



Annual Report 2022



Rick Richardson
President and CEO

Dear Friends,

2022 was another unprecedented year for CDA in many ways. At a time when families and child care providers continued to face financial hardship and the challenges of a lingering pandemic, CDA ensured families had the child care assistance they needed and child care providers received critical support to keep their business open. Thanks to increased funding from the State of California, 3,675 new children received affordable and reliable child care services from CDA. This increased our total number of supported children to 11,602, and provided economic and growth opportunities to 6,413 families.

We have continued to support over 1,000 child care providers with coaching, technical assistance, and meal reimbursement through our Nutrition Program. This past year, we launched two new programs to help child care providers expand their business and increase capacity. Serving clients through a whole-family approach remains an important focus of CDA.

This life-changing work is only made possible through our amazing employees. As we look at these acts of service to others and the accomplishments of the CDA team, it is right and fitting to acknowledge the very special people at CDA. Every single member of our diverse and talented team makes an essential contribution to our mission. I am proud of the hard work and dedication of our team to create positive change and expand our impact in our community.

I would also like to thank our donors, volunteers, and community partners who continue to help us accomplish our mission. We couldn't do this important work without their support.

I invite you to read our annual report and learn how CDA is committed to creating opportunities for families, child care providers, and employees to succeed.

Contents

- Leadership 1**
- Our mission 2**
- We believe 3**
- Our core programs 4**
- Alternative Payment Program 5**
- Nutrition Program 7**
- CARE San Diego Program 9**
- Growing support for families
and child care providers 11**
- Caring for our team 13**
- Investing in our team 15**
- Donor support 17**
- Partners in action 18**



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 core 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!



“

Getting child care from CDA removed so much stress off my shoulders. I can now work full-time. It was always a struggle to find someone that could help me take care of my two sons while I was at work.

- Alternative Payment Program Parent

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.

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 supported our clients through a whole-family approach so families achieve and maintain their personal, social, economic, and emotional stability goals and help children realize greater educational outcomes.



Child care providers attending our Open House event to reconnect with CDA staff and access resources.

Highlight:
Our team enrolled a record number of families in a single year.

Our Impact



6,413
Families Enrolled



11,602
Children Supported



2,837
Child Care Providers Supported

Child Care Provider Types



1,457
Family Child Care Home



1,036
Family, Friend, or Neighbor



344
Licensed Center

Nutrition Program

A Healthy Start for Life!



My Nutrition Monitor is awesome. She always answers my questions and provides me with the support I need to serve healthy meals to the children all year.

- Nutrition Program Provider

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 and Trustline Providers across six southern California counties for the healthy meals they served to the children in their care.

Our Nutrition Monitors have become a support lifeline for child care providers, offering daily program and technological assistance, as well as connection to community resources, grants, and services.

Our Impact



997
Child Care Providers Enrolled



13,915
Children Supported



4,947,059
Nutritious Meals and Snacks Reimbursed

As of December 2022

Highlight: CDA staff presented workshops at the 2022 CACFP conference in Sacramento. Our first CACFP in-person conference since before the COVID-19 pandemic!



CARE San Diego Program

Early learning spaces for children and child care providers



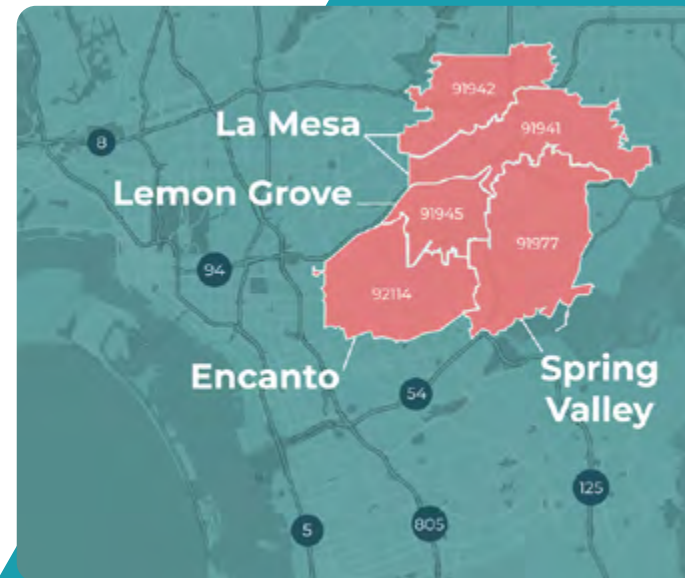
Real estate for child care providers

Safe, developmentally-appropriate, and reliable child care is critically limited in our community. Many child care providers who wish to serve more children and families have a difficult time securing a suitable space to grow their business.

CDA partnered with Mission Driven Finance to help licensed child care providers lease a new property that will allow them to serve more children and families in San Diego County.

After leasing a property with Care Access Real Estate (CARE) San Diego for at least two (2) years, child care providers may have the opportunity to purchase the property at a discounted price.

Since September 2022, CARE San Diego has been supporting child care providers interested in growing their business in Spring Valley, Lemon Grove, Encanto, and La Mesa.



“

I am excited to be part of this program that will support my child care business grow and be a homeowner one day.

- CARE San Diego Candidate



Growing support for families and child care providers



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

Ongoing Family Support



Connected Families Program

In our second year, we supported 7 additional clients gain the confidence and knowledge of connectivity. Bridging the digital divide is a problem that requires solutions for accessibility, affordability, and digital skills that touch social economics, infrastructure, and technology. Through this program clients received a free laptop, access to workshops, and internet stipends.



Positive Change Giving Program

Due to living cost increases many of our clients reached out asking for support during the Holidays. We hosted our 5th Annual Holiday Distribution Event supporting 365 children with gifts and groceries for a warm meal for the holidays.



Family Support Fund

We are committed to supporting clients in more than one way. Thanks to the support of our community partners and donors we were able to assist 205 families with financial assistance to cover the cost of emergency needs such as transportation, school supplies, groceries, and utility bills.



Tax Credit Education and Outreach

Tax credits have become a critical financial support to our community. For a 5th consecutive year, we partnered with 211 San Diego in their outreach and education campaign to ensure all eligible individuals in our county file their taxes and received their tax credits.

More Support to Clients



Subsidized Childcare Growth

During the second year of a three-year planned expansion of subsidized child care by the California Department of Social Services, we enrolled 3,675 new children in record time. Many of these families had been on a waiting list for many months. We are grateful for the recent investments the state has made to child care.



Funds to Sustain Providers

Since the start of the COVID-19 pandemic, we distributed several rounds of American Rescue Plan Act (ARPA) stipends to thousands of child care providers who have actively cared for at least one subsidized child. These stipends provided critical financial assistance so providers could keep their business open, care for children, and continue to support our community with essential services.



New Partnerships



Shared Services Alliance

We partnered with YMCA CRS for a new program to support small licensed family child care home providers and small child care centers achieve financial sustainability, build capacity, network, and share resources that will strengthen their business, serve more families, and support the community.



Live Well San Diego

We are excited to officially join the growing list of individuals and community organizations who are part of the County of San Diego's Live Well initiative. Our programs are committed to creating positive change in a community that is "building better health, living safely, and thriving."

“

What I like the most about CDA is their resilience to go above and beyond to support their clients. As a child care provider enrolled in both of their programs, I know that I can count on CDA to provide me with resources that I can use and share with my families.

- APP Provider

Caring for our team

We value and care for our team, like family.

Employees, as well as our families, have faced challenges due to the pandemic and hardship due to the economy's effects on food, child care, housing and employment. CDA recognized the need for additional flexibility, increasing resources and support for employee mental health and wellness. This year, CDA took additional steps to support in all areas.



Together, we create positive change.



Staff Reflections

“ I recently celebrated 25 years at CDA and during this time I have been given many opportunities for personal and professional growth...I appreciate the trainings and my experience as a team member and this is why I continue to work hard at being part of CDA's mission.

“ CDA has been such an amazing place to work. It has provided me opportunities for professional growth and so much support along the way.

“ I love working for CDA because of the community and the people I work with! I have a great team that is passionate, supportive, and good at partnering with other organizations to support the needs and goals of the community we serve. I have a great boss who has encouraged and supported my personal and professional goals from day one. CDA values family-work life balance and offer great benefits. All in all, I have never felt so content, appreciated and valued for the work that I do.

“ I enjoy working at CDA because I am able to create long lasting friendships with my fellow colleagues...CDA offers room for growth and that is what truly makes working here a blessing because they allow us to find our true passions and express ourselves while making positive change.

Investing in our team

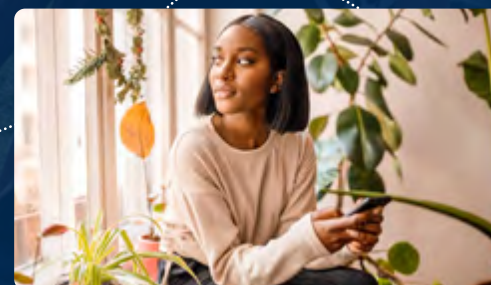
Excellence is never an accident; it is the result of high intention, sincere effort, and intelligent direction, skillful execution, and the vision to see obstacles as opportunities.



CDA takes great pride in offering a benefits program that provides flexibility for the diverse and changing needs of our team. Employees may choose between three medical plans, MetLife dental, vision, legal services, and life insurance plans, Flexible Spending, plus a CDA 401k profit sharing plan.



This year, we built upon our comprehensive benefits by contributing to reimbursement accounts focused on Student Loans, Tuition, and Lifestyle expenses to improve employees personal, financial, or overall well-being.



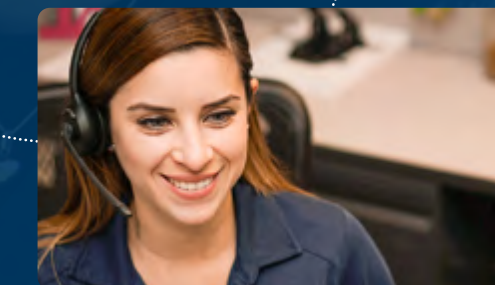
To help create a culture that supports employee mental fitness, the Calm app was made available as an employee benefit to aid in better sleep, reduced stress, and a centered self.



Dr. Ernie Mendes, President of Mendes Training & Consulting, Inc., was invited to our employee Annual Conference as a keynote speaker to help lead a discussion on building bridges and relationships through effective communication and empathy.



Halloween is a very magical holiday for CDA. It's a time when we let our inner child's imagination take center stage with themed department costumes, over-the-top office decorations, and good-spirited competition!



Every year, we recognize and present Essential Piece Awards to peer-to-peer nominated team members who display exceptional performance, go above and beyond the call of duty, and set an excellent example for others.

“

Since 1974, the key to our success has always been CDA Employees. When we combine our individual strengths, we are stronger together!

Rick Richardson
President & CEO



Donor support

We couldn't do it without you!

Their contributions allowed us to help our clients in more ways than one. Thank you for your support!

- KidsEQ
- MAA Engineers
- Coldwell Banker West
- Rotary Club Chula Vista
- The Irish Outreach Center
- Team Manzon
- CDA staff and volunteers for their time and generosity.

Rowan Gabrielle and Ayman Sawaf

KidsEQ.com

In honor of the life and legacy of EQ pioneer and philanthropist Ayman Sawaf, his company KidsEQ.com, now guided by his wife Rowan Gabrielle has donated tens of thousands of his "Emotional Literacy" books into hundreds of schools and organizations across the United States. We were fortunate to receive 300 copies for our work here at CDA. Ayman Sawaf backed numerous efforts to ensure that the term "Emotional Literacy," a phrase coined by him in 1993, would become a household term.



Thank you for your support!

Partners in action

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





we create positive change!



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