



Annual Report 2020



*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



Contents

Leadership.....	1
Mission & Values.....	2
History.....	3
Program Overview.....	4
Alternative Payment Program.....	5
Nutrition Program.....	7
Preschools.....	8
COVID-19 Support.....	9
Advocacy and Policy Engagement.....	17
Thank You!.....	18





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



**Founded by a Single Mom
Who Wanted to Make a Difference**

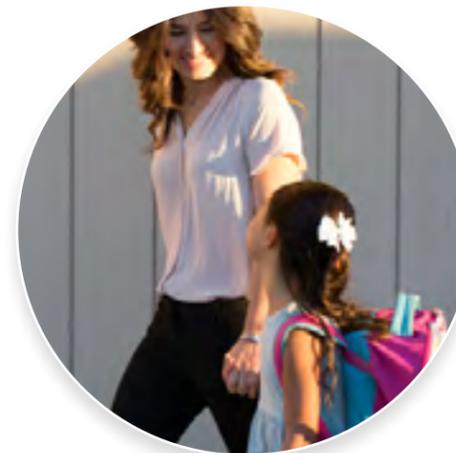
CDA was founded by Charlene Tressler in 1974, who through her personal struggles as a single parent, became committed to helping families. For over 46 years, CDA has made it its mission to provide families with the resources necessary to reach self-sufficiency and succeed in life.

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.



Our Programs



Alternative Payment Program

Providing affordable and reliable child care



Nutrition Program

Supporting children's healthy nutrition



Preschools

Providing high-quality early care and education

Alternative Payment Program

Helping Families Afford Child Care Services

Child care services enables 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.

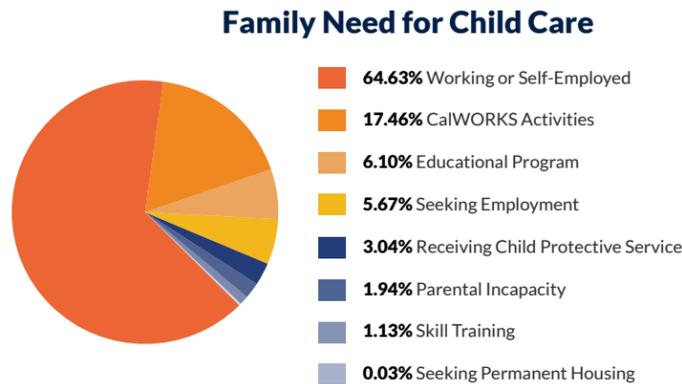
CDA reimburses the child care provider chosen by the parent. Parents can choose the child care provider that best meets their family's unique needs.

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

Program Overview

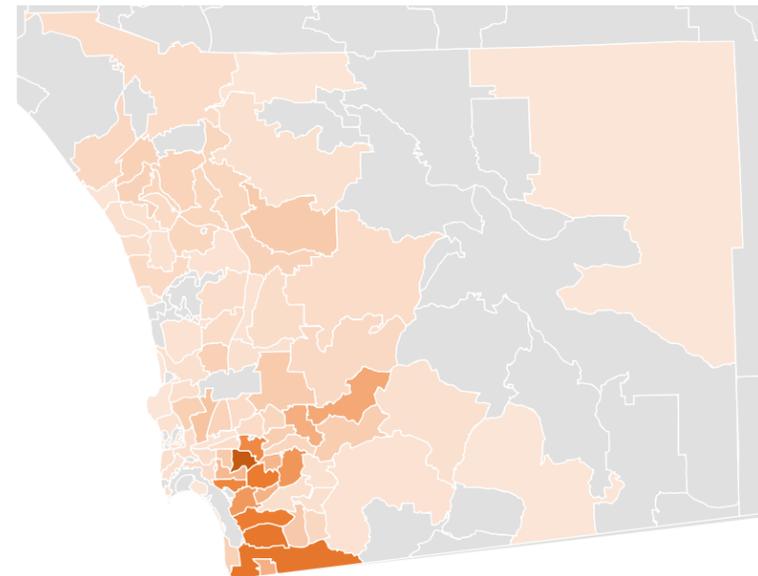
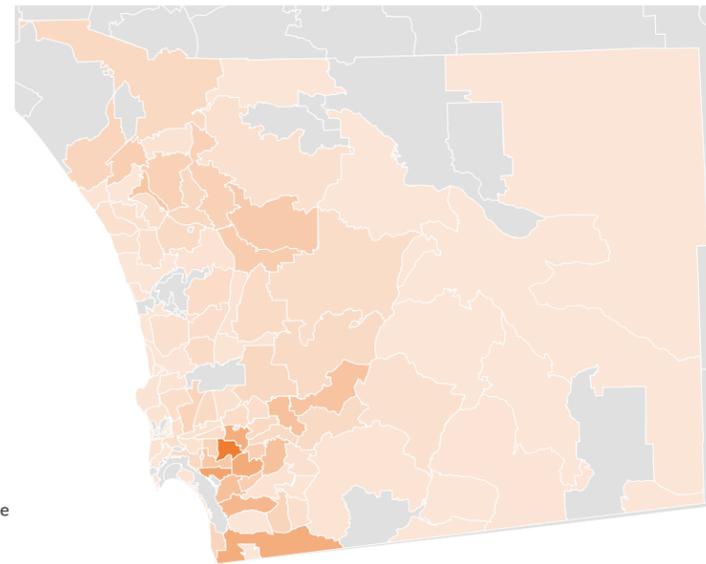
Parents earning, children learning, communities growing!

Child Care Support Across San Diego County
Families span **127** zip codes.
Most families live in the 92105 zip code (n=405).



"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



Where Child Care Providers Serve
Providers span **127** zip codes.
Most families live in the 92105 zip code (n=405).

Child Care Provider Types

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



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

- APP Provider

This year alone, CDA Supported:



Child Care is ESSENTIAL!

For every **\$1** invested in child care, there is a **\$7 to \$17** return in 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, closes achievement gaps, and lowers criminal rates.



Employer Benefits

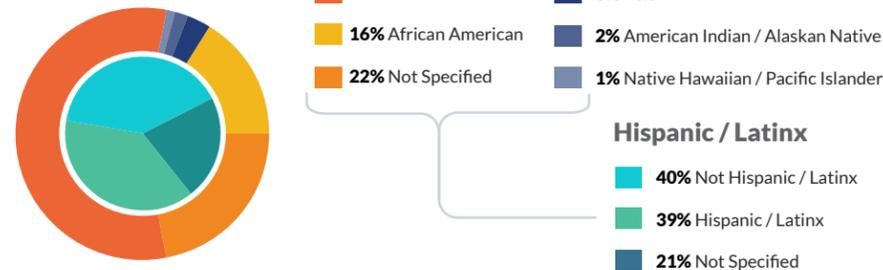
Child care reduces employee absenteeism and turnover. It stabilizes employment and increases reliable employees in the workforce.



Community Benefits

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

Demographics of Families Served

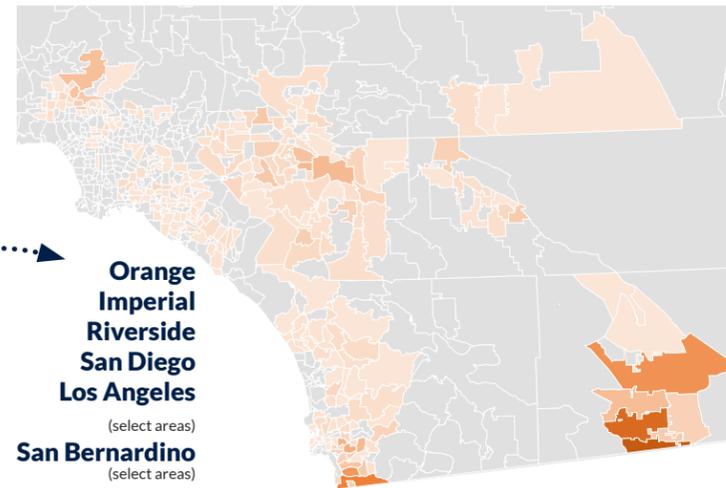


Nutrition Program

Supporting Healthy Nutrition

CDA is the largest Child and Adult Care Food Program (CACFP) in California.

Funded by the California Department of Education, CDA provides nutrition education and reimbursement to licensed family child care home providers across **six southern California counties** for the nutritious meals they served to the children in their care.



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

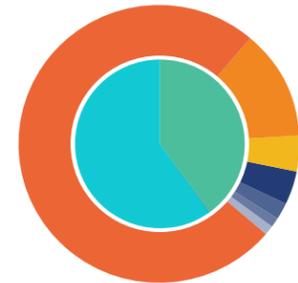
"I love the food program! CDA has always been there for me. I have one child enrolled; eating healthy meals & snacks has prevented her from blood transfusions for 7 months! Thank you CDA...for working together to make this possible."

- Nutrition Program Provider

Providers Enrollment Across Southern California

Providers span **331** zip codes. Most families live in the 92231 zip code (n=74).

Demographics of Children Served



- **75%** Caucasian
 - **13%** African American
 - **4%** Asian
 - **2%** American Indian / Alaskan Native
 - **1%** Native Hawaiian / Pacific Islander
 - **1%** Not Specified
 - **4%** Multiple Races
- Hispanic / Latinx**
- **59%** Hispanic / Latinx
 - **40%** Not Hispanic / Latinx
 - **1%** Not Specified

Preschools

Providing High-Quality Early Care & Education

CDA operated three full-day preschool centers through the California State Preschool Program (CSPP), funded by the California Department of Education.

Our preschools provided high-quality early education and supportive services that promoted children's healthy development and school readiness.



Program Overview

Ready for School, Ready for Life!

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

-  **2,286**
Books
 - "Storytime!" Literacy Program, provided a year of books and reading resources to build their first home library.
-  **1,620**
Minutes of Music
 - 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.
-  **250**
Screenings
 - Vision and Hearing Screening Program, provided free assessments and glasses to ensure their successful development and learning experience.
-  **127**
Backpacks
 - Kindergarten Readiness Program, provided their first backpack, books, and materials for Kindergarten.
-  **57**
Sessions
 - Parent Engagement Program, provided support and resources for their child's healthy development, school achievement, and social and behavioral skills.

"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



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.



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.

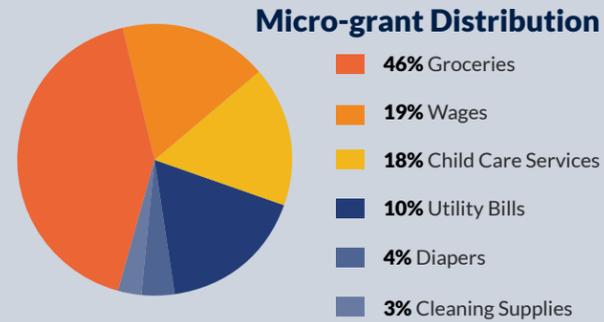
CDA stepped up to the cause and administered several new programs in partnership with community organizations, leaders, philanthropists, and nonprofits to provide child care vouchers, financial grants, diapers, and other support to low-income families, essential workers, and child care providers.

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.



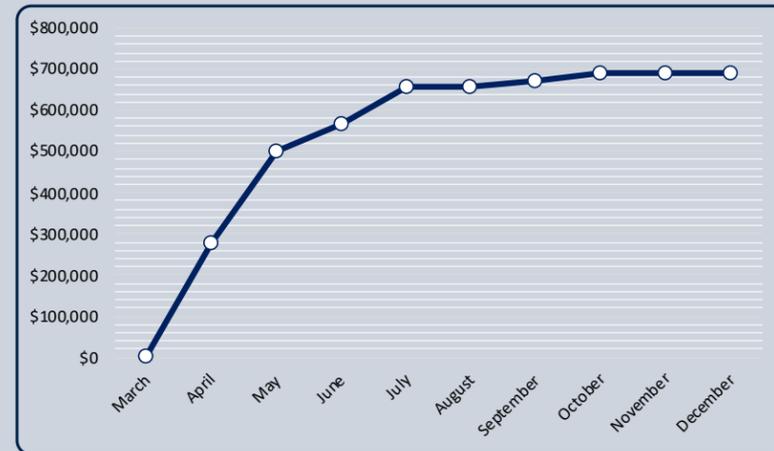
"The micro-grant helped reduce stress by providing financial stability due to the high costs of childcare. Especially when my hours were cut 8 hours a week during the beginning of the shelter in place orders."

- Micro-grant Recipient (Family)

Total Awards

- 1,046** Families Supported
- 2,453** Child Care Providers Supported
- \$100 - \$575** Micro-grant Range

Cumulative Payments Per Month



"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)

*In partnership with: San Diego for Every Child, YMCA Childcare Resource Service, The San Diego Foundation, Center on Policy Initiatives, LISC San Diego, Parent Institute for Quality Education, Jewish Family Service of San Diego, San Diego Grant-makers, San Diego Unified School District, and the San Diego Workforce Partnership.

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.

Total Awards (CDA impact only.)

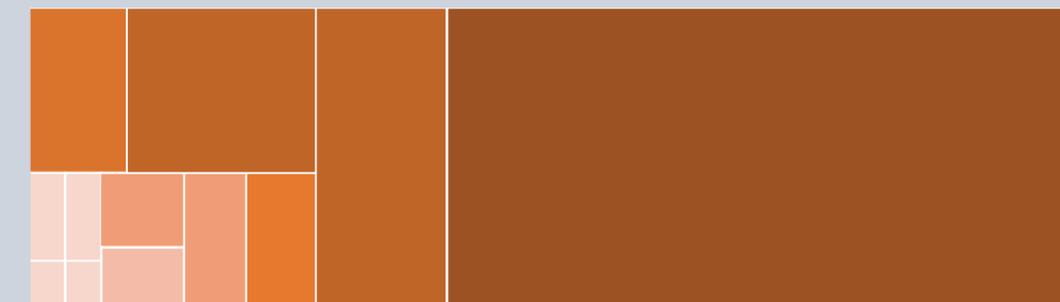
- 1,156** Families Enrolled
- 1,767** Children Enrolled
- 61%** of Families Supported Were Health or Public Health Essential Workers
- 785** Child Care Providers Participated



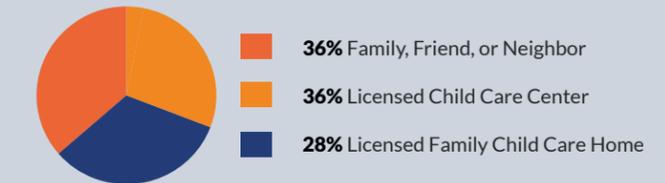
"This has been a blessing for my family, with schools closed and having no family members living in San Diego to help with child care it was devastating and stressful. I needed child care for my 5 year old son, I no longer was able to depend on him attending school during the day. As an essential worker at Rady Children's Hospital I had to physically be there at work, my job duties didn't allow me to work from home...This financial assistance allowed us to have my son in a safe, friendly, and professional day care. I didn't have to stop working to provide child care for my child."

- Voucher Recipient (Family)

Parent Employment Sector



Vouchers Awarded by Type of Care



*in partnership with San Diego for Every Child.

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 County and City 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.*



"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 me as a ICU nurse working the night shift..."

- Voucher Recipient (Family)

Total Awards (CDA impact only.)

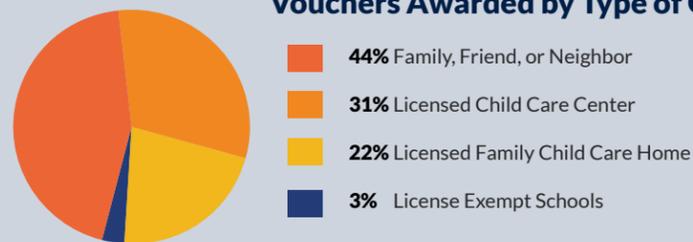
949
Families Enrolled

1,517
Children Enrolled

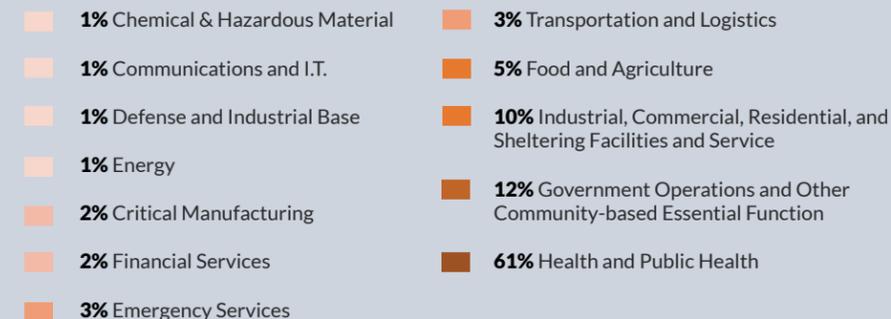
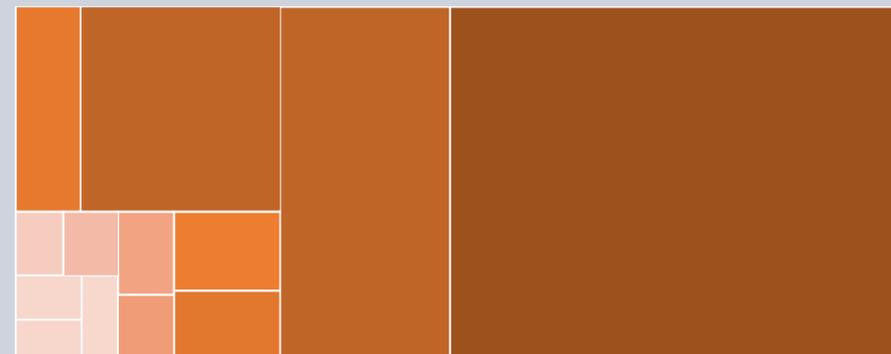
55%
of Children Supported
Live in a Single Parent
Household

580
Child Care Providers
Participated

Vouchers Awarded by Type of Care



Parent Employment Sector



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 child care 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.

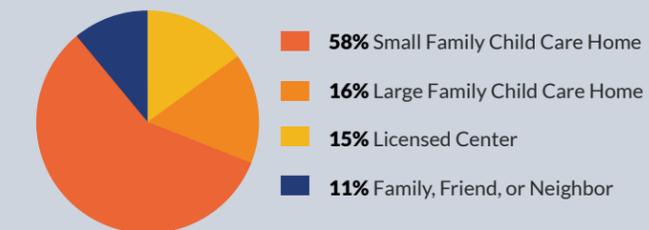
Total Awards (CDA impact only.)

1,789
Child Care Providers Supported

41,549
Children Received Child Care Services

\$6,902
Average Grant to Child Care Providers

Total Children Supported by Type of Care



Awards Granted by Provider Type



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 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 safe family engagement opportunities and implement cohorts in the classroom to encourage social distancing. Thank you for supporting our staff, program, children and families during this challenging time!"

- Grant Recipient (Provider)

Partnerships/Sponsorships



San Diego Diaper Distribution

CDA collaborated with San Diego for Every Child and the San Diego Food Bank to distribute diapers, books, and literacy resources to families across San Diego County.

-  **318** Children Supported
-  **23** Volunteers Participated
-  **2** Distribution Events



“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.”

Essential Support

Thanks to the generous support of Umpqua Bank, NOVA Easy Kombucha, and private donations, CDA awarded families and children in our Alternative Payment Program with gift cards to help cover the costs of essential items, holiday gifts, back-to-school supplies, and backpacks.

-  **100** Children Supported
-  **83** Families Supported

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



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 benefited
- 14** volunteers participated
- 80** hours of positive change!

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

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

“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.”

“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.”



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 assist parents and child care providers during the COVID-19 emergency.



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 O. Emily B.

\$10+

Patricia D. Laura N. Jessica T. Gary H. Isabel R.

Alicen V. Gustavo F. Jessica H. Lucelia G. Diana R.

Jennifer O.

“Let’s Paint a New World Together!”

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.





180 Otay Lakes Road, Suite 300
Bonita, CA 91902
(619) 427-4411
cdasd.org