



**Prince George's
Child Resource Center**

annual report **2003**

from the BOARD CHAIR and EXECUTIVE DIRECTOR

Sheila Maloney and Marti Worshtil

This year the board of directors began a strategic planning process. Board members know that this is a long endeavor and one that we hope will result in a stronger organization. With generous support from the Freddie Mac Foundation, we hired a consulting company to lead us through the process. A workgroup consisting of staff and board members and a child care provider will help. Consumers of our services will be included and focus groups in both Spanish and English will be held. We expect to complete the strategic plan during the next fiscal year.

In last year's Annual Report we talked with great pride about the Resource Center's attaining the Maryland Association of Nonprofit Organization's Standards for Excellence. We are so pleased that the Standards opened the door to new funders including, the Cafritz and Meyer Foundations and the Prince George's County Housing and Community Development's Community Development Block Grant. We also garnered excellent publicity from the Chronicle of Philanthropy. To date the Resource Center is still the only Prince George's nonprofit to have the Standards and we wear this honor with pride.



This has been a year of both highs and lows in our programs. The Resource Center marked a milestone when we received our first federal grant in January. The Resource Center is one of the only community-based organization nationwide to receive a three-year \$1.6 million early literacy grant to work with private child care centers. It is a challenge but one that we are excited about.

The low point of the year came in the form of a large state budget cut. In May we ceased operating TECHNIC, the Resource Center's department that offered technical assistance to current and potential child care providers. After serving Prince George's for over 13 years with this service it hurts to now have to turn people away. However, we were pleased that our Adelphi/Langley Park Family Support Center that was threatened with budget cuts for several months escaped with the budget intact. Not so lucky were the six Family Support Centers that closed statewide. This has been a stressful time for the nonprofit community and we are grateful to all who continue to support the work that the Resource Center provides to Prince Georgians each day.

2003–2004 Board of Directors

Sheila Maloney, *Chair*
Lynn Baldwin, *Vice Chair*
Gretchen Huntley, *Secretary/Treasurer*
David Cooper
Avis Dyson
Nora Eidelman
Courtney Funn
Julie Hoffman
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Ellen O'Neill
Norman Rivera
Tim Sullivan
Wendy Vicks
Larry Taub, *Attorney to the Board*
O'Malley, Miles, Nylén & Gilmore

MISSION statement

The Prince George's Child Resource Center provides and facilitates access to child care, child development, parenting education, family literacy, job readiness, health education, employment and other services needed to support families and child care providers as they create stable and healthy environments for the children of Prince George's County.

STATEMENT OF ACTIVITIES *for the year ended June 30, 2003*

SUPPORT AND REVENUES

Support

Government Contracts and Grants	\$ 1,369,054
Corporate and Foundation Grants	267,882
United Way	13,656
In-Kind Contributions	<u>188,050</u>
Total Support	\$ 1,838,642

Revenues

Training Workshop Fees	\$ 77,405
Membership Dues	11,775
Locate Fees	3,530
Interest	1,036
Fingerprint Fees	2,145
Other Revenue and Donations	<u>12,552</u>
Total Revenues	\$ 108,443

Total Support and Revenues **\$ 1,947,085**

EXPENSES

Maryland Committee for Children	\$ 592,339
Friends of the Family	304,381
Department of Family Services/Healthy Families	233,558
Child Care Grants	362,345
Foundations	53,880
Training	150,946
Membership	8,442
Other	<u>152,614</u>

Total Expenses **\$ 1,858,505**

Increase in Unrestricted Net Assets Before Depreciation	\$ 88,580
Depreciation	<u>96,845</u>

Decrease in Unrestricted Net Assets	\$ (8,265)
Beginning Unrestricted Net Assets	<u>516,112</u>

Ending Unrestricted Net Assets **\$ 507,847**

ADELPHI/LANGLEY PARK *family support center*

Janet Klenkel, Director

The Adelphi/Langley Park Family Support Center enjoyed another successful year with our families, offering comprehensive educational programs, counseling and service coordination support for over 250 young parents and their children. This year the community offered recognition to our staff for their efforts. Danitza Simpson and Janet Klenkel were both recipients of the Prince George's County Coalition of the Foreign Born award for their work with immigrant families. Teresa Martinez, our Certified Child Passenger Safety Technician was honored by the Prince George's County Highway Safety Task Force for her assistance with their "Boost Prince George's" program and her work with our Maryland Kids in Safety Seats (MD KISS) car seat loaner program. Over the past year our KISS program provided over 180 child safety seats to needy families.

healthy FAMILIES

Nedra Wingate, Supervisor

The Adelphi site of Healthy Families Prince George's serves first time, at-risk families of northern Prince George's County with intensive home visiting and parenting educational services. Amid budget cuts resulting in the loss of one Family Support Worker position and some staff turnover, we ended the year on a positive note providing comprehensive services to a total of 56 mothers and 51 babies. During this year 14 babies were born and enrolled in the program. 92% of the babies enrolled have their immunizations up to date, and 92% of the babies eligible for WIC are receiving services.

Our program was the recipient of a \$5,000 grant from the Bonnie Johns Children's Fund for the purpose of promoting childhood safety in the home. Many of our mothers did not have basic health and safety items such as band aids or a thermometer. The grant allowed our staff to purchase these supplies and more, such as safety gates, outlet plugs and cabinet locks. We discussed safety on home visits and held a support group in March covering safety.

The greatest highlight of the year was "graduation." The collaborative event celebrated with the Progressive Life Program, the Prince George's County Health Department and the Prince George's County Department of Family Services. Twelve parents received certificates and their children received backpacks filled with items they will need in school. Two participants spoke, including the very first mother enrolled in the program, now successfully employed. We celebrated another milestone when our participant "Michelle" purchased a townhouse. This young mother continues to work full time, is taking classes at Prince George's Community College and successfully raising her beautiful child.

The Maryland State budget cuts forced the closing of the Guide Family Support Center, the only other Center in Prince George's County. We thank Guide for generously sharing with us toys and materials from their child development room and we miss our partner agency. Prince George's County families certainly need more than one Family Support Center.

A new partnership was established this year with Prince George's County Department of Social Services, "Community Outreach Initiative 2003", which offers various types of support and assistance to families at our Family Support Center site one evening each month. Our staff and other community partner volunteers (AMERIGROUP, the Law Foundation, Casa de Maryland, and Prince George's County Health Department) are available for translation and interpretation, helping families apply for assistance through DSS, i.e. food stamps, medical assistance and energy assistance. This pilot program was quite successful and many families benefited ... so much that DSS has decided to continue the program. This initiative proved to be an excellent community collaborative effort.



The Healthy Families Team

LOCATE: *child care*

Laura Terrell, Director

International wartime issues were brought home to the LOCATE: Child Care staff this year as our counselors were asked to provide intensive counseling to military families living in Prince George's and facing child care issues due to deployments to the Middle East. From parents being deployed to relatives becoming guardians, the counselors worked with families to find child care. In times of stress, many turn to our caring counselors to help them ease their child care issues.

Continuing to meet the needs of our community, LOCATE provided resource and referral services to over 7,000 people this year. The counselors faced the challenges of providing information for parents who were beginning to feel the effects of state and county budget issues, such as the freeze on Purchase of Care vouchers. Another 2,700 calls were received from providers calling to report vacancies and from the general public on various child care related inquiries. An added feature for families came in the form of an online search for child care referrals. Through the LOCATE Child Care Assistant and the After-School Activities websites, parents were able to access child care program information. Online searches were conducted for over 16,400 children.

With the state freezing the Purchase of Care child care voucher, affordability became an extremely serious matter for families and child care providers. Counselors suggested to parents ideas for child care such as finding providers willing to negotiate rates and programs that used sliding scale rates. With providers, counselors discussed marketing ideas and enrollment strategies. Freezing the child care subsidy is having a negative impact on our families and the child care industry.

Over 1,000 children were served through our Enhanced LOCATE services. One parent served through the TCA Enhanced Service reported in a follow-up call to the counselor that with LOCATE's help she was able to find a provider who could take all her children together. The parent commented that the service was a great help to her as she began her move from welfare to work, providing referrals and the information she needed to make a good choice. The services of LOCATE: Child Care can best be summarized by the individual who has utilized the service during the past 10 years, first seeking care for her younger siblings and then her own children. She stated, "I'm glad LOCATE has always been available. It's a great service."

GRANTS *department*

Linda Thoman, Grants Coordinator

Fiscal Year 2003 was very busy and exciting for our Grant Department. In January of this year the Resource Center was one of 30 organizations nationally to be awarded a federal Early Reading First grant from the Department of Education (out of 800 original applicants). This was the Resource Center's first time applying for federal funds. A three-year grant of \$1.6 million, Early Reading First is part of President Bush's "No Child Left Behind" act. In June the Resource Center received notification from Prince George's County Housing and Community department that we were awarded a Community Development Block Grant for our family literacy program. Operated out of our Adelphi/Langley Park Family Support Center's the Reading Across Generations grant serves 100 families. Other funders awarding grants to this highly successful program in FY2003 include Morris and Gwendolyn Cafritz Foundation, Eugene and Agnes E. Meyer Foundation, Starbucks Foundation, MARPAT Foundation, and Prince George's County Public Schools' Adult Education Program. Additionally, the Freddie Mac Foundation, our longtime community partner, generously awarded the Resource Center a capacity building grant to develop a comprehensive 3-year organizational strategic plan. This opportunity is allowing the Resource Center to assess its community effectiveness and future sustainability.

The second year of the grant-writing workshop series proved to be quite popular and advantageous for both family child care providers and center staff. The series, "Grant Writing Made Easy" and a "Grant Writing Practicum," was offered four times in FY03 with about 100 participants attending. Evaluation outcomes were overwhelmingly positive and follow-up feedback tells us that skills learned have resulted in grants being funded.

COMMUNITY PROGRAMS *department*

Margaret Watkins, Director



This fiscal year was a landmark year for the Prince George's Child Resource Center and the Community Programs Department. The Resource Center was awarded a federal grant as part of President Bush's Good Start, Grow Smart initiative. The highly competitive process resulted in funding for only 30 projects nationwide out of a total of over 800 applications. Notified in January that we were funded, we spent the rest of the fiscal year assembling a first-rate staff and completing the selection of child care centers that we will be working with. With our partners, the Prince George's County Memorial Library System and Prince George's County Public Schools, we will transform three child care programs into centers of excellence that positively impact literacy skills of the children they serve. We will provide staff training and coaching and enrich each program with wonderful supplies and books, books, and more books. This project will move us to another level of quality enhancement for child care programs in Prince George's County. It is a new venture for the Resource Center and under the guidance of Jennifer Hoffman, project manager, we are eager to begin.

This year the Resource Center offered a wide variety of continuing education opportunities to over 4000 participants. Training sessions, varying in length and content were held at the Resource Center, on-site in both child care centers and family child care homes, at high schools, middle schools, public libraries, and at the Adelphi/Langley Family Support Center. Specialized training on parent/provider communication and relationships, the American With Disabilities Act, protecting and keeping children safe, and teen parenting addressed real needs in our community. Our trainers continued to bring a level of expertise and excellence in all their work that is recognized countywide. Our training is highly regarded and sessions are filled, sometimes months in advance.

Once again Community Programs assisted both potential family and center programs as well as the existing child care community with technical assistance. We provided information, support, and resources to over 800 individuals and helped create over 1400 new child care slots. Additionally, we presented over 100 hours of technical training offering workshops especially helpful to new child care providers. To enhance the professional growth of existing providers we offered advanced level classes to meet Credentialing needs as well as license renewal requirements. Sadly, with reduced funding to the Maryland Child Care Resource Network, the decision was made to eliminate the technical assistance departments in Resource Centers throughout the state. It was with great regret that we suspended technical assistance as one of our core services in May. Since that time have offered only minimal services based on staff availability.

For the sixth year we worked with the Prince George's Interagency Early Childhood Committee to present a conference that was attended by 1000 early childhood enthusiasts. The Community Programs Department played a major role, handling registrations as well as providing the leadership that was responsible for 70 outstanding workshop sessions presented at the annual conference, "Celebrate Children: Building Partnerships That Last."



STATEMENT OF FINANCIAL POSITION *June 30, 2003*

ASSETS

Current Assets

Cash	\$ 322,094
Accounts Receivable	201,666
Prepaid Expenses	24,833
Total Current Assets	\$ 548,593

Property and Equipment – Net: \$ 149,230

Total Assets \$ 697,823

LIABILITIES AND ASSETS

Current Liabilities

Accounts Payable	\$ 18,310
Accrued Expenses	90,259
Deferred Revenue	81,407
Total Current Liabilities	\$ 189,976

Unrestricted Net Assets:..... \$ 507,847

Total Liabilities and Net Assets \$ 697,823

CONTRIBUTORS AND FUNDERS *of the resource center*

We extend our sincere appreciation to all those foundations, businesses, agencies and individuals who have donated time, finances and in-kind support to assist the Resource Center in enhancing the lives of children and families.

CONTRIBUTORS

Comcast Cable Communications
Lakeshore Learning Company
Prince George's Community College

Prince George's County Child Care Association
Prince George's County Family Child Care Association
Prince George's County Government

PROGRAM FUNDERS OF THE RESOURCE CENTER

Cafritz Foundation
CSG Foundation
Freddie Mac Foundation
Friends of the Family, Inc.
Gannett Foundation
KISS Program
MARPAT Foundation
Maryland Committee for Children, Inc.
Maryland State Department of Human Resources,
Child Care Administration
May Company (Hecht's)

Meyer Foundation
National Council of Negro Women
Prince George's Community Foundation
Prince George's County, Department of Family Services
Prince George's County Government
Prince George's County Highway Safety
Prince George's County Public Schools
Starbucks Foundation
The Maryland Center at Bowie State University
United Way of Prince George's County



PGCRC EMPLOYEES *July 2002 – June 2003*

Armstrong, Paul	1993	Miller, Marianne	2000
Bell, Nicole	2001	Perassi, Luz	1999
Branch, Stephanie	2003	Porter, Tanya	2003
Bobbitt, Francine	2001	Proctor, Robin	2000
Bobbitt, Ricky	1991	Ramos, Silvia	2000
Chavez, Bertha	2001	Reed, Jacqueline	2002
Clements, Carole	1999	Rodriguez, Maria	1999
DeCasaris, Elizabeth	2001	Simpson, Danitza	1997
Dorzon, Patience	1994	Terrell, Laura	1996
Flores, Nelson	1995	Thoman, Linda	1999
Gajardo, Hilda	2002	Twilley, Lynette	1992
Gentry, Andrea	2002	Vilcarromero, Gloria	2001
Hoffman, Jennifer	2001	Watkins, Margaret	1993
Janssen-Checa, Liliana	1999	White, Angie	2002
Klenkel, Janet	1995	White, Betsy	2003
Lucero, Lizbeth	1999	Williams, Shantiea	2003
Lucero, Yenny	2001	Wingate, Nedra	1999
Martinez, Teresa	1997	Woody, Tiffany	2002
Medley, Cynthia	2001	Worshtil, Marti	1990
Merritt, Kimberly	2001		



Member agency of the Maryland Child Care Resource Network with funding provided by the Maryland Department of Human Resources.

