Helping Children Grow River to



Resources, Referrals, and Support / Recursos, Referencias, y Apoyo

Now Available online: Economic Impact Report, Child Care in Sonoma County

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February 15, 2013 - Child care has a \$214 million dollar impact on the Sonoma County economy, according to the 2012 Update -Child Care Economic Impact Analysis for Sonoma County recently published by the Child Care Planning Council of Sonoma County. In fact, for every \$1 invested in child care, an additional 73 cents is generated. According to data from the Economic Census, the child care industry in Sonoma County generates more gross economic activity than the food manufacturing industry, HVC [heating, ventilation and air conditioning] industry, spectator sports industry, waste collection, personal care services, advertising and public relations, and software publishers.

There are 2,777 jobs in the child care services industry in Sonoma County, and For every direct job in child care, an additional .26 jobs are created in the local economy, which equates to an additional 730 jobs.

Similar to transportation and housing, reliable affordable child care provides parents the infrastructure to productively participate in the workforce. In Sonoma County, almost 23,000 children under 6 have all parents in the labor force, and more than 30,000 children between 6 and 12 have all parents working, representing 66% and 75% of all children, respectively. Researchers found for all mothers, regardless of whether they are in one- or two-parent households, whether or not they have strong labor force connections, and whether or not they have any college education, lack of child care is by far the most frequent barrier to employment.[1]

A reliable early care and education (ECE) infrastructure improves businesses bottom line, and its absence can be costly. Studies show that reliable ECE increases working parents participation and productivity. Another study found that for every \$1 investment in back-up child care, employers can receive \$3 to \$4 in productivity and turnover improvements.[2]

ECE also supports student parents: The benefits of having a more skilled workforce are clear: families have higher incomes leading to more tax revenues and less reliance on public services, and businesses see increased productivity.[3]

The recent Economic Impact Report states that Child care generates a wide variety of social economic benefits including reducing long term public spending on social services and criminal justice system costs. For every dollar invested in early child care, \$2 to \$4 in net present value benefits will be produced.

High-quality ECE programs save the public money in four ways:

- Subsequent public education expenses are lower because 1. participants spend less time in school (as they fail fewer grades) and require expensive special education less often.
- Criminal justice costs come down because participants-and 2. their families" have markedly lower crime and delinquency rates.

APRIL @ 2013 @ ABRIL

Celebrate the Week of the Young Child: April 14 -16, 2013

- 3. Both participants and their parents have higher incomes and pay more taxes than non-participants.
- Reduces public welfare expenditures because participants and 4. their families have lower rates of welfare usage.4]

Annual rates of return on preschool investments are estimated at 10 percent or higher each year over the students lifetimes, exceeding the 6 to 7 percent average rate of return typically expected of government programs and the stock market. Preschool is far more cost-effective than programs that correct educational and social problems in later years. [5]

The 2012 Update - Child Care Economic Impact Analysis for Sonoma County can be viewed at http://www.scoe.org/pub/htdocs/child-care-reports.html [1] Economic Impacts of Early Care and Education in California by Jenifer MacGillvary and Laurel Lucia, University of California, Berkeley, Center for Labor Research and Education, August 2011, page 13

- [2] Ibid, page 12
- [3] Ibid, page 14

[4] Ibid

[5] The Economic Promise of Investing in High-Quality Preschool: Using Early Education to Improve Economic Growth and the Fiscal Sustainability of States and the Nation, Committee for Economic Development 2006, page 3

Child Care Planning Council of Sonoma County Sonoma County Office of Education, 5340 Skylane Blvd., Santa Rosa, CA 95403 (707) 524-2792, FAX (707) 524-2666, www.scoe.org/ccpc

Save the Date - Reserve el Día

Evening of Honor Una Noche de Homenaje

A Celebration of the Early Childhood Education Community

Una Celebración de la Comunidad para la Educación de la Edad Temprana

> FRIDAY, APRIL 19, 2013 VIERNES, 19 DE ABRIL, 2013 6-8 PM

An Adult-Only Event - Solamente Adultos Por Favor

Light Refreshments - Refrescos Honors & Recognition - Homenaje y Reconocimiento

Mary Agatha Furth Center 8400 Old Redwood Hwy, Windsor

Do you know someone who is retiring? - Conoce a alguien que se va a retirar? Please contact/Por favor comuníquese con Laura Vallejo: lvallejo@santarosa.edu ☆ Do you know someone who deserves or needs a "hug" award?

Conoce a alguien que merece o necesita un premio "abrazo"? Please contact/Por favor comuniquese con Missy Danneberg; fwdann@sbcglobal.net

 δ CENTERS: PLEASE PRINT AND POST TO SHARE WITH STAFF!!

This event is sponsored by/Este evento es auspiciado por: Sonoma County Association for the Education of Young Children (SCAEYC), Child Care Planning Council of Sonoma County (CCPC), Community Child Care Council (4Cs) of Sonoma County, CAP of Sonoma County Head Start, River to Coast Children's Services, PaceAPP and SRJC Child Development Department.

Nuestra misión es cultivar el desarrollo saludable de los niños y familias en nuestra comunidad. Ofrecemos recursos, referencias, apoyo y oportunidades a los proveedores de cuidado de niños, familias y comunidades en el Oeste de Condado de Sonoma

"Our mission is to nurture the healthy development of children and families in our community. We offer resources, referrals, support and opportunities to child care providers, families and communities in western Sonoma County".

RIVER TO COAST CHILDREN'S SERVICES ANNUAL REPORT FOR THE FUNDING YEAR 2011-2012 LOOKING BACK, ENVISIONING THE FUTURE:

This has been a very busy year for RCCS and there have been many changes in the organization. However, our core values never change and we are proud to continue to serve over 300 children and their families in our community. In addition to resources and referrals, we have adopted four preschools and taken over management of the Guerneville Veterans Hall. We have also said good-bye to five incredibly committed Board members and welcomed three new ones.

First, a huge thank you goes to Amber Twitchell, Angela Gianni, Andrew Sullivan, Mike Nicholls and Alicia Montano our outgoing Board members. It is a testament to their dedication to this community that they continue to actively participate in events and fundraising for RCCS. The agency is also lucky to welcome three new board members: Bob St. Clair, Patty Johnston and Jennifer Schiavone. All of them have dived in at the deep end and have brought huge amounts of expertise and enthusiasm to RCCS.

Christmas can be a tough time for many families and over the years RCCS has developed a gift program for many children in the area. This would not be possible without the generous support of many community members and one man in particular. Santa Tim has been an active part of the gift program this year donating bicycles, clothes and toys. This year he gave 16 bicycles and so many gifts that the extras were taken to Fife Creek Commons, a Burbank Housing Project in Guerneville and donated to children there at a big Christmas party.

With all of this local and active support it is important to remember that the poor economy still affects everyone and in January, state and county funding to RCCS was yet again cut. There were cuts if between 8% and 20% to the childcare budget and the agency's counseling budget was cut completely. To ensure that RCCS can still offer all of the programs the agency has stepped up its grant applications and fundraising and thankfully has been able to find funds to continue the counseling program.

February was tax time and thanks to RCCS's Tax Assistance Program, over \$66,000 was kept in this community with families who needed it.

Between April and September, RCCS worked hard on fundraising. Starting with Give Back Tuesday at the Rainbow Cattle company in Guerneville in April. Board member Dominic Maccario brought home-made lasagna and loads of the local community came by for a slice and to support. In May, staff and parents participated in the Human Race, through sponsored walks and hikes, they raised over \$2000. Then in June the Korbel reception saw 100 participants attend and raise \$12,000. Then in September, Northwood Golf Club hosted a golf tournament and dinner with participants fees donated straight to RCCS for our counseling program.

June also marked a significant milestone for the agency when the board voted unanimously to run four preschools in Fort Ross, Cazadero, Monte Rio and Cinnabar in Petaluma. Thanks to this change RCCS is able to reach many more children and families and has also brought in ten new members of staff. The agency sees quality preschool education as a vital part of the mission to serve local children and also a great connection to the Kindergym program that runs so successfully in Guerneville, Forestville and Bodega.

RCCS is a committed community partner to the other agencies and groups that serve the people of West Sonoma County. As part of the Russian River Area Resource Advocates (RRARA), the agency works to collaborate in improving the health and education opportunities for everyone in this community. One of the big commitments this group has made was to take on the Guerneville Veterans Hall and establish it as a true community center where programs and events

could take place and be accessible to everyone.

RCCS is proud to be a part of this and agreed to act as fiscal agents and manager of the project. In September, the agency signed a lease with the County of Sonoma and officially took over the hall. The agency is applying for grants to renovate the hall and has hired a program manager to oversee the day to day operations.

In December, RRARA formally became a Health Action 2020 Chapter for the Russian River. Health Action 2020's goal is to make Sonoma County the healthiest county in California this includes assisting all youth to graduate from high school as well as giving better access to health care and healthy eating to all residents.

As part of the continuing mission to reach more local children, RCCS has proposed opening a preschool on the campus of Guerneville School. The school board and superintendent and have voted in favor and hopefully the preschool will be able to open for fall 2013.

As always RCCS can only do what it does with the brilliant work of its staff, board and volunteers. This agency has been a vital part of the community for over 36 years and continues to work with and advocate for our children.

Jynx Lopez, Executive Director Bendan Coen, Board of Directors Chairperson River to Coast Children's Services

BOARD MEMBERS: CURRENT AND THOSE WHO SERVED IN 2011-12 FUNDING YEAR

JODI CHUNG BRENDAN COEN PATTY GERLACH ANGELA GIANNI PATTYJOHNSTON VICKI HALSTEAD DOMINIC MACCARIO ALICIA MONTANO BOBBI NOEL MICHAEL NICHOLLS JENNELL PARR NANCY SAXE JENNIFER SCHIAVONE BOB ST. CLAIR AMBER TWITCHELL

OUR WONDERFULLY FANTASTIC VOLUNTEERS FY 2011-2012

Dan Boyce Chris Boyce Judy Brennan Pedro Cardona Lucy Cardona Jodi Chung Brendan Coen Hermila Figueroa Aurora Flores **Carmen Flores Oralia Flores** Carmen Flores Rocio Garcia Villanueva Alicia Montano Marcos Garilazo Diego Garilazo Salvador Garilazo Patty Gerlach Angela Gianni Lyn Guittard Jill Hager Vicki Halstead

Herman Hernandez Andy Hilldale Mason Hummel Ariana King Diego King Celina Lopez Ortega Eva Lopez Ortega Cecilia Luevano Dominic Maccario Lorena Marmolejo Mariah Merla Catalina Monroy Imelda Montano Mayra Montano Delia Montano Alicia Montano Sandra Moreno Michael Nicholls Bobbie Noel Maria Rosie Ortega

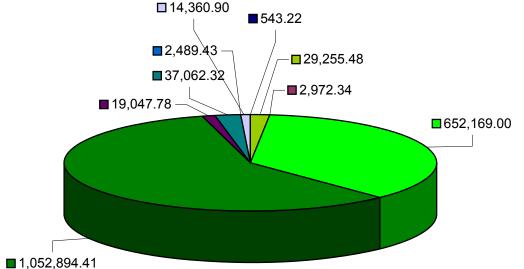
Santos Ortega Marta Palomar Marta Palomar's mom Jennell Parr Judith Pena **Briyet Preciado** Sandra Puga Maria Reves Gloria Rodriguez Luz Rosas Nancy Saxe Ed Smith Andrew Sullivan Kevin Tripp Amber Twitchell Maria Cecilia Vega

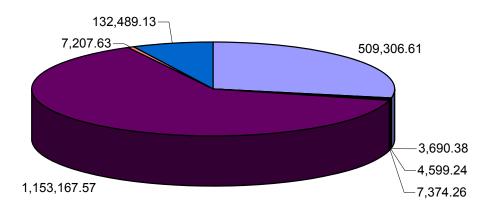


Revenue FY 2011-2012

Fundraising/Events/ Contributions

Foundation and Trust Grants





Federal Contracts State Contracts Other Governmentt Grants Family Fees Program Service Fees □ Miscellaneous Rev ■ Interest Income

Expenses FY 2011-2012

	Wages and Benefits
	Incentive for Providers
	Advertising and Outreach
	Emergency Food and Supplies
	Direct Payments to Providers
	Program Supplies
	Operating Expenses
All reports and audits are available to the public at the River to Coast Children's Services office located at 16300 1st Street in Guerneville, CA.	

Office hours are 9AM to 5PM, Monday through Friday.



2011-2012 Programs Report: By the Numbers

Resources, Referrals, and Support / Recursos, Referencias, y Apoyo 707.869.3613 / info@rccservices.org / www.rccservices.org

- # Referrals for child care: 142
- # Technical assistance calls answered: 4183
- # Children enrolled in subsidized care programs end of June 2012: 214
- # Home visits made by RCCS Child Development Resource Specialists: 313
- # Desired Results Development Profiles completed for FCCH children: 230
- # Parent conferences for FCCHEN Program enrolled children: 178
- # Hours Guerneville Kindergym offered: 203
- # Hours Forestville Kindergym offered: 150
- # Children participating in Guerneville Kindergym (year's average/session): 52
- # Parents participating in Guerneville Kindergym (year's average/session): 43
- # Children participating in Forestville Kindergym (year's average/session): 28
- # Parents participating in Forestville Kindergym (year's average/session): 20
- # Books provided to children through "Growing a Reader" program: 206
- # Child Care Providers providing subsidized care through RCCS subsidy programs: 51
- # Provider workshops 13
- # Provider workshop training hours: 322
- # Lending Library users: 83
- # Items from Toy Lending Library loaned to parents & child care providers: 110
- # Car safety seats installed & installation trainings done: 28 & 30
- # Families receiving basic needs assistance: 162
- # Children receiving basic needs resources: 351 (breakdown by age groups: 0-36 months 25.64%, 3-6 years, 36.46 %, 7-16 years, 37.90%)
- # Meals for children provided from emergency food pantry: 245 bags x

21 meals/bag= 5145

- # Packages of diapers given out: 186
- # Nights emergency shelter provided: 6 nights
- # Holiday gifts provided to low-income West County children: 450
- # Counseling clients hours : 100
- # Volunteers: 59
- # Volunteer hours completed: 1731



PROGRAMS & EVENTS DONORS:

Ray Allen Fausta Baltazar Mendy Behrens Vanessa Bergamo Ross Bickford Mr & Mrs Michael Bolger Kent & Karen Borowick Dan & Elaina Boyce Sabrina Brewer Kyla Brook Chuck Burger Sharon L Bushgen Soledad Cardona Efren Carillo Jodi Chung Marjorie Clark Barbara Coen Brendan Coen Tony Colino Cara Colombo Linda Connelly Craig Cooper Francis Ford Coppola Fredrick C Corrigan Joyce Cote Richard Crane Lvnn Crescione Michael & Katie Crosby Thomas Culp Michael P Daly Florence W Danneberg Katherine Davis Dennis A Debiase Kathleen Dechant Mr. & Mrs. Jerry D'Elia Ila Donovan Gail Drv Charlotte Durnin Lois Feeney Hermila Figueroa David Finkbeiner Carmen Flores Sara Flores Paul Froug Melvin A Gadd Gene Gaffnev Jim Gaffnev Gerard Garcia Adrian Garcilazo Diego Garcilazo Patti Gerlach Irene Gonzalez Sue Goranson Paul Gravesen Lyn Guittard Vicki Halstead Graeme Hanson Shauna Harbarth Carol Hardiman Heather Hendrickson Rosie Hernandez Andy Hilldale Gary Hochman Kim Holliday Virginia Hooke

Candace Johnson Patricia Johnston Valerie Jordan Alice C Jurian Amber Kelly Judy Kelly Milton Kelly Carol Kimball Barbara Kokalis Sandy Konde Francine Korn Justin R Lacv Frank & Nancy Lambert Jim Laufenberg Walter Leiss Jynx Lopez Tess Lowe Mary Luttrell Dr. J. Davis Mannino Louis Marano Jim Maresca Vicki McCall Phil & Debbie McGauley Mike McGuire Barbara McNally Eugene Meade Kim Menary John A Mino Alicia Montano Marilyn Montero Knud Mueller Michael C Nicholls Bobbi Noel Kellie Nunez Susan Packer **Christopher Paige** Jennell Parr **Megan Perkins** Nancy Perreira Mary Ann Petroff Susan Poirier Elana Radforo Aki Ransome Bob & Betsy Reeves Donna Roper Beth Rudometkin Gerard Sanchez Randy & Nancy Saxe Barbara Seymour Anthony & Elke Sharp Bert Shook Tom Shrader Mr & Mrs Tom Shultz Ed & Kathy Smith Monica A Smith **Robert A Sorensen** Bob St. Clair **Charlie Stamps** Allison Stone Irene Strombom John Stuart Andrew & Susan Sullivan Greg Switzer

John Tivenan Mike & Valerie Torr **Teresa Torres** Kevin Tripp Sonia Tubridy Amber Twitchell Betty Twitchell Susan & David Upchurch Isela Vigil **Charles Wagner** Kenneth Ward Fred & Laura Willis Noel Yates Mike Zochetti Alder Brook Winerv Aquarium of the Bay B. R. Cohn Winery **Balleto Vineyards BBQ** Smokehouse Bella Vineyards & Wine Caves Blue Heron Bull Pen Burke's Canoe Trips Chris' Home Maintenance Coastland Civil Engineering **Coldstone Creamery Community First Credit Union** Community Foundation Sonoma County Corks Resaurant D. R. Koch D&G Property Management Dawn Ranch Lodge De Loach Vineyards De Young Museum Fern Grove Cottages Ferraro Carano Field Stone Winerv Fine Tree Care Flavor Bistro Frank Howard Allen Realty Friends of Effren Carrillo Fritz Winery Graton Ridge Cellars Gundlach Bundschu Winery Hanzell Vinyards Harmony Farm Supply Hartford Winery Harvest Moon Winery Hilton Sonoma Inn At the Tides Jimtown Store Kelly Moore Paints **Kenwood Vineyards** Korbel Kozlowski Farms La Tortilla Factory Lark Drugs Leaders in Community Alternatives. Inc. Little River Inn Golf Club Manzanita Creek Wines Martin Ray Winery

MJ Venn Construction Noel's Automotive North Coast Brewing Co.Inc Northwood Golf Course Phil's Pot Pies Rainbow Cattle Company Ravenswood Winery Redwood Empire Ice Arena **River Theater Rivers End Robert Hunter Winery** Russian River Chamber of Commerce Russian River Park and Recreation Russian River Rotary Club San Francisco Foundation Santa Nella House Santa Rosa Golf and Country Club Schug Carneros Seghesio Family Vineyards Seguoia Trust Silver Oak Cellars Stumptown Brewery The Dawn Redwood Charitable Trust Timber Cove Inn Twin Pines Casino and Resort Valley of the Moon Winery **VJB** Vinevards Whole Foods Market **ZSM Construction**

First Five Sonoma County **Community Foundation Sonoma County** WestAmerica Bank, Guerneville **Russian River Rotary Club** Russian River Fire Depratment Active 23-30 Club Sebastopol #63 Volunteer Center, Secret Santa Program Toys for Tots and Teens & Steve Bosshard, USMC Ret. Welfare League Christmas Unlimited & **Clothes Closet Programs** United Metropolitan Church, Guerneville St. Elizbaeth, St Coleman, St. Catherine Catholic Church Guild members Community Church, Guerneville **Duckhorn Winery** Whole Foods, Sebastopol Andy's Produce, Sebastopol Hale's Apple Farm, Sebastopl **Bob's Fruit Stand** Hiko Ruo, DMD Fine Tree Care West Bay Builders Galleria in Occidental STARS Preschools Rainbow Cattle Company Main Street Station **Big Bottom Market** King's Sports Flavors Guerneville % & 10 Lark's Drugs Coffee Bazaar Dawn Kraft Jewelrv **River Reader** Pat's Restaurant The Dawn Redwood Charitable Trust Lyne Crescione Robert Oliver, DDS

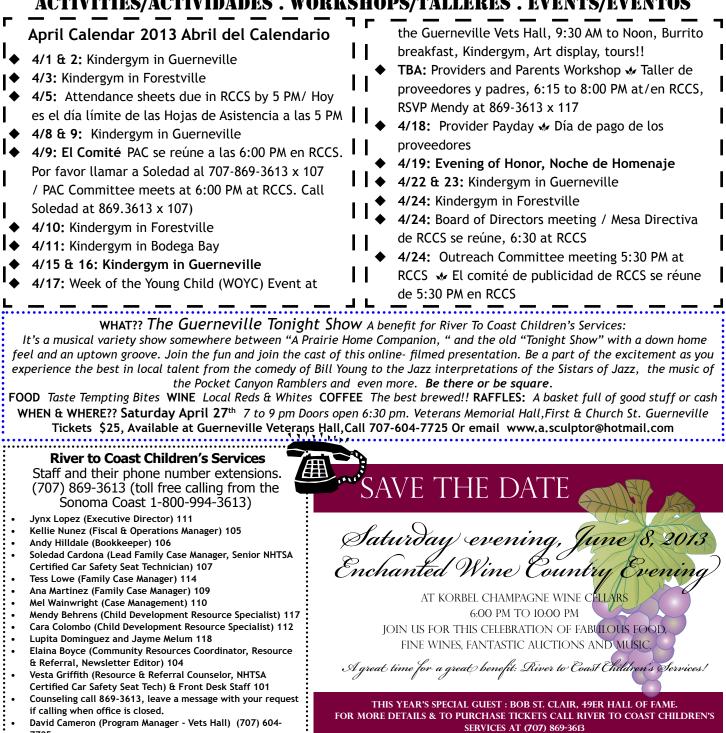


Parent Voices

CALIDAD PARA TODOS!

including Sonoma County Youth Ecology Corps or the STAY Program call the Corps-to-Career Coordinator at 707-303-3069 ext. 380

ACTIVITIES/ACTIVIDADES . WORKSHOPS/TALLERES . EVENTS/EVENTOS



7725

Ongoing Children's Activities from RCCS:

Kindergym:

- River to Coast Children's Services brings Kindergym to Forestville on Wednesday 9:30 AM to 12:30 PM. Held at the Forestville \square United Methodist Church, 6550 Covey Road in downtown Forestville. A bilingual program, features activities for children 0 to 5 years (accompanied by their care givers) FREE, but donations are accepted, Call 707.869.3613 for current schedule or check the current RCCS newsletter online at www.rccservices.org
- \square River to Coast Children's Services offers Kindergym Monday and Tuesday mornings 9:45 AM to 12:20 PM in Guerneville at the Guerneville Vets' Hall, located on the corner of 1st and Church Streets in downtown Guerneville. Features activities for children 0 to 6 years (accompanied by their care givers). FREE, but donations are accepted! Call 707.869.3613 for current schedule or check the current RCCS newsletter online at www.rccservices.org
- NEW! River to Coast Children's Services offers Kindergym in Bodega Bay starting Thursday, Dec 13, 2102 10:00 AM to 12:30 PM \mathbf{N} continuing on the 2nd Thursday of each month. Held at the Bodega Bay Union Church, 1320 Bayview St. Features activities for children 0 to 5 years (accompanied by their care givers) FREE, but donations are accepted, Call 707.869.3613 for current schedule or check the current RCCS newsletter online at www.rccservices.org



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RETURN SERVICE REQUESTED

Annual Report Issue for Funding Year 2011-2012!

EARN IT! KEEP IT! SAVE IT! COMMUNITY TAX PREPARATION SERVICE SATURDAYS STARTING FEB. 2013 AT RCCS

FAST. FREE. CONFIDENTIAL

For Free Tax Help, your 2010 income must be less than \$49,000.

- What to bring:
- 1. Photo ID
- 2. Social Security Card or ITIN
- Voided check for direct deposit
 W-2s, 1099s, 1098s and any other tax forms
- you receive 5. Last year's tax return
- Call 869-3613 to make an appointment

SERVICIO COMUNITARIO DE PREPARACIÓN DE IMPUESTOS.

COMIENZA FEBRERO 2013 EN RCCS RÁPIDO. GRATIS. CONFIDENCIAL

Para recibir ayuda gratis, su ingreso en 2010 fue menos de \$49,000. Documentos Necesarios

- 1. Identificación con su retrato
- 2. Tarjeta se Seguro Social o carta con su número ITIN
- Formularios: W-2, 1099 de otros ingresos, y otros documentos que reciba con información para sus impuestos
- 4. Un cheque nulo
- 5. Copia de sus impuestos del 2009
- Llame al 869-3613 para a hacer una cita

Parents and Providers: The newest, revised edition of the Parent and Provider informational handbook is now online. Note that there is only ONE handbook for both subsidized parents and contracted providers! Parents go to: http://www.rccservices.org/html/anilyprograms.html (and scroll down to, and click on, the link for the RCCS Subsidized Parent Information). Providers go to http://www.rccservices.org/html/providerprograms.html (and scroll down to, and click on, the link to Provider Information). Providers go to http://www.rccservices.org/html/providerprograms.html (and scroll down to, and click on, the link to Provider Information). Providers go to http://www.rccservices.org/html/providerprograms.html (and scroll down to, and click on, the link to Provider Information). You are invited to attend: The River to Coast Children's Services Week of the Young Child Event

Wednesday, April 17th 9:30 AM to - Noon at the Guerneville Vets Hall

We will begin at Kindergym with breakfast burritos, tour the bank for our children's art work, tour the Agency and end with a visit to the Monte Rio Preschool!!

Printed with funds provided by the California Department of Education