



2005-2006 Annual Report



CHILDREN'S
Services Center



*Our mission is to ensure that quality early education and child care,
including family services,
are accessible to the communities we serve.*

A private not-for-profit organization serving the families of Escambia and Santa Rosa counties since 1972



Letter from Board Chair, Cindy Anderson

Children's Services Center staff worked diligently throughout the year, as they do every year, to ensure that children in our communities are receiving the quality child care they deserve.

I have been blessed to be along for the journey for four years now and have seen changes in our community and changes in the needs of our area's families. With this in mind, this has truly been a year of transition for Children's Services Center, and as they have so many times in the past, CSC staff, board members, clients, and supporters have risen to the challenge.

I am so proud and grateful to remain a part of CSC's Board of Directors, and to pass the torch to next year's Chair Debbie Ritchie!



Letter from President/CEO, Becky Kirsch

As you will see in this report Children's Services Center has continued, as we have for over 30 years, to improve access to quality care, education, and information and referral services; to promote quality

standards, education and care for children; to provide greater advocacy for children and families and to develop and maintain working relationships with other community organizations. We have been able to do all these things because of the generous support of our friends and funders.

A significant addition to our programs was the very successful "Roads to Reading Program," an Early Learning Opportunities Grant, developed and written by CSC staff and implemented in conjunction with the Early Learning Coalition of Santa Rosa County.

Additionally, our Board invested over \$300,000 of CSC's resources in the development of our training division, APEX (Adult Professional Education Exchange), and in meeting contract requirements where contract dollars fell short.

The Board and Staff of CSC have never wavered in their commitment to effective, efficient quality services to meet the needs of the children, families and child care providers in Northwest Florida. We hope to continue with our quality work for area families in new and creative ways, and we look forward to reporting even more great results next year.

CSC Staff

Becky Kirsch	Jennifer Maule
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Linda Moyer	Carolyn McCray
	Jean Mejia
Latasha Anderson	Bette Jean Milburn
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Julia Cassady	Rebecca Preston
Claudette Chapman	Jacque Roberts
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Darla Frame	Cindy Schundelmier
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James Hartnett	Paula Sutton
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	Vannessa Youngs

2005-2006 Board of Directors

Cindy Anderson	Members at Large
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Vice Chair	Karen Cook
Jeff Lewis	Charlotte Crane
Treasurer	Bubba Drinkard
Kathy Dunagan	Jeanne Eckert
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Services sponsored by the State of Florida, the Agency for Workforce Innovation/Office of Early Learning, the Early Learning Coalition of Santa Rosa County, the Early Learning Coalition of Escambia County, the United Way of Santa Rosa County, Santa Rosa County, the Florida Department of Health, the Santa Rosa County School Board, the Escambia County Sheriff's Department, and the Lakeview Center, Inc.

Children's Services Center strives every year to ensure that quality child care, including family services, are available to the communities we serve. We are honored to serve the people in our communities, and take great pride in the work we do. We strive for high client satisfaction, and are pleased to announce that, among the parents surveyed, CSC received a satisfaction rating of **99.87%** in Santa Rosa County, and a satisfaction rating of **99.37%** in Escambia County. Also, among the child care providers surveyed, CSC received an overall satisfaction rating of **98.01%** with CSC services!



CSC client, Enyshia Griffin and her baby girl

Helping Parents Pay for Child Care

With funding from local Early Learning Coalitions, CSC provided financial assistance with child care to a total of **5,508** children in Escambia County from a database of **330** child care providers; and **1,850** children in Santa Rosa County from a database of **110** child care providers.

The **WAGES program** provides child care for parents who are transitioning off welfare and who are entering the workforce. In Escambia County **445** children of **224** parents participated in this program, while **81** children of **47** parents participated in Santa Rosa County.

The **Teen Aged Parent Program (TAPP)** provides child care assistance to teen parents. This year, through TAPP, **40** young mothers in the two-county area were able to continue their education.

Helping Parents Find Child Care

Through a contract with local Early Learning Coalitions, CSC provides free Child Care Resource & Referral services to anyone in need.



Wee Care Center

Last year, **1,346** Escambia County families and **739** Santa Rosa County families received CCR&R services for the first time; **17,778** total requests were made for CCR&R services in Escambia County, and **13,274** requests were made in Santa Rosa County.

With funding from the Early Learning Coalition of Escambia County, CSC helped to increase awareness about the importance of quality child care among **32** local businesses. These businesses were encouraged to participate in the **Child Care Executive Partnership** and received free Child Care Resource & Referral services.

The **Milton Child Care Center**, CSC's directly owned and operated Gold Seal Child Care facility, provided quality care to an average of **57** children each month.

Keeping Kids Healthy

Developmental Screening helped to identify and address potential developmental delays in **1,022** Santa Rosa County children. After these potential delays were identified, CSC staff referred the children's parents to appropriate resources.

Nursing Consultations/Health Screenings were given to **727** Santa Rosa County children. These screenings included vision, hearing, height, and weight screenings in addition to nursing consultations.



Child Care Provider Mildred Stevens

CSC expanded the provision of the **U.S.D.A. Food Program** this past year to also include Okaloosa County. In the three county area, **1,213** children in **70** Licensed Family Child Care Homes—**35** in Escambia, **7** in Santa Rosa, **28** in Okaloosa— participated in the food program. By participating in this program, child care providers learn to plan and serve nutritious foods that meet the requirements for balanced meals and the parents of children enrolled in these programs are being taught to develop good eating habits that will lead to a healthier future.

Keeping Families Safe

The **Protective Services Program** monitors children that have been determined to be at risk of abuse and/or neglect and provides child care and other support services that allow children to stay in their homes as long as their home environment is safe. The protective services program served **985** children in Escambia County and **595** children in Santa Rosa County. Of those, **236** children in Escambia County and **79** children in Santa Rosa County were a part of the statewide **Rilya Wilson Program** which monitors children in their child care programs.

Project Safety Net is somewhat unique to Escambia County. This program provides additional support to families with children who are at a greater risk of abuse or neglect, by providing services such as parent education, financial assistance for child care, and information on helpful community resources. This program also provides transportation (through a collaborative contract effort) to and from child care. On average, we served **46** children each month through this program.

Improving Quality Child Care through Provider Training



Adult Professional Education EXchange, APEX, the training division of Children's Services Center, achieved Authorized Provider status through the **International Association for Continuing Education and Training (IACET)**. APEX is now authorized to offer IACET **Continuing Education Units (CEUs)** for all current training programs. This accreditation recognizes a training organization's ability to offer the highest quality continuing education and training programs.

APEX obtained an initial license to operate in the State of Florida through the **Commission for Independent Education (CIE)**. This license allows APEX to conduct training programs that award an occupational certificate upon successful completion. This past year, **798** participants attended **55** state-mandated training sessions through APEX.

In APEX's inaugural year, considerable progress was made. Child care providers may now participate in online in-service training. This new service allows great flexibility for child care providers.

Increasing Literacy in Our Youth



The Early Learning Coalition of Santa Rosa County contracted with CSC to provide the federally funded **Roads to Reading** literacy project through the Early Learning Opportunities Act (ELOA). This provided literacy training to Santa Rosa County early education providers and the children they served. Through this program books and literacy assistants were provided to all areas of the county to work to improve children's reading skills as they prepare to enter school. Through this program, **5,654** donated books were delivered to children in **20** Santa Rosa early education provider sites.

Continuing to Improve the Quality of Child Care

A total of **14** child care programs increased quality through our mentoring support and assistance with Gold Seal accreditation and/or licensure. CSC's Parent Involvement and Outreach Specialist (PIOS) contacted **82** child care sites and met with over **850** child care providers to share program supplies and educational information on such

topics as Mosquito Awareness, Dental Hygiene, Food and Nutrition, and Reading.

CSC maintained two databases totaling **466** child care providers, of which **440** had agreements with the Early Learning Coalition of Escambia County and/or the Early Learning Coalition of Santa Rosa County to provide school readiness services for our clients.

Through a CSC implemented **Provider Recruitment Campaign** in Santa Rosa County, **7** new Family Child Care Homes (FCCH) were opened, **1** FCCH became licensed, and **2** FCCHs became accredited. Additionally, Santa Rosa Operations of CSC signed with **3** new child care centers.

Helping People be Better Parents

Through funding from the Early Learning Coalition of Escambia County, CSC's **Parent Involvement and Outreach activity** aids in parent education efforts by providing many tools to emphasize the parent's role as the child's first teacher. This past year, the **Parent Involvement and Outreach Specialist (PIOS)** provided **12** monthly activity calendars which educated parents on budgeting techniques, VPK, child tax credits, and also provided inexpensive activities to share and do with their children. She also posted **12** educational bulletin boards at each of our locations on topics such as health care and literacy.

Our PIOS provided **255** community resource referrals to parents and distributed over **1,088** books, educational brochures, pamphlets, and resource materials to interested families. Our PIOS aided in the distribution of toys, diapers, food, and community resource referrals, to **121** Hurricane Katrina impacted families.

The **Parent Place** is CSC's special toy store where parent may "purchase" donated toys and books with certificates they have earned through parenting education classes and involvement in their child's care center. **275** Escambia County families "purchased" toys valued at over **\$1700**. The Santa Rosa County Parent Place was able to donate toys to the Sheriff's Department and the Fire Department, which they distributed to children who had experienced a traumatic event. Additionally, **307** Santa Rosa County parents "purchased" toys from the Parent Place valued at **\$1500**.



Claudette Chapman, Parent Involvement & Outreach Specialist

Fathers are Parents Too provided parenting support and education to **91** incarcerated fathers through a partnership with the Escambia County Sheriff's Department.

Reaching Out to Our Community



2005 Day in the Mall

CSC participated in over **17 community events**, which served to educate the people in our community about the importance of quality child care, including Expo Latino, United Way Community Health Fair, Baptist Healthcare Family Expo, PJC Workshop for educational opportunities and programs, and more!

Collaborative Events

CSC worked with numerous other nonprofits, such as Big Brother/Big Sister, Children's Home Society, Community Drug and Alcohol Council, Families Count, Junior Achievement, Pensacola's Promise, United Cerebral Palsy, the United Way/Success by 6, and many others to produce several collaborative events, including **Day in the Mall** and **Children's Champions**.

Did you know volunteers donated 1089 hours of their time to CSC programs in Santa Rosa County last year?!

2005-2006 Monetary and In-Kind Donors

Caring About Kids Giving Society

Members have pledged to support CSC for four consecutive years.

•Cindy Anderson
•Dick & Laverne Baker
•Deborah McIntyre

Heroes \$1,000 and above

•Dana Corporation
•General Board of Global Ministries
•United Methodist Church
•International Paper Foundation
•Susan Woolf
•Switzer Brothers Foundation

Champions \$250.00-\$999.00

•Betty Arnold
•Charlotte Crane
•Debbie Ritchie
•Earl & Patsy Lunsford
•Favored Flooring Company
•Fraternal Order of Police/Escambia County Sheriff's Department
•Holy Cross Metropolitan Community Church
•Gannett Foundation, Inc.
•Gloria Kohler
•Kiwanis Club of Pensacola

•Robert Kahn Family Foundation
•Steve Geci

Advocates \$50.00-\$249.00

•Adair & Jimmy Cotton
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•Milton Kiwanis
•Muriel O'Neill
•Nancy Fetterman
•Nancy May
•Nancy Wolfe
•Nelle Chilton
•Patricia Potter
•Pensacola Beach Women's Club
•Ray & Valerie Russenberger
•Roger Vinson
•Ronald Yeakle

•Rotary Club of Milton
•Tommy & Dawn Tait
•Thurston Shell

Friends (up to \$49.00)

•Claudette Chapman
•John and Janet DeLorge
•John and Wendi Ochs
•John Peacock, Jr.
•Linda Sherry
•Susan Harrell
•Willie Norma
•Williemae Stanberry

In Kind Donors

•Air Products
•Albertson's
•Baby on the Go
•BullockTice Associates
•Chik-fil-a
•Church's Chicken
•Community Drug and Alcohol Council
•Creative World Child Care Center
•DFAS Project Office
•Dogwood Sam's #142
•First United Methodist Church, Milton
•First United Methodist Church, Pensacola
•Food World
•Give-A-Book Foundation
•Gulf Power Employees Credit Union

•Hillcrest Baptist Church
•Holy Cross Metropolitan Community Church
•Interfaith Ministries
•International Paper Foundation
•Ladies Auxiliary VFW Post 706
•Lean rot Read
•Merrill Lynch
•Milton Kiwanis
•Milton Rotary
•Montessori School of Pensacola
•Moore Enterprises
•Norwalk - The Furniture Idea
•Pace High School
•Parisian Department Store
•Pensacola Beach Women's Club
•Pensacola Ice Pilots
•Pensacola Riding Center
•Philoptochos Society of the Greek Orthodox Church
•Project Hope
•Ryan's Family Steak House
•Salvation Army
•Scholastic Books
•SS Dixon
•St. Luke United Methodist Church
•The Junior League of Pensacola
•Tim and Shell's Kountry Kitchen
•True Grace Fellowship
•Tuscan Oven

•United Way of Santa Rosa County
•WEAR Channel 3
•Winn Dixie
•WXBM
•Janice Anderson
•Richard Appleyard
•Richard Baker
•Elie and Harriet Barnes
•Stephanie Barnes
•Tamara Barnhill
•Linda and Byron Bauer
•Phyllis Bearman
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•Melba Champagne
•Martha Cooper
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•Marci Steed
•Dorothy Stachow
•Angela & Morgan Torpey
•Jane Weekly
•Pamela Wells
•Linda York

Thank you to all
of our
2005-2006
donors!

Children's Services Center's

REVENUE AND EXPENSES FOR THE TWELVE MONTH PERIOD ENDING JUNE 30, 2006 (UNAUDITED)

REVENUE

MAJOR PROGRAMS

SCHOOL READINESS PROGRAMS - SANTA ROSA	\$ 3,797,339	55.2%
VOLUNTARY PREKINDERGARTEN PROGRAMS - SANTA ROSA	1,002,259	14.6%
SCHOOL READINESS PROGRAMS - ESCAMBIA	699,317	10.2%
CHILD CARE RESOURCE & REFERRAL-ESCAMBIA/SANTA ROSA	169,077	2.5%
TOTAL MAJOR PROGRAMS	\$ 5,667,992	82.4%

OTHER GRANTS AND CONTRACTS

CHILD CARE FOOD PROGRAM	385,593	5.6%
FAMILIES FIRST NETWORK SUPPORT/SAFETY NET	264,640	3.8%
EARLY LEARNING OPPORTUNITIES GRANT	139,192	2.0%
TEEN PARENT PROGRAMS-ESCAMBIA/SANTA ROSA	92,321	1.3%
INCARCERATED PARENTS PROGRAM	17,850	0.3%
TOTAL OTHER GRANTS AND CONTRACTS	\$ 899,596	13.1%

CITY/COUNTIES/UNITED WAYS

SANTA ROSA COUNTY COMMISSION	80,250	1.2%
UNITED WAY-SANTA ROSA COUNTY	8,000	0.1%
TOTAL CITY/COUNTIES/UNITED WAYS	\$ 88,250	1.3%

OTHER REVENUE

PARENT AND PRIVATE FEES - MILTON CENTER	77,579	1.1%
APEX TRAINING FEES	48,753	0.7%
INKIND	34,847	0.5%
INTEREST INCOME	30,754	0.4%
CONTRIBUTIONS	17,433	0.3%
MISC REVENUES	14,658	0.2%
TOTAL OTHER REVENUE	224,024	3.3%

TOTAL REVENUE	\$ 6,879,863	100.0%
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EXPENSES

CHILD CARE PROVIDER EXPENSES	3,034,758	42.0%
OTHER PROGRAMS EXPENSE	2,793,672	38.7%
VOLUNTARY PREKINDERGARTEN EDUCATION EXPENSE	902,416	12.5%
ADMINISTRATIVE EXPENSES	418,253	5.8%
FUNDRAISING EXPENSES	48,948	0.7%
DEPRECIATION AND INTEREST EXPENSE	28,221	0.4%
TOTAL EXPENSES	\$ 7,226,269	100.0%



West Florida Child Care and
Education Services, Inc.
dba Children's Services Center
1800 North Palafox Street
Pensacola, FL 32501

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Your gift to Children's Services Center enables us to continue to provide important services for our area's children and their families, and allows us to provide services that shape our community's future.

Yes, I want to support Children's Services Center. Enclosed is my tax-deductible gift of \$_____. I would like my contribution to be used for the following :

___ Greatest need

___ Emergency child care fund

___ Protective services programs

___ Parenting education

___ Sielski scholarship fund

___ Early childhood educator training

Name _____ Phone _____

Email _____

Address _____ City, State, Zip _____

Return to: Children's Services Center, 1800 N. Palafox Street, Pensacola, FL 32501

In accordance with Florida Statute 496, a copy of Children's Services Center's official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free within Florida, 1-800-435-7352. Registration does not imply endorsement, approval or recommendation by the state.
