

Community Child Care Council (4C's) of Alameda County



ANNUAL REPORT 2013



Dedicated to
strengthening children,
families and child care
providers since 1972



2194 families
received child care
payment assistance for
3552
Children

1,517,458
nutritious meals were
served to
3400 children
in family child care
homes

6,417 Parents,
child care providers &
community members
received
**child care resources
and referrals**

286 trainings
on child development,
health and safety, & other
topics were presented to **3350**
**parents and child care
providers**



Bright Future Early Learning Center provided a nurturing and safe environment for **61 children**, ages three months to kindergarten readiness

Letter from 4C's Board President & Executive Director

Dear 4C's Friend,

We are pleased to present Community Child Care Council (4C's) of Alameda County's 2013 Annual Report.

As a leading nonprofit family resource agency, 4C's helps to build a healthy community by providing child care referrals, education, nutrition services and child care payment assistance for the community. We also support local child care providers with free and low cost training, business counseling, and professional development to improve the quality of child care services within Alameda County. So, what does all this mean? It means:

- 4C's **Resource and Referral** program provides free referrals that are customized, personalized, and informative, helping parents make the best choice of care for their children.
- Our **Child Health and Nutrition** program provides training to licensed family child care providers in preparing meals with more key ingredients, and fewer servings of fats and sweets. Serving healthy meals aids children's cognitive and physical development, promoting school readiness.
- Through the **Child Care Payment** programs low income families receive the necessary support to get and maintain employment which helps stabilize their family, and, the employer has an employee focused on their work.
- At 4C's **Bright Future Early Learning Center**, parents have peace of mind knowing their children are in the educated and nurturing hands of dedicated teachers who are passionate about their work with children.

All of this results in stronger children, families and child care providers who enrich the community around them. On the opposite page see what parents and providers are saying about the difference 4C's services made for them in 2013.

As a friend of 4C's, we value your support and encourage you to invest in our work by making a financial contribution. The need for our services has increased over the last several years of economically challenging times. Please click on the "Donate Now" link to make a secure online donation. Your donation will be used wisely to provide program services for children and families.

We hope you will enjoy reading 4C's 2013 Annual Report and look forward to your support of 4C's mission, "to develop and coordinate resources to strengthen families and children".



Kara Crockett


Kara Crockett
Board President



Renee S. Herzfeld



Renee S. Herzfeld
Executive Director

What People Are Saying About 4C's...





“I have included better nutrition and activities. Our library theme is ‘Keep Me Healthy.’”

CHILD CARE PROVIDER



“We are thrilled with the growth of our daughter while in the care of the Bright Future family. The staff has been a joy to partner with in her development. Their genuine care and consistent guidance gives us piece of mind that our daughter is thriving during the most important years of her life.”

BRIGHT FUTURE PARENT

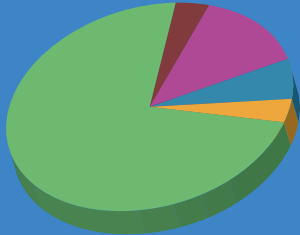


“I initially walked into 4C's office six years ago, and I lacked hope, resources, family support, and steady income. 4C's had compassionate people who provided a stepping stone to lead me where I am today, steadily employed, feeling great about my family's future...4C's helped me envision a positive outlook on what things were possible.”

PARENT



4C's of Alameda County
22351 City Center Drive,
Hayward, CA 94541



FY 2013

Provider Payments	72.38%	\$13,659,081.00
Child Care Center	3.59%	676,921.00
Other Child Care Services	6.51%	1,228,105.00
Operating Costs	13.86%	2,615,705.00
Administrative Costs	3.67%	692,553.00
TOTAL	100.00%	\$18,872,365.00

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Funders

Alameda County Housing and County Development Dept.
Alameda County Social Services Agency
California Child Care Resource and Referral Network
California Department of Education | Child Development Division
California Department of Education | Child Nutrition Program
City of Fremont
City of Hayward
Every Child Counts, First 5 | Alameda County
Kaiser Permanente Benefit Program | Southern Alameda County, Diablo and East Bay Areas
United Way of the Bay Area
California State University, East Bay Foundation Inc.

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Maruthi K. Emany
Mary Kay
Massage Smith
May Sue Ng
Melinda Hall
Dr. Michael LeNoir
Mildred Crear
Mira Djuric
Mittie Grigsby
Mohammed Arafat
Monique Baker
Myrna Friedrich
Nancy Casem
Nathaniel Grant
Nina Buthee

Noah's Bagels
Nolin Prasad
Oakland Athletics
Oakland Marriott City Center
Oakland Raiders
Osorio Insurance Agency
Pasta Pomodoro
Paulene Prevatt-McCarthy
Plum Restaurant
Proforma Marketing Brand
Queen's Louisiana
Po Boy Café
R. Zaballos & Sons, Inc.
Randall Nakamura
Raymond Nottie
Rebeca Walker-Marquez
Renee Herzfeld
Renee Tucker
Restaurant.Com
Rosario Guzman
Rose Colcol
Rosemary Obeid
Rosita Almario
Roxanne Chambers
Sandy's Family Day Care
Save Mart Supermarkets
Shannon Griffin
Shannon Villanueva
Sheila Green
Sherry Burell
Simpson, Garrity,

Innes & Jacuzzi
Six Flags
Discovery Kingdom
St. John Catholic School
Stalfana Bello
Stephanie Clarke
Sutter East Bay Medical Foundation
Tevis Insurance
The Brow Lounge
The Skin Studio
The Whispers
Tonde Smith
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Wei Chen
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Ya Min Chen
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Che Cakes
Chef's China Bistro
Chevron Humankind
Christina Saddler
Christine Guyon
Christine Stepp
Clarence Sutton
Cloud 9

Contact us

Main Office

22351 City Center Dr.
Suite 100
Hayward, CA 94544
(510) 582-2182

Eden Multi-Service Center

24100 Amador St.
Room 175
Hayward, CA 94544
(510) 670-6000 Ex. 52279

Oakland Office

8105 Edgewater Dr.
Suite 270
Oakland, CA 94621
(510) 383-3582

Bright Future

Early Learning Center
1515 Clay St., Suite 146
Oakland, CA 94612
(510) 835-4012

Fremont Office

(Located in the Fremont Family Resource Center)
39155 Liberty Street
Room D410
Fremont, CA 94538
(510) 713-2557