

Annual Report 2021

CDA
Child Development Associates®





Dear Friends,

2021 was another challenging year battling the impact of the COVID-19 pandemic, which magnified the needs of our clients. Much can be learned in times of crisis - my most important revelation is this, when a moment arrives that requires urgent change and action, extraordinary things are possible.

In response to the unprecedented needs of families and child care providers, CDA expanded and adapted our support for families, child care providers and community. We mobilized partnerships and legislative action to secure additional child care vouchers and child care provider stipends from the state of California. The vouchers allow us to provide affordable child care to working families on the county waiting list. The stipends have helped child care providers keep their doors open despite the ongoing pandemic. Beyond expanded services, we innovated our service model and customer experience through technology to continue to serve our clients without interruption.

It was an all hands-on deck approach that showed there is no moment CDA cannot meet. I am incredibly grateful and proud of our team's resilience and commitment, where everyone has been asked to pitch in as we grow and adapt in support of our community.

We don't do this work alone, but are joined by a network of partners, supporters and donors who share our passion to create positive change and transform the lives of those we serve. When our community comes together, we can face the most challenging times and emerge stronger.

I invite you to read our annual report and learn how CDA supported the community, creating opportunities for families and child care providers to thrive.



Rick Richardson
President and CEO

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Leadership

Board of Directors

Jane McMasters
Chairman of Board

Paige J. Casey
Board Member

Zaneta Encarnación
Board Member

Hector Martinez
Board Member

Christopher M. Redo
Board Member

Rick Richardson
Board Member

Executive Leadership

Rick Richardson
President and CEO

Jolie Buberl
Vice President

Jorge Hernandez
Vice President / Treasurer

Norma Hernandez
Vice President / Secretary

Our Mission

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



What We Stand For

CDA is committed to creating opportunities for families and child care providers to thrive. We provide affordable child care services to families and collaborate with child care providers to serve nutritious meals and provide a nurturing environment for children's healthy development.

We Believe

We believe in children's healthy development, access to nutritious food and a safe, nurturing environment leading to their future success. We believe when parents thrive, children thrive. When our children are supported to blossom, our society thrives because children are our future. We believe affordable child care supports a parent's employment and education goals, leading to economic mobility. We believe in empowering parents to make their own decisions that reflect the diversity of individual family needs. We believe in connecting families to services so families have resources to nurture their children and reach family goals. We believe in a whole-family approach of protective factors to reduce risk to families and actively enhance family well-being. We believe in the important work of child care providers and supporting them with nutrition education, financial supports, and resources. We believe in advocating at the local, state and national level for the needs of children, families, and child care providers. And we believe we are in this together and collaborating with our community for equity and justice for all.



Our Programs

At CDA, we transform the lives of families and child care providers through a holistic approach.

Alternative Payment Program

Providing affordable and reliable child care.

Nutrition Program

Supporting children's healthy nutrition.

Alternative Payment Program

Parents Earning, Children Learning, Communities Growing!

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, funded by the California Department of Social Services. Our parental choice program provides reliable child care reimbursement for San Diego County families who need it most. Parents can choose the child care provider that best meets their family's unique needs.

During COVID-19, our program provided more than child care services, helping families and child care providers with resources and services to keep their families safe and healthy. We support our clients through a whole-family approach: physical, nutritional, emotional, social, spiritual, intellectual, financial, and environmental.

Our Impact



5,140
Families Enrolled



9,335
Children Supported



2,509
Child Care Providers Supported

Child Care Provider Types



1,370
Family Child Care Home



796
Family, Friend, or Neighbor



343
Licensed Center



It has been a challenging year, but I was so happy when I got a call from CDA. I have been able to work full-time while my children go to daycare and the after-school program. I wouldn't have been able to afford all the child care fees if it wasn't for CDA's help.

- APP Parent



“

I don't need to worry about what my child is having for lunch at daycare. I know my child is eating balanced meals. I am grateful for my child care provider.

- Nutrition Program Family



Nutrition Program

A Healthy Start for Life!

Supporting Children's Healthy Nutrition

CDA is the largest Child and Adult Care Food Program (CACFP) in California. Administered by the California Department of Social Services, 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.

Throughout the pandemic, our Nutrition Monitors became a lifeline for child care providers offering daily program and technological assistance, as well as connection to community resources, grants, and services.

Our Impact



1,044
Child Care Providers Enrolled



10,807
Children Supported



4,944,015
Nutritious Meals and Snacks Reimbursed

“

It has been a difficult time for my business due to the pandemic. But, my Nutrition Monitor has been very helpful. She always provides me with great information and support to ensure I continue to serve the best meals and snacks to the kids.

- Nutrition Program Provider



In Response to COVID-19

CDA continued to administer several new programs in partnership with community organizations to support clients through COVID-19. Immediate child care services and stipends were granted to ensure families could continue to work and child care providers keep their businesses open.

State Child Care Provider Stipends

This program provided COVID-19 relief stipends to child care providers to keep their business open and cover expenses, such as cleaning supplies, utilities, ratio changes, and staffing.

 **\$9 million**
Funded by the California Department of Education and California Department of Social Services.

 **1,898**
Child care providers supported through April-October 2021.

State Temporary Emergency Child Care for Essential Workers and At-Risk Populations

This program supported families with the cost of child care services and provided children with a nurturing environment to learn, while their parents work to support our community needs.

 **\$5.3 million**
Funded by the California Department of Social Services.

 **966**
Children enrolled from July - December 2021.

California Alternative Payment Program (CAPP)

This program supported middle income families with the cost of child care. This support ensured families were able to work, go to school, or seek employment while their children learned in a safe environment.

 **\$4.9 million**
Funded by the California Department of Education and California Department of Social Services

 **1,195**
Children enrolled from January - December 2021

“

As a single parent, working and going to school is challenging. And child care is so expensive. Thankfully, CDA provided me with the child care services I needed for my daughter. She now goes to a daycare near our house, where she loves her teachers and friends.

- APP Parent



Thriving Through Technology

Technology helped us continue to serve our clients without interruption during the pandemic. CDA implemented new programs and platforms to support families and child care providers stay connected and continue to access essential services.



Direct to Digital

High-quality digital support to empower families and child care providers at home.



FamilyPortal & CareConnect

Alternative Payment Program

In collaboration with MCT Technology, we launched FamilyPortal and CareConnect web and mobile applications that allowed our clients to complete and submit documents digitally, as well as stay connected with their Specialist.

1,685
Families
Participating

452
Child Care Providers
Participating



Connected Families Program

Alternative Payment Program

Implemented a new program to close the digital divide. Families received computer devices, high-speed Internet stipends, and access to free virtual workshops to enhance skills in: financial management, job readiness, mental health, parenting, and digital programs; to name a few.

45
Workshop
Sessions

595
Total
Attendees



Annual Training with Teachable

Nutrition Program

Developed the first media and interactive training for child care providers participating in our Nutrition Program. Providers were able to access their training materials in video format, complete their quiz, and download a copy of their completion certificate all in one place.

100%
Completion
Rate

1,044
Child Care
Providers



The libraries closed during COVID-19 and I was no longer able to use their computers to pay my bills and access my son's school materials. Thanks to the laptop and resources CDA provided, I am now able to pay my bills and stay up to date with my son's materials.

- APP Parent



Supporting Our Community

Personal Protective Equipment Distribution

CDA partnered with the University of San Diego to host a PPE distribution. Over **300** child care providers across San Diego received supplies to keep their staff, business, and the children and families they serve safe.



Family Support Fund

COVID-19 magnified the critical needs of our clients. Our Family Support Fund supported over **40** families with financial assistance to cover the cost of groceries, rent, utilities, transportation, school supplies, and much more.

Positive Change Giving Program

CDA partnered with Toys for Joy and Irish You a Merry Christmas to support over **100** children in need. Families received gifts, clothes, and groceries to brighten the Holiday Season.



“

I am so grateful that CDA hosted this event. I needed the help with cleaning materials. They are so expensive and difficult to find now-a-days.

- PPE Supplies Recipient

“

With gas prices going up, I was so thankful to be able to have this additional support.

- Family Support Fund Recipient

Partners in Action

Thank you to our community partners for their collaboration, advocacy, support, and commitment to our mission and clients.



A big shout out to our wonderful staff and volunteers for their time and commitment this year!

2021 Corporate Donors

Their contributions allowed us to help our clients in more than one way - we couldn't do it without you!

Heroes

MA Engineers

Champions

Blackbaud
Coldwell Banker West Foundation

\$35,000+
Raised to support
children, families,
and child care
providers!





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