

Child Care of the Berkshires

Annual Report

FY 2024



Letter from the CEO



Dear Friends,

As we reflect on this past year, it fills me with pride and gratitude to share what a truly wonderful year it has been for Child Care of the Berkshires. It was a year of growth, continuous learning, and shared joy as we worked together to strengthen the children, families, and communities we serve. One of the greatest highlights has been witnessing the growth of the children entrusted to our care. Their curiosity, resilience, and boundless potential continue to inspire us every day. Equally heartening has been the growth of our dedicated staff, whose unwavering commitment to excellence and quest for knowledge drives our mission forward. And, of course, the families who partner with us have demonstrated the power of resilience and dedication to their children's growth and development.

Our agency went through the process of updating our Strategic Plan this year, with input from our Board of Directors, staff, families and community leaders. It was inspirational to work with our dedicated Board of Directors to chart our course for the next three years. Thank you to all who participated in this process.

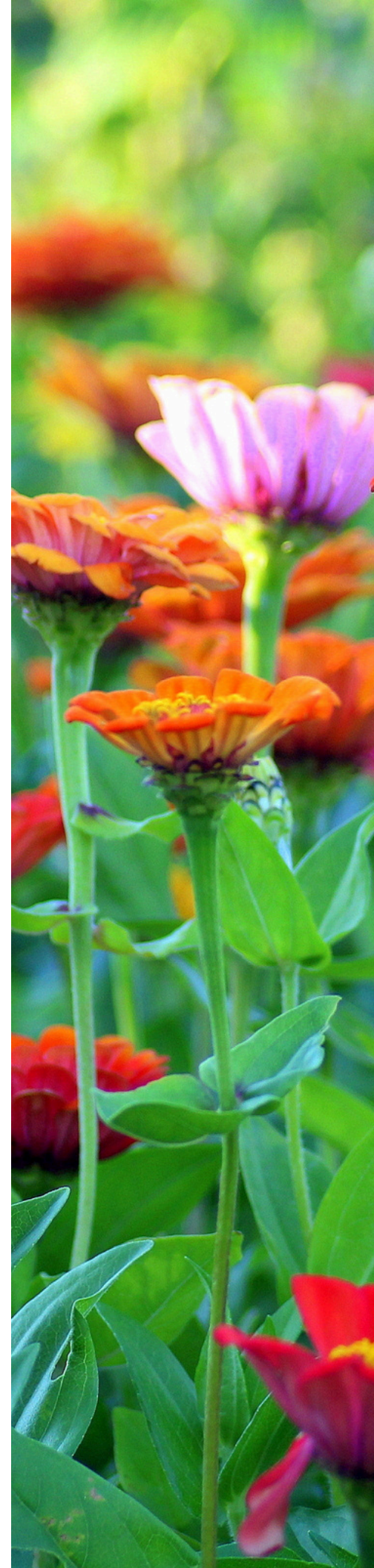
This year, we proudly expanded our reach by welcoming new family child care providers to our network, ensuring even more children have access to high-quality care and education. We also brought our large family events to more towns, fostering a greater sense of connection and community across our region. We successfully revived our Step Up for Kids event last April. This poignant event not only brought us together for a meaningful cause, but also raised critical awareness about the importance of family support programs in preventing child abuse and neglect.

These achievements would not have been possible without the community support and belief in our mission. Together, we are creating a brighter future for children, families, and communities. Thank you for walking alongside us on this incredible journey. As we look ahead, I am confident that we will continue to grow, learn, and celebrate many more successes together.

With heartfelt gratitude,

Amy Hall

Amy Hall
President and CEO



Setting Our Course For The Next Three Years

CCB set the course for the next three years through a Strategic Planning process this year, with input from our Board of Directors, staff, families and community leaders. CCB remains focused on our mission – to Strengthen Families Through High Quality Child Care, Education, Support Services and Advocacy. In the next three years, we will focus on the following goals to support this mission:

- recruit, develop and retain a highly qualified, well-trained and diverse workforce
- foster community awareness of the many different family support and child care programs CCB provides
- address changing community needs by expanding and/or enhancing our programs and services
- increase discretionary income to strengthen programming, invest in capital improvements, and secure long-term financial stability
- engage in advocacy efforts to support funding, policy and systems for inclusive high-quality child care and family support services
- ensure a representative board who are passionate, invested, and equipped to support and sustain the agency

More Educators, More Care

Child Care of the Berkshires identified a need for more child care options in Berkshire County, particularly in Pittsfield. In response, the agency partnered with the City of Pittsfield, utilizing American Rescue Plan Act funds to recruit and support new family child care providers. Family child care providers care for and educate children in their homes, offering a small group experience, allowing siblings to be together and providing care in neighborhoods close to families. CCB offered resources, supplies, and incentives to individuals interested in offering early education in their homes. Kara Daoust, CCB's outreach specialist and coach, guided potential providers through the process, helping them set up their homes, navigate the licensing process, and complete necessary trainings. As a result, four new homes were opened in FY 2024, serving up to 24 children, with additional providers opening soon.



25 YEARS OF STRENGTHENING FAMILIES



This year, CCB's Family Center program celebrated 25 years of supporting and strengthening families. Originally launched as Family Net in 1999, the program has grown significantly over the years. What began as a focus on playgroups has since expanded to include the ParentChild+ early literacy home visiting program, a children's clothing and book exchange, parent education workshops, connections to community resources, free diaper distribution, family events including Ooey Gooey Nights, STEAM time and Touch a Truck, storywalks, and other initiatives designed to empower families as their children's first teachers and to enhance school readiness.

TEAMING UP FOR SUCCESS

Child Care of the Berkshires is happy to be working closely with the North Adams Public Schools and Hoosac Valley Regional School District to provide 3 and 4 year-olds with equitable access to high quality preschool programming, while ensuring families have multiple provider options to choose from across public and community-based classrooms. Through Commonwealth Preschool Partnership Initiative (CPPI) Grants, we are working to level the playing field for kindergarten readiness, establishing coordinated curriculum and similar goals regardless of where a child is enrolled. We do this through shared professional development, curriculum and collaboration.



VALUING THE STAFF AS THE HEART OF WHAT WE DO

CCB recognizes that our caring, hard working and dedicated staff are vital to our mission. This year we are proud to have increased staff wages, given staff bonuses, provided opportunities for fun and learning together, supported staff in earning college degrees, sent staff to national and local conferences and helped staff pay for their own child care.

THANK YOU CCB STAFF for the work you do each day.



FINANCIAL REPORT FY 2024

Public Support and Revenues	FY 2023	FY 2024
Program Service Fees	4,201,744	5,138,598
United Ways/Community Chest Grants	137,521	109,595
	286,819	210,683
Contributions/Gifts and Events	1,240,365	158,553
Interest/Investment Income	47,999	136,489
Other	10,426	9,237
Total Public Support/Revenues	5,924,874	5,763,155
Expenses Program Services		
Early Education and Care	1,794,256	2,070,660
Family Child Care	592,156	914,393
Healthy Families Program	456,656	484,648
Parenting Partnership Program	125,492	148,434
Community Programs	826,734	858,632
Lead Poisoning Prevention	68,296	72,708
Management and General	770,159	799,838
Total Expenses	4,633,749	5,349,313
Surplus from Operations	1,291,125	413,842
Total Change in Net Assets	1,291,125	413,842
Fund Balance Beginning	4,021,795	5,312,920
Fund Balance Ending	5,312,920	5,726,762



PUBLIC FUNDING

Berkshire Regional Planning Commission
 Central Berkshire Regional School District
 Children's Trust
 City of North Adams
 City of Pittsfield
 Hoosac Valley Regional School District
 MA Department of Children and Families
 MA Department of Early Education and Care
 MA Department of Elementary and Secondary Education
 MA Department of Public Health

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 Berkshires, Inc.
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Karen Vogel
Pamela Weatherbee
Pansy Whitman
Nick Wright
Helen Yorke

Businesses:

Adams Community Bank
Bedini & St. Pierre Contractors
Benchmark Kitchens Inc.
Berkshire Bank
Big Y Foods, Inc.
Gadsby Fund, Inc.
Greylock Federal Credit Union
MacFarlane Office Products, Inc.
Papa Ginos
Souliere and Zepka Construction
Stop & Shop
West Oil Company
Wild Oats Co-Op

Foundations, Trusts and Non-Profits

Berkshire County Head Start
Berkshire Taconic Community Foundation
Berkshire United Way
Josephine and Louise Crane Foundation
The Feigenbaum Foundation
Gadsby Fund, Inc.
Massachusetts Afterschool Partnership
Northern Berkshire United Way
Poppystone Foundation
United Way of Massachusetts Bay
Williamstown Community Chest



**Donation made in memory of Kelly Ryan*

Contributions include donations from July 1, 2023 to June 30, 2024

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Tom Simon, Vice Chair
James Brosnan, Treasurer
Alison Bost, Clerk
Tracy Allen
Lisa Birge
Alison Foehl
Karen Lobdell
Libbie Poppick
Erik Ray
David Rice
Valerie Schueckler
Sue Strizzi
Karen Vogel



MANAGEMENT TEAM

Amy Hall, MSW President and CEO
Karen Rowe, MSW Program Manager-Family Support Services
Tamara Stephens, MS Program Manager-Child Care Services
Sharon Pessolano Director of Finance
Jana Kumar, BA Director of Human Resources

PROGRAM DIRECTORS

Sean Carollo, BA Childhood Lead Poisoning Prevention Program
Rosa Hernandez-O'Neil Magic Seasons Preschool and School Age Center
Tammy Hoag, BA Family Child Care System and Child Care Support Services
Becky Krysiak, MS Healthy Families Program
Johna Lemoine, BS ParentChild+ Early Literacy Program
Christen Romanick MSW ParentChild+ Early Literacy Program
Kelly Phillips, BA Monument Square Early Childhood and School-Age Ctr.
Bethany Prince-Malloy, BSW Family Center of Northern Berkshire



Programs of CCB

Magic Seasons Preschool and School Age Center

provided care and education for 33 preschool and school age children in Adams



Play Learn Connect

is a family engagement program focused on connecting families to their child's preschool classroom and empowering families to continue the learning at home.

87% of preschool parents participated



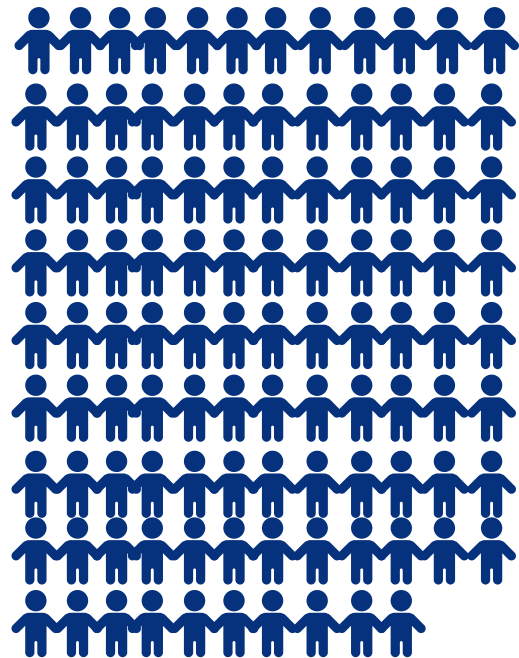
Family Child Care System

is a network of licensed family child care educators who provide early education and care to small groups of children in their homes in Berkshire County



Monument Square Early Childhood Center

provided care and education in seven classrooms for 106 children (infants, toddlers, preschoolers and school age) in North Adams



ParentChild+

Early learning specialists meet one-on-one with parents and their 16-48 month-old children in their homes twice a week to support parents in preparing their children for school and life success.

907
toys distributed

3,867
home visits

1,005
books distributed

Programs of CCB

The Family Center of Northern Berkshire County

provides a variety of family engagement programming for parents with young children, including play and learn groups, parent education, free clothing exchange, emergency diapers and formula, community resources, and parent leadership opportunities.

22,865
diapers distributed



Childhood Lead Poisoning Prevention Program

provides case-management and consultation services to families whose children have high levels of lead poisoning, serving the 78 towns in Berkshire, Franklin and Hampshire Counties, to decrease the risk of lead poisoning



33%
Increase
in case load

Parenting Partnership

provides intense parent support and education, through weekly home visiting, building on parents' strengths and goals, in the Northern Berkshire community.



52 Families Served

Healthy Families

provides parent education and support through home visiting to first time young parents and their children. This year 100% of Healthy Families survey respondents said they would recommend the program to someone they know.

100%

Recommend it



Community Support

Thank you Berkshire Bank for sprucing up our playground as part of Xtraordinary Day



Thank you to the staff and customers of Wild Oats for supporting CCB through the Every Penny Counts program



Thank you to Follett Higher Education for donating MCLA shirts for the children



Thank you to Greylock Federal Credit Union for supporting our Family Picnic and Staff Training Day.



Stepping Up for Kids Together



Child Care of the Berkshires and Children's Trust brought back the Berkshire County Step Up for Kids event this year. This event raises awareness of the importance of prevention programs in reducing child abuse and neglect. Thank you Mayor Marchetti, Representative Barrett, Representative Farley-Bouvier and Representative Pignatelli, for joining us.





Child Care of the Berkshires, Inc.

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