



Child Development Council

The Child Development Council of Central New York, Inc. promotes and advocates for the healthy development and well being of children and families at home, in child care, and in our community through inclusive, individualized services, education, and connections to community resources.

START



2024 Gratitude Report

Giving Children The Best Start In Life



Giving Children The Best Start In Life

Dear Friends,

Thank you so much for your support of the Child Development Council! We are pleased to present the Council's 2024 Gratitude Report. Please enjoy these highlights of our work.

2024 was a year of intentional change and persistence. Internally there was a focus on team building and professional development, while outwardly programs and services evolved to meet the needs of the community. **Change is necessary to promote growth.**

Future planning was at the forefront as the Council's 2025-2028 Strategic Plan took shape. Before diving into future goals, the Council team and Board of Directors revised the agency's Mission, Vision, and Values statements to reflect **renewed commitment to foundational beliefs.**

An overview of the Strategic Plan, along with the agency's updated guiding principles, are included in this report. Threads of commonality weave them together to create a blueprint that guides our work.

We believe the impact of improving outreach efforts, increasing collaborations with community partners, and ensuring equitable representation provides the foundation for maximizing the potential of families and caregivers of young children in Cortland and Tompkins Counties.

When families and caregivers have the resources they need, children reap the benefits.

Thank you for prioritizing the wellbeing of children and families by being a friend of the Child Development Council.



With much appreciation,

Melissa Perry, Chief Executive Officer

Child Development Council Guiding Principles

MISSION

The Child Development Council of Central New York, Inc. promotes and advocates for the healthy development and well being of children and families at home, in child care, and in our community through inclusive, individualized services, education, and connections to community resources.

VISION

Ensuring caregivers have the resources to give children the best possible start in life.

VALUES

The Values of the Child Development Council are Community, Growth, and Inclusivity.

Community: The Child Development Council fosters healthy and compassionate environments that promote wellbeing.

Growth: The Child Development Council embraces the evolving nature of the community and adapts our approach accordingly.

Inclusivity: The Child Development Council celebrates individuality and advocates for equity and belonging.

**Child Development Council
Strategic Plan
2025-2028**



2025-2028 STRATEGIC PLAN IMPACT

Improving outreach efforts, increasing collaborations with community partners, and ensuring equitable representation provides the foundation for maximizing the potential of families and caregivers of young children in Cortland and Tompkins Counties.

Child Development Council Strategic Plan 2025-2028

Representation

- Connect with families and caregivers of young children not currently served by the Council
- Expand and enhance services in response to community needs
- Identify populations of families and caregivers of young children not connected with the Council and assess barriers that prevent utilization of services
- Develop an outreach plan to connect with families and caregivers of young children, particularly those not already utilizing Council services
- Evaluate current Council services and identify opportunities to expand or enhance services in response to unmet needs of families and caregivers of young children in alignment with agency mission and resources

Outreach

- Optimize foundational knowledge of agency functions among team
- Develop standards for internal and external agency materials to promote consistency and recognition
- Streamline outreach and marketing processes to promote impact
- Create a Community Services program to offer additional services to families and care givers of young children to address unmet needs
- Develop Organizational Resources Binder to increase access to agency information
- Enhance team development opportunities
- Refine processes and expand capacity to facilitate outreach activities; develop resources and materials to ensure impactful community events
- Develop engaging marketing materials and distribute intentionally to reach families and caregivers of young children, particularly those not already utilizing Council services
- Expand Warmline services
- Develop supported Play Space
- Assess and address need for Mental Health Consultant to provide support to families and caregivers of young children

Collaboration

- Ensure current and future collaborations align with agency values
- Build capacity to address unmet needs by leveraging collaborations
- Evaluate current and prospective collaborations, grants, and contracts for alignment with agency values and resources
- Analyze needs of local families and caregivers of young children to determine gaps in services
- Form and maintain intentional collaborations for the purpose of leveraging connections to provide high quality services to families and caregivers of young children



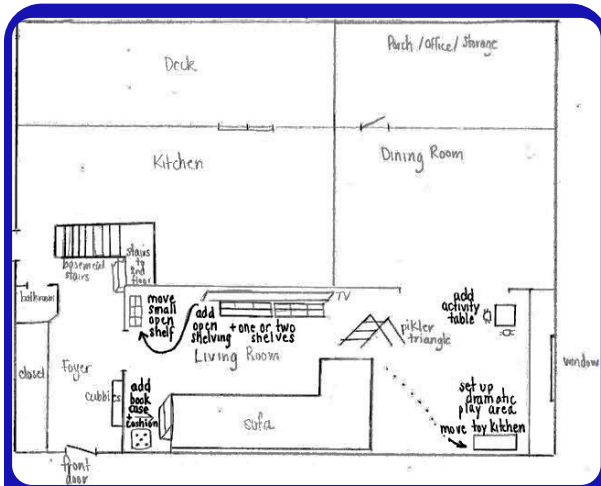
Child Care Resource and Referral

Supports the development and sustainability of accessible, affordable, high quality child care.

Informal Child Care

Enrolled Providers
Tompkins County: **41**
Cortland County: **40**
Summer Camps: **6**

Informal providers received health and safety items, educational materials, and developmentally appropriate activity suggestions.



Quality Improvement Grants

\$9,198.23 Funds Awarded
21 Grants

Funds were used to provide child-sized furniture, sensory materials, books, gross motor items, and resources on serving healthy meals to children.



Child and Adult Care Food Program

40 Enrolled Child Care Providers
110,365 Meals Served
61,365 Snacks Served
\$303,638.32 Reimbursed
31 Providers received vegetable plants as part of the Here We Grow Initiative



Training

71 Offered Trainings
374 Unduplicated Participants

Trainings included: *The Learning Kitchen, Staff Recruitment, Ramps and Pathways, Caring for Children with Special Needs, Outdoor Play, Ongoing Financial Management.*

Promotes quality child care environments and learning experiences for children.

"I am extremely grateful for the support I received from the regulator throughout the entire licensing process. The regulator was not only sincere & respectful but also very supportive at each step... I truly appreciated her extra effort to find the information I needed, & her dedication to ensuring I was well-informed."

14 Family Day Cares
16 School Age Child Care Programs

Registration



Child Care Resource and Referral

Supports the development and sustainability of accessible, affordable, high quality child care.

Referral Services

Website Referrals: 427

In Person Referrals: 314

"The service was free, quick, and easy to access."

"I've reached out to CCR&R a couple times seeking information on child care for foster children and I received a prompt response with helpful resources. I will definitely be using these services again as I move forward in the foster care process."

Enhancing Equity and Inclusion in Child Care

Designed to give providers necessary tools and guidance to build environments and practices that promote equity and inclusion, effectively enhancing the overall quality of child care programs.

16 Child Care Programs

have enhanced the level of inclusivity and quality of their programs through participation in this project.

"This was very helpful. It allowed us to freshen our materials to have more representation as well as support for children with sensory and gross motor delays. We have seen a lot of cooperative play with many of the materials which has enriched our program."



Community Child Care Supply Growth Initiative

Promoting the development of high quality child care by funding start-up costs of new programs and the expansion of existing programs in Tompkins County.

5 NEW Child Care Programs

54 NEW Child Care Slots

18 New School-Aged Slots

Additional programs received funding and are in process of opening/expanding.



"There's no way we could have done this without racking up credit card debt or taking out a loan. This [grant] got us everything we really needed to open."

Building Access to Child Care



BACC helped create:

7 NEW Child Care Programs

2 Expanded Child Care Programs

86 NEW Child Care Slots

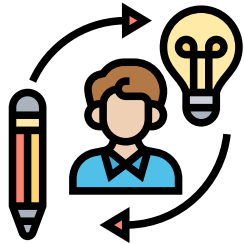
Business Support Specialists work to increase the supply of child care by partnering with new providers and offering individualized support to promote quality programming and long term success.



Family Services

Strengthens families through relationships, resources, and individualized caregiver support.

541 Developmental and Social Emotional Assessments Completed



81% of children who received assessments were developmentally on track
11% of children received Early Intervention Services



Who We Served in 2024

Children ages 0-5

185

Families

122

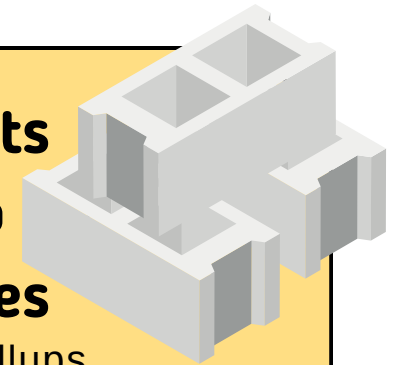
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- 1,251 home visits
- 8,503 total units of contact with families including transports, phone conversations, office visits

Top 4 benefits of the program as shared by Family Services participants:

- Information about community resources to meet family needs
- Tips and support to help navigate parenting
- Help with understanding the needs of children
- Food Assistance (food stamps/SNAP, food pantries)

Concrete Supports Provided to Enrolled Families



- 16,216 Diapers/Pullups
- 172 Cans of Infant Formula
- 172 Food Boxes
- 56 Gift Cards for Basic Needs
- 49 Gas Cards
- 26 Bus Passes



Community Services

Welcome Little One

A 4-part preparing for baby series that focuses on teaching the fundamentals of caring for a newborn through hands-on activities and open dialogue. This experience is designed for first-time caregivers, whether through birth, adoption, foster, kinship, or surrogacy.



31 Participants reported an average of a **67%** increase in knowledge and skills from taking this course.

Participant feedback:

“We had a really great time, learned a lot, and feel a lot more confident becoming first-time parents.”

“The class was reassuring, providing knowledge on what to expect.”

Cavity Free Kids

Oral health education for young children and their caregivers.



3 Trainings
26 Participants

Quote from participant: “Thank you so much! I learned a lot of new and fun activities to get my kiddos excited about taking care of their little chompers!”

Outreach

26 Events

- Community Celebrations
- Parades
- Community Events
- Direct Service
- Fundraising
- Volunteering

Featuring the Council’s Signature Events:

Playdate
Kidsville

Gifts of appreciation to the community.
Nostalgic park activities, family fun, and yummy snacks!



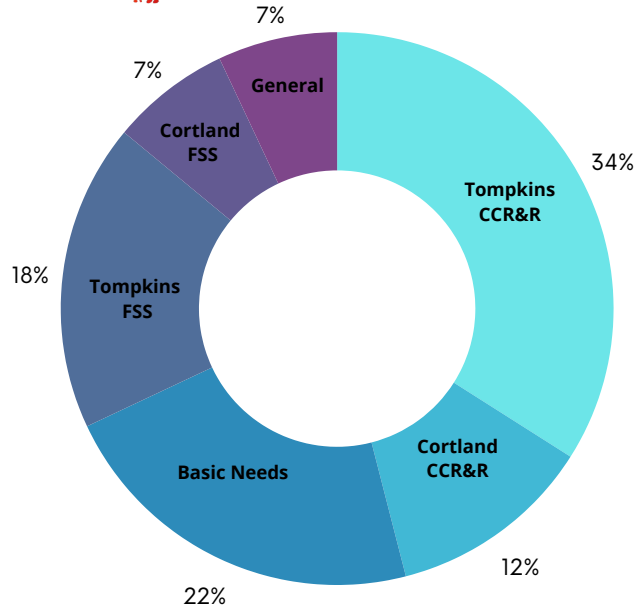
Emergency Child Care Scholarships

\$8276.00 awarded to help 8 families cover child care costs.



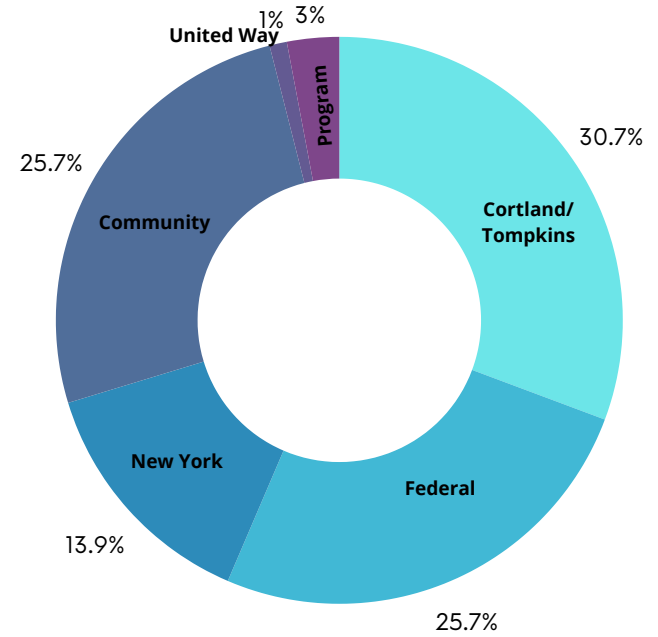


2024 Child Development Council Finances



Expenses

Tompkins CCR&R (30%)	\$775,060
Cortland CCR&R (15%)	\$283,648
Basic Needs (20%)	\$503,698
Family Services-Tompkins (19%)	\$412,782
Family Services - Cortland (8%)	\$159,852
Management & General (8%)	\$172,200
Total	\$2,307,240



Revenue

Cortland and Tompkins Counties (27%)	\$759,951
Federal (35%)	\$670,437
New York (13%)	\$354,542
Community Support (21%)	\$664,338
United Way (1%)	\$27,300
Program & other fess (3%)	\$78,385
Total	\$2,590,953

Proudly Serving our Community Since 1967

Family Services • Child Care Resource and Referral • Warm Line

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Board and Staff

Thank You to the 2024-2025 Child Development Council Board of Directors

John Bauda
Asif Chaudhry
Jessica Custer-Bindel
Stephanie Fritz
Penny Givin
Lucinda Noble

Kyle Page-Robinson
Chau Pham
Nancy Potter
Brian Rozewski
David Rutherford
Patricia Williams

Current Child Development Council Team

Administrative:

Diane Feldman
Margaret Tinker
Melissa Perry
Michael Hoit

Child Care Resource and Referral:

Alexxis Strauf
Allison VanGalder
Ann Turcsik
Anne Withers
Barb Mechalke
Jessica Mazur
Joanie Slatoff
Lisa Potter
Ruth Williams
Sara Sandritter
Sue Sopp
Vickie Mundy- Hebert

Family Services:

Amy Riotto
Elizabeth Wolff
Jessi Soto-Moyer
Ken Cassano
Lisa Bowman
Lisa Drake
Malinda Rees

Thank you for a great 2024! Doing good work... and having FUN!

