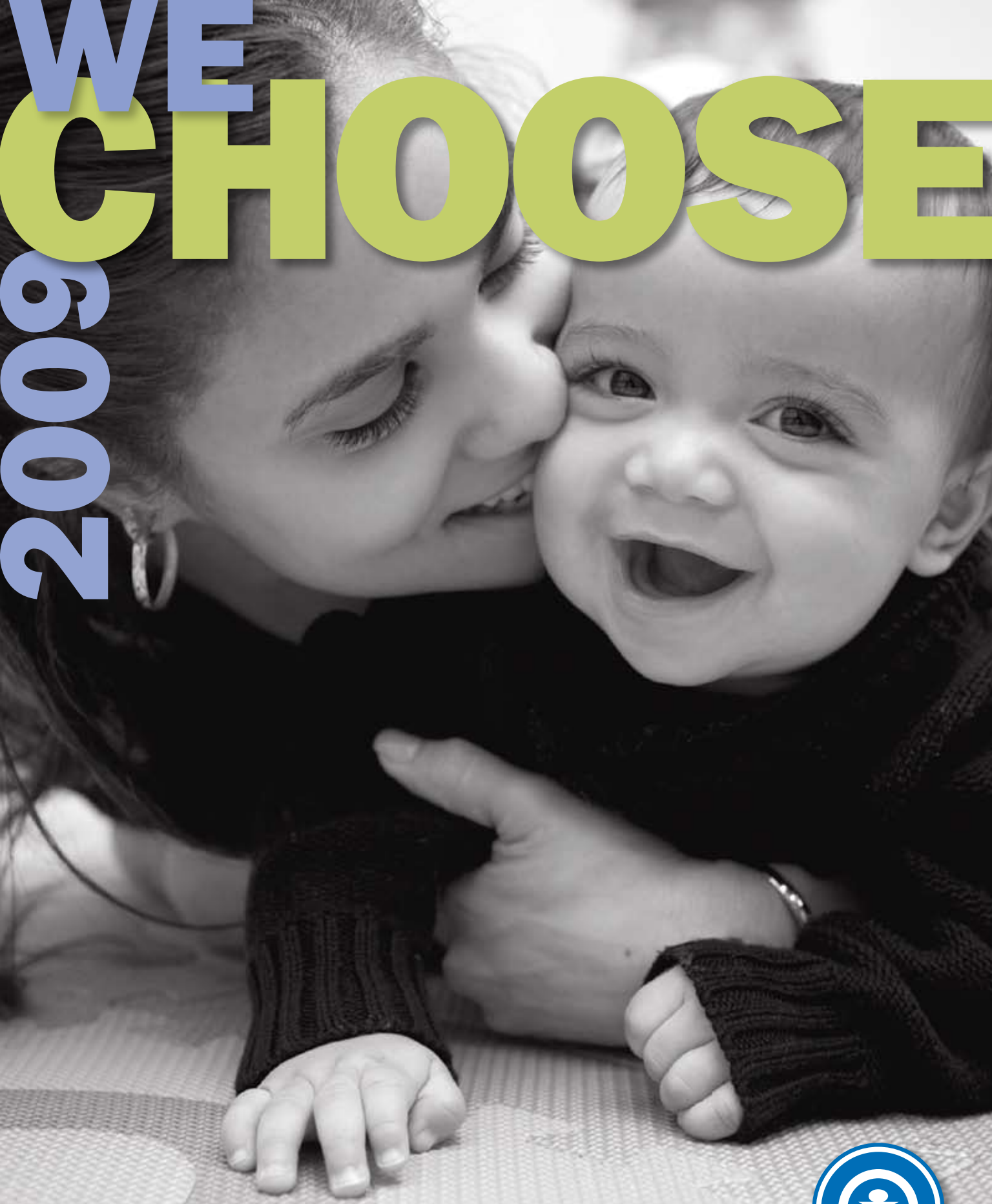


WE CHOOSE

2009



Annual Report





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WE CHOOSE

to empower families

Families

Child Action, Inc.'s work builds a strong future for Sacramento's parents and children through child care services that support the economic stability of Sacramento families.

In Sacramento County, the average family receiving subsidized child care services is a single parent earning about \$2000 per month. We administered \$76.8 million in 2008-09, helping 9,964 low and moderate income families pay for child care services for 18,577 children. We provided child care referrals to 8,496 families, with 65% percent of these in need of child care because they were working, 6% were seeking employment, 24% were in school or training and 5% were seeking enrichment programs for their children.

“Many things we need can wait. The child cannot. Now is the time his bones are formed, his mind developed. To him we cannot say tomorrow, his name is today.”

— Gabriela Mistral, poet & educator

Families access affordable child care through the Centralized Eligibility List (CEL), which is administered by Child Action, Inc. for services in Sacramento County. Local subsidized child development, state preschool and Head Start programs also use the CEL to enroll children from eligible families into their programs. We processed 6,256 CEL applications, representing 9,275 eligible children in 2008-09.

For over a decade we have coordinated the Sacramento chapter of Parent Voices, which trains and sup-

ports parents who choose to advocate for affordable child care. They meet with elected officials, testify at public hearings and work with the media. On September 6, 2008, 25 parents and 26 children from Sacramento Parent Voices attended the Equal Voice for America's Families Convention in Los Angeles, which featured the unveiling of a platform for working families. The convention united parents across the western states and provided them with the opportunity to share ideas to address a variety of community challenges.

Our Child Development Specialists offered 37 playgroups to Sacramento families, with the goal of building family relationships and supporting healthy child development. Two Galt parents from the Oak Park playgroup wanted a group in their own neighborhood, so they applied for and received a grant through the First 5 Sacramento Community Building Initiative and *Galt at Play* was formed.

We also unveiled a new publication, our Activity Handouts, which feature developmentally appropriate activities that support learning through play. These fun, hands-on activities can be done using items that most parents and child care providers already have on hand and support cooperation, creativity, school readiness, and provide families with positive ways to interact with one another. We have shared our Activity Handouts at outreach events, play care, TrustLine orientations and community presentations.

2009



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to make a difference

Despite the bleak economic climate of 2008-09, Child Action, Inc. touched the lives of thousands of children, families and child care professionals in the Sacramento region. These are our major accomplishments for the year:

27,000

people received child care information and technical assistance.

1,164

Child care workers submitted applications for CARES stipends.

1,580

people heard presentations by Child Action, Inc. staff at community events.

9,275

children were enrolled on the Centralized Eligibility List (CEL).

8,496

families and 16,886 children received child care referrals.

\$76.9

million supported child care services for 18,577 children.

584,640

staff and volunteer hours were dedicated to parents and providers.

241

workshops were provided in English, Spanish and Russian.

274

child care providers received health and safety training scholarships.

145

families were assisted with applications for affordable health coverage.

86

child care programs completed quality assessments and 69 providers developed quality improvement plans.

2009



WE CHOOSE

to support quality care

Child Care Providers

High quality child care providers offer safety, stability and developmentally appropriate activities that support children's positive growth and development. We offer provider recruitment, training and support to ensure that Sacramento families can choose care that is warm, responsive and supports positive development for their children. Our staff members provide environmental assessments, play days for family, friend and neighbor caregivers, community planning for child care services and the recruitment and training of child care teachers and family child care home providers in three languages (English, Spanish, and Russian).

On August 4, 2008, Child Action, Inc. hosted two "Make It, Take It and More!" sessions at the Northern California Early Childhood Education Conference. Over 100 child care providers attended the workshops. They were treated to rich activity displays and hands-on activities that gave them new ideas to enhance their programs. We also began our partnership with the Small Business Development Center (SBDC) to offer a "Business Basics" workshop, which introduced business concepts necessary for owning and operating a child care program and connected child care center providers to the resources and services offered by SBDC. Kicking off the 2008-2009 school year, the newly formed Twin Rivers Unified School District joined with Child Action, Inc. to promote

*"The potential possibilities of any child are the most intriguing and stimulating in all creation."
— Ray L. Wilbur, 3rd president of Stanford University*

the "Sail into School Readiness" Project which provides support and resources to child care providers to help ease the transition from child care to kindergarten.

In 2008-09, the successful Sacramento CARES program provided support to 442 child care center teachers and family child care home providers who followed through with professional and educational plans. These providers received stipends of \$150 to \$2,500 to support academic achievement, professional development and improvement of quality of care.

We conducted 86 Environmental Rating Assessments in 2008-09, including 45 in preschool settings, 27 in family child care homes, 13 in infant-toddler settings and 1 in a school-age setting. Results of 54 assessments were reviewed and shared with directors, teachers and home providers. Sixty-nine quality improvement plans have been initiated during the year and 28 were completed during the year. These assessments are important measures of child care quality.

The Consultation Team, made up of professionals in Special Education, Mental Health and Early Learning, provided on-site technical assistance, training and consultation to 60 child care centers and family child care homes. These on-going visits build trusting relationships between the consultant and child care staff at these programs and assist with long-term changes that benefit the program and individual children.

2009



WE CHOOSE

to engage the community

The Community

We are proud of the strong partnerships we have developed with local decision makers and community organizations to ensure that child care services are a high priority. In 2008-09, we presented information about our services to 1,580 people through speaking engagements, community outreach, public hearings and other events. Our staff are active members of many local boards and commissions including the Children's Coalition, Children's Report Card, Maternal, Child, Adolescent Health Advisory Board, Sacramento ENRICHES, SCOE Preschool Planning Task Force, Safe Kids Greater Sacramento, the Sacramento Coalition for Working Families and the Local Planning Council.

Over 27,000 parents, child care providers, students, community service agencies, media, local public officials and employers received information from Child Action, Inc. on a broad range of topics related to child care, child development and parenting. We provide this support year round through phone counseling, distribution of publications and resource materials, site visits, and video and book loans. Each quarter, we distributed 14,000 copies of our newsletter, *Our Children, Our Community*, which includes a detailed calendar of events, updates on our projects, public policy information, activity ideas for parents and providers and information on quality improvement.

"In every community there is work to be done. In every nation, there are wounds to heal. In every heart there is the power to do it."
— Marianne Williamson, author & activist

Through our partnership with Cover the Kids, the local Children's Health Initiative, 145 eligible families were assisted with applications for health insurance coverage for their children and ninety-nine, or 68%, of those families were enrolled in a free or low-cost health insurance program.

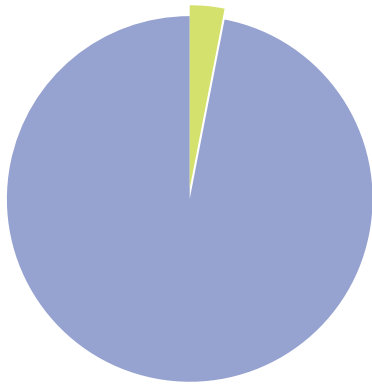
The Constructing Connections Project worked closely with local businesses, planners, financiers, architects and public policymakers to identify barriers to the development of child care services and to streamline the application and approval processes of local government, fire districts and licensing. An Employer Tool Kit was published and distributed to local businesses to help employers understand the options available to support working families.

Child Action, Inc. also administers the CEL for twelve partner agencies in other counties including Amador, Butte, Calaveras, Colusa, Contra Costa, Del Norte, Humboldt, Marin and Tuolumne. In the last year three new counties, Mariposa, Sierra and Nevada, joined the CEL. Child Action, Inc. manages the website, TheCel.net, for participating counties in Northern California.

2009



WE CHOOSE to invest in families



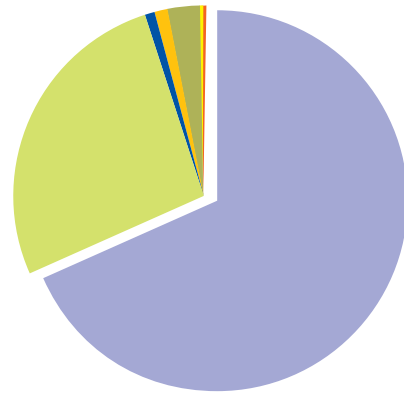
Low Administrative Costs

Program Services	\$96,091,256	96.76%
Administrative Services	\$ 3,220,936	3.24%
Total Expenditures	\$99,293,693	100.00%

Revenue ▶

State of California	\$ 67,806,847
County of Sacramento	\$ 26,556,552
Parent Fees	\$ 2,716,874
First 5 Commission of Sacramento	\$ 1,256,151
Sacramento County Office of Education	\$ 620,421
Other	\$ 97,628
Interest	\$ 10,577

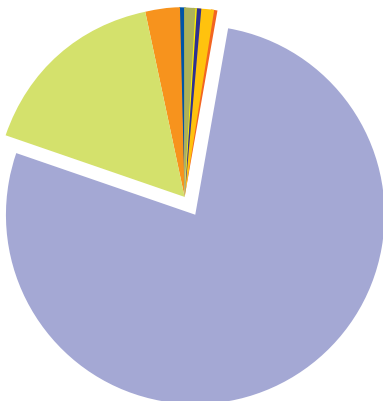
Total Revenue \$ 99,065,050



Expenses ◀

Client Services	
Provider Payments	\$ 76,854,941
Client Services	
Program Support	\$ 16,236,315
General and Administrative	\$ 3,220,936
Quality Enhancement	\$ 1,110,354
Resource and Referral	\$ 1,108,059
Stipends	\$ 593,500
Community Planning	\$ 93,776
Recruitment and Training	\$ 44,670
Sub-Contracts	\$ 31,142

Total Expenses \$ 99,293,693



2009



WE CHOOSE

stability and diversity

About Us

Healthy Children, Strong Families, Caring Community

Child Action, Inc. is a private, non-profit corporation founded in 1976 to support the education and social welfare of families by augmenting and enhancing the delivery of child care services and resources. Our comprehensive services include child care resource and referral, child care provider training and education, financial assistance for child care payments, parent and community education and advocacy for children and families. In addition, Child Action, Inc. administers the Centralized Eligibility List (CEL) for Sacramento County which provides all local subsidized child development, state preschool and Head Start programs with an organized system of enrolling children from eligible families into their programs.

“We cannot hold a torch to light another’s path without brightening our own.”
— Ben Sweetland, syndicated columnist

Staff

Child Action, Inc.’s success is due to the dedicated service and stability

of our staff. We employ 264 staff, of which, 163 have 5 or more years of service. We are proud of our leadership team members who each average over 20 years of service to the agency. These valuable staff members provide a consistent level of quality service to families and the child care community and come from a variety of disciplines, including early childhood education, social services, business development, marketing, public policy and community organizing. We are also proud that our team reflects the cultural diversity of the Sacramento region, providing assistance in 27 languages.

The strength of this experienced team has allowed our organization to flourish through major expansion and ongoing program changes and allowed Child Action, Inc. to partner with state agencies in the development of best practices for child development program administration. We work collaboratively with other child care organizations throughout California to make policy recommendations on the effective and efficient use of state funds designated for child care services.

Our Locations www.childaction.org

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2330 Glendale Lane, #150
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1174 National Drive, Suite 40
Sacramento, CA 95834
(916) 928-3018

9961 Horn Road
Sacramento, CA 95827
(916) 369-0191

5450 Power Inn Road, Suite G
Sacramento, CA 95820
(916) 381-1549

2009



WE CHOOSE

to look toward the future

The Future

Since 1976, we have provided families with the key to economic recovery through affordable, high quality child care. A bright economic future for families will be built on the strength of our child care providers and a community that understands and supports early education for children. We choose to see hope in the power of the work we have always done and its ability to build and support a thriving community.

“Good timber does not grow with ease; the stronger the wind, the stronger the trees.”
— J. Willard Marriott, Marriott Corporation

Investment in high quality child care is both socially responsible and economically prudent. It provides a nurturing and safe environment for children, allowing them to learn new skills, make friends and develop the

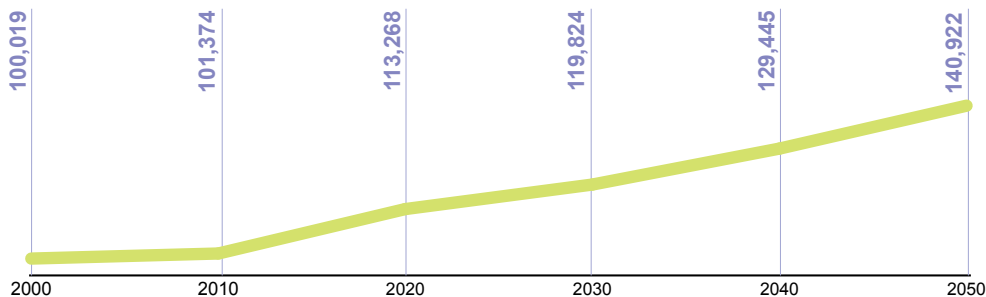
foundation for a lifetime of learning. It gives parents the peace of mind they need to go to work or attend school, setting them on the path to financial independence, and it strengthens the economic outlook for the Sacramento region through a reliable workforce. High quality child care supports economic recovery — and economic growth.

Through our work with families and child care providers, we have learned that they are resilient. They have always known that the work of caring for children isn't easy and it isn't free. They have accepted the sacrifices that come with the most important task of all — taking care of our future leaders — our children.

We choose to look toward the future.

Population Projections for Sacramento County

Children ages 0-4 years



Source: State of California, Department of Finance



Board of Directors

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Marge Tomczak
Secretary

Liisa Behrends

Loretta Smith

Agency Management

Lynn Patten
Executive Director

Jaclyn P. White
Director of Community Services

Theresa Corrigan
Director of Client Services

MJ Boyd
Director of Operations

Tracey Strack
Controller

Funding Sources

California Child Care Resource & Referral Network

California Department of Education

City of Sacramento

First 5 California Commission

First 5 Sacramento Commission

Low-Income Investment Fund

Sacramento County Department of Human Assistance

Sacramento County Office of Education

Twin Rivers Unified School District

Tax-Exempt Donations

United Way