcommittee No. 2 on Human Services & Budget Subcommittee No. 3 on Education Finance. Linda shared on increased funding for Child Care Initiative Project (CCIP) to Recruit and Retain FCCs and FFNs.

CONTACT US

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