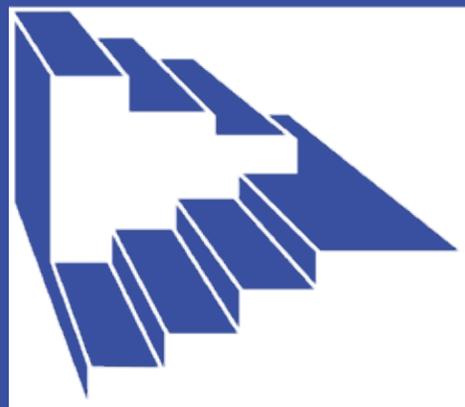


Strengthening Families

CRYSTAL

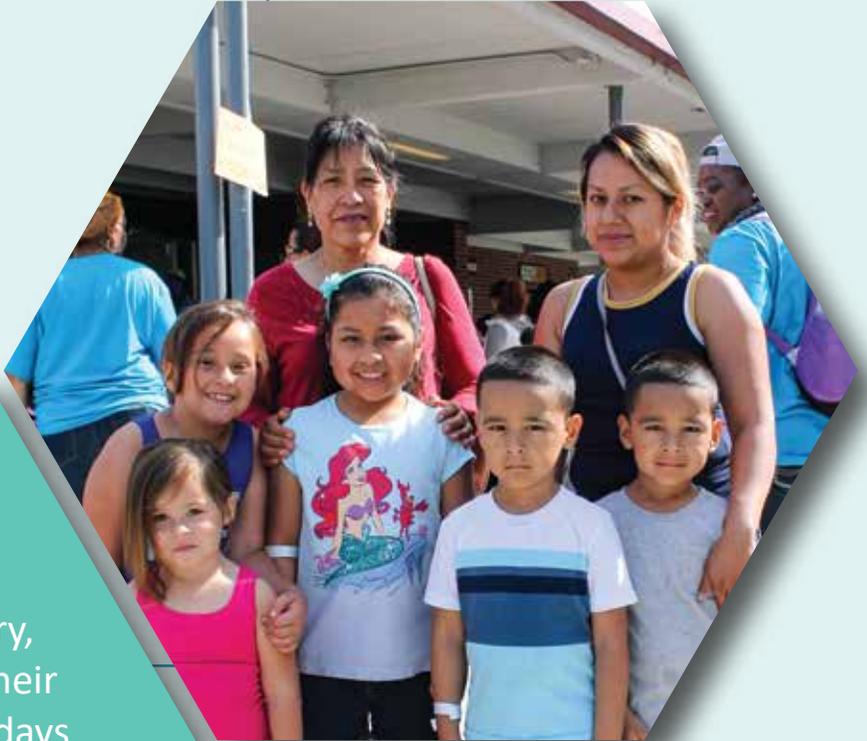


STAIRS, INC.



2016 - 2017
ANNUAL REPORT

Every day across our country, women and men rise from their beds, prepare for their work days and place their children into the care of a family member, friend or child care provider.



For some, this is an option that supports demanding career or lifestyle choices of a two-parent household. For many, it is an absolute lifeline to the financial security and stability of their families.



Together, we're working hand-in-hand with these families to build a stronger community and end the poverty cycle for future generations.

Crystal Stairs exists to support these families: single mothers and fathers, families at or below the poverty line, and in some cases, homeless families. Each hoping, that today might be the day that they reach economic independence or even restore a basic livelihood for the health and well-being of their children.



Our Mission

Improving 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

South Los Angeles

Compton

Gardena

Hawthorne

Inglewood

Lawndale

Long Beach

Lynwood

Watts

Willowbrook

& Surrounding Areas!



A Message from Our Chief Executive Officer

Dear Friends,

I am bursting with gratitude for the opportunities Crystal Stairs has had to reach new heights in Early Care and Education and our efforts to strengthen the families and communities we serve. By no means was this an easy feat, but the resilience of our families partnered with incredible board members, generous donors, community partners and staff has allowed Crystal Stairs to remain a consistent and trusted service provider for children and families most affected by the consequences of poverty in Los Angeles County.

As we wrap up our four year strategic plan, we are pleased to share with you new program developments that have been integral in strengthening and supporting families in our growing community. New programs like Building Stronger Families Watts/Willowbrook (BSFWW) and Young Parent Leadership Trainings (YPL), which fall under our new core program Parent Support Services, allowed us to expand the reach of our services to more vulnerable families in LA County. Through these programs, we provided young parents with the resources they need to create paths towards success for themselves and their children. What amazes me most is the resilience of these young individuals. With a simple push in the right direction, they have been able to move mountains by finishing school, building better relationships with their partners, family and peers, as well as realize their own potential for greatness. They've become leaders, stronger parents, more confident in their ability to achieve their goals and on their way to becoming role models in their communities.

As a catalyst of hope, the importance of the programs Crystal Stairs offers is immeasurable. And despite the growing uncertainty of what the current political landscape will hold for the underrepresented children and families we serve, we will continue to vehemently advocate on their behalf through intentional programming and valuable core services. We hope that we can count on your continued support and partnership. Together, our efforts can end the poverty cycle for future generations.

Jackie B. Majors
CEO

A Message from Our Board Chair



In 2012, we asked ourselves what it meant to serve our community and how we could further strengthen the families in it. Yes, we already had several programs that for 37 years have given families a running start at a better future, but what were we doing to nurture these families along the pathway to success. Through our new Parent Support Services Program, we have challenged ourselves to “think big” and deliver intentionally.

We pride ourselves on being a 360° organization and the newest addition to our core offerings, Parent Support Services, has allowed Crystal Stairs to increase its linkages to community resources for families in order to meet their individualized needs and empower them to become self-sufficient, transcending the effects of poverty. Since the creation of the program, we have provided over 600 individuals access to health and wellness, career development, financial wellness and relationship workshops as well as guidance and education in making informed school choices for their children.

Parent Support Services is just the beginning and only serves as a catalyst for the vision we have for the future, which is limitless. As the ECE climate and our communities change, we will continue to build upon the foundation we have established. We will continue to change the minds, hearts and VOTES of our elected officials through Community Voices; provide free/low-cost child care and health care for families through our Child Care Subsidy and Health Outreach programs; train outstanding providers for our future leaders through the Resource & Referral Program; and make the future brighter for the next generation through our Head Start/Early Head Start Program.

I now ask that you join me in continuing to support our efforts. Together, we can ensure our community has access to and receives the quality services they need to succeed in life.

A handwritten signature in blue ink, reading "Eleanor Beasley". The signature is fluid and cursive, with a large, stylized "X" at the end.

Eleanor Beasley
Board Chair



WALKING ON

PARK

JUST
Chilling
OUT

on site.
you!
pervisor!
o en sus
o hay cui
sitio.

OUR PROGRAMS



CHILD CARE SUBSIDY

Yearly, the Child Care Subsidy Program affords children and their families access to child care through several CalWORKS funded child care programs: Stage 1, Stage 2, Stage 3 and the Alternative Payment Program. This funding allows families to secure child care services for their children, ages 0-12 years old. Since its inception, the program has assisted some of the county's most vulnerable families in reaching self-sufficiency and providing enriched lives for their children. The direct impact of our program is demonstrated in the earning power created ensuing parents can seek, secure and maintain employment as well as further their education and job training skills, becoming stronger providers for their family and contributors to our community.

This year we served **17,200** families and **30,000** children through our Child Care Subsidy Program

96% of the families we serve are single parents

28% of parents are attending school or are in a job training program.

40% of parents have some college

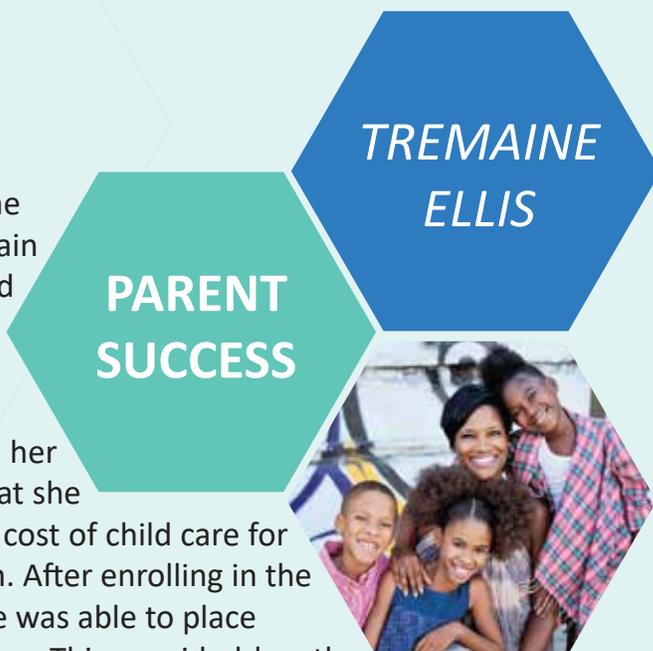
(10% have an Associates Degree, 4% have a Bachelor's Degree and 3% have a Master's Degree)

You might wonder why we are so passionate about the families we serve or why we fight so hard to maintain and increase our program offerings. Parents and families like Tremaine Ellis' are why.

With dreams of finishing her undergraduate studies and finding a job that would sufficiently support her family, Tremaine turned to Crystal Stairs for help. What she needed most was child care. As you can imagine, the cost of child care for three children would be more than her college tuition. After enrolling in the Child Care Subsidy Program at Crystal Stairs, Tremaine was able to place her children in a safe and affordable child care center. This provided her the opportunity to balance her hectic school and work schedule to ultimately obtain her college degrees. By setting goals, Tremaine used the Child Care Subsidy Program to finish her education and reach financial independence, essentially strengthening her family for a better life.

She hopes her story can be an inspiration for other women who struggle to care for their families while working to create a better life for them.

"Crystal Stairs is a great program and is desperately needed in the community. Women are powerful and wear many hats. It is empowering to have the assistance that Crystal Stairs provides to help us in our daily lives" - Tremaine Ellis



HEAD START/EARLY HEAD START

Five years ago, Crystal Stairs embarked on a journey to help meet the early child care and educational needs of 900 zero to five year olds in South Los Angeles. To date, the Head Start and Early Head Start (HS/EHS) Programs continue to fulfill this mission through nine centers and 25 licensed Family Child Care Homes by preparing well over 3400 young scholars for kindergarten and connecting families to valuable resources including access to health, dental and mental health care, early intervention for children with learning disabilities, career and education resources for parents, domestic violence support and a multitude of other resources. With a future set on expanding resources throughout Los Angeles, Crystal Stairs has opened a brand new center Evergreen Early Learning, located in Compton, that will accommodate even more young scholars and their families.



As the program evolves, Crystal Stairs continues to implement a variety of workshops and opportunities for families to engage in their child's education. The program sponsors classroom activity days where parents and/or guardians are invited to work on fun learning projects with their children. We also have a Male Involvement Committee that meets regularly and plans special activities that aim to enhance male and child interactions. In addition, we provide training workshops for parents and/or guardians on parenting, positive discipline, cooking, nutrition, financial fitness and more.

If you know a child and family that may benefit from enrolling in or providers/Family Child Care Home (FCCH) that would like to partner with the HS/EHS program, please call (323) 421-1100.



RESOURCE AND REFERRAL

For 36 years, the Resource and Referral (R&R) Program has played a vital role in connecting families and providers to resources including access to health care, licensed child care programs, free educational resources and monthly activities for providers in the Resource Library, professional development courses for providers and more. This year, R&R expanded its program offerings in the Watts/Willowbrook neighborhood through First 5 LA's Building Stronger Communities Initiative. The initiative gave Crystal Stairs an opportunity to serve young, teen parents with children prenatal to 5 that are often forgotten or over looked. We were also able to serve 211 providers through our Gateways Program, attend 64 outreach events and connect with over 3900 members of the community.

*“When young parents are stronger,
their children have better outcomes” - Jackie B. Majors*

**PROGRAM
SUCCESS**

**BUILDING
STRONGER
FAMILIES**



The initial focus for 2016 - 2017 was the outreach, recruitment and implementation of the Young Parent Leadership (YPL) Trainings designed to build a cadre of young parents. Staff administered three (3) training cohorts, recruiting young parents from Riley High School and College Bridge in Watts. A total of 19 pregnant and/or parenting teens participated in the cohorts. Ten of the young parents completed the YPL trainings and were able to continue to build and strengthen their social connections and leadership skills at bi-monthly Young Parent Leadership Support Group meetings.

The Young Parent Leadership Support Group provides a safe space for young parent leaders to share experiences and every day challenges they face as young parents. Each session provided the parents with resources and informational workshops in the areas of mental health, financial management, parent-child communication, job preparation and workshop facilitation. In addition, young parents were equipped with the tools and resources needed to become self-sustainable leaders within their household and community.

As a result of the project, Building Stronger Families Watts/Willowbrook continues to afford ongoing support and resources to participants through the areas mentioned above. Moreover, with increased access to resources, as well as, enhanced leadership skills, confidence and parenting skills, participants have been able to further their education, gain employment and become participants in the Dress for Success Program.





CHILD · CARE

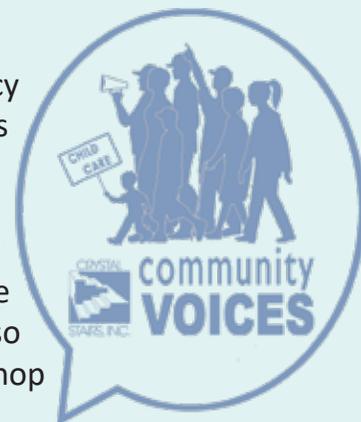
KEEPS

CALIFORNIA

WORKING

COMMUNITY VOICES

This year celebrates the 12th anniversary of the Crystal Stairs advocacy program, Community Voices. Since its inception in 2006, Community Voices has provided a platform for community members from all over LA County to come together, learn about the legislation process and collectively raise their voices to make an impact and a difference in the lives of their families and community. Currently, there are over 100 members in this unique leadership program that not only provides resources to advocates, but also develops their leadership, writing and storytelling skills through its workshop series and various events that take place throughout the year. This year at Stand for Children Day, 50 advocates traveled to the State Capitol where we stood side by side with advocates from all over the state on the front steps of the capitol building voicing our concerns about current Early Child Care and Education legislation and met with several of our local elected officials. We also coordinated our 3rd Annual LA County Stand for Children Day where over 500 families, providers and elected officials were in attendance to take a stand for LA County's Children.



"I want to build on the progress we've made and continue to fight for Early Care and Education with an aim to bring it to the forefront of legislation."

- Community Voices Advocate

BOARD OF DIRECTORS

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

Sara Rosales Montalvo
Senior Vice President, Corporate Communications & PR
Jakks Pacific



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

Todd Toral
Attorney
DLA Piper, LLP

Jeffrey M. Turner, CPA
Managing Director
Provident Financial Management

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

DANCING UNDER THE STARS:

Legacy Gala



In 1980, Crystal Stairs, Inc. was founded on the principle that every family, regardless of income, deserves quality and affordable child care. Today, over three decades later, that same sentiment rings true as Crystal Stairs celebrates 38 years of providing the support necessary to grow healthy thriving families.

September 17, 2016 was, without a doubt, a momentous night as many joined Crystal Stairs at the beautifully remodeled Petersen Automotive Museum to honor founders, Drs. Karen Hill Scott and Alice Walker Duff and former board chair, Carl Ballton, for their continuous commitment to serving the community. In true family reunion fashion, Crystal Stairs' Board of Directors and past board members including Nike Irvin of California Community Foundation and Phyllis Tucker Vinson Jackson of Saban Brands as well as Current and past staff members including Wendy Garen of The Ralph Parsons Foundation and Sydney Kamalager, District Director for Senator Holly J. Mitchell, friends and family showed up to participate in the evening's festivities. With a soundtrack that included everything from classic 80's hits to today, DJ Dense kept the party and bidding frenzy going as guests bid on items that were graciously donated by Synthia SAINT JAMES, Disneyland Resorts, the LA Rams, Lakers, Dodgers and more. Entertainer Melissa Sharee showed guests that their "hips don't lie" during instruction led salsa and line dancing.

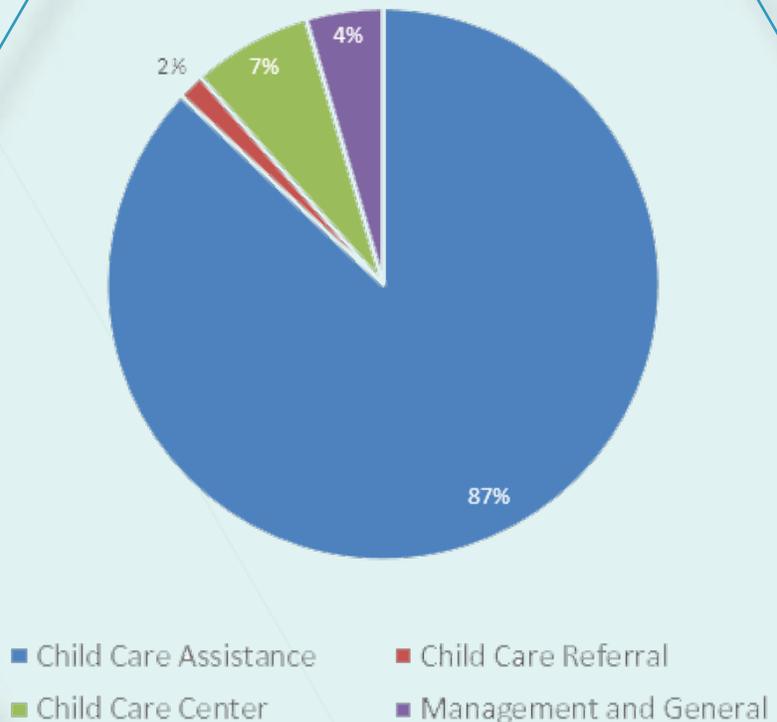
As Dr. Alice Walker Duff expressed that night, Crystal Stairs' legacy was substantially advanced by every person at the gala, especially longtime Crystal Stairs' ally Union Bank. Every dollar raised by friends at the gala will create an impact in the community Crystal Stairs serves. Because of these individuals, children will have access to child care and health care services, parents will learn about financial wellness to better support their families and families will learn how to advocate on behalf of their children. Child care, development and the programs that support our families' growth are absolutely essential to ending the poverty cycle. The unwavering efforts of our supporters help to make this vision a reality and gives all families an opportunity to thrive.

FINANCIALS: 2016-2017

CRYSTAL STAIRS FUNDING RESOURCES

Federal Awards	\$	71,027,399
State Apportionments	\$	67,105,059
Fees for Services	\$	3,714,502
Other Grants and Contracts	\$	1,330,360
Contributions & Investment Income	\$	542,875
<hr/>		
TOTAL	\$	143,720,195

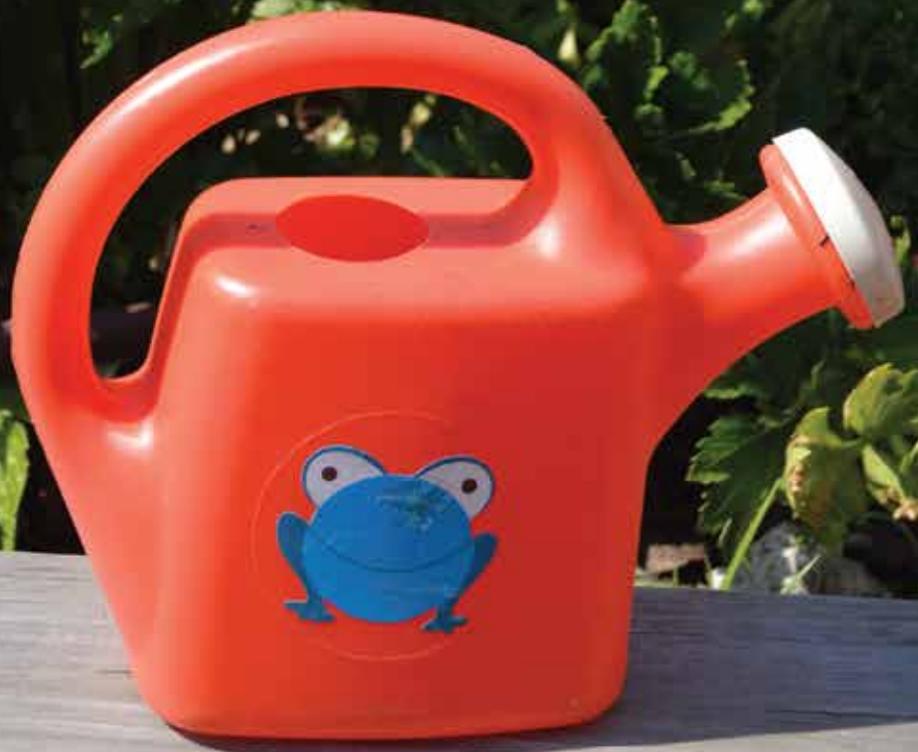
CRYSTAL STAIRS EXPENDITURES



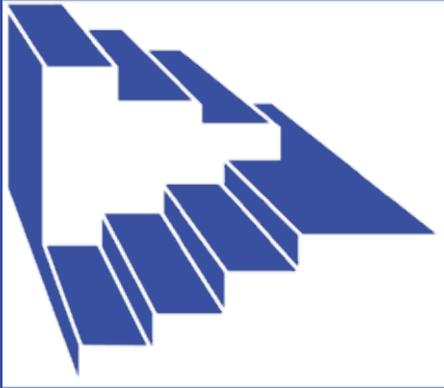
*Approximately 98.5% of the agency's revenue comes from government funding and service fees associated with these programs, of which 78% of these funds are paid directly to child care providers serving our families. Only an estimated 1.5% of the funding gives the agency the opportunity to provide other essential services to families.

Thank you to our amazing donors that through generous donations continue to nurture the growth of our programs and the community we serve!

CRYSTAL
STAIRS



CRYSTAL



STAIRS, INC.



Media and Fund Development
Inquiries, please contact:

External Affairs

Phone: (323) 421-2698

Email: Externalaffairs@crystalstairs.org

5110 W. Goldleaf Circle, Suite 150

Los Angeles, CA 90056

(323) 299-8998

www.crystalstairs.org

