

Child Care of the Berkshires, Inc.

ANNUAL REPORT



2010



Dear Friends,

Thank you for taking time to review CCB's Annual Report for FY 10. We have had a most productive and positive year. We served more than 550 children in child care programming and another 460 families and children in our family support programs.



Early in the year, the renovations to the Monument Square Early Childhood Center, were completed, which included new lighting and carpeting in the hallways, tile flooring in the classrooms, cubbies for the children, and improving access and storage for the infant room. These improvements were partially funded with a grant from the United States Department of Agriculture. At the end of the year, CCB received a large grant from the MA Department of Early Education and Care (EEC) to participate in the Quality Rating Improvement Scale (QRIS) pilot project. This grant allowed the four child care centers and eight family child care (FCC) providers to purchase a wide range of new equipment and make improvements in play yards and plan family engagement activities. The classroom improvements coupled with the facility renovations were most worthwhile initiatives with long lasting impact on both children and parents and a boost to staff and FCC provider morale.

We were able to renew our child care contracts with the Department of Early Education and Care for child care services, for both children of working families and for at-risk children, including the children of teen parents. We also renewed our contract for the Healthy Families Program, which offers home visiting, parent education and support to pregnant and parenting adolescents. CCB is very proud to have been re-contracted by the Children's Trust Fund in this open bid process; the agency has many years of experience providing these services and the Healthy Families Program was credentialed in 2008. Additionally, in order to better coordinate services to families in Northern Berkshire, we merged four different programs into the Family Resource Center, including the Family Net, the Community Partnership and the Parent Child Home Programs. We also expanded outreach and services of the Family Resource Center to include school-age children and their parents.

Unfortunately, we were unsuccessful in our bid to continue to provide access to voucher subsidies and professional development.

Letter from the Executive Director

The State chose to contract for these services on a more regional basis, awarding contracts to agencies based in Springfield, and the Resources for Child Care Program ended.

CCB continues to be governed by an experienced and active Board of Directors. They have spent the past year putting together a Strategic Plan to ensure the stability of the agency. Our staff is made up of many, many persons with strong early childhood and family support backgrounds who work very hard on behalf of children and families. They have embraced all the new quality improvement initiatives, including a new assessment tool, a new screening tool, and the levels of the QRIS. They are committed to providing high quality services and are learning new skills.

We are looking forward to the coming year, to continue to pursue new projects and activities that meet the needs of our families.

Thank you for your interest and support. With best wishes,

anne nemetz-carlson

Child Care of the Berkshires, Inc.

An Early Education and Care and Family Support Agency

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Board of Directors 2010

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Laurie Brown, Treasurer - North Adams

Susan Durocher, Asst. Treasurer - North Adams

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James Brosnan, Adams

Robert Greenberg, Williamstown

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Mary Jane Sprague, Williamstown



The mission of Child Care of the Berkshires, Inc. is to support children and families in improving their lives through education, child care and family support.

PARENT CHILD HOME PROGRAM CELEBRATES ITS 10TH ANNIVERSARY



NAEYC ACCREDITATION

The **Norman Rockwell Early Childhood Center** received accreditation from the National Association of the Education of Young Children (NAEYC) in January 2010. The Center provides quality child care for toddlers and preschool age children on the campus of Berkshire Community College. It has been in operation since 1983, and provides care to children of students and families affiliated with Berkshire Community College as well as families from the community. The Center serves as a training site for students who are enrolled in the early childhood program. Throughout the year, the Center served a total of 46 preschoolers and 21 toddlers. It has five staff members: two lead teachers who have their BA degrees, two associate teachers who are working on their degrees and a full-time Director.

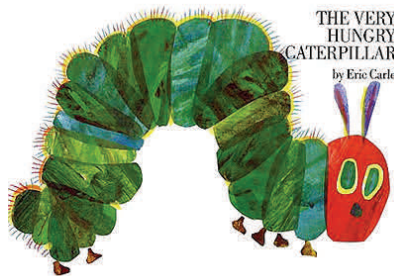
The **Northern Berkshire Parent Child Home Program** was recognized at a State-sponsored celebration with other Massachusetts PCH programs for its 10 years of service. The Parent Child Home Program began serving children in Northern Berkshire in 2000 and received a congratulatory citation from the Senate. The CCB Parent Child Home Program is credentialed by the Parent Child Home National Office. It served 26 families and 8 family child care providers last year, with a 94% increase in language-rich parent interactions. 52% of the families served had incomes less than \$20,000 annually.



*Program Coordinator Gretchen Wells,
Executive Director Anne Nemetz-Carlson, Program Coordinator
Jennifer Gauthier and Senator Ben Downing
at the State House Celebration*

Highlights and Achievements

STORY WALK



The Family Resource Center organized a **Story Walk** in the fall in downtown North Adams, featuring Eric Carle's The Very Hungry Caterpillar book. Pages from the book were enlarged and hung in the store windows. Parents and children were encouraged to follow the story along Main Street, ending at the North Adams Public Library where there was a craft project - making a caterpillar for the participating children - as the culmination event. The first Story Walk™ was created by Anne Ferguson of Montpelier, Vermont and developed in collaboration with the Kellogg-Hubbard Library. This event has been modeled by a number of other Berkshire communities since the first story walk was organized in North Adams. The goal is to support pre-reading and language skills in young children with active parent participation.

CHILD CARE CENTERS AND EIGHT FAMILY CHILD CARE PROVIDERS PARTICIPATE IN QRIS PILOT PROJECT

PARENT EDUCATION ACTIVITIES

The Family Resource Center planned and implemented four different parent educational series. This past year's offerings included:

- * *Positive Discipline for Young Children*, facilitated by Wendy Dickinson.
- * *Parenting Young Children (STEP) Curriculum*, facilitated by Sam Zawistowski and Nan Hall.
- * *1234 Parents*, facilitated by Jen Bernard, LMHC.
- * *How to Talk So Kids Will Listen*, also facilitated by Jen Bernard.

"One of the first things I mention to friends when I find out they have kids or are expecting is to check out the Family Resource Center and ALL it has to offer."



The MA Department of Early Education and Care (EEC) is committed to ensuring that all children have access to quality programs. EEC has been in the process of establishing a Quality Rating Improvement Scale (QRIS) for the past several years. The first draft was published in the spring of 2010 and EEC asked for interested child care providers to test the early version's relevance and reliability.

All four of CCB's child care centers—the **Monument Square Early Childhood Center**, the **Norman Rockwell Center**, the **South Berkshire Center**, and the **Magic Seasons School-Age Program** participated in the EEC sponsored QRIS Pilot. Additionally, eight family child care providers agreed to participate. The FCC providers included: Lynn Crennan, Jackie Kleiner, Cathy Moorehouse, Julie Ryan, Jen Shelsy, Laurie Sobon, Colleen Stracuzzi and Kim Sweeney. The participants were asked to provide feedback on how the provisional standards align with program quality.

Each site was allocated up to \$10,000 to assist in making improvements that would move the center or FCC home up one level on the rating scale. Some of the monies were used to improve the outdoor play yards of the family child care providers, including rubber mulch for the children's safety. Some of the monies allowed providers to improve the curriculum areas in their homes; some monies were spent on parent involvement activities. The majority of the funds were spent on a wide-range of educational materials. The total grant was \$94,000.

Highlights and Achievements

The **Healthy Families Program** sponsored 19 sessions of a young moms' support group, using *Parents as Teachers* as the curriculum. Funding was provided by a generous grant from the Northern Berkshire United Way, the Bond Memorial Fund.

The **Parenting Partnership Program** also ran a parent education series, entitled *The Best Parents We Can Be*, serving 13 individuals.

A total of 73 parents were participants in these six different groups.



Classroom improvements at the Monument Square Center

VOLUNTEERING FOR CHILDREN AND FAMILIES

Many persons in the Berkshire County community generously volunteer their time and share their talents with Child Care of the Berkshires. This past year, CCB established an active volunteer recruitment and support program designed to increase and support volunteers. A total of **14 volunteers** were selected and placed in the various CCB programs, nine at the child care sites and five in the family support programs. We are fortunate to have three volunteers who home visit and educate parents for the Parent Child Home Program. Three community representatives serve on the Healthy Families Governance Committee and meet quarterly to review accomplishments and programming initiatives. Additionally, the employees of Timberland painted the upstairs hallway in the Haskins Community Center one Sunday; they returned another day and worked to restore the play yard at the Norman Rockwell Center. The Culinary Arts Students at McCann High School and Massachusetts College of Liberal Arts prepare one nutritious meal a month for the young parents and children who attend the weekly PAT group. Greylock Federal Credit Union held a Book Drive this past summer and donated books for children; they also donated more than 150 pumpkins in the fall. A community member lends his antique car each 4th of July so that CCB can march in the Williamstown Parade. Through the Children's Trust Fund, the employees of the Waste Management Company from Boston collected toys for children during the Christmas holidays, fulfilling the wishes of more than 100 children.



QUICK FACTS

- * CCB served more than 600 children in our child care programs, including family child care.
- * The Healthy Families Program made more than 1200 home visits.
- * The Lead Poisoning Prevention Program distributed more than 2000 flyers to families.
- * Seven of eight lead teachers in the child care programs have their BA degrees; the eighth teacher has an AA degree and is pursuing her BA degree.

NORTH ADAMS MAYOR ALCOMBRIGHT PROCLAIMS LEAD POISONING PREVENTION WEEK

CCB's Childhood Lead Poisoning Prevention Program (CLPPP) is committed to assist families who have a child with an elevated lead level and to make home environments safer for children. The program also educates families and professionals with a primary preventive effort to eradicate lead poisoning in young children. The CLPPP Program is funded by the Department of Public Health and serves all of Western Massachusetts, including Springfield and Holyoke. There were a total of 75 cases referred to the program in 2010, and 74 were serviced. Lead Poisoning Prevention Week is celebrated during the first week of July, across the State.



Program Director Christa Melillo and North Adams Mayor Alcombright with the Lead Week Proclamation

COMMUNITY IMPACT GRANT/ BERKSHIRE UNITED WAY

The Berkshire United Way renewed its Community Investment grant to CCB for its child care programs and the Healthy Families Program, which included the Helen Berube Teen Parent Program as a sub-contractor. These programs will continue to collect outcome data in addition to output data, including such measures as:

- * how many children are developmentally on-target in their cognitive and physical development;
- * how many teen parents finish high school and find employment or advance to college;
- * how many children are immunized and have a medical home.

The grant funded \$30,000 for the Healthy Families Program, \$40,000 for the Helen Berube Teen Parent Program, an educational program for teen parents, and \$20,000 for the Norman Rockwell Center and the South Berkshire Center and the FCC System.

Child Care of the Berkshires, Inc.
Statement of Activities for the Years Ending June 30, 2010 and 2009

Major Funding Sources

William J. and Margery S. Barrett Fund
Berkshire United Way
MA Children's Trust Fund
City of Pittsfield Community
Development Office
MA Department of Early Education
and Care (EEC)
MA Department of Education
MA Department of Public Health
MA Department of Children and
Families
Northern Berkshire United Way
Williamstown Community Chest
United States Department of
Agriculture

Programming Partners

Berkshire Community College
Berkshire Nursing Families, Inc.
Berkshire Hills School District
Brien Center, Inc.
Helen Berube Teen Parent Program
Holyoke-Chicopee-Springfield
Head Start, Inc.
North Adams Public Schools

	<u>2010</u>	<u>2009</u>
Income		
Program Service Fees	\$ 9,946,714	\$11,069,812
United Ways/Community Chests	121,840	73,400
Grants	139,848	110,194
Contributions, Gifts, and Events	50,516	51,518
Interest/Investment Income	14,366	-559
In-kind Contribution	51,902	51,504
Other	29,976	14,805
Total Public Support/Revenues	<u>\$10,355,162</u>	<u>\$11,370,674</u>
Expenses		
Program Services		
Early Education and Care Center	\$ 1,589,885	\$ 1,508,440
Family Child Care	1,580,029	1,519,909
Resources for Child Care	5,786,581	6,807,374
Healthy Families and PAT	302,842	332,727
Parenting Partnership	73,368	94,276
Community Programs	342,763	432,462
Lead Poisoning Prevention	117,209	131,473
Management and General	511,215	493,721
Total Expenses	<u>\$10,303,892</u>	<u>\$11,320,382</u>
Income from Operations		
Net Assets, July 1	\$792,459	\$747,812
Net Assets, June 30	843,729	792,459
Net (Loss) Surplus of Operations	\$ 51,270	\$ 44,647

The information on this page is from the complete financial statements for the years ending June 30, 2009 and 2010, audited by Adelson, Moynihan, Kowalczyk PC. In 2009 and audited by Lombardi, Clairmont & Keegan in 2010. Complete financial statements are available upon request.

Financial Report 2010

CONTRACT RENEWALS

Child Care of the Berkshires responded to several key RFR (Request for Responses) as part of the Commonwealth's open bid process. The Children's Trust Fund awarded Child Care of the Berkshires a contract for the **Healthy Families Program**, \$225,000 annually, for a three-year cycle. The output goal is to serve 80 teen parents and their children, through the age of three years. Staffing consists of a Program Director, a supervisor and five home visitors. The program made 1222 home visits last year.

The Department of Early Education and Care (EEC) awarded Child Care of the Berkshires a contract to provide child care and comprehensive family support services to Priority Populations, children who have been victims of abuse and neglect and families headed by teen parents. The total number of slots awarded was 105. The majority of children are enrolled through referrals from the Department of Children and Families, and are placed in family child care homes and in child care centers, in all geographic areas of Berkshire County. Other referrals are from the community agencies.



VISIT THE NEW WEBSITE

WWW.CCBERKSHIRE.ORG

Child Care of the Berkshires is grateful for the donations that help the organization continue to offer vital services to Berkshire County's children and their families.

Friends

Janice Adkins
 John and Jane Allen
 Alice Shaver Foundation,
 Samuel Laitman, Trustee
 Monica and Osmin Alvarez
 Suzanne Bach
 Robert and Prudy Barton
 Irving and Esther Bashevkin
 Robert and Barbara Bashevkin
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 Alma Benedetti
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 Michael and Sally Sussman
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 Frank Uible, Jr.
 Abbie Von Schlegell
 Joseph Wheelock, Jr. and Ann Blake
 Linda White
 Pan Whitman
 Wayne and Suki Wilkins
 Mrs. John H. Winant
 Debra and Howard Wineberg

Businesses/In-Kind

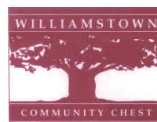
Babson Capital Management
 Berkshire Bank Foundation
 Berkshire Life Insurance Co. of America
 Big Y Employees
 City of North Adams
 Compuworks
 Crescent Creamery
 Doran Carpet Center
 Greylock Federal Credit Union
 Little's HSC Pharmacy/Surgimed
 MacFarlane Office Products
 Massachusetts Bankers Association
 Charitable Foundation
 Massachusetts College of Liberal Arts
 McCann Technical School
 The Orchards
 Raytel Communications
 SABIC Innovative Plastics
 St. John's Episcopal Church, N.A.
 St. John's Episcopal Church,
 Williamstown
 Timberland Store Volunteers
 West Oil Company
 Williamstown Youth Center
 Williamstown Savings Bank

This list includes contributions received through December 2010.



"Monument Square has a great program. I am notified weekly of all areas of learning in the classroom. I talk to the teachers on a daily basis about my child. I love the monthly newsletters and the parent involvement. The teachers do a wonderful job."

Parent Comment from the MSQ Annual Survey



PROFESSIONAL DEVELOPMENT AND ACHIEVEMENTS

Sheila Riddle, the Program Director of the Norman Rockwell Early Childhood Center, graduated from Smith College with a BA in Psychology.

Christa Melillo, the Program Director of the Childhood Lead Poisoning Prevention Program, attended the CDC (Center for Disease Control) National Healthy Homes Lead Poisoning Prevention Conference in Chicago, Illinois in March 2010.

Jennifer Bleezarde Gauthier, the Program Manager of Child Care Services, attended the National Teaching Strategies Conference on the Creative Curriculum/ GOLD in Atlanta, GA in May 2010.

Donna DeStasio and **Sheila Riddle** were selected to participate in the four-day Child Assessment Training sponsored by Wheelock College. They reviewed the three assessment tools approved by EEC: Creative Curriculum, Work Sampling, and High Scope.

Four teachers at the Monument Square Early Childhood Center are recipients of the EEC Scholarships. **Avis Merrill** and **Katie Hayes** are enrolled at MCLA working towards their BA degrees. **Sandy Robinson** and **Freda Nielsen** are enrolled at BCC, working towards their AA degrees.

Anne Nemetz-Carlson, the Executive Director, was elected to the MADCA (Massachusetts Association of Early Education and Care Providers) Board of Directors, representing the Western MA geographic area.

Staff Achievements

QUALITY INDICATOR: Low Staff Turnover

The following programs had no (0%) turnover in FY 2010.

- ◆ The Healthy Families Program
- ◆ Young Parent Child Care Services
- ◆ Central Administration
- ◆ Family Resource Center
- ◆ The Childhood Lead Poisoning Prevention Program
- ◆ Family Child Care System—North County

Management and Program Directors

Management

Anne Nemetz-Carlson, MA
Executive Director

Ellen Baer, LICSW
Program Manager/ Family Support Programs

Jennifer Bleezarde Gauthier, BA
Program Manager/ Child Care Services

Sharon Pessolano
Director of Finances

Julie Filkins, BA
Director of Human Resources

Child Care Programs

Stephanie Adornetto, BA
Family Child Care System, Pittsfield

Colleen Cutler, BA
Family Child Care System, North Adams

Nora Young Phykitt, MA
Child Care Support Services

Kelly Phillips, AA
Magic Seasons School-age Program

Linda Cellana, BA
Monument Square Early Childhood Center

Sheila Riddle, BA
Norman Rockwell Early Childhood Center
On-site at Berkshire Community College

Robert MacVeety, BS
South Berkshire Early Childhood Center

Parent Education and Family Support Programs

Janice Brindisi, BA
Resources for Child Care

Becky Krysiak, MS
Healthy Families Program

Amy Hall, MSW
Family Resource Center

Christa Melillo, MA
Childhood Lead Poisoning Prevention Program

Sandra Kolis, AS
Young Parents' Child Care Program

Gretchen Wells, BA
Parent Child Home Program