

CRYSTAL STAIRS, INC. ANNUAL REPORT 2015



CRYSTAL



STAIRS, INC.

Improving the Lives of Families through
Child Care Services, Research and Advocacy

At Crystal Stairs

Our mission is to improve the lives of families through child care services, research and advocacy.

We Believe...

- Quality child care is an important societal issue; not just a responsibility of individual families.
- Quality child care and development services should be available to all children, regardless of their family's economic circumstances.
- 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.
- Parents should have access to resources, programs and services that enable them to achieve successful outcomes for their families.
- 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.



Our Service Area



CRYSTAL STAIRS IS PROUD TO SERVE OUR COMMUNITIES

SOUTH LOS ANGELES

HAWTHORNE

LENNOX

COMPTON

INGLEWOOD

LONG BEACH

GARDENA

LAWNDALE

LYNWOOD

CEO Message



While celebrating our achievements in this annual report, it is important to acknowledge the hard-working families, child care providers and staff that work together daily to create better lives for our children. For **over 35 years**, Crystal Stairs has worked diligently to support families in their efforts to improve the lives of their children and increase their chances for successful outcomes. Hand-in-hand with our Board, community partners, and parents, we have climbed many stairs.

Our mission – *“improving the lives of families through child care services, research and advocacy”* – continues to provide a sound, meaningful foundation that breathes purpose into our work. This year we made a strategic shift to intentionally include to our menu of programs, direct support services for parents. Crystal Stairs launched our **Parent Support Services** program designed to help parents access essential resources and enhanced support services to assist them in reaching greater self-sufficiency. The Parent Support Services program hosted its inaugural Parent Resource Family Fair in February which was wildly successful; synergizing the efforts of community partners, elected officials along with Crystal Stairs' staff and leadership.

This year also marked the transition of our founding director and board chair, Dr. Karen Hill Scott. She will continue to serve the organization as Board Emeritus providing her ongoing support and expertise to our leadership. **Dr. Scott's remarkable legacy**, coupled with our new Board Chair, Eleanor's passion for families and a mind towards forward thinking, positions Crystal Stairs well for our future success.

Growth and change continue to be both challenging as well as invigorating so we will forge ahead in our climb. Please join us as we seek to build a future where all children are learning, parents are thriving and communities are flourishing. Yes, that's our destination, but we are certainly enjoying the journey!

A handwritten signature in blue ink that reads "Jackie B. Majors". The signature is fluid and cursive.

Jackie B. Majors
Chief Executive Officer



July 2015 began the 35th fiscal year of Crystal Stairs. As its creator and co-founder, I think today's organizational health is ABSOLUTELY AWESOME. I formed the idea of Crystal Stairs while teaching a class at UCLA. The agency evolved as living proof that the impossible could be accomplished; research could be quickly translated into positive community change; providing services to anyone who crossed our threshold could be delivered with the highest level of respect and empathy; and a culture of excellence and integrity in the workplace could be passed on through four generations of leadership.

The legacy of Crystal Stairs is shared with Dr. Alice Walker Duff, my co-founder, friend and colleague. Alice served as CEO for 10 years and was essential in setting the agency up for long-term success. The third rail to the founding of Crystal Stairs that must be acknowledged, is the ongoing support of our community. For without a combination of family, friends, a stream of graduate students, a nucleus of employees and a partner agency, we would not have had rent, legal services, computers, a workforce, nor a loyal Board of Directors. The trust of our founding supporters was truly our venture capital.

Finally, the employees of Crystal Stairs are legacy builders too. From the management team to the novice, the staff personify our values, sustain our corporate culture and hone our ability to grow and respond to changes in our community and in public policy. To all of you I say, thank you, for enabling Crystal Stairs to speak truth to power for the benefit of our community. And to our parents and child care providers, my deepest gratitude for demonstrating that what Crystal Stairs has invested in you has improved lives and prepared children for their future.

Board Message



ELEANOR BEASLEY, BOARD CHAIR

Serving on the board of Crystal Stairs, Inc. affords me an incredible opportunity to have a profound impact on the future of early childhood education. With over 20 years of experience working with women and children in low-income neighborhoods of Greater Los Angeles, I am honored and excited to serve Crystal Stairs as the new Board Chair.

Engagement and visibility are just a few key aspects of my vision for the future of the Board. I envision a Board that is continuously engaging with our hard working staff and the communities we serve. Putting this idea into action, the Board embarked on its first Board retreat for the year in March. During our retreat, we experienced first hand, the outreach and services Crystal Stairs provides. It was gratifying to see how our staff and children in our Head Start programs gleamed with joy as they expressed to the Board what the organization means to them. I felt this same sense of admiration when I witnessed parents traveling to Sacramento via bus and plane for Stand for Children Day. This day allotted parents, trained through our Community Voices program, a unique opportunity to speak directly with State Legislators about the need for child care and early education funding.

I love that Crystal Stairs is a 360 organization, not only are we supporting families through resources like child care subsidies, Head Start and health outreach programs, but we advocate with elected officials for legislation that will continue to make an impact on these families over time.



Early Care & Education

843 Children experienced the Head Start Program

796 Families served by the Head Start Program

96 Children enrolled in Early Head Start licensed Family Child Care homes

9 Head Start Pre-school site locations in Compton and South Los Angeles

Head Start

For five years, Crystal Stairs **Head Start Program** has positively impacted the lives of 3 to 5 year olds in our community; fulfilling an important part of our mission to improve the lives of families through child care services and child development. We continue our efforts by:

- Enhancing the child's physical, social and mental health abilities, including improvement of nutritional standards
- Helping the intellectual and social development of the child by encouraging self-confidence, spontaneity, curiosity, and self-discipline through active participation in the classroom setting
- Improving the child's mental process and skills with particular attention to thinking and verbal communication skills
- Creating a climate of confidence to increase the child's sense of dignity and self-worth to relate positively with family and others
- Maintaining the child's cultural heritage, primary language and if possible learn a second language



"The Head Start program has helped my child grow and has helped me speak up for the rights of my children." ~ HS Parent



Early Head Start

This year we were honored to be awarded the **Early Head Start Child Care Partnership Grant**. This new program has allowed us to collaborate with 25 of our licensed Family Child Care Home Providers to expand our outreach and services to families with birth-to-toddler age children. Adding Early Head Start child care to our existing network of programs has strengthened our birth-to-five continuum of high quality, comprehensive, early care and education. Additionally, our program provides an intensive and comprehensive active learning experience, nutritional snacks and meals, social services, parent involvement activities and a warm, nurturing child care environment.

Currently, we service 96 children and their families and are overjoyed to see our numbers continuing to grow in our nine service areas including South Los Angeles, Compton, Gardena, Hawthorne, Inglewood, Lawndale, Lennox, Long Beach and Lynwood.

26,189 Children received subsidized child care services

6,260 Parents were provided child care resources and information

8,751 Child care providers were paid to care for children

1,980 Children & families were enrolled into health care services

Programs



Child Care Subsidy

In our reality, **1-in-4 families with young children live below the poverty line.** This is just one of the many reasons why we provide several State of California CalWORKS funded, subsidized child care programs that aid these vulnerable families as they work towards achieving overall sustainability. The California Department of Education Subsidized Child Care and the Los Angeles County Department of Social Services Programs administered by Crystal Stairs are designed to offer families access to quality child care and development services that best meet each family's needs. These programs include: Stage 1, CalWORKs Stage 2 Alternative Payment, CalWORKs Stage 3 Alternative Payment and the Alternative Payment Program.

With this financial support, parents are able to secure child care and before-and-after school services for their children, ages 0 - 12 years old. The direct impact of our **Child Care Subsidy Program** is demonstrated in the earning power created by ensuring that parents can seek, secure and maintain employment as well as further their education and job training skills, becoming stronger contributors to our community.

Resource & Referral

Crystal Stairs provides a range of resources for parents and providers through our **Child Care Resource and Referral Program (R&R)**. From helping parents understand and access licensed child care programs available in their communities to offering professional development programs for child care providers, R&R additionally provides:

- Information and resources on how to grow as a parent and advocate for your children.
- Resources to support the various needs of families in the community, including children with special needs and disabilities.
- Educational resources, monthly activities and lending materials for child care providers via the onsite Resource Library.
- Special programs for parents and providers, including the California Child Care Initiative, which seeks to increase the number of trained and licensed providers who serve infants and toddlers.
- Access to health care coverage and services within the community through the Health Outreach program; supporting the overall improvement of families.



STRENGTHENING PARENT LEADERSHIP

"I've learned to advocate for my children and the community's needs." ~ Community Voices Parent



Parent Engagement

Crystal Stairs is excited to announce the launch of its new parent engagement program, **Parent Support Services**. This parent-focused program was designed to fulfill our overall goal of empowering families to reach their full potential while increasing their self-sufficiency.

During an initial Think Tank meeting, community partners were able to help us identify services most needed by the parents in our community. Some of these concerns and needs revolved around career advancement, skills training, mentoring, personal and professional training, parent education and more. This put into motion the planning of the first Parent Resource Family Fair. During our fair, we provided families with resources and hosted workshops on financial literacy, creating positive relationships, techniques for parents to help their young scholars succeed in school, career development strategies, stress busters and more.

By providing integrated services, activities and a parent-centered framework, the Parent Support Services Program aims to foster greater family stability and success; ultimately improving the lives of the families we serve.



“I feel so honored that Crystal Stairs values me as a parent with individual needs” ~ Parent and Child Care Subsidy Recipient

Advocacy

The advocacy efforts of Crystal Stairs are driven by our **Community Voices** program established in 2006. Community Voices is a Los Angeles county-wide advocacy program that focuses on inspiring parent leadership and developing stronger advocates for children and working families through workshops, community organizing, advocacy events and legislative engagement.

The goal of Community Voices is to enhance awareness of issues affecting children and working families. We aim to strengthen individual commitment towards serving the community as well as support a vision that will lead children and families towards self-sufficiency, provide opportunities for leadership, revive civic engagement in parents and collaborate with all communities in order to make a lasting impact.

Our families take part in year-long leadership workshops that train participants on advocating for their children, child care and early education legislation and how senate and assembly bills are created. Annually, Community Voices takes families to Sacramento for Stand For Children Day at the California State Capitol. Stand for Children Day is an important opportunity for parents to see how their voices can make a huge difference in the lives of their children. For this reason, Crystal Stairs launched the annual Los Angeles County Stand for Children Day in 2013 and continues to educate parents all over Los Angeles about early child care and education legislation.



Crystal Stairs, Inc. Hosts Inaugural Parent Resource Family Fair in Compton

LOS ANGELES, Calif. (February 23) --- Crystal Stairs, Inc. has launched a new program designed to help parents access essential resources and enhanced support services to assist in reaching greater family self-sufficiency. Under the direction of the organization's Resource & Referral Department, the program will host its first parent-focused event on Saturday, February 27 at El Camino College, Compton Center in Compton, CA.

This inaugural Parent Resource Family Fair is intended to serve as the conduit that connects Crystal Stairs with the needs of the families they serve beyond child care. The day will be filled with opportunities for parents to access information about the services and resources available to them.

"Often parents are unaware of the support network and resources available to them," said Jackie B. Majors, CEO of Crystal Stairs, Inc. "With the initiation of the Parent Support Services Program, and the decision to host a resource fair, we have pooled together the resources needed to help parents plan and fully enjoy family life."

Sponsored by Union Bank, the Parent Resource Family Fair will feature workshops, vendor booths and community resources. More than 200 parents have registered, for the free event, to hear from keynote speaker, Dr. Will Moreland and attend workshops provided by organizations including: Union Bank, The Los Angeles Urban League, Crystal Stairs, Inc., Jenessee Center, Imagine LA, Strike the Rock Foundation and the Matriarch Society. Over 20 vendors and community partners will also be on-hand to provide educational tools and resources for families beyond the Fair.





Parent Resource Family Fair

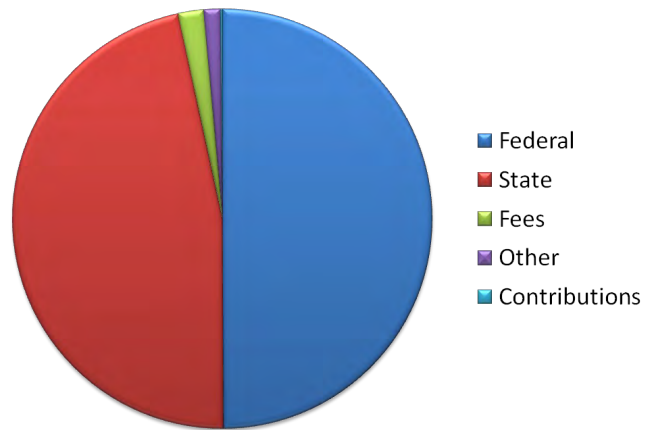


Agency Budget - Fiscal Year 2014-2015

Crystal Stairs Funding Resources

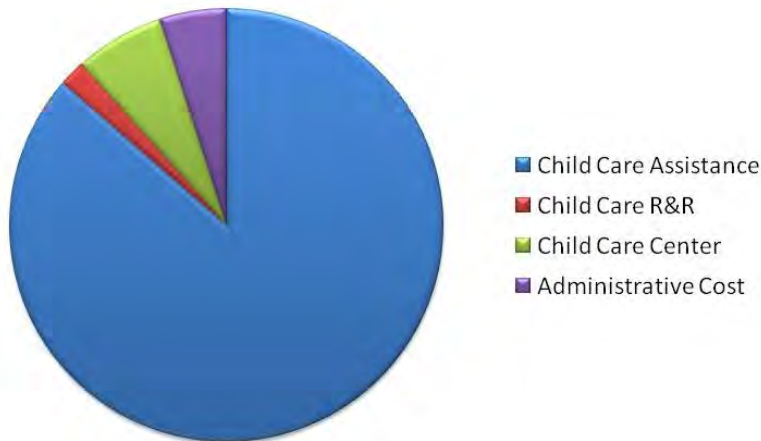
Federal Awards	\$59,076,570
State Apportionments	\$55,261,593
Fees for Services	\$2,331,159
Other Grants and Contracts	\$1,495,273
Contributions & Investment Income	\$184,035
Total	\$118,348,630

Financials



Crystal Stairs Expenditures

Child Care Assistance	\$102,237,244
Child Care Resource and Referral Services	\$2,313,386
Child Care Center	\$7,921,138
Administrative Cost	\$5,867,641
Total	\$118,339,409



Our Supporters

Fiscal Year 2014-2015

We are grateful for our supporters!

Diamond

\$25,000 and Above

Ralph M. Parsons Foundation

Union Bank

Platinum

\$10,000 - \$24,999

Chapman Gallagher

The California Wellness Foundation

Gold

\$2,000 - \$9,999

DLA Piper, LLP

Melissa G. Meono

Karen Hill Scott

Silver

\$1,000 - \$1,999

Gil Borok

Rosetta Hassan

Sonia Isaacs

Anupama Joshi

Kilroy Realty

Heidi Roth

Omer Simeon

Major Contractors

CA Child Care Resource & Referral

Child Care Alliance of Los Angeles

Child Care Resource Center

Community Health Councils

First 5 Los Angeles

Bronze

\$999 - \$100

Eduardo G. Avila

Eleanor E. Beasley

Daphne B. Gowans

Andrea Kennon

Jenny Leyva

Ly Tanya Loughridge

Ogletree, Deakins, Nash, Smoak & Stewart P.C.

Audry Reems

The Capital Group Companies Charitable
Foundation

The Cheryl Ann Gatineau Living Trust

Yuovene Whistler



Board of Directors Roster

Eleanor E. Beasley, CTP
Board Chairperson
Eleanor Beasley Business Consultants

Melissa G. Meono, CPA
Vice Chairperson, Partner
Deloitte & Touche, LLP

Raquel Baldelomor
Founder
Managing Director, Quaintise, LLC

Gil Borok
Executive Vice President, Deputy CFO and
Chief Accounting Officer
CBRE Group, Inc.

Katessa Charles Davis
Attorney at Law
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

Tasia Felton
Head Start Parent Representative

Dr. Rosetta Hassan
Physician
Kaiser Permanente, Genetics/OB/GYN

Sonia Isaacs
Senior Vice President
Union Bank



Dr. Anupama Joshi
Professor
California State University, Dominguez Hills

Heidi Roth
Senior Vice President, Chief Accounting Officer
Kilroy Realty Corporation

Todd Toral
Attorney
DLA Piper, LLP

Dr. Karen Hill Scott
Board Emeritus & Crystal Stairs, Inc. Co-Founder
President, The Karen Hill Scott Company

Leadership Team

Jackie B. Majors
Chief Executive Officer

Ly Tanya Loughridge
Chief Financial Officer

Kendall Hirai
Chief Operating Officer

William Pino
Chief Technology Officer

Pamela L. Washington, Esq.
Chief Legal Officer

Shannon D. Nelson
Director of External Affairs

Trena Rucker
Director of Human Resources

Board of Directors



Dancing Under the Stars LEGACY GALA

*Honoring our Legacy and
celebrating our future*

As our way of celebrating this momentous year of our ongoing legacy, Crystal Stairs will host its 8th Dancing Under the Stars Legacy Gala fundraising event.

The commitment, dedication and many achievements of our co-founders, Dr. Karen Hill Scott, Dr. Alice Walker Duff and long standing former Board Chair, Carl Ballton, Union Bank (ret.) will be celebrated as we dance the night away on the rooftop of the beautiful newly remodeled Petersen Automotive Museum.

Our upcoming legacy gala marks an important milestone for Crystal Stairs as we set our sights on the future of providing vulnerable children and families with critical early care and education support and resources they need to thrive.



Crystal Stairs, Inc. is truly grateful for the village of people that have made this organization such an important catalyst of change for the children and families in our communities as well as the early care and education industry at large. It is because of the collective commitment of our board members, employees, individual donors and corporate partners that Crystal Stairs has been able to improve the lives of families and assist them in their journey towards self-sufficiency.

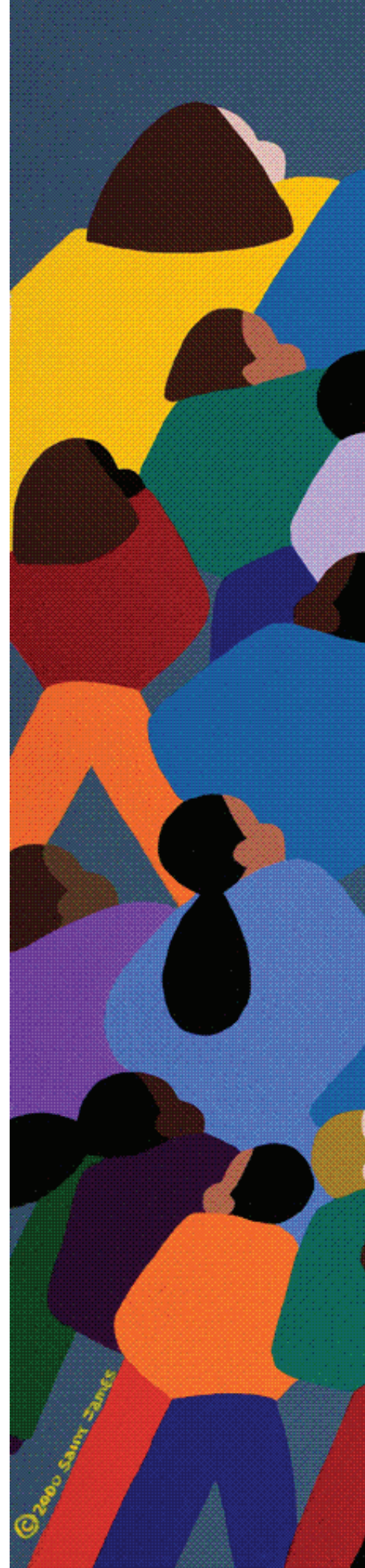
To the Crystal Stairs village of champions, we extend a heartfelt **thank you!**

Please join us!



From Research to Fruition: The Birth of Crystal Stairs, Inc.

Dr. Karen Hill-Scott set out to explore the idea of bringing quality, affordable child care to the communities of South Los Angeles. "I wanted to create a community institution that changed the model of service delivered to people in the community and invests in them in a way that they could change their own lives," says Dr. Hill Scott. Dr. Hill Scott recruited long-time friend and colleague Dr. Alice Walker Duff to fulfill a mutual desire to change the world. "Alice and I were both committed to social change and social justice," says Dr. Hill Scott. "I liked running an organization. And Alice loved advocacy. She liked the work of mobilizing people and knew how to get them engaged." Together, they built an organization that has changed countless lives and altered the landscape of entire communities.





Mother to Son

By Langston Hughes

Well, son, I'll tell you:
Life for me ain't been no crystal stair.
It's had tacks in it,
And splinters,
And boards torn up,
And places with no carpet on the floor—
Bare.
But all the time
I've been a-climbin' on,
And reachin' landin's,
And turnin' corners,
And sometimes goin' in the dark
Where there ain't been no light.
So boy, don't you turn back.
Don't you set down on the steps
'Cause you finds it's kinder hard.
Don't you fall now—
For I've still goin', honey,
I've still climbin',
And life for me ain't been no crystal stair.

"Mother to Son" from THE COLLECTED POEM OF LANGSTON HUGHES by Langston Hughes, edited by Arnold Rampersad with David Roessel, Associate Editor, copyright © 1994 by the Estate of Langston Hughes. Used by permission of Alfred A. Knopf, a division of Random House, Inc. Any third party use of this material, outside of this publication is prohibited. Interested parties must apply directly to Random House, Inc. for permission.



Crystal Stairs, Inc.

5110 W. Goldleaf Circle, Suite 150
Los Angeles, CA 90056-1282
www.crystalstairs.org
Phone: 323.299.8998

Media & Fund Development Inquiries

Contact: Shannon Nelson,
Director of External Affairs
323.421.2698

Stay connected by joining our social media outlets:

 [Facebook.com/Crystal.stairs1](https://www.facebook.com/Crystal.stairs1)

 [@CrystalStairsLA](https://twitter.com/CrystalStairsLA)

 [@CrystalStairsLA](https://www.instagram.com/CrystalStairsLA)