

# The Power of Connection

Connections for Children • 2019 – 2020 Impact Report





# From Our Executive Director

Dear Connections for Children Community,

In our 46-year history, it is safe to say we have never experienced a year quite like this. Yet, amid a global pandemic and calls for racial and social justice, we adapted and advanced our mission in newfound ways. We ensured child care providers were supported in their crucial roles as essential workers. We provided relief for families during one of their hardest seasons. And above all, we were reminded of why we exist: to help create safe, equitable, and thriving communities where all children are happy, healthy, and ready to succeed in school.

Connections for Children's mission is to build a stronger future for children, families, and communities through high-quality child care resources, education, and guidance. Our name calls to our method, which is rooted in making connections—and we believe this is the key to making a lasting impact. **We connect families to quality child care. We connect child care providers to resources that help them grow professionally, and we connect children to pathways to success!**

Regardless of what the next year brings, we are ready. Our dedicated staff will be here, advocating on behalf of our early care and education community and building connections for those who need them most.

Warmly,



Jennifer Cowan,  
Executive Director



## Connection with Impact

This was a challenging year full of uncertainty. The COVID-19 pandemic found students learning from home and parents taking on unexpected roles. Child care providers were under enormous pressure as well, adapting quickly to new health and safety protocols, securing emergency funding, mastering online teaching, and guiding young children through unfamiliar social-emotional challenges.

In spite of it all, an estimated **68% of all child care facilities on the Westside and throughout the South Bay stayed open with the support of the Connections for Children (CFC) team**. During the height of the pandemic, **we distributed nearly \$2M in emergency grant funds** to child care providers to help purchase critical safety and cleaning supplies. While most of our staff worked remotely, we found ingenious ways to deliver critical solutions for children, families, early childhood educators, and caregivers seeking emergency relief. **We offered drive-through distributions that provided over 7 million items directly to child care providers in our service area**, including face masks, gloves, thermometers, hand sanitizers, disinfectant sprays, and cases of diapers.

We have always known that access to quality child care is vital to the health of a community, and the pandemic underscored this truth. Child care positively affects the overall well-being of one's household and community at-large: opening doors for parents to

provide for their families, increase their incomes, build new skill sets, and support our local economy. In turn, children gain proven social, emotional, and cognitive advantages that will permanently affect their overall education, economic mobility, and health.

As our community moves toward reopening and recovery, we will continue to be responsive to our clients' needs. The unwavering support Connections for Children provides to children and families will continue to make a difference. We know our connections matter.



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# Overcoming the Odds

We held 12 supply distributions between April 2020 and May 2021, where child care providers received:



**7,000,000+** pairs of disposable gloves



**280,000+** face masks



**90,000+** packs of diapers and wipes



**15,000+** cleaning & disinfectant bottles



**800+** thermometers

We also issued emergency funding to 408 unique child care programs (centers, family child care homes, and license-exempt programs).



## Adding It Up

Help for Families	2019-2020	Since Inception
Requests for child care information, resources, and referrals to programs	5,084	186,700
Families secured financial assistance	1,301	29,000
Children benefitting from financial aid	1,942	42,800
Children and parents benefitting from Family Time	1,033	10,300
Career Development for Caregivers	2019-2020	Since Inception
Hours of training and coaching provided to caregivers	4,606	50,300
Training sessions offered	72	3,300
Support for the Local Economy	2019-2020	Since Inception
Dollars contributed back through payments for child care	\$8,970,194	\$220,838,092
Dollars contributed back through stipends for purchase of COVID-19 health & safety supplies (Mar - Dec 2020)	\$1,948,350	\$1,948,350

# Financials

Financials below represent the fiscal year ending June 30, 2020.  
External financial audit report completed December 2020.

# In Their Own Words

"We are so grateful to have a long-time partner in CFC. More than ever, we are grateful for their support... that many child care programs like ourselves have needed. From equipment, to materials, and other essential items to make sure our preschool is safe... we thank you CFC."

—Lucia D.  
Center Director, Mar Vista



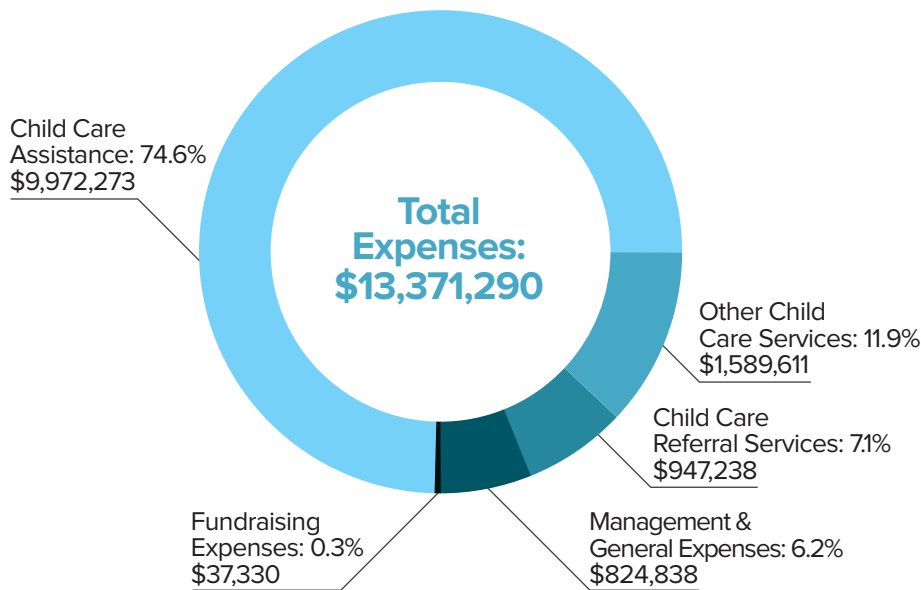
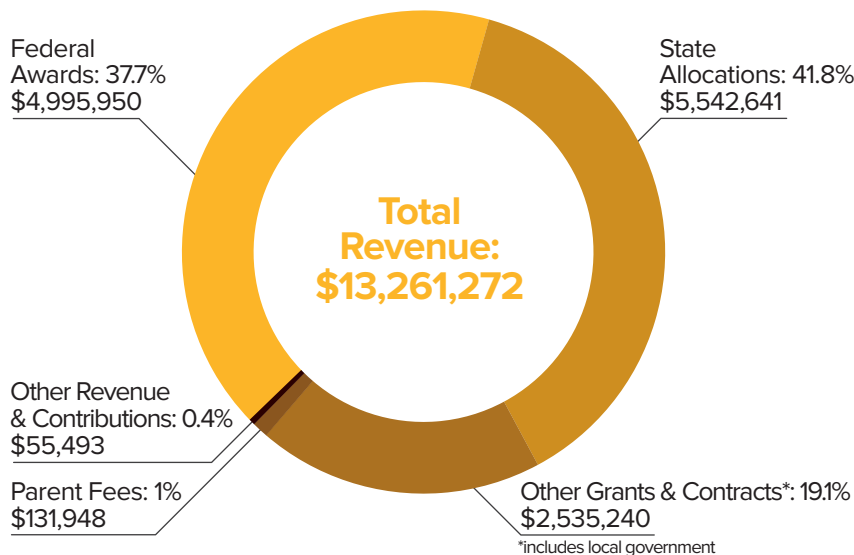
"During the pandemic we have actually been losing money because we can't have as many children, but still need to have the appropriate staff. With the support of CFC, we've been able to have extra supplies on-hand, like gloves and masks for the teachers. This extra boost has helped us save money and keep everyone safe. We are grateful these services are there just when we need them."

—Josie M.  
Preschool Director, El Segundo



"I thank CFC. We know that parents need our help at this moment, and I appreciate all you have done for us. We are getting out of this pandemic little by little, and you guys are still giving us the support we need to keep going. Your help allows us to take care of children and keep running our business. What else can I say but 'thank you.'"

—Raul G.  
Family Child Care Provider,  
Culver City



CFC experienced a decrease in net assets of \$110,018 for the period ending June 30, 2020. This decrease was driven largely by the unrealized losses in investments and the cancellation of our annual spring fundraising event due to the pandemic. The organization maintains a reserve fund to protect against financial risk during such times of economic uncertainty and also to fund innovation.

# Connect with Us

It is through connections that all children will have a great start to reach their full potential. Great care, supported families, and valued providers nurture children today and set them up for a better tomorrow. Let's continue to help Connections for Children foster strong, thriving families and equitable communities.

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