Child Action, Inc. is a private, non-profit corporation that was created in 1976 to provide for the education and social welfare of children and families by organizing, sponsoring and administering services to children. We seek to augment and enhance the delivery of services for children rather than duplicate existing resources.

“Healthy Children, Strong Families, Caring Community”

We promote the healthy growth and development of children, support and empower families and create a community that cares for children living in Sacramento County.

Child Action, Inc. provides comprehensive services that include child care resource and referral, child care provider training and education, financial assistance for child care payments, parent and community education and advocacy for children and families.
In 2006-2007 Child Action, Inc. devoted $100.2 million and over 676,000 staff/volunteer hours to support families and children in Sacramento County. Our major focus this year has been the provision of child care information and referrals to parents and the general public, the distribution of child care subsidies to low-income families, implementation of quality improvement initiatives and the recruitment and training of child care teachers and family child care home providers who speak English, Spanish and Russian.

Choosing Child Care

Child Action, Inc. has been helping parents find the right child care providers for over 30 years. During 2007, our Resource and Referral program developed three new tools to help parents, particularly first time parents, learn the fundamentals of high quality child care. These tools include an updated booklet, *High Quality Child Care: Finding and Selecting the Best Care for Your Child*, a deck of playing cards which offer helpful tips and information about quality child care and a two part workshop series to help reduce parents’ anxieties and take the guesswork out of the process of searching for care.

Translations

Sacramento is one of the most diverse counties in the United States. To better serve our community’s linguistic needs, our agency employs dedicated Spanish and Russian translators to ensure all clients have access to Child Action, Inc. services. Their efforts have produced complete translations of Child Action, Inc.’s website and many of our key documents.

Child Care Services for Low Income Families

Child Action, Inc. provided $78.3 million dollars for child care services for 19,738 children from low-income families who were working, in training programs, or enrolled in school during 2006-2007. These programs allow parents to choose the child care services that best meet their individual needs.

“Thank you for your services.
You have helped me as a parent, student and a client/provider.”

- Parent/Provider Survey 2006

Inclusion Services

Families who have children with special needs face additional challenges in their search for high quality child care providers. During 2007, Child Action, Inc. provided enhanced child care referral services to over 260 families in Sacramento County with children who have special needs. We assist families by calling potential providers, screening for openings and discussing each provider’s ability to care for children’s special needs.

In partnership with the Quality Child Care Collaborative, Child Action, Inc. offers free training, technical assistance, consultation and support serving over 1000 early childhood professionals to increase the availability and quality of services available to all children and to broaden the skills and knowledge of the Sacramento child care workforce.
Often when families must find child care, they are not sure where to begin. Child Action, Inc. provides a helping hand, assisting parents with important child care decisions. We offer services in a variety of languages to help families find child care providers who meet their needs. We provide consumer information about the elements of high quality care and administer child care payment assistance to eligible families.

**Child Care Referrals**

Child Action, Inc. offers free child care referral services to parents living and working in Sacramento County. We explain the different types of child care available and help families find child care in the location of their choice. We provide additional information about each facility’s schedule, rates and programs.

**Workshops**

Throughout the year, Child Action, Inc. offers free workshops to help parents select high quality child care. We design these workshops to take the guesswork out of choosing child care by addressing many of the common questions and concerns parents may have.

**Publications**

In 2007, we released our new informative booklet, *High Quality Child Care: Your Guide to Finding and Selecting the Best Care for Your Child*, to help parents get started with their child care search. We also offer a variety of useful handouts with helpful hints, tips and other information to help parents make the most of their children’s early years. Our quarterly newsletter, *Our Children, Our Community*, features information about upcoming events and highlights issues related to local child care.

**Resource Lending Library**

Child Action, Inc. maintains a library of resources including books and videos to help parents, child care providers and other community members learn more about child development, parenting, special needs and much more.

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**Thank you so much for helping me find the perfect caregiver for my special needs son. So far so good and they seem to be a perfect fit. Thank you so much for taking one less worry out of my life. Thank you Thank you!**

- Parent/Provider Survey 2006

**Child Care Payment Assistance**

Many parents in Sacramento County need help with the cost of child care. We help parents determine if they are eligible for subsidized child care and enroll qualified families on the Centralized Eligibility List (CEL), a list of families who qualify for child care payment assistance. State-funded child care programs, Head Start programs and Child Action, Inc.’s program use the Sacramento County CEL information to enroll children in free or low-cost child care when spaces are available.

**Parent Central**

Parent Central is a free online community that offers a wealth of resources about child development, safety, parenting, child care and more. Parents receive regular email updates about these topics and receive information about ways they can share their concerns with decision makers.
Dina Johnson struggled her way to success. A single mother of two and a CalWORKs recipient, she was referred to Child Action, Inc. for child care assistance. She worked hard to find a job that would make the most of her skills. Eventually, Dina was able to find a job working as a receptionist at a local real estate office. She was grateful for the job, but she had her sights set on a career with long term financial stability.

While she balanced the challenging tasks of working and raising her two young children, Dina attended classes in real estate. Child Action, Inc. was able to offer Dina and her children access to affordable, high quality child care as Dina developed her professional skills and established herself as a valuable employee at the real estate office. Her children, 2-year old, Maia and five-year old, Latif, were cared for by a family child care provider who offered the children a loving home away from home while Dina worked and went to school.

All of Dina’s hard work and dedication paid off when she earned her real estate license. She proudly accepted a promotion at the real estate office where she was first hired as a receptionist. Dina, now financially self-sufficient, has since left the Child Action, Inc. program; however, she remains grateful for the services and support that Child Action Inc. provided when she needed help most. Dina possessed all of the tools she needed to be a success. With some assistance, Dina was able to find a fulfilling and stable career that allows her to provide for her children.
In an effort to increase the availability and quality of child care in Sacramento County, Child Action, Inc. offers an array of services to new and existing child care providers. We provide training, technical assistance and consultation to child care providers and offer programs that strengthen the local child care workforce.

Facilities Development
The Child Care Center Facilities Development Program provides technical assistance and resources to help develop new child care programs or expand or renovate existing programs. Our Facilities Coordinator provides information about licensing requirements, city/county planning and zoning regulations, loans and grants, child care supply and demand and site development.

Constructing Connections
Funded by the Affordable Buildings for Children’s Development (ABCD), the Low Income Investment Fund (LIIF) and First 5 California, Constructing Connections develops active partnerships with local leaders to develop community plans and infrastructure that encourage the ongoing development of child care facilities throughout Sacramento County. Constructing Connections seeks to establish city and county policies that support child care facility financing and development to serve the needs of families in our growing community.

Comprehensive Approaches to Raising Educational Standards (CARES)
The Sacramento CARES program strengthens the local child care workforce by encouraging the education and retention of caregivers. The program is available to caregivers along the entire continuum of care, from family, friend and neighbor (FFN) caregivers to teachers with advanced degrees. Those who complete required training and/or college courses are eligible for curriculum kits and cash stipends up to $2500.

The Sacramento County Quality Child Care Collaborative (QCCC)
The QCCC is a partnership of community agencies and educational and governmental institutions, funded by the First 5 Sacramento Commission. The collaborative provides free information, resources, training and consultation to help local child care centers, family child care providers and family, friend and neighbor caregivers provide high quality child care programs for all children.

Providers

Child Action, Inc. staff have been extremely helpful to me and have truly helped my program grow. I am so grateful for them.

- Parent/Provider Survey 2006

California Child Care Initiative Project (CCIP)
CCIP is funded by the California Department of Education to recruit and retain family child care providers in Sacramento County. Through the project, we offer a training series called “How to Open and Operate a Quality Child Care Business.” We also provide assistance with the licensing application process and ongoing site visits. Providers receive support and resources to build relationships with parents and provide a warm and supportive learning environment for children.
The need for child care in Sacramento County keeps growing. In an effort to ensure that parents can find child care programs near their home, school or job, Child Action, Inc. developed a program to help providers build new programs or expand existing ones. We provide information and technical assistance about licensing standards, building and zoning codes and the child care need throughout Sacramento County.

Delia Abril owned two child care centers in Southern California but needed to relocate to Sacramento to help care for relatives. She wanted to open a center near Florin Road in South Sacramento. She contacted the Facilities Coordinator at Child Action, Inc. after seeing her presentation at a Community Care Licensing orientation. Together our Facilities Coordinator and Delia conducted a feasibility study on the proposed site and zip code to determine the child care needs in that area. The site, formerly occupied by a large state agency, was in a strip mall that housed a children’s art program, a family resource center and other community service agencies. It seemed to be perfect, but several zoning and planning challenges had to be addressed before Delia’s new program could become licensed. The Facilities Coordinator helped Delia work with the Fire Department and Planning Department in order to make the site appropriate for child care. Delia also received assistance developing a plan to convert parking spaces into playground space and with a plan to install exit doors and one-hour fire rated walls up to the roof. With help from Child Action, Inc. and unflagging determination, Delia’s center became licensed in September 2007.
In the 2006-2007 fiscal year, 80% of the providers paid by Child Action, Inc. were license-exempt family, friend and neighbor (FFN) caregivers. FFN caregivers are a special category of child care providers authorized to care for children from one other family. They are paid through California’s Alternative Payment (AP) Program, funded by the California Department of Education.

**Child Care Choices**

It is challenging to find child care in our growing region. Many areas of Sacramento County do not have enough child care available to meet the child care need. FFN care provides additional child care alternatives for families. Parents often choose FFN caregivers because they are people they already know and trust. In our diverse county, many families seek providers who will care for their children in ways that reflect their languages, cultures and values. In addition, FFN caregivers are often able to provide child care during non-traditional hours for parents with variable work schedules or for those who work nights and weekends.

**Ensuring Safety in FFN Care**

In California, parents who qualify for subsidized child care may select anyone they know and trust to care for their children. In California, FFN providers (except for grandparents, aunts and uncles) are required to pass a background screening through TrustLine, a statewide screening program. Child Action, Inc. provides parents and potential FFN providers with information and assistance with the Trustline process.

**Support for License-Exempt Care**

Child Action, Inc. recognizes the value of FFN care and supports these caregivers through our Growing, Learning and Caring (GLC) Project. The GLC Project offers play day workshops throughout Sacramento County. These popular workshops provide a balance of activities that support the caregiver and the children in their care. Each workshop features a facilitated discussion where providers can express their concerns, share successes and brainstorm solutions to child development challenges. The rest of the workshop time, the adults and children work together on games or arts and crafts. This gives the adults a chance to put their knowledge into practice. Concentrated in the communities of North Sacramento, Oak Park, South Sacramento and Rancho Cordova, the play day workshops are free to parents and child care providers. Because FFN providers represent the diversity of Sacramento families, we offer GLC workshops in Russian, Spanish and English.
Child Action, Inc. developed the Growing, Learning and Caring Project (GLC) to provide training and support for license-exempt Family, Friend and Neighbor caregivers and to offer rich play activities for the children in their care. These providers care for children from one other family, often during non-traditional hours (evenings and weekends), giving working parents more child care alternatives. GLC workshops are conveniently located at community centers across Sacramento County and our diverse staff members offer workshops in Russian, Spanish and English to reach out to providers from a variety of backgrounds.

The GLC Project finished its second year with over 100 participants attending play day workshops. These two-hour workshops focus on many different topics, including health and safety, family support, play as learning and family literacy and are intended to strengthen the bonds between children and their caregivers. Providers who regularly participate receive tools to help improve the quality of care they provide, including books, art supplies, toys and other resources. Eleven participants graduated from the project during the 2006-2007 program year. Some moved on to become licensed family child care providers. Others were content with the knowledge and skills they acquired during the play days. One provider shared that she had become a better aunt to her nephew because of these play days. When asked to explain, she replied, “I can now play with him and teach him things at the same time.”
Since 1976, Child Action, Inc. has provided support and information for parents and child care providers. We also work extensively with community leaders and other key stakeholders on countywide child care issues in an effort to create ongoing community dialogue about local child care needs.

Responding to Diverse Needs

Our diverse region continues to grow. Of the 1.4 million people in Sacramento County, almost 25% speak a language other than English at home. 16% of county residents were born outside of the United States. Child Action, Inc. is dedicated to responsive services that meet the needs of local families and reflect the cultures in our community. In 2007, we made a commitment to use photographs of local families, child care providers and community members in our agency publications. Our agency website and a growing number of our major publications are accessible in Russian, Spanish and English. Our diverse staff team provides services to clients in many additional languages as well.

Planning for the Future

Sacramento is a growing county, brimming with new development. In 2007, Child Action, Inc. shared information about the need to include plans for child care facilities in the proposal to develop 240 acres of land formerly occupied by the Union Pacific Railyards. We also provided data and input about child care needs for the revised general plan for the City of Sacramento. Child Action, Inc. will continue to take an active role to ensure that city and county planners include child care needs in community design plans.

Collaborative Participation

Child Action, Inc. staff members actively participate on many local boards and community task forces, including the Children’s Coalition, Sacramento ENRICHES, the Sacramento County Office of Education Preschool Planning Task Force, the School Readiness Task Force, the Sacramento County Maternal Child and Adolescent Health Board, the Head Start Policy Council, the Safe Kids Coalition, the Children’s Health Insurance Coordinating Committee, the Sacramento Coalition for Working Families and the SETA Community Action Board. These affiliations provide us with the opportunity to advocate for parents and child care providers as well as engage in two-way communication about local public policy issues.

Child Action, Inc. staff members also serve as members of statewide organizations including the California Child Care Resource and Referral Network and Northern Directors Group to ensure that the needs of Sacramento families are represented in statewide public policy discussions.
For over 25 years, Child Action, Inc. has played an important role in the planning and development of child care services in Sacramento County. To this end, we have provided staff support and guidance to the Sacramento County Local Child Care & Development Planning Council (LPC). Since its inception in 1991 with the passage of AB 2141, the LPC has served as a forum to address the child care needs of all families and all child care programs - including both subsidized and non-subsidized child care in the community.

In 2007, the Council completed a new 5-year plan for child care services. Child Action, Inc. provided research, data and technical support to bring the plan from conception to reality. “Without Child Action, Inc.’s support and resources, the Council would not be able to accomplish as much as it has over the years,” says Linnea Hathaway, Chair of the Sacramento LPC.

One of the primary responsibilities of the Council is to identify and prioritize areas in Sacramento County that are in need of state funding for child development and preschool programs. We connect the Council with the resources necessary to conduct needs assessments, which are used to rank the areas of priority and identify strategic plan concerns. The Council also relies upon Child Action, Inc. to facilitate and deliver elements of the Council’s strategic plan to elected officials in order to improve child care for all families in our community.
Child Action, Inc. has a positive impact on the lives of thousands of Sacramento families due to the hard work and dedication of over 300 agency employees. Our organization values each employee’s desire to do good work and provide excellent service to the community. We strive each day to build a workplace that fosters respect, trust, honesty and support for both our staff and our clients.

All the employees at Child Action provide excellent customer service. They treat me with respect and I really appreciate that. I would like to thank everyone at Child Action for their help.

- Parent/Provider Survey 2006

Reflecting Our Community

Sacramento is recognized as one of the most diverse regions in the United States. As one of the largest non-profit organizations in Sacramento County, we make it a priority to hire and retain staff members who reflect the languages and cultures of the communities we serve. With seven offices located across the County, our staff provide services conveniently, often in our clients’ own neighborhoods. Over 30 different languages are spoken at Child Action, Inc. Our staff team brings expertise in a variety of disciplines, including child development, social work, information technology, public policy and organizational management. We are also fortunate to have a healthy balance of new talent and experienced leadership. This rich combination of culture, training and experience allows us deliver our services efficiently and effectively, helping parents and child care providers throughout the region.

Our Values

At Child Action, Inc., we not only encourage our staff to be responsive to the needs of our clients, we also encourage them to be socially and environmentally responsible. Each year, our staff members join forces with the United Way California Capital Region to encourage workplace giving in support of a variety of local organizations. Staff can voluntarily donate to any nonprofit certified by the United Way or any other tax-exempt 501(c)(3) organization they choose. In 2007, we began using our agency intranet to provide staff with tips and information about ways they can save energy and use natural resources responsibly. Our intranet, operations log and other technology enable us to complete many tasks without paper. We also recycle paper, glass and aluminum at each of our offices. These activities reinforce our larger agency values—to promote the healthy growth and development of children and families living in Sacramento County. A healthier environment contributes to healthy families in our community.
Child Action, Inc. strives to promote good will and understanding among employees and the local community. Our active agency Diversity Committee offers staff the opportunity to participate in events and training classes that encourage ongoing dialogue about multicultural issues. In 2007, we introduced a new resource for staff members, our Staff Diversity Library.

The Library features over two hundred books and videos available for loan on a variety of topics, including current events, history, politics/government, work/economics, identity and health. Using our agency intranet, staff members can search for items, read short descriptions of available titles, view front and back cover art and request materials. Once requested, the materials are delivered directly to the staff member’s office mailbox. This free and convenient resource was designed to provide our staff with the opportunity to learn about new worldviews, while reinforcing the importance of home cultures.

The goal of Child Action, Inc.’s Staff Diversity Library is to entertain, inform and transform our staff with materials that represent multicultural and multidimensional views. These moving books and videos were selected to help our staff make sense of the world, enable them to understand our clients better and encourage them to make positive changes in the community. Our staff members are encouraged to approach the materials with open hearts and minds in order to deepen their understanding of others.
Low Administrative Costs

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<th>Percentage</th>
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<td>Administrative Services</td>
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<td><strong>Total Expenditures</strong></td>
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<td><strong>100.00%</strong></td>
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Revenue

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<td>Other</td>
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<td>Sacramento City Unified School District</td>
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<td>Interest</td>
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Expenses

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<tr>
<td><strong>Total Expenses</strong></td>
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Marge Tomczak Honored

In November 2007, the Sacramento County Board of Supervisors recognized Margaret (Marge) Tomczak, Secretary of our Board of Directors, as a “Hero of Human Service.” Marge has been a tireless advocate for children and youth in Sacramento County since the mid 1970s. In 1978, she became the executive secretary to the newly founded Sacramento Children’s Commission, which championed state legislation that lead to the creation of the Children’s Trust Fund. In the 1980s, she was instrumental in founding the Sacramento Child Care Coalition, a partnership between local government, business and labor to address child care needs. She is a long time member of the Juvenile Justice Commission and founded and organizes a fashion show to support programs for foster youth. From 2000-2007, Marge served as member and chair of the Sacramento Children’s Coalition. She has been a consistent presence in Sacramento’s human services community.
Agency Management
LYNN PATTEN
Executive Director

JACLYN P. WHITE
Director of Community Services

THERESA CORRIGAN
Director of Client Services

MJ BOYD
Director of Operations

TRACEY STRACK
Controller

Funding Sources
California Child Care Resource & Referral Network
California Department of Education
City of Sacramento
First 5 California Commission
First 5 Sacramento Commission
Low-Income Investment Fund
Sacramento County Department of Human Assistance
Sacramento County Office of Education
Tax-Exempt Donations
United Way

Child Action, Inc.

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