

## Child and Family Connection Resource and Referral Services

### 582 Families Served

- 72 referrals for children with special needs
- 33% of referrals provided to families with income of \$30,000 or less
- 65% of referrals provided to employed parents in need of care to continue working
- 14% of referrals were a result of a child's needs or concerns about the quality of the parent's current child care

### 874 Children Benefited

- 33% of all referrals were under the age of one
- 27% of all referrals were one to two years old
- 16% of all referrals were three and four years old

### Type of Care Requested

- 81% of referrals were for full time care
- 33% of referrals requested child care centers
- 55% of referrals requested family child care

### 333 Child Care Providers in Database

- 683 calls from child care providers were supported with technical assistance related to the care of children and the operation of a child care facility
- 100% of off-hour care is offered by Child and Family Connection family child care providers



## What Are Families Saying About Child Care Resource and Referral Services?

"...was very pleased with the service. Child and Family Connection went over and beyond to help me and my husband. They gave me information about social services and health insurance for my baby."

**97% of parents reported they receive accurate and helpful information and would use our services again.**

"They helped me so much. They got my child in HeadStart and they were there when I needed help with United Way."

"I loved the environmental survey part of the referral!"

"They found a nanny to come to my home, and I really needed that, because I work odd hours."

"I was having a lot of trouble managing weekend care, because of my work hours. When I called Child and Family Connection back, they were able to find me a great sitter right away."

## Our Mission

Child and Family Connection links families, children and caregivers to resources that nurture children's positive development.



Child & Family Connection is a program of the Center for Child & Family Services

Who's Watching The Children in Greater Williamsburg?  
2005 Annual Report

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Letter from the Director,

Quality Early Care and Learning has moved from a service for working families to a critical factor in the successful growth and development of our children. Child and Family Connection, the only child care resource and referral agency on the Virginia Peninsula, links families, children and caregivers to community resources that support the successful development of children. Locally, Child and Family Connection is a member of the Kids First Coalition that works to improve quality of child care and learning for all of our children. Child and Family Connection provides start-up family child care businesses with technical support and training as important steps towards quality care.

With a grant from the Williamsburg Community Health Foundation, a professional counselor provides consultation for caregivers, parents and child care staff who work with young children demonstrating challenging behaviors. The grant also funds counseling services for caregivers, parents and young children. Twenty-two young children and their families reported improved behavior. Regular workshops assist adults in understanding the needs of children for their healthy growth and development.

With the support of the Virginia Child Care Resource and Referral Network and the Virginia Department of Social Services staff became trainers for Zero to Three's Building Collaborative Relationships: Preventing Child Abuse and Neglect. Fifty-four child care professionals received training on brain development, understanding challenging behaviors, building collaborative relationships and understanding the influence of culture on care giving. Participants reported a 22% increase in knowledge after completing the trainings.

There is a new challenge facing the families and employers of Greater Williamsburg. The lack of sufficient child care subsidy and the increasing child care costs place low income workers and their children in less than optimum child care. Poor quality child care has a direct impact on loss worker productivity. With 2007 Anniversary the need for a reliable and productive workforce is critical to the success of the events. Many of the families lacking a choice for quality child care work in tourism, hotel, restaurant and retail businesses in Greater Williamsburg. How we address the issue will be important to the success of this Celebration of the Birth of America.

As 2005 came to a close Child and Family Connection began to offer online internet referrals. The 30% increase in parent contact through internet referrals is a blessing and a challenge. We are working to respond to the new demands, but will need your support to increase staff hours to meet the demand and maintain quality.

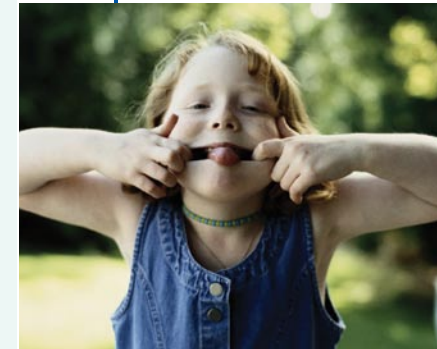
Thank you for taking the time to read Child and Family Connection's first annual report. We ask for your support as we continue our 24th year serving working families of Greater Williamsburg.



Mary Minor  
Director

## The Quality of Care

Virginia does not have a rating system for child care. The Department of Social Services website (<http://www.dss.virginia.gov/facility/search.licensed.cgi>) does provide a summary of the complaints and inspection reports for licensed child care.



With the majority of Greater Williamsburg child care provided in exempt or legally operating unregulated care, there is not a local system to evaluate individual child care. Parents working with Child and Family Connection receive information on state child care regulations, group size, daily activities, and training. Parents are given a survey of the questions to ask, the kind of observations that would be helpful and the benefits of child care tax credits. Accreditation by a national

association is an indicator of higher quality child care. With only five nationally accredited child care services available in Greater Williamsburg, it is always smart to choose wisely.

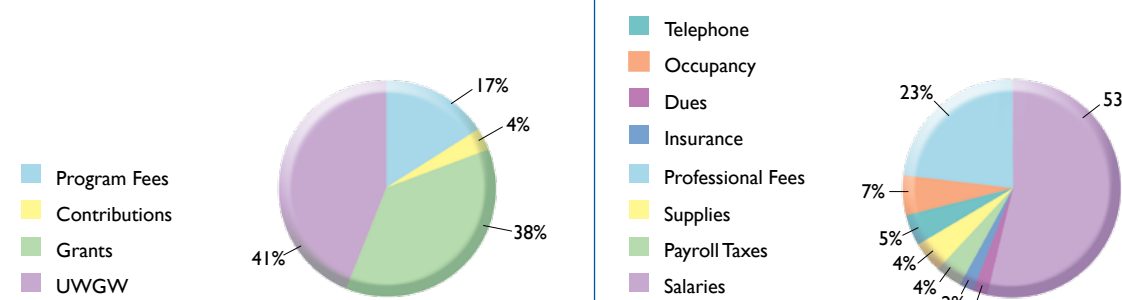
Many parents choose home care since it provides a smaller environment, flexibility of hours, lower cost, and a nurturing atmosphere. However, most family child care is unregulated and lacks outside resources to assist families and providers working with challenging children, stress or special family needs. Child and Family Connection serves as a link to identify resources for unregulated family child care homes and the families they serve. Ongoing free training or that offered at a minimal fee is available to family child care providers, and serves as support for providers improving the quality of their child care business and the programs for children in their care.

## Availability

### The Challenges We Face In Greater Williamsburg:

- 64% of children under the age of six have working parents in families with school-aged children, 75% of the parents are working to support their families.
- There are more than 10,140 children who need child care.
- There are only 5,951 licensed, religiously exempt or voluntary registered child slots for the Greater Williamsburg area, comprised of Williamsburg, James City and York Counties.
- The need increases with infant and toddlers, where only 285 licensed child care slots are available.
- Many school-aged children 5-11 may return to homes without adult supervision.

## Financials



The above figures are based on audited financial statements for 2004-2005.



Parents of young and school-aged children are increasingly reliant upon child care to enable them to go to work, be productive and reliable employees and support their families. 64% of Greater Williamsburg's children under the age of six are routinely cared for by someone other

than their working parents. By the year 2010, upwards of 85% of the labor force will consist of parents, and the number of working women will exceed the number of working men. At the same time, research clearly shows that the quality of child care has a positive impact on children's later success in school and life. A combination of a safe and stimulating environment, qualified staff, low child-staff ratios, and consistent, nurturing child-adult relationships are essential to positive child growth, development and learning.

All children are born with potential and are learning all the time. Potential has much to do with the medical and developmental

care children receive. It matters greatly who children spend time with each day. Providers must be constantly vigilant as children grow and change. The National Child Care Staffing Study (NCCIC 1998) reported that providing sensitive and appropriate care is related to the amount of formal education a person has completed.

In our community, Child and Family Connection provides an excellent resource for early childhood providers to obtain required and relevant professional development training. Child and Family Connection works with local initiatives to help providers achieve accreditation and certifications as tools for improving the quality of child care.

The following data profiles the need for and use of child care in Greater Williamsburg including current cost, quality and impact on Williamsburg's children, their families and our local economy. It also highlights key data which helps families, child care providers and communities, as they find, provide and plan for affordable, quality child care.

## Affordability

### Provider Cost Analysis by Age Group (Weekly, full time rates)

	Child Care Center	Family Care
0-12 months	\$157.33	\$126.25
13-15 months	\$157.33	\$126.36
16-23 months	\$150.83	\$112.67
2-3 years	\$130.50	\$109.87
4-5 years	\$116.00	\$107.36
5-9 years, school age	\$ 95.00	\$ 92.78

Center-based child care in Greater Williamsburg ranges from \$130 per week to \$200 for an infant. The cost is greater than a year of in-state College tuition. Currently, 80 low income families eligible for child care subsidy are on the waiting list.