We create positive change!

CDA Vision
Dear Friend,

2020 was an unprecedented year. COVID-19 brought about unexpected challenges for families, child care providers, and our community. However, CDA remained committed to supporting and encouraging the success and well-being of children, families, and the child care community as we have done for the past 46 years.

When the stay-at-home order was enacted and schools closed, child care services became more imperative than ever. Disadvantaged families faced even greater challenges. Essential workers were asked to work long hours, unpredictable schedules, and desperately needing reliable and affordable child care. Child care providers feared losing their businesses due to financial pressures, new health and safety guidelines, and inconsistency in child enrollment. CDA, in partnership with community organizations, leaders, and donors, stepped up and distributed emergency child care vouchers, financial assistance, diapers, and groceries to support essential workers, low-income families, and child care providers.

During the pandemic, CDA continued its core mission to support child care providers across Southern California with training and funding to provide nutritious meals. CDA supported families facing economic hardships with affordable child care so they could continue working, look for work, or attend school.

I invite you to read our annual report where we recap support to families, providers, the community, and our partnerships. Thank you to our donors, leaders, partners, and everyone at CDA who helped us create positive change.

Rick Richardson
President and CEO
Leadership

**Board of Directors**
- Jane McMasters
  Chairman of Board
- Paige J. Casey
  Board Member
- Hector Martinez
  Board Member
- Zaneta Encarnación
  Board Member
- Christopher M. Redo
  Board Member
- Rick Richardson
  Board Member

**Executive Leadership**
- Rick Richardson
  President and CEO
- Jolie Buberl
  Vice President
- Norma Hernandez
  Vice President / Secretary
- Jorge Hernandez
  Vice President / Treasurer

**Our Mission**

To encourage and support the success and well-being of children, families, and the child care community.

**Our Values:**

**Compassion and Empathy**
- We place customer concerns above our own.

**Innovation**
- We envision new and creative solutions.

**Teamwork**
- When we link our individual strengths together, we're invincible.

**Growth and Learning**
- We seek continuous improvement — as people and as a company.

**Diversity**
- Our differences make us stronger.

**Integrity**
- We do the right thing, even when no one is looking.

**Sense of Humor**
- Fun and laughter bring us closer together.
"I just want to make the world a better place."

Charlene Tressler
CDA Founder

CDA was founded by Charlene Tressler in 1974, who through her personal struggles as a single parent, became committed to helping families. For over 46 years, CDA has made it its mission to provide families with the resources necessary to reach self-sufficiency and succeed in life.

Our Programs

Butterfly Effect
At CDA we transform lives by supporting families when they need us the most. We believe that all families deserve access to supportive services that will promote their healthy development and future success.

Alternative Payment Program
Providing affordable and reliable child care

Nutrition Program
Supporting children’s healthy nutrition

Preschools
Providing high-quality early care and education

Founded by a Single Mom Who Wanted to Make a Difference
Helping Families Afford Child Care Services

Child care services enable parents to work, go to school or seek employment, and strengthen their family’s economic security, while providing children the early education they need for a healthy development.

CDA is the fourth largest Alternative Payment Program (APP) in California. Our parental choice program provides reliable child care reimbursement for families who need it most.

CDA reimburses the child care provider chosen by the parent. Parents can choose the child care provider that best meets their family’s unique needs.

With affordable child care, parents can support their family while their children receive reliable and safe child care.

Program Overview

Parents earning, children learning, communities growing!

Child Care Support Across San Diego County

Families span 127 zip codes. Most families live in the 92105 zip code (n=405).

Family Need for Child Care

- 64.62% Working or Self-Employed
- 17.46% CalWORKS Activities
- 6.18% Educational Program
- 6.24% Seeking Employment
- 1.94% Receiving Child Protective Services
- 1.12% Skill Training
- 0.02% Seeking Permanent Housing

Demographics of Families Served

- 56% Caucasian
- 16% African American
- 22% Not Specified
- 4% Asian
- 1% American Indian / Alaskan Native
- 1% Native Hawaiian / Pacific Islander
- 21% Hispanic / Latinx
- 1% Not Hispanic / Latinx
- 2% Not Specified

This year alone, CDA Supported:

- 9,235 Children
- 4,723 Families
- 2,365 Child Care Providers

"CDA has been extremely helpful in allowing me to attend school, secure employment, and be able to balance all my financial responsibilities in order to provide the best quality of life for my family."

- APP Parent

"We couldn’t do our work without the excellent job and support you provide. Thank you CDA!"

- APP Provider

Child Care Provider Types

- 814 Small Family Child Care Home
- 520 Large Family Child Care Home
- 708 Family, Friend, or Neighbor
- 323 Licensed Center

Program Overview

Where Child Care Providers Serve

Providers span 127 zip codes. Most families live in the 92105 zip code (n=405).

Parents earning, children learning, communities growing!

Child Care is ESSENTIAL!

For every $1 invested in child care, there is a $7 to $17 return on investment through better educational and professional attainment.

Parent Benefits

Child care improves employment and career outcomes for parents: higher wages, stable work hours, and promotions.

Child Benefits

Child care improves health and education outcomes for children: lower achievement gaps, and lowers criminal rates.

Employer Benefits

Child care reduces employee absenteeism and turnover. It stabilizes employment and increases reliable employees in the workforce.

Community Benefits

When families thrive so does our state’s economy - parents are earning, children are learning, and our communities are growing.

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Alternative Payment Program

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CDA won the Sustainable Organization Award at the CLEAN Sustainability Champion Awards – an initiative of the City of Chula Vista’s Sustainability Commission – designed to recognize individuals and groups who are helping to achieve clean air, clean water, and clean land for future generations within Chula Vista.

CDA was recognized for our environmental leadership of Hilltop Child Development Center, providing quality early education through a schoolyard wildlife habitat that integrates art, science, nature, and gardening.

Nutrition Program

**Program Overview**
A Healthy Start for Life!

- **1,152** Child Care Providers Enrolled
- **11,567** Children Served
- **5,000,000+** Healthy Meals Served
- **$718** Monthly Avg. Reimbursement

“**I love the food program! CDA has always been there for me. I have one child enrolled; eating healthy meals & snacks has prevented her from blood transfusions for months! Thank you CDA, for working together to make this possible.**”

- Nutrition Program Provider

Demographics of Children Served

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Caucasian</td>
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<tr>
<td>Not Specified</td>
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<tr>
<td>Hispanic/Latino</td>
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<tr>
<td>Not Hispanic/Latino</td>
<td>40%</td>
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<tr>
<td>Multiple Races</td>
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</tbody>
</table>

Providers Enrollment Across Southern California
Providers span 331 zip codes. Most families live in the 92251 zip code (=74%)

Preschools

**Program Overview** Ready for School, Ready for Life!

- **2,286** Books
- **1,620** Minutes of Music
- **250** Screenings
- **127** Backpacks
- **57** Sessions

“I am grateful for this program. I don’t know what I would do without it. Being a single mother is not easy and this program not only helps me keep a roof over my son’s head but also helps him receive the education he deserves. Thank you CDA.”

- Preschool Parent

**Supported over 254 families with children ages 3-5 years old.**

- Storytime!** Literacy Program, provided a year of books and reading resources to build their first home library.
- CHIMES Program, a partnership with the San Diego Youth Symphony, provided interactive music classes that develop motor and aural skills, as well as their love for music.
- Vision and Hearing Screening Program, provided free assessments and glasses to ensure their successful development and learning experience.
- Kindergarten Readiness Program, provided their first backpack, books, and materials for Kindergarten.
- Parent Engagement Program, provided support and resources for their child’s healthy development, school achievement, and social and behavioral skills.

**Supported over 254 families with children ages 3-5 years old.**

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
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<tbody>
<tr>
<td>Books</td>
<td>2,286</td>
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</table>

Programs

- Family Child Care Food Program (CACFP)
- Nutrition Program
- A Healthy Start for Life!
- Preschools
- Providing High-Quality Early Care & Education

© CDA no longer operates this program as of June 2020.
Supporting Low-income Families, Essential Workers, and Child Care Providers.

In Response to COVID-19

2020 was an unprecedented year. COVID-19 brought unexpected challenges to our community. When schools were closed and the stay-at-home order was issued, essential workers were asked to work longer hours, making child care services imperative.

CDA offices were reconfigured to ensure the health and safety of our clients and essential workers. Digital platforms were rapidly implemented to prevent any interruption of services, allowing for virtual program enrollment, check-ins, and recertification.

CDA stepped up to the cause and administered several new programs in partnership with community organizations, leaders, philanthropists, and nonprofits to provide child care vouchers, financial grants, diapers, and other support to low-income families, essential workers, and child care providers.

A big shout-out to our amazing team and partners for their dedication and support to our community during this challenging time.
San Diego COVID–19 Children’s Fund $689,000

CDA administered the San Diego COVID–19 Children’s Fund which awarded over $689,000 in privately funded micro-grants to low-income families, essential workers, and child care providers across San Diego County.

Families and child care providers received micro-grants to cover the cost of emergency needs such as: child care, groceries, and diapers for families; as well as utilities, wages, cleaning supplies, and groceries for child care providers to keep their business open.

Total Awards

1,046 Families Supported
2,433 Child Care Providers Supported
$100 - $575 Micro-grant Range

State Funded: Emergency Child Care Vouchers for Essential Workers & At–Risk Populations Program $5.1M

CDA and YMCA Childcare Resource Service, the two Alternative Payment Program contractors in San Diego County, received a total of $5.1 million from the California Department of Education to distribute child care subsidy vouchers.*

Taking into consideration unpredictable work schedules and long hours, this program allowed essential workers and at-risk populations to pick the child care provider that best met their family’s needs.

Child care providers were reimbursed on behalf of the parent providing children a stable and reliable child care setting while their parents work.

Parent Employment Sector

“Voucher Recipient (Family)"

"The micro–grant helped reduce stress by providing financial stability due to the high cost of childcare. Especially when my hours were cut 8 hours a week during the beginning of the shelter in place orders."

Micro-grant Recipient (Family)

“Micro-grant Recipient (Provider)"

"The micro–grant helped our center tremendously. It allowed us to provide additional food and snack items for all age groups. Amazing!"

Micro-grant Recipient (Provider)

Vouchers Awarded by Type of Care

1% Chemical & Hazardous Material
1% Communications and IT.
1% Defense and Industrial Base
1% Energy
2% Critical Manufacturing
2% Financial Services
2% Emergency Services
3% Transportation and Logistics
5% Food and Agriculture
10% Industrial, Commercial, Residential, and Sheltering Facilities and Service
12% Government Operations and Other Community-based Essential Function
61% Health and Public Health

Total Awards (CDA impact only.)

1,156 Families Supported
1,767 Children Supported
$100 - $575 Micro-grant Range

"In partnership with San Diego for Every Child."


11

12
City and County of San Diego Funded: Emergency Child Care Vouchers for Essential Workers & At-Risk Populations Program $10M

In response to the urgent need for child care services as COVID-19 continued to impact our community, the City and County of San Diego allocated an additional $10 million in CARES Act funding for emergency child care subsidy vouchers.

CDA distributed these funds, supporting essential workers and at-risk populations with child care services from July through November 2020.

**Total Awards** (CDA impact only)
- 949 Families Enrolled
- 1,517 Children Enrolled
- 55% of Children Supported
- Live in a Single Parent Household
- 580 Child Care Providers Participated

**Vouchers Awarded by Type of Care**
- 44% Family, Friend, or Neighbor
- 21% Licensed Child Care Center
- 22% Licensed Family Child Care Home
- 3% License exempt schools

**Parent Employment Sector**
- 1% Chemical & Hazardous Material
- 1% Communications and IT
- 1% Defense and Industrial Base
- 1% Energy
- 2% Critical Manufacturing
- 2% Financial Services
- 2% Emergency Services
- 2% Transportation and Logistics
- 1% Food and Agriculture
- 10% Industrial, Commercial, Residential, and Sheltering Facilities and Service
- 12% Government Operations and Other Community-based Essential Function
- 43% Health and Public Health

San Diego County Childcare Provider Grant Program $25M

CDA administered the San Diego County Childcare Provider Grant Program to distribute $25 million of CARES Act funding, allocated by the San Diego County Board of Supervisors.

This program provided financial assistance to eligible childcare providers to cover the cost of staffing, supplies, mortgage and rental assistance, business resilience and/or capital improvements for outdoor areas to keep their business open.

One-time grants were awarded based on facility type and size.

**Total Awards** (CDA impact only)
- 1,789 Child Care Providers Supported
- 41,549 Children Received Child Care Services
- $6,902 Average Grant to Child Care Providers

**Awards Granted by Provider Type**
- 2% Family, Friend, or Neighbor
- 27% Licensed Child Care Center
- 27% Large Family Child Care Home
- 48% Small Family Child Care Home

**Total Children Supported by Type of Care**
- 16% Small Family Child Care Home
- 16% Large Family Child Care Home
- 15% Licensed Center
- 11% Family, Friend, or Neighbor

**ADDITIONAL:**
- State Funded Provider Stipend Program
  - The California Department of Education allocated $31.25 million state-wide for one-time provider stipends to support subsidized child care providers with increased cost-of-care expenses during COVID-19.
  - CDA received $1.4 million to support child care providers enrolled in our Alternative Payment Program.
  - Supported 1,860 child care providers with an average stipend of $754.

"The financial assistance for childcare for essential workers during this pandemic has allowed me and my husband to continue to work while making sure our kids are being cared for. It has been a tremendous help to us as I’m now working the single shift..."

- Voucher Recipient (Family)

"The support we received from CDA has made a difference in the lives of so many families. It has allowed us to give our staff hazard pay, create a robust virtual program for our families staying at home, create child care for newly hired essential workers, and implement cohorts in the classrooms to encourage social distancing. Thank you for supporting our staff, program, children and families during this challenging time!"

- Grant Recipient (Provider)
Because of COVID-19 the store have limited the number of diapers you can purchase at a time and with a newborn we run out so quick. Money has also been tight. We are truly blessed to have been able to participate in diaper distribution.

“It has helped a great deal. I was able to buy school supplies and food for my boys.”

“I want to thank them from the bottom of my heart. You really helped put a smile on my kids face.”

“I just wanted to say Thank you again. I really appreciate you thinking of us. My son loves his toy!! It’s perfect because he has been so into dinosaurs lately.”

“Thank you very much for all. Being a single dad of a 9 year old boy and out of work for almost 5 months cause COVID-19 make money hard. It’s people like yourself that keeps our faith alive.”

Thank you to all of our volunteers and donors for helping us create positive change!

Holiday Giving

CDA partnered with Toys for Joy, Irish You a Merry Christmas, NOVA Easy Kombucha, and Umpqua Bank to brighten the Holiday Season. Families in our Alternative Payment Program received groceries, gift cards, and toys.

95 families supported
155 children benefitted
14 volunteers participated
80 hours of positive change!
Thank You!

Thank you to all of our community partners, state and local leaders, donors, volunteers, and staff for your commitment and support to our programs. Together, we were able to support our community during a very challenging year. We couldn’t have done it without you!

Together, we are stronger!

Donors

$5,000+
NOVA Easy Kombucha

$1,000+
Michael E. Umpqua Bank

$500+
Coldwell Banker West Foundation

$100+
Richard R., Monica S., Julie G., Emily B.

$10+
Patricia D., Laura N., Isabel R., Aileen V., Gustavo F., Jennifer O., Diana R.

Advocacy and Policy Engagement

CDA takes an active role in child care issues at the local, county and statewide level to support child, parents, and child care providers. CDA is a member of the California Alternative Payment Program Association (CAPPA), San Diego County Local Planning Council, Early Care and Education Coalition and Task Force, EveryChild California, San Diego for Every Child, San Diego 2 Generation Workgroup, among others. CDA’s CEO serves as a Commissioner on the San Diego County First 5 Commission.

2020 Successes!

• Additional state and local funding to keep child care provider business open.
• Additional state and local funding to provide emergency child care vouchers for essential workers and at-risk populations.
• Additional federal funding supporting child nutrition and reimbursements to child care providers.
• Relief state and local funding to support child care provider reimbursement during COVID-19 closures.
• State policy changes to avoid parents and child care providers during the COVID-19 emergency.

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NOVA Easy Kombucha was committed to supporting a local non-profit organization during these uncertain times through their “Let’s Paint a New World Together!” campaign.

The brewery, located in Chula Vista, held a contest on social media, challenging fans to color the label of their upcoming can release. The contest winner selected Child Development Associates (CDA) to receive a $5,000 donation from NOVA.