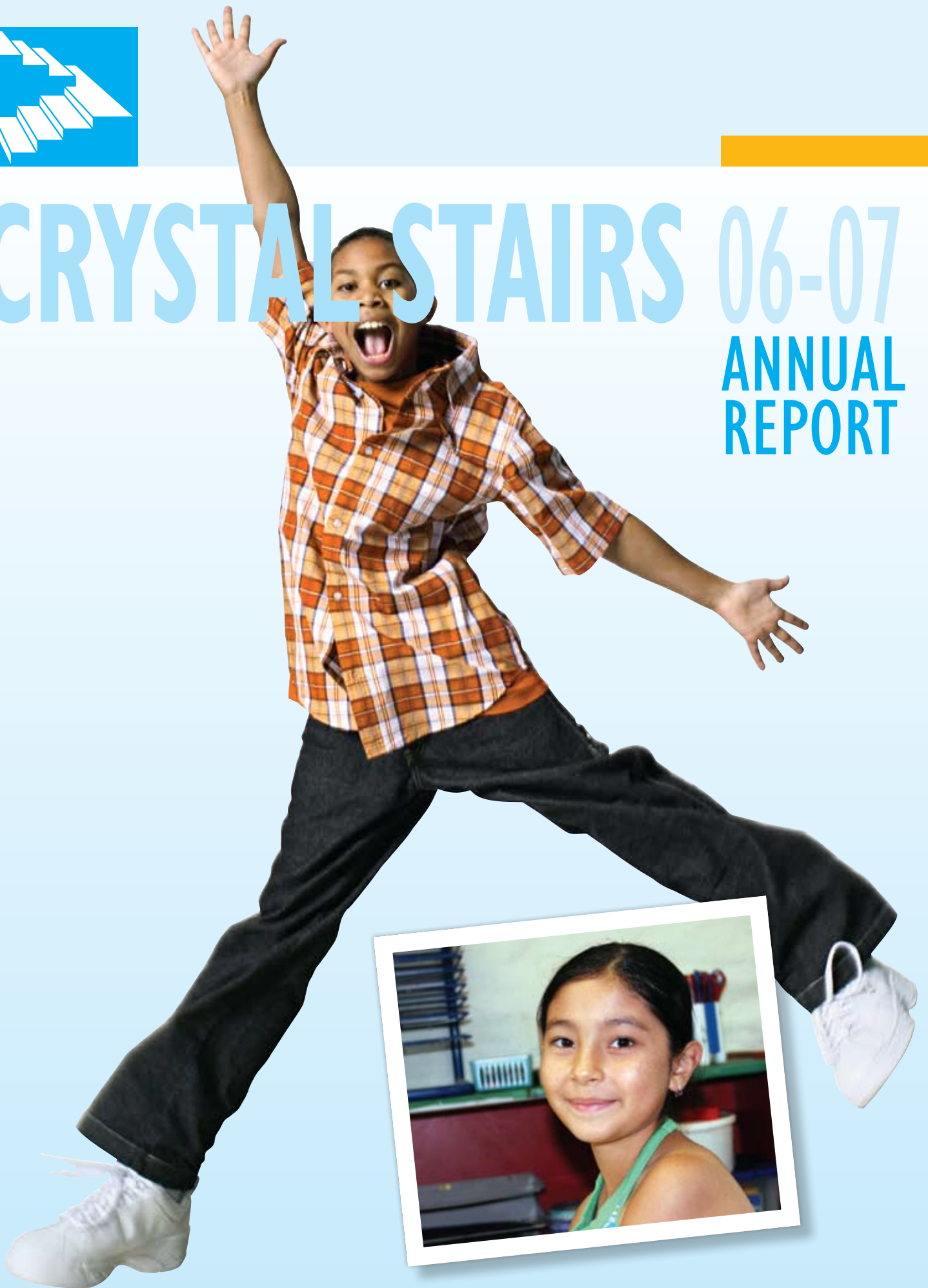


# CRYSTAL STAIRS 06-07 ANNUAL REPORT

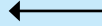


## September

- Crystal Stairs moves into the digital age with online giving



- Dancing under the Stars event brings in over \$120,000 for SAGE



## October

- From H<sub>2</sub>O to EMC<sup>2</sup>: Crystal Stairs and California Science

Center show provides the how-to of making science and math fun in a quality setting

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# Mission Statement

Improving the lives of families through child care services, research and advocacy since 1980.

# Values Statement

We believe quality child care is an important societal issue; not just a responsibility of individual families

We believe quality child care and development services should be universally available and accessible

We believe how children are treated when young will significantly influence the kind of adults they become and the quality of life for all of us in the future.

We believe that parents should be able to choose among a variety of child care service models

We believe child care needs a strong infrastructure in which government, business and civic organizations work together to develop policy and to plan and fund child care.



Back row: W. Michael Greene, Eleanor Beasley, Alice Walker Duff, Holly J. Mitchell. Front row: Karen Hill Scott, Melissa G. Meono, Carolyn Moultrie, Jamesina Henderson, Elaine Batchlor.

# Our Leadership

Crystal Stairs has a multi-talented, active Board of Directors who are dedicated to helping the agency thrive. They bring technical skills, commitment and passion to their work at Crystal Stairs.

# Board of Directors

**Dr. Karen Hill Scott**  
Board Chairman  
Karen Hill-Scott & Co.

**Dr. Elaine Batchlor**  
Board Vice Chairman  
L.A. Care Health Plan

**Carolyn Moultrie**  
Board Secretary  
Crystal Stairs, Inc.

**Robert Trujillo**  
Board Treasurer  
Cal National Bank

**Eleanor E. Beasley**  
City National Bank

**Dr. Alice Walker Duff**  
HMWorks

**W. Michael Greene**  
Jet Propulsion Laboratory

**Jamesina E. Henderson**  
T.H.E. Clinic

**Renee D. Martinez**  
East Los Angeles College

**Melissa G. Meono**  
Deloitte & Touche, LLP

**Holly J. Mitchell**  
Crystal Stairs, Inc.

**Edward Munoz**  
Raytheon Company

On June 9, 2007, Crystal Stairs hosted its biennial Early Care and Education Conference at the Los Angeles Convention Center. Over 500 participants attended.



## November

- The agency launches its Employee Giving Campaign →



## December

- Crystal Stairs relaunches [www.crystalstairs.org](http://www.crystalstairs.org)



- Ring in the Holidays: Celebrations at SAGE bring joy to children and families ←

- KLOS and Kmart sponsor a surprise shopping spree that benefits two lucky Crystal Stairs families

# Our Message

For over 27 years, Crystal Stairs has worked diligently to support families in their efforts to improve their lives and chances for success. We have done this through the child care services and programs we offer, the research we conduct, and our work as advocates in the field of child development. We have managed to be successful because we know our goal, keep our focus on accomplishing it, and we really do work very hard.

Of course, working hard and working smart are the difference between “putting in the time,” and “making the most of the time you have.” In order to be a quality organization, you have to do both. And that is what we aspire to do at Crystal Stairs.

Quality is a word that is regularly used by professionals in the field of child development. But, like most words, the more you use it the less it means. And at some point, you have to ask yourself, “What are they talking about?” “Will I know it when I see it?”

For all of us at Crystal Stairs, quality is performing consistently at a high standard that sets us apart from those who are simply “putting in the time.” We want to ensure that providers can provide a level of care so high that parents will go out of their way to get their kids enrolled. We want to see opportunities made available in our service area so that providers can have professional growth and be sufficiently funded to actually give the children a better chance for school and life success. We want parents to witness this change and be inspired to do their best to sustain the gains their children are going to make.

Since we opened our doors in 1980, we have overcome many challenges, and we are not done yet:

- We will stick with vigilant advocacy so legislation can take possibility to reality. Statewide, over 200,000 children are on waiting lists because child care programs are not fully funded. Working poor families who have never received cash aid need help paying for child care just as much as do families transitioning from welfare to work. All child care providers need equal access to professional development and resources to enhance the quality of their programs. Universal preschool is admirable as a policy and promising in practice, but most families need full-day child care. Child care facilities need the support of annual inspections from the state; we should not care more about maintaining service standards for our pets than we do for our children.

- We will build on the results of our recent research effort which tells us that welfare reform was but a *A Step Up, But Not*



*Out of poverty.* This report is the first of three planned research studies that focus on our families—how they are faring, what their needs and challenges are, and how we can be good stewards of the child care policies that support them.

Nothing we do today can be taken for granted because there was a time when Headstart and Children’s Center were the only publicly supported child care programs. Family child care did not have access to funding and many of our community’s private centers did not exist. Today, too many assume that where we stand is the status quo.

So why will we persevere? We believe that the next wave in public investment will be for quality that makes a difference in children’s lifetime success. We believe that if we can perform at the highest quality standard we will attract greater public investment in children’s growth and development. We will strive to demonstrate quality as a distinguishing attribute of our character and culture. We believe quality customer service is its own reward, and it is one way to say to our community “We respect you. We care about our children. Together, we can transform our children’s lives.”

Your partnerships and investments in our community are vital to the success of our families and our children. With your contributions, we are able to design and make reality projects that achieve something we all know the community needs. We need your help to make these programs a reality. Join us on this journey. The result will be profound, and we will all nod our heads to affirm, “in our community, quality matters.”

*Karen Hill Scott*

Dr. Karen Hill Scott  
Board Chairman

*Holly J. Mitchell*

Holly J. Mitchell  
Chief Executive Officer

## February

- Agency hosts blood drive to support St. John's Health Center



- Crystal Stairs goes to Washington as part of NACCRRRA's "Day at the Capitol"



- 5th Annual Legislative Briefing
- Staff Valentine-gram raises \$\$\$ for family grocery gift cards

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# Programs

## Child Care Resource and Referral

Child Care Resource and Referral (R&R) is our longest-running service and a foundation for many of our other programs. Services are free and available to families living in the culturally and linguistically diverse communities of South and Southwest Los Angeles, and the cities of Inglewood, Hawthorne, Lawndale and Gardena. Our mission is to: help parents find appropriate child care; assist licensed child care centers and family child care homes in offering quality care; and promote a child care system that meets the needs of the communities we serve.



## Child Care Assistance Program

Our Child Care Assistance Program is one of the largest publicly-funded child care subsidy programs in California. Low-income parents living in our service area can get help 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. We also assist families with referrals to child care and a diverse array of other services.

## CalWORKs Stage I Child Care Program

The CalWORKs Stage I Child Care Program assists parents in our service area who are beginning the challenging journey from welfare to work. A major goal of this program is to assure that making child care arrangements does not pose a barrier to parents' participation in work-readiness, training, job search, and other activities that will help them enter and remain in the labor force. Program staff are located in four local welfare offices to readily provide parents with information about quality care and their child care choices. Families receive referrals to licensed child care providers after staff have verified that they have openings and services that meet the family's child care needs.

## 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. This year, the program had two major continuing projects: free or low-cost health insurance outreach and enrollment activities and our breast cancer prevention project. In its ten-year history, our breast cancer prevention project has screened over 1,300 women and referred 75 of them for further testing and treatment.

## Nickerson Gardens SAGE Center

The SAGE Center offers preschool and school-age child care services to families living in Nickerson Gardens, one of the largest public housing developments in the City of Los Angeles. SAGE's school-age program has achieved accreditation according to nationally-recognized standards of high quality. Their preschool program includes a component 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. 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. This program's staff also reflects SAGE's commitment to all residents of Nickerson Gardens. About 25 percent of the staff started out as parent volunteers; 85 percent are either current or former residents.

On December 15, 2006, two Crystal Stairs families received \$500 Kmart gift certificates from funds raised during KLOS's Mark & Brian Show's annual listener Christmas Drive. Tracie Winston and Michela Balga shopped 'til they dropped, thanks to Crystal Stairs employees who nominated them to receive the gifts.



## April

- CHW receives state funding for its Access to Health campaign



- Staff Bake Sale raises money to purchase grocery store gift cards for some of our families



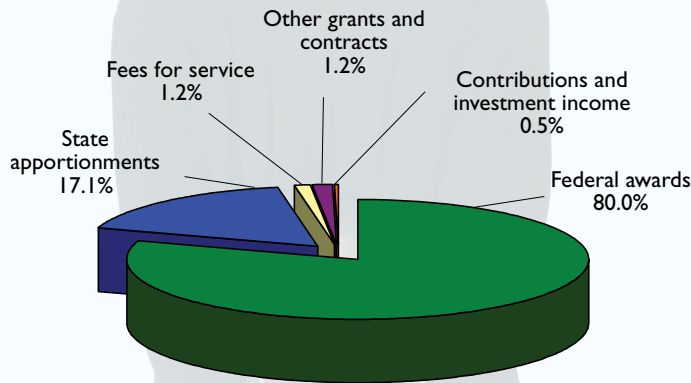
- Crystal Stairs modernizes its parent fee collection process
- The Age of the Internet: CHW



- launches web-based application process for families seeking health coverage

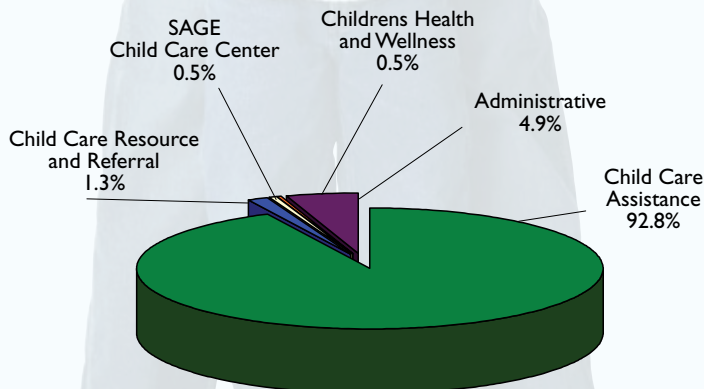
# Where Our Funding Comes From

## CRYSTAL STAIRS FUNDING SOURCES 2006-07



# Programs That Our Funding Supports

## CRYSTAL STAIRS EXPENDITURES 2006-07



# Who We Served Last Year

## CRYSTAL STAIRS SERVICE DATA 2006-07

### Child Care Resource and Referral

- 4,524 Requests for referrals
- 1,363 Requests for technical assistance
- 419 Licensed child care centers listed
- 2,012 Licensed family child care homes listed

### Child Care Assistance Program

- 15,082 Children enrolled
- 7,870 Families served
- 5,257 Providers received monthly payments

### CalWORKs Stage I Child Care Program

- 6,947 Children enrolled
- 4,135 Families served
- 3,712 Providers received monthly payments

### Children's Health & Wellness

- Outreach and information to 26,464 individuals
- 4,564 Medi-Cal/Healthy Families/Healthy Kids/ Kaiser Permanente Child Health Plan enrollments
- 140 Breast cancer screenings
- 2,775 Referrals to health programs and other social service agencies

### Workshops and Technical Assistance

- 194 Providers attending Special Needs Assistance Project (SNAP) trainings
- 575 Providers attending Support Provider Accreditation Now (SPAN) trainings
- 1,395 Providers attended a variety of child development trainings
- 485 Parents participated in advocacy workshops and trainings (Community Voices)
- 210 Site visits to child care facilities
- 523 Child Care Programs Received CPR/First Aid reimbursement
- 518 CPR trainings
- 29 Newly licensed family child care homes

## May

- Agency celebrates Provider Appreciation Day



- Crystal Stairs travels to Malaysia to participate in the World Forum on Early Education



- Crystal Stairs and Community Voices rally the Governor in Sacramento to help working families

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# Research and Advocacy

## Research

This past year, Crystal Stairs commissioned a major report that tracked poverty and income impacts of child care subsidies for the families we serve. Our 2007 report, *A Step Up, But Not Out* chronicles the poverty levels of families before and while they receive child care subsidies. The report results are sobering and highlight the need for child advocates to continue to put pressure on state and federal departments to look critically at how effective many of our social service programs are at alleviating poverty and helping families get closer to attaining economic independence. The report is the first of three major studies that we are shepherding to highlight the impact that child care subsidies have on families and local communities.

## Advocacy

Our advocacy work is never-ending. This year's focus was on encouraging policy makers to increase child care funding, to make annual inspections of child care facilities mandatory, and to commit to funding and supporting programs that focus on enhancing the quality of care in all communities.



An empowered parent creates an engaged community:

**Community Voices**, a recent project of Crystal Stairs, was designed to develop parents and caregivers into advocates for their children. Since its inception in 2006, the project has hosted advocacy workshops for close to 700 parents across the county, sent parents to Sacramento to lobby legislators and the Governor, participated in listening forums with state

legislators, and rallied around the issues of full funding for families on the waiting list. The agency also hosted its 5th Annual Legislative Briefing and was able to turn up the volume on the issue of fully funding child care for all eligible families. Close to 200,000 children in California are eligible for child care subsidies but continue to languish on waiting lists. Since then, we have been working with federal representatives on language that would authorize funding for the "waiting list."

On May 2, 2007 Crystal Stairs parents and providers, along with members from Community Voices marched on the state capitol demanding better rights for working poor families in need of child care. A Community Voices member spoke before the crowd and led the Los Angeles delegation on visits to various legislative offices.

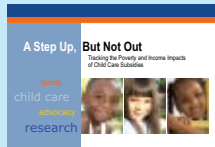


The road to helping families achieve economic self-sufficiency through the help of child care subsidies is paved with blocks of research and advocacy. We continue to live our mission by finding ways to make our research and our advocacy work to improve the lives of the families with whom we work.

On February 22, 2007, Crystal Stairs hosted its 5th Annual Legislative Briefing. The theme was the importance of fully funding the list of eligible families for whom child care subsidy funding is not available. Pictured below: Crystal Stairs Public Affairs Manager Sydney Kamlager-Santner, Crystal Stairs CEO Holly J. Mitchell, and Congresswoman Diane E. Watson.



Crystal Stairs releases its report on poverty



Crystal Stairs goes green by creating an electronic version of its parent and provider handbooks



CHW hosts its 140th free mammogram screening



Fresh Faces: Crystal Stairs elects a new board to guide its journey into the new year

# Investing in Our Work at Crystal Stairs

## Platinum Stairs \$25,000–\$100,000

Bank of America  
Community Technology  
Foundation of California  
Union Bank of California  
Washington Mutual

## Gold Stairs \$10,000–\$24,999

California National Bank  
Foresters  
Los Angeles Times Family  
Fund  
Northrop Grumman  
The Walt Disney Company

## Silver Stairs \$2,500–\$9,999

Aetna Foundation  
AT&T Foundation  
Broadway Federal Bank  
California Child Care  
Resource & Referral  
Network  
Michael A. Cohen  
Digital Telecommunications  
DLA Piper  
Edison  
Jack and Jill of America,  
Los Angeles Chapter  
Asha B. Joshi  
Gordon Maccani  
Carolyn Moultrie  
Nestle  
New Era Printing  
The Ralph Parsons  
Foundation  
Romero & Associates  
Sempra Energy  
Diana M. Torres  
Wells Fargo Bank  
Wells Fargo Foundation  
White & Company

## Bronze Stairs \$500–\$2,499

Michael Banner  
Berkhemer Clayton  
Don Chriss  
City Club on Bunker Hill  
Clarence A. Daniels, Jr.  
Docusource  
Joe and Alice Walker Duff  
E-Plus Technology

Robert and Sara Finney-  
Johnson  
The Foothill Group  
Elizabeth and Richard  
Grossman  
Harbor Building Services  
HEIR Apparel  
Kim Hershman  
James Ingram  
Kaidi Jones  
KCET Community  
Television  
Los Angeles Cotillion  
Foundation  
Mahali  
Renee D. Martinez  
Michael E. Meyer  
Holly J. Mitchell  
Nabisco Products  
NKP Management  
Alfred and Nancy R.  
Osborne  
Ella Pennington  
Pfizer United Way  
Campaign  
Proper Authorities  
Rancho Women's Golf Club  
Debbie Rourke  
Sanjay Sharma  
Tavis Smiley  
Team HEAL  
Technical Connections  
David Walk  
Denzel and Pauletta  
Washington  
Eleby and Pamela L.  
Washington

## Crystal Stairs Up to \$499

Candi Abramson  
Albertson's  
Alegria on Sunset  
Melinda K. Alexander  
Adriana D. Allen  
American Binding Products  
Sandra Aronberg, M.D.  
Lauren J. Arenson, Ph.D.  
Eduardo G. Avila  
Back in Harmony  
Vanessa Bell-Calloway  
Dominic A. Berbeo  
Florestine Biggers  
Melinda A. Binder  
Tamica B. Bradshaw  
Wren Brown

Tonya N. Burns  
Carl and Omeria Butts  
Judith Cahn  
California Black Women's  
Health Project  
Virginia L. Carp  
Patsy Carter  
Donna M. Cervenak  
Perry Coleman  
Community Build  
Lori Cooper  
Ruth V. Creary, Ph.D.  
Creative Learning Academy  
Penny B. Cunningham  
Carlene A. Davis  
De Andre Dawson  
Doris M. Dillard  
Regina O. Dillard  
Scott H. Dunham  
Peter Elbling  
Elleen and Harold Brown  
Foundation  
Lee Ellis  
Tina Marie Esposito  
Jean P. Evans  
Jeanne Fairweather  
Elisa Fernandez  
Carolyn Fields  
Lanette Fisher  
Inez F. and Anita Foss  
Ruett Stephen Foster  
Fox Studios  
Esmay Fraser  
Warren George  
Girls Club of Los Angeles  
Gail A. Glick  
Joel Gonchar, M.D.  
Rosemary Gonzalez  
Carolyn M. Gradney  
Pat Greene  
Peter Gutierrez  
Bridget C. Harper  
Jamesina E. Henderson  
Kelly-Ann I. Herny  
Eleanor A. Herr  
Margaret M. Hess  
Carl Highshaw  
James W. Hobbs, M.D.  
Hoover Intergenerational  
Care  
Zna P. Houston  
Mary L. Hruby  
Pamela Hubbard-Wiley,  
Ph.D.  
Claudia Gumbiner Hungs  
Ervin D. Hurd  
Joan H. Jackson

Kay P. Johnson  
Laurie A. Johnson  
Sylvia J. Johnson  
Brian Jordan  
Ari Kahan  
Sydney Kamlager-Santner  
Denise Dow Kenner  
Mary Keener  
Andrea D. Kennon  
Wilma Kiel  
Claudine Kielson  
Linda L. Kranen  
Ana Mirna La Fianza  
Javier and Anne La Fianza  
Erin Landry  
Saundra C. Lang  
De Anne Larson  
Evelyn M. Leverhant  
Rachelle Levingston  
Jacqueline Leyva  
Gabriela Lira  
Ronald Lisberg  
Anitha Logan  
Linda Lopes  
Maria Lopez  
Los Angeles City  
Stentorians  
Howard Lovus  
Lula Washington Dance  
Studio  
Cheryl Macon-Oliver  
Christopher D. Magee  
Kathleen V. Malaske-Samu  
Mark Taper Forum  
Marie Fegan Schools  
Sandra Mason  
Joscelyn McCauley  
Mee Productions  
Necole Jenine Merritt  
Octavia L. Miles  
Yvonne C. Miller  
Gloria Mitchell  
Moeller Drywall  
Yolanda R. Moore  
Autumn Moultrie  
Nessa B. Productions  
Evelyn Newell  
Leah M. Newell  
Thanh-Thien Nguyen  
Noble and Patricia W.  
Nolcox  
Renee Nourse  
Elizabeth Oakes  
The Ozaki Family Trust  
Jaimie C. Page  
Connie N. Parker  
Payden & Rygel

Lariayn Y. Payne  
Catherine P. Pedrosa  
Drs. Harold and Vivienne  
Peart  
Elzenobia Porter  
Junko K. Prior  
Patricia C. Prochaska  
George J. Purden  
Quintus Financial &  
Insurance Services  
Alan Rader  
Sally Rasco  
Reading is Fundamental  
Mildred H. Reid  
Anne J. Rimer Ttees  
Adrian D. Roberts  
Claudette A. Robinson  
Charles A. Rogers  
Ronkel Enterprises  
Anne R. Royal  
Jose F. Sanchez  
Charmaine G. Scarlett  
Joseph T. Schohl  
Catherine Y. Selleck Ttee  
Dr. Clarence and Mrs.  
Barbara J. Shields  
Patricia Siegel  
Ruth Simeon  
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Anthony N. Singletary  
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Vivient Consulting  
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Greg Walker  
Marsha Walters  
Leonard Washington  
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Yuovene Whistler  
Martha J. Williams  
Sheila Wills  
Latisha Wilson  
Rod Wright  
Damon Young  
Jaye Young  
Susan Zsigmond



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Los Angeles, California 90059

323-299-8998

[www.crystalstairs.org](http://www.crystalstairs.org)



Improving  
the lives  
of families  
through  
child care  
services,  
research and  
advocacy  
since 1980

Photographs by Ian Foxx and Kalem Aquil. And a special thank you to Mary Hruby, Sydney Kamlager-Santner and all the Crystal Stairs staff who contributed to this report.