



COMMUNITY CHILD CARE COUNCIL (4C'S) OF ALAMEDA COUNTY



2009 ANNUAL REPORT



DEAR FRIENDS OF 4C'S,

4C's provides essential services that benefit children and families. Child care is an essential service and one of the non-negotiable links that support parents in preparing for and maintaining employment so they can provide for their families.

The past year has been challenging for our nation, our state, local and community economics. 4C's also had to make difficult decisions last year as we grappled with the growing disparity between the revenue and the cost of providing services. After operating a child development center for low income families for 23 years, we reluctantly closed 4C's Child Development Center June 30th, 2009.

2010 begins a new decade in a time where people need both basic resources and supports to provide for their families and create a sustainable life. Nevertheless, we remain effective and committed to proactive and innovative service delivery in alignment with the agency's mission.

4C's exists to develop and coordinate resources to strengthen families and children.

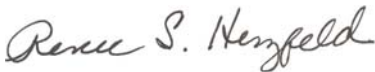
The 2009 Annual Report highlights the work of Community Child Care Council (4C's) of Alameda County in the community over the past year! It shows the impact of federal, state and local funding to ensure every child and every family has an opportunity to make real the American dream of providing for and sustaining their own family. Without a doubt ***the report shows what we can do together through generous support from ordinary people like you and me.***

We hope you will continue to partner with us in 2010. There are many ways to contribute. Please visit our website often at www.4c-alameda.org where you can make a secure online contribution and keep up with information and volunteer opportunities. You can also contribute to our ***Annual Fund Drive*** using the enclosed envelope.

Enclosed is a magnetized calendar for 2010. It is our way to say thank you for your generous support over the past year.

We hope you enjoy reading the annual report and look forward to your continued partnership with our organization.

Sincerely,



Renee S. Herzfeld
Executive Director



Shonda Mosby
Board President



**Renee S. Herzfeld &
Shonda Mosby**

MISSION

**Community Child
Care Council (4C's) of
Alameda County
exists to develop and
coordinate resources
to strengthen families
and children.**

Shonda L. Mosby, Esq., *President*
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BOARD OF DIRECTORS



The Community Child Care Council (4C's) of Alameda County is a private non-profit agency that has been providing services to families, children and child care providers since 1972. 4C's offers a variety of free and low cost services throughout Alameda County for over 18,000 children, families and child care providers.

PROGRAMS

The **Child Care Resource & Referral Program** provides child care information and referral services free to all parents looking for child care in Castro Valley, Fremont, Hayward, Newark, San Leandro, San Lorenzo and Union City.

The **Alternative Payment and CalWORKs Stages 1, 2 & 3** child care payment programs assist families to pay for part or all of their child care costs.

Bright Future Early Learning Center provides high-quality child care and education services to 50 children ages three months to kindergarten entry.

The **Child Nutrition Program** offers reimbursement to family child care providers and nutrition and health education.

ASTHMA PREVENTION AND MANAGEMENT MINI CONFERENCE

Through a grant provided by Kaiser Permanente Community Benefit Program, Greater Southern Alameda Area, 4C's was able to hold a mini conference on asthma prevention and management in March 2009. The conference was attended by 64 child care providers. The American Lung Association presented the trainings, which were conducted in both English and Spanish. Conference topics included: Asthma signs and symptoms, how to assess your child care facility for asthma triggers, alternatives to commonly used cleaning products and pesticides, and first aid for asthma.

"Wonderful conference. I learned new information even though I have been in the child care business for 24 years. I hope you will offer more of these types of trainings." Manigeh



VOLUNTEER INCOME TAX ASSISTANCE

In 2009, 4C's Volunteer Income Tax Assistance Site (VITA) assisted 293 families who received a total of \$487,743 in tax refunds. We had 24 volunteers who gave their time as tax preparers and greeters.

4C'S CHILD DEVELOPMENT CENTER



4C's Child Development Center provided high quality early childhood education from 1986-2009

PARENTING CLASSES

Fathers and mothers attend a free 10 week series of parenting classes in Spanish for families living in southern Alameda County with children 0-5 years of age. Child care and enrichment activities are provided for the children while parents attend classes, such as child development, communication, health and nutrition. Classes are held in the evening and begin with families enjoying dinner together.



A beautiful garden was built in our preschool playground. It was made possible by a \$2,500 grant from the Alameda County Office of Education. The Parent Advisory committee volunteered many hours for the project design and construction.

The children at 4C's Bright Future Early Learning Center enjoyed planting tomatoes, Chinese radishes, mustard greens, squash, snow peas, green onions and various flowers. Three year old John said, "I like watering the plants." The garden provided a hands-on approach for the children to interact with their environment. "My favorite part was eating the tomatoes," said Lucy, 3 years old.

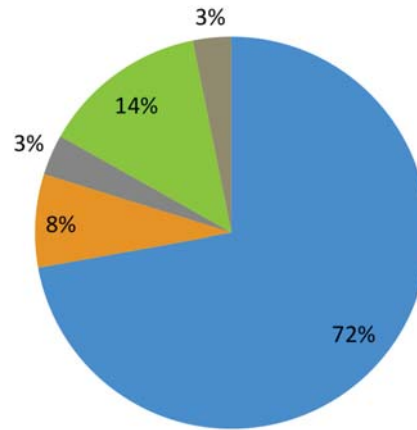
MAKING A DIFFERENCE IN 2009

- **171** trainings were presented about art, healthy food choices and business of child care to **3078** parents & providers
 - **2,546** families received child care payment assistance for **4,322** children
 - **37,319** months of child care was provided for children of families enrolled in our child care payment programs
 - **1,824,000** nutritious meals were served to **3,300** children
-

DONORS

FUNDERS

Alameda County Housing And Community Development Department
 Alameda County Social Services Agency
 Alameda County Office of Education
 Alameda County Professional Development
 and Retention Project
 California Child Care Resource & Referral Network
 California Department of Education/
 Child Development Division
 California Department of Education/
 Child Nutrition Division
 City of Fremont
 City of Hayward
 Every Child Counts, First 5 Alameda County
 Kaiser Permanente Greater Southern Alameda Area
 United Way



FINANCIALS

Provider Payments
 \$18,824,519.00
Child Care Centers
 1,997,229.00
Other Child Care Services
 876,050.00
Operating Costs
 3,562,482.00
Administrative Costs
 826,669.00
TOTAL
 \$26,086,949.00

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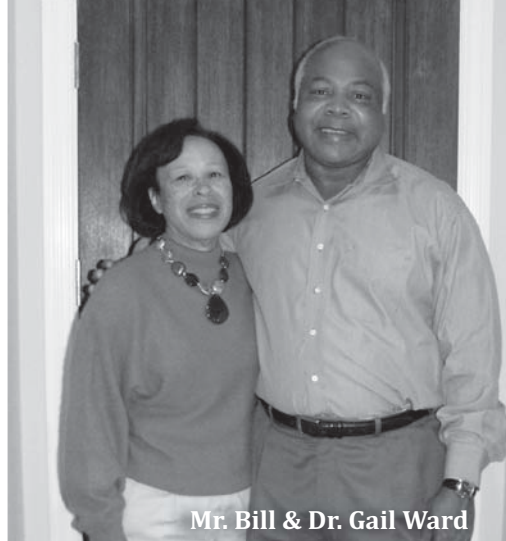
*We make every effort to
 thank all of our supporters.
 This list is as of January 1,
 2010.*

THANK YOU FOR YOUR SUPPORT!

Bill and Gail Ward met while attending college at Howard University. The Wards have been residents of the city of Hayward for over 34 years. Bill served as a Hayward City Councilmember for 24 years. He received his Bachelor of Arts Degree in Architecture from Howard University and his Masters Degree in City Planning from UC Berkeley. He is the owner of Ward and Associates, which is an environmental consulting firm. Gail earned her Doctor of Education degree from UC San Francisco. Gail has worked in the early care and education field for over 40 years. She retired from the position of Director of Child Care Services at UC Berkeley, which she held for many years. Gail is now an Education Consultant.

Through their work in the community, Bill and Gail understand the need for child care. As Gail comments, "Early childhood is critical. The need has evolved and changed. The roles have changed and mothers have joined the workforce." Bill adds, "As parents, we understand the need for quality child care. Without services like 4C's and other complimentary programs, it would have been extremely difficult to do the work that we do everyday."

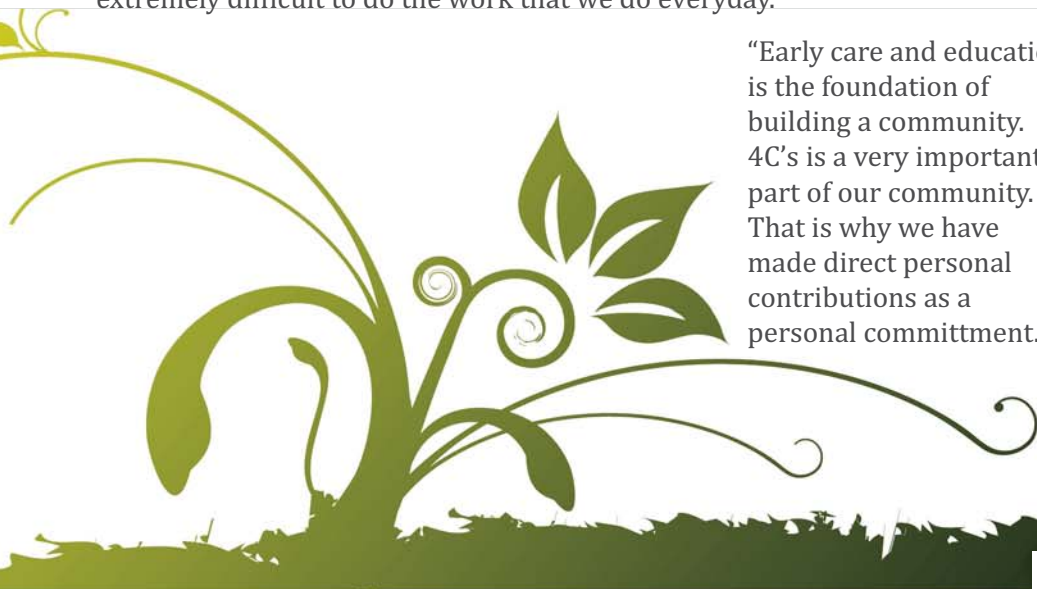
"Early care and education is the foundation of building a community. 4C's is a very important part of our community. That is why we have made direct personal contributions as a personal committment."



Mr. Bill & Dr. Gail Ward

“Early care and education is the foundation of building a community.”

DONOR PROFILE



In Our Own Backyard



Kristina Cox & Xavier Thomas

FAMILY SUCCESS STORY

Kristina Cox and her 5 year old son Xavier first participated in the CALWORKS program in 2007. She came to the Bay Area with a hope to start a new life and find a job. While once she shared a room with nine people, she now has a two bedroom apartment she and her son call home. Every day, she looks forward to going to work at the Fred Finch Youth Center as a residential counselor. "I work with young people who have mental health issues and face homelessness. I like helping people transition from homelessness to self-sufficiency."

Kristina can relate to her clients' situation, "When you are a single mother trying to provide for the whole household and you lack a support system, it's tough. 4C's provided me the support that allowed me to enroll my child in child care, the time to be able to look for a job and the tools to be able to be on my own. People tell me I've accomplished so much. I feel like I have so much more to do. I would like to learn how to write grants so that I can open a multi-service facility to provide support for mothers. It will be my way of giving back."



Martha Leticia Hernandez, Hector David and Hector David Jr. at Golden Gate Bridge, San Francisco during one of 4C's Parenting Classes field trip.



Headquarters

22351 City Center Dr., Suite 150
Hayward, CA 94541
(510) 582-2182

Eden Multi-Service Center

24100 Amador St., 1st Floor, Room 175
Hayward, CA 94544
(510) 670-6000 ext. 52279

Visit us on the web

www.4c-alameda.org

CalWORKs Oakland Office

7700 Edgewater Dr., Suite 125
Oakland, CA 94621
(510) 383-3582

Bright Future Early Learning Center

1515 Clay St., Suite 146
Oakland, CA 94612
(510) 835-4012

Fremont Family Resource Center

39155 Liberty St., Suite D140
Fremont, CA 94538
(510) 713-2557

