

Crystal Stairs
2010
Annual Report

PROGRAM DESCRIPTIONS
AND
SERVICE DATA

Crystal Stairs, Inc.
www.crystalstairs.org
323-299-8998

Wateridge Office
5110 West Goldleaf Circle, Suite 150
Los Angeles, California 90056

Nickerson Gardens SAGE Child Care Center
1450 East 114th Street
Los Angeles, California 90059

Message from the CEO

This year Crystal Stairs celebrated its 30th Year Anniversary.

Over the years, we have seen a number of service organizations close their doors. During these critical times when services, advocacy and support are needed more than ever before, that is a devastating reality for our community. So, to be able to celebrate the growth and sustainability of a community institution founded thirty years ago, and to be still standing today... is awesome!

I credit the vision of our founders, the support of our community, and the commitment of our staff and board with our ability to "just keep climbin'."

Dancing Under the Stars

As a way of celebrating this momentous year, we hosted our 3rd Annual Dancing Under the Stars event at Target Terrace at L.A. Live. We tried a new venue, spiced up our program and received rave reviews. We raised money, had a fabulous time and made some new and lasting friends and supporters. We are already planning for Dancing under the Stars 4. It will be on April 30, 2011 at L.A. Live's Target Terrace and may just be the best one yet.

Strategic Planning

Crystal Stairs completed its 2011-2013 Strategic Plan this year as well. This process was inclusive, targeted, and really challenged us all to envision an ambitious future for the agency. I believe we rose to the occasion and have a vibrant path ahead.

We also brought on two new board members, Nike Irvin and Omer Simeon. They are seasoned industry leaders and have begun to offer welcomed observations about new ways of thinking and doing. Yes We Can!

Our New CEO

I announced early last year that I would be leaving at the end of 2010 to pursue other opportunities. As a result, succession planning was a priority for the agency. I am thrilled to announce that the Board of Directors has appointed our new CEO—Jackie Beaubian Majors.

Jackie brings more than 20 years of professional and instructional experience in early care and education and has earned a reputation as a trusted and respected leader. Equally important is that she shares a passion for bringing excellence and ingenuity to the field of child development. Jackie's appointment as

our new "Chief Champion" guarantees that the agency is headed in a new and exciting direction.

Growth and Challenge

All of these are really impressive moments for us in terms of growth and sustainability, but this past year has really been about strength and perseverance.

This last state budget session was the longest in history. The state went without a signed budget and spending plan for 100 days. And when the Governor finally signed the budget, he vetoed Stage 3 Child Care funding to the tune of \$256 million. This decision cut off child care for 6600 children served by Crystal Stairs and threw 2700 of our Stage 3 working families off a cliff.

Services, Research, Advocacy

This last battle to protect child care for working families reminded me of the vitality of our mission—Services, Research, Advocacy—and why I came to Crystal Stairs and accepted the honor of leading it in 2004.

Crystal Stairs was founded upon an unwavering belief in

social justice. We stand for children and working families. That drive is exhibited in the quality of service we provide every day and the ways in which we push ourselves to deliver the best to our families and child care providers. This last stand to protect funding for this critical service reminded me of the fight that we still have in us, and the power of both a great agency and a living mission.



Holly J. Mitchell
Chief Executive Officer

Program Descriptions

Child Care Resource and Referral Department

Child Care Resource and Referral (R&R), our longest-running service, provides free referrals to licensed child care for families living in the culturally and linguistically diverse communities of South Central and Southwest Los Angeles, and the cities of Inglewood, Hawthorne, Lawndale and Gardena.

Our mission is to:

- help parents find appropriate child care;
- offer resources and training to providers to enhance the quality of their services; and
- promote a child care system that meets the needs of the communities we serve.

With a diverse array of child care providers, thousands of referrals to parents, and numerous support services, we more than fulfill our mission. And every year, we operate a number of special training and resource development projects designed to complement and enhance our core services.

Children's Health and Wellness Program

The Children's Health and Wellness Program extends our family services mission to include health-related information, access and advocacy based on our belief that healthy families are assets to themselves and to their communities.

The program also forges links with the child care community as a means to deliver vital health information and services to families. Through our community outreach, enrollment, utilization and retention activities, thousands of low-income children and adults are able to secure free or low-cost health insurance.

Child Care Assistance Program

Our Child Care Assistance Program helps low-income parents living in our service area to pay for child care, enabling them to work, complete their education, or get job training as pathways to family self-sufficiency.

The largest component of this program is specifically targeted to support the economic self-sufficiency of families who are current or former welfare recipients. Parents can choose care in licensed centers or family child care homes, or with relatives, friends or neighbors for children aged birth to 12 years.

Program staff also assists families with referrals to a diverse array of supportive services such as housing assistance, food banks, financial and legal counseling, health and mental health services, and parenting classes.

CalWORKs Stage 1 Child Care Program

The CalWORKs Child Care Program assists parents in our service area who are beginning the challenging journey from welfare to work.

Located in four local DPSS offices, program staff can readily provide parents with information about quality care and their child care choices. Families receive referrals to licensed child care providers after staff verify that they have openings and services that meet the family's child care needs.

Crystal Stairs also makes monthly payments for children who are cared for by both licensed providers and license-exempt relatives, friends or neighbors.

Service Data

Nickerson Gardens SAGE Center

The SAGE Center offers preschool and school-age child care services to 70 children in families living in Nickerson Gardens, one of the largest public housing developments in the City of Los Angeles.

For the past eight years, SAGE's school-age program has achieved accreditation according to nationally-recognized standards of high quality child care. The preschool program includes a component, formerly funded by Los Angeles Universal Preschool, which also requires validated quality performance standards.

SAGE's curriculum is designed to enable children to become well-balanced, confident, creative and successful life-long learners. It features a mix of structured (e.g., homework assistance, tutoring), recreational and enrichment activities of the children's choice (e.g., arts, music, dance, science, computer skills). With support from corporate donors and individuals, SAGE is also able to take children on field trips to sports events, cultural performances and amusement parks.

The program's staff also

reflects SAGE's commitment to residents of Nickerson Gardens. About 10 percent of the staff started out as parent volunteers; 55 percent are either current or former residents. The education, training and employment SAGE provides has created career paths and opened other opportunities for many residents.

Child Care Resource and Referral

- 3,321 Requests for referrals
- 3,781 Requests for technical assistance
- 254 Licensed child care centers listed
- 1,291 Licensed family child care homes listed

Children's Health & Wellness

- Outreach and information to 36,671 individuals
- 5,817 Medi-Cal/Healthy Families/Healthy Kids/Kaiser Permanente Child Health Care Plan enrollments
- 84% of enrollees accessed services; 74% of enrollment retained at one year
- 5,721 Referrals to health programs and other social service programs

Child Care Assistance Program

- 18,564 Children enrolled
- 10,089 Families enrolled
- 6,893 Providers received monthly payments

CalWORKs Stage 1 Child Care Program

- 7,524 Children enrolled
- 4,689 Families enrolled
- 4,190 Providers received monthly payments

Workshops and Technical Assistance

- 1,058 Providers attended a variety of child development trainings
- 59 Site visits to child care facilities
- 285 Child care programs received CPR/First Aid reimbursement
- 9 CPR trainings
- 15 Newly licensed family child care homes
- 3,000+ Parents and providers participated in our Community Voices child care advocacy workshops, trainings and information campaigns

Supporters

\$25,000 and above

The Ralph M. Parsons Foundation
Union Bank Foundation

\$24,999-\$10,000

Ayco Charitable Foundation
Edison International
Jakks Pacific, Inc.
The Atlantic Philanthropies, Inc.
United Way, Inc.
Verizon Wireless

\$9,999-\$2,500

Alice Walker Duff, Ph.D.
Bernadine Bednarz
Deloitte, LLP
The Links Incorporated, Los Angeles Chapter
Los Angeles County Supervisor Mark Ridley Thomas, 2nd District
Loyola Marymount University
Melissa Meono
NKP Management
Romero and Associates, LLP
White & Company Insurance Inc.
Willis Insurance Services of Los Angeles

\$2,499-\$500

All Star Interpreting Services, Inc.
Anonymous
Asha B. Joshi
Broadway Federal Bank
Carolyn Moultrie
City of Los Angeles
Connie N. Parker
DLA Piper, LLP/Michael Myers
Gene Boykins
Gordon D. Bennett
Jackson Lewis, LLP
Karen Hill-Scott
Kelsey Nakken
The Ladera Group
LMU Magis
Ly Tanya G. Loughridge
Mary L. Hruby
MCT Technology, Inc.
Mehrnoosh Architect, AIA
Michael Greene
Michael Meyer
Night of Comedy Tickets
Nike Irvin
Omer Simeon
One United Bank
Payden & Rygel
Robert R. Trujillo
Roclord Studio
Rancho Women's Golf Club
Sharon Ann Smith
Southwest Airlines
Synthia Saint James
Tonya N. Burns
TSP Associates, Inc.
Women Aware, Inc.
Yuovene Whistler

\$499 and below

4 Sunkids, Inc.
Alesia Ann Brewer
Alicia Torres
Allyson W. Allen
America Rios
Amy Hill-Robert Half
Ana L. Ramirez
Analia Lazaro
Andrea Kennon
Anita R. Lee-Smith
Araceli Gutierrez
Armine Agadjanian
Aydrea Bogeaus
B. J. Wharton
B. Wolowske
Barbara J. Cook
Beatrice Lacy Davis
Beulah Stamps
Beverly A. Laub
Bianka Bailey
Brenda Hernandez
Bridget Harper
Café Del Rey
Cari White
Catherine W. Tennican
Catherine Y. Selleck
Cathy Tate
Cecilia Rojas
Charmaine G. Scarlett
Cheesecake Factory
Cheryl Burnett
Cheryl Macon-Oliver
Child Care Resource Center, Inc.
Child Care Results
Chonna R. Neal
Christopher D. Magee
Clarissa Turner
Claudette C. Mayfield

Cooke Productions
Cookies by Connie
Corporate Coaching International
Courier Solutions
Creative Creations
Danielle Graham
Darius Blackshere
Darlene Pickens
Darryl Yip
David P. Stewart
David Prior
Dawn P. Sturgill
Deanne Larson
Debra Cifuentes-Hernandez
Diana A. Carranza
Diana Tapia
Diana Y. Dodd
Dianna P. Moore
Donna M. Cervenak
Doreen Hamilton
Duane Dennis
Dunn Property Group, Inc
East Los Angeles College Foundation
Ebony Repertory Theatre
Eddie J. Williams
Eduardo G. Avila
Eilene Huff
El Cholo
Eleanor E. Beasley
Eleby and Pam Washington
Elzenobia Porter
Encounter Restaurant
English A. Heisser
Enterprise Holdings
Ethel Duran
Evelyn L. Newell
Fairview Construction Co.
Floyd's 99 Barbershops
Frances E. Crayton
Francine C. Battle
Fred Tapia

Supporters

Gabriela C. Camara
George L. Mallory Jr. &
Associates
Gil D. Villa
Global Archives, Inc.
Heir Children's Apparel &
In-Store Activities
Hellen L. Jones
Holly J. Mitchell
Ilyana Ross
In-N-Out Burger
Irma Castrejon
Isabel Estrada
J. E. Grigsby III, Ph.D.
Jace Overgaauw
Jackie B. Majors
Janice Osborne
Janice Rooths
Jean P. Evans
Jeffrey Moreira
Jerry Wortham
Jewell Jones
Jo Helen Graham
Joan Little
Jonathan A. Siegel
Jorge Castilla
Josie Restaurant
Juana Gonzalez
Julia F. Crowder
Justin Vineyards & Winery
Kandra King
Karen Blackwell
Karina Morales
Katherine McClusky
Kathleen Kavanagh
Kathleen V. Malaske-Samu
Kathryn Page
Kay Langbord
Keith Cooper
Kesha McCullogh
Kimberly Hines
Kineta N. Townsend
Kyle E. Davis

L.A. Auto Show
La Tisha Wilson
Lavina M. Landau
Lavon W. Gilmore
Leona Horowitz
Lisa D. Morris
Lisa Finn
Lola F. Hendricks
Lolita Jenkins
Lorena Valdez
Loretta J. Strike
Los Angeles Councilwoman
Jan Perry, 9th District
Lu Juana W. Hunter
Lucky Strike
Luisa Romer
Luisa Sepulveda
Lululemon Athletica
Madelaine Goodreau
Marcella Prieto
Maria Dante Brown
Marilyn D. Lawrence, Ph.D.
Martha Williams
Mary Granville
Mary Helen Dennis
Mary M. Wagner
Mary Marron
Mauro A. Camara
Melinda Felice
Mia A. Armstrong
Michael A. Cohen
Mike Jackson
Mildred H. Reid
Mona La Vine
Nessa B Productions
Nicole Schwatz
Norma B. Harris
Original Tommy's World
Famous Hamburger
Pamela H. Byatt
Pat Prochaska
Patricia Ann Jordan
Patricia Williams

Patsy Carter
Pauletta Washington
Dr. Harold and Vivienne
Peart
Penny B. Cunningham
Petersen Automotive
Museum
Rachelle Levingston
Rafael Herrera
Raquel Villagomez
Real Estate Capital Group,
Inc.
Reginald Woolfolk
Renita Wilson
Robert Hawkes
Rose M. Arroyo
Rosemary J. Crosby
Roxie Moore-Williams
Ruth Simeon
S. R. Shorter
S. M. Williams
Sandra Aronberg, M.D.
Sara E. Garibay
Schellee Rocher
Scott M. Delanty
Senator Senator Roderick D.
Wright, 25th District
Staci Nevels
Stephen Kulczycki
Steven Irvin
Suzanne Singer
Sy X. Jonas
Sydney Kamlager
Sylvia J. Johnson
Tawnya Smith
Theresa R. Barrera
Tina Gall
Tondelia Y. Cannady
Traditional Equitation
School
Truxton's American Bistro
Tyhese Sanchez Sample
Vera Sims

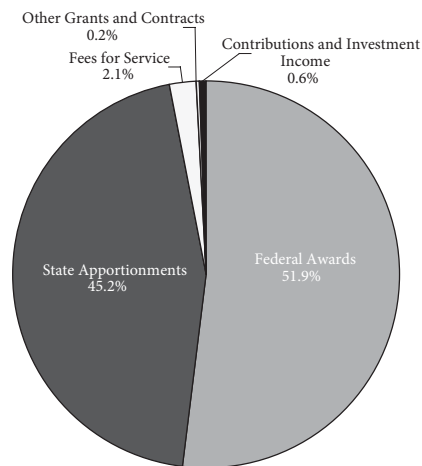
Victoria D. Rego
Virginia Lee Carp
Vivienne D. Wynne
Westside Tavern/Landmark
Theatre
William Pino
Wilma F. Miller
Winnie Y. Y. Hom
The World Famous Magic
Castle
YWCA Greater Los Angeles
Zhiwen Tan
Zooloigcal Society of San
Diego

Funding

Management

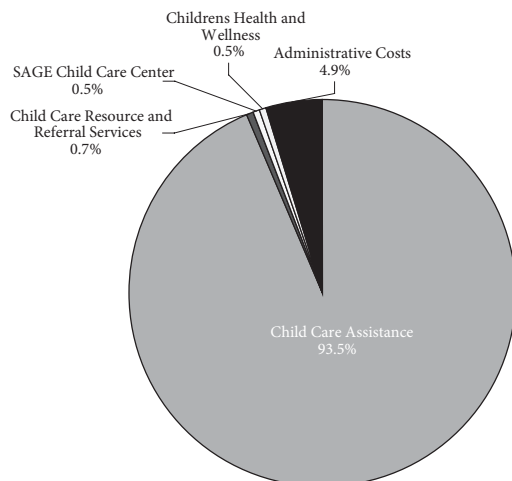
Revenue

Crystal Stairs Funding Sources, 2009-10



Revenue

Crystal Stairs Expenditures, 2009-10



Board of Directors

- Dr. Karen Hill Scott
Co-Founder and Board Chairperson
- Dr. Elaine Batchlor
Board Vice Chairperson
- Carolyn Moultrie
Board Secretary
- Robert Trujillo
Board Treasurer
- Eleanor E. Beasley
Board Member
- Dr. Alice Walker Duff
Co-Founder and Board Member
- Jamesina Henderson
Board Member

Nike Irvin
Board Member

Melissa G. Meono
Board Member

Holly J. Mitchell
Board Member

Omer Simeon
Board Member

Management Team

- Holly J. Mitchell, CEO
- Jackie B. Majors, CPO
- Ly Tanya Loughridge, CFO
- William Pino, CTO

Locations

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