



CINCINNATI  
EARLY  
LEARNING  
CENTERS

partnering for our children's future *Est. 1981*



**Annual Report to the Community**

**2010**

## Extending our Reach

If there is one event from 2010 that best sums up our commitment to children, it's the emergency phone call we received last August.

The call came on Monday, August 2<sup>nd</sup>. Seven days later, we began operating a new center, located on the campus of Clifton's Environmental Protection Agency. The quick turnaround was necessary because the center's operator was suddenly unable to continue its programming. At the same time, however, 31 families needed childcare by Monday, August 9<sup>th</sup>.

How could we say no? Instead, we immediately began shifting our staff resources to ensure that we had a college-educated team of teachers from day one. We also spent that weekend preparing the actual classrooms with new furniture and toys.

Since most young children spend 8 to 10 hours daily with us, we insist upon providing nurturing environments of softly-upholstered furniture and other soothing areas. Fortunately, because of our staff's willingness to work during that August weekend, we didn't have to compromise our standards.

It's been a little over a year since we began operating the Future Environments Center. In that time, one of our milestones was receiving a 3-Star rating for the center from Ohio's *Step Up to Quality Program*. Again, because of the dedication of our staff, Future Environments received its 3-Star rating within only 10 months.

Ten months for a 3-Star rating is remarkable. Seven days to open a new center is equally remarkable. If it weren't for our dedicated staff and generous supporters, we could not have accomplished these tasks.

To all of you, we say thank you.



**Sue Landgrebe**  
President



**Patti Gleason**  
President & CEO

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## Our History

Founded in 1981, Cincinnati Early Learning Centers (CELC) is one of Ohio's most respected early childhood agencies. Our East Walnut Hills center was Cincinnati's first full-day childcare center to receive accreditation from the National Association for the Education of Young Children (NAEYC).

We received this prestigious accreditation in 1990 – at a time when only a few hundred programs throughout the country were NAEYC accredited. Likewise, in 2007, we were the first multiple-site agency in Ohio to receive a 3-Star ranking from *Step Up to Quality* for our six centers at the time.

Today, we operate seven centers, primarily located in Cincinnati's urban core. Our first center (located in Harrison Ohio) opened in 1980 – prior to the establishment of CELC as a non-profit organization. Three years later we not only opened our East Walnut Hills center (located on East McMillan Street), but we also became a United Way agency.



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### Our Mission

*To develop and operate model professional early childhood & school-age programs that meet the diverse needs of the children & families in the communities we serve*

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## Who We Serve



We primarily serve parents who work low-paying jobs and receive childcare vouchers. In 2010, CELC served 436 children; of those 229 were enrolled in early childhood programs and 137 were enrolled in our school-aged programs at our Harrison and Westwood school locations.

Of these 436 children, 275, or 63%, of them were economically disadvantaged – entitling their families to Medicare, food stamps, and/or child care vouchers. In most cases, this means that a single mother of one can earn no more than \$565 a week – before taxes. If this same mother were to receive a \$1 raise (or take a position that paid her \$566 a week), she would lose her childcare voucher.

This one-dollar difference is just one of the challenges our families are currently experiencing because of Ohio's cuts to the income-eligibility guidelines for childcare vouchers. Unfortunately, these cuts severely impact the young children who would benefit the most from our programming: typically it is economically-disadvantaged children who are considered unprepared for kindergarten.

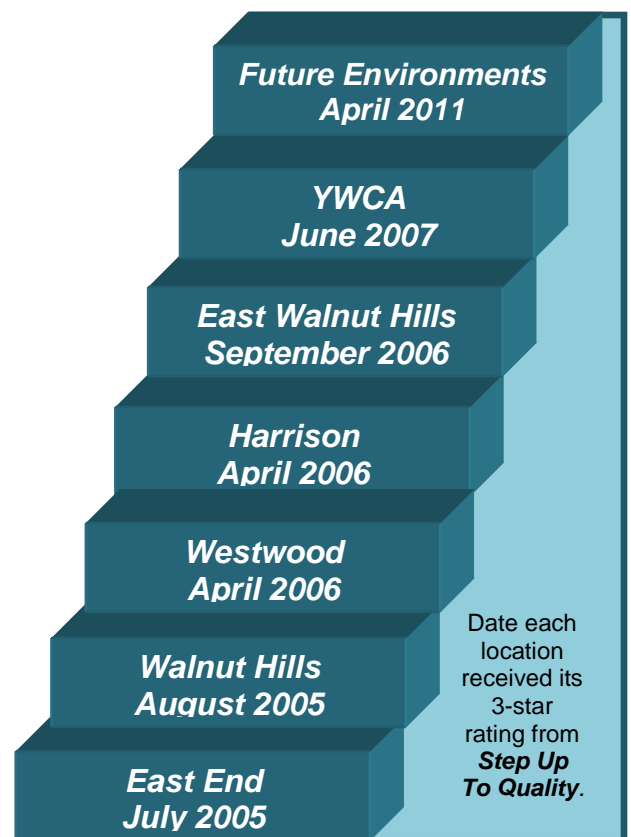
## Our Programming

Consistent with our mission to develop and implement model programs, we were the first Cincinnati organization to provide early-childhood programming within Cincinnati Public Schools. This commitment to neighborhood-based services continues to guide our operations.

Currently, two of our seven centers are located in Cincinnati Public schools – namely Riverview East Academy in the East End and Westwood School (formerly known as Gamble Elementary). Likewise, in August 2012, we will open our third CPS site.

Until the 2012 opening of Oyler, our current centers are located in these neighborhoods:

1. Downtown – operated for the YWCA and serving many women who attend the YWCA's job-readiness and/or English as a Second Language programs
2. East End – located in Riverview East Academy
3. East Walnut Hills – located on East McMillan, near William Howard Taft
4. Future Environments – located on the property of Clifton's EPA building
5. Harrison – one of the few United-Way funded programs that serves nearby residents of Dearborn County & other areas of Southwest Indiana
6. Walnut Hills – located on Beecher Street, near the intersection of Gilbert Avenue & Martin Luther King
7. Westwood – located in Westwood School on Westwood Northern Boulevard, near Montana Avenue.



## The CELC Difference

One of our core beliefs is that all children – regardless of family income – deserve high quality early childhood education. As an organization that is accredited by the National Association for the Education of Young Children and enjoys a 3-Star ranking from Ohio’s *Step Up to Quality* program, our operating standards far surpass Ohio’s licensure requirements. In fact, participation in both of these accreditation and ranking procedures is strictly voluntary.



Most importantly, our children benefit from age-appropriate curricula, the city’s lowest staff-to-child ratios, a highly qualified staff of teachers – many of whom have been with CELC for nearly 20 years – and an organization that prides itself on offering highly competitive salaries. Simply put, we believe high quality programming begins with a highly qualified staff.

### *In the words of one family*

*When our son came to CELC, he was only 5-months old and we didn’t know much about parenting. We had so many questions that the books we read didn’t answer.*

*But we soon realized that CELC’s teachers have a wealth of knowledge, even specialized knowledge we didn’t expect them to have about our son’s special needs.*

Another mark of our effectiveness is the contributions our programming has on the development of children, especially low-income children that research finds often experience developmental delays because they are not provided with the same quality of programming as their peers. Thus, despite the demographic and economic risk factors of most of the children we serve, our programming annually helps children achieve age-appropriate developmental gains.

For instance, last year our programming resulted in the following gains for our young children:

- 98% increased their fine & gross motor skills
- 99% increased their social and emotional skills
- 99% increased their cognitive and language skills.

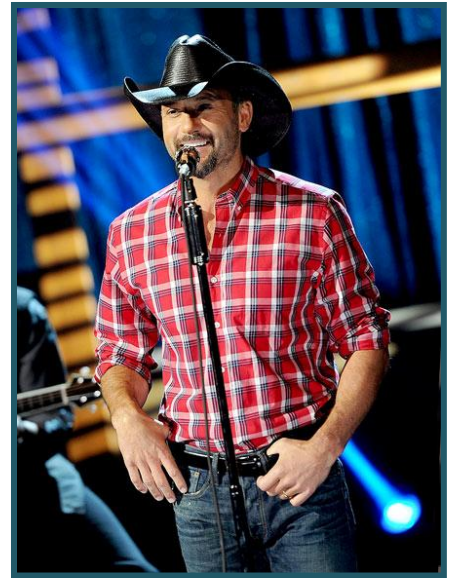


## Highlights of 2010

### *Country Music Star Tim McGraw Helps our Families*

Last summer, we received an \$11,000 grant from Tim McGraw. During his Southern Voice Tour, McGraw visited 34 cities. As a result, 34 children-services agencies received funding from The Neighbor's Keeper Fund, a foundation established by Tim McGraw and Faith Hill. We were the Cincinnati agency that Mr. McGraw and Ms. Hill chose to support.

Through a sponsorship with Frito-Lay, Tim McGraw's tour built awareness about the important work of nonprofit agencies that serve children and families. According to Tim and his wife, Faith, their commitment to charitable giving grew out of their own experiences.



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*Faith and I feel it's incumbent upon us to step in where we see a need. It's the way we were raised. In our homes, money was tight – my mom was working two and three jobs when I was in junior high – but the supply of goodwill was endless.*

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### *Beyond our Walls*



Like Mr. McGraw, we also believe the “supply of goodwill” should be endless – especially when it comes to Greater Cincinnati's children. So, in addition to the 400 children we annually serve, we also do important work beyond the walls of our seven centers. Last year was no exception.

Most of our efforts involve advocating for quality programming and working collaboratively with the early childhood community. To this end, we continue to spearhead a project that helps other early childhood centers understand the importance of age-appropriate development.

The challenge is how to assess children's development. Even after assessment tools are identified, there is still a need for stakeholders to collaboratively brainstorm their experiences, their questions, and their shared wisdom. One solution we implemented for responding to this community need is our partnership and participation in Success by Six's<sup>®</sup> *Winning Beginning's* Learning Circles.

## Winning Beginning's Learning Circles



In collaboration with Success by Six<sup>®</sup> and other community partners, we participate in training and discussions (“Learning Circles”) that help early childhood professionals understand and use the Bracken School Readiness Assessment. Intended for preschoolers, ages three to five years, the Bracken measures young children’s “readiness” for kindergarten.

We were one of the first local organizations to use the Bracken. And in 2009, we began participating in Learning Circles to help other centers introduce the Bracken into their programs. Last year, the project grew – allowing us to facilitate a year-long series of Learning Circles for childcare professionals in Middletown and Clermont County.

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## Data-Informed Practice

Data that doesn’t inform classroom strategy is just that - static data. For this reason, we are always exploring ways to incorporate our assessment data (such as Bracken results) into meaningful classroom practices. Our Learning Circles training is one example of how we help the early childhood community bridge the gap between data and practice.



In 2010, we began another collaborative project that translates data into action – the HIPPY program. We have always believed that parents are children’s best teachers; the Home Instruction for Parents of Preschool Youngsters (HIPPY) program reinforces our belief.

In partnership with the YWCA, we are piloting a project to learn the impact of HIPPY’s home-visitation services when combined with our 3-Star programming. Specifically, the project targets preschool children served at our YWCA center who fall into the “delayed” or “very delayed” categories of the Bracken Assessment. The YWCA provides the home-visitation services; we provide the weekday, learning environment for the children

.The goal of the joint effort is to provide additional support to families and children most at-risk for success in kindergarten. On a weekly basis, the YWCA’s family visitor meets with each family, providing parents with the materials necessary for that week’s home projects – typically childhood books and projects that strengthen parental involvement and children’s kindergarten readiness.

One of the outcomes we hope to better understand is the impact of the combined services. Intuitively, it would seem that high-quality early education programming and home visitations that empower parents as teachers, will improve these children’s Bracken scores. By next year, we’ll have the data to make this determination.

## Staff Highlights

One of our most important assets is our dedicated staff. Each year, many of them further their own college education, despite their full-time work at our centers. Last year was no exception, and we'd like to thank these dedicated professionals:

- Tracey Callinan – AA in Early Childhood Education, Brown Mackie College
- Marissa Cooper – AA in Early Childhood Education, Cincinnati State Technical and Community College
- DeAnna Lane – BA in Early Childhood Education, Union Institute and University
- Heather Mees – BA in Early Childhood Education, Miami University
- JoAnne Montag – MEd in Early Childhood Education, The College of Mount St. Joseph
- Jamie Webb – BA in Early Childhood Education, University of Cincinnati.

### CELC's President & CEO Receives Administrator of the Year Award

The Ohio Association for the Education of Young Children selected our Patricia (Patti) Gleason as its 2010 "Administrator of the Year." This annual award celebrates early-childhood professionals "whose efforts have significantly raised the standard of care and education for Ohio's youngest children."

Patti has been with us for 30 years – first as an administrator and now in her eighth year as our President & CEO. We believe the award reflects her tireless commitment to quality programming that meets the needs of young children, families, and staff.

## Building on Success

In August 2012, we will open our eighth center – the Robert and Adele Schiff Early Learning Center. It will be located in Price Hill's Oylar School, and we are currently securing the final \$180,000 for this portion of our capital campaign, *Building on Success*.

Since the Schiff Center will be located within a Cincinnati Public School that serves grades K through 12, one of our goals is to increase Price Hill's high-school graduation rates. This will be possible because teen parents can enroll their young children in our center, allowing them to attend their high-school classes within the same building.



The *Building on Success* campaign has also included purchasing the building that houses our East Walnut Hills Center, as well as making necessary structural repairs and renovations. Our final plans for the building are currently underway – the relocation of our preschool classrooms to the building's first floor. We hope to complete the remaining \$250,000 in renovations by the end of 2012.

## Thank You to Our *Building on Success* Donors

Robert C. & Adele R. Schiff Foundation  
Success by Six® Winning Beginnings  
The Greater Cincinnati Foundation  
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Jerry Rettig  
Tracey & Jim Rowe  
Tiffany Rowland  
Andy Schoenhof  
Dr. Dorothy June Sciarra  
Lissa & Brian Shackelford  
Mary Ann & Robert Vinck  
Mark Wilson

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## Thank You to our 2009 & 2010 Annual Fund Donors

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Anonymous – in honor of  
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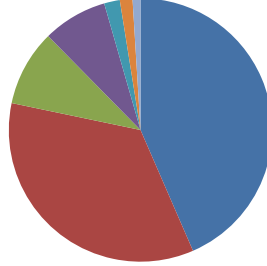
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# Financials

## Sources of Funds:

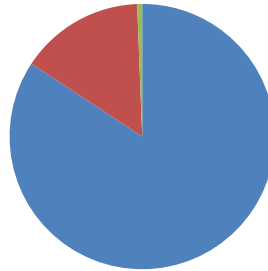
**Total Revenue: \$3,234,557**

- Government fees/grants 43%
- Program service fees 35%
- United Way 9%
- Contributions 8%
- Other 2%
- Contractual service 2%
- Investment income 1%



**Total Expenditures: \$3,154,301**

- Programming 84%
- Management 15%
- Fundraising 1%



## Balance Sheet as of 12/31/2010

Cash & Cash Equivalents	\$866,318
Accounts Receivable	176,318
Pledges Receivable	15,900
Prepaid Expenses	25,462
Other Asset	200,000
Net Property & Equipment	1,506,385

**Total Assets \$2,790,383**

Accounts Payable & Accrued Expenses	\$271,938
Current portion loans payable	18,502
Short Term Loan payable	59,560
Deferred Revenue	88,224
Loan Payable	390,045
Net Assets	1,962,114

**Total Liabilities & Net Assets \$2,790,383**



## **Our Partners**

**The United Way of Greater Cincinnati  
Success by Six®  
The Consortium for Resilient Young Children  
The Promoting Resilient Young Children Program  
Cincinnati Public Schools  
The YWCA for Greater Cincinnati  
4C for Children  
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