



# Go Kids, Inc.

2021

Annual Report





Dear Friends,

I am pleased to announce that 2021 was another year of growth and prosperity for Go Kids. Despite the difficulties associated with the Covid-19 pandemic, services to children and families were prioritized and social distancing protocols were updated frequently in alignment with evolving guidance from the CDC, local Health Departments, Community Care Licensing, and OSHA. The agency incentivized vaccination for employees and partnered with local Health Departments to support vaccine access to Child Care Providers. Go Kids also continued to facilitate the distribution of PPE resources to child care providers in the communities we serve so that families could maintain child care arrangements with confidence in health and safety measures. Although I am looking forward to a time when Covid-19 is just a memory, I am pleased with how responsive our staff have been to the ever-changing demands of navigating the pandemic.

As you will see, the list of accomplishments is extraordinary as the agency continues to expand and evolve. I am so impressed by the hard work and dedication of our staff and could not be more grateful to my fellow board members for their ongoing care and attention to the agency.

Most Sincerely,

A handwritten signature in black ink that reads "Kay Gibson". The signature is written in a cursive, flowing style.

Kay Gibson, Go Kids Board President







# OUR MISSION, VISION, AND VALUES



We enhance the lives of children and families through the delivery of comprehensive child development services and community involvement. We envision communities where every child has the support they need to reach their greatest potential.

Passion - Integrity - Respect - Quality - Sense Of Humor



# ACCOMPLISHMENTS

- Continued to proactively respond to the challenges associated with operating during the Covid-19 pandemic including updates to Social Distancing Protocols, exposure reporting, and navigation of a hybrid work environment
- Awarded approximately \$1,400,000 to increase services to infants and toddlers
- Established a formalized Quality Assurance Team in order to continuously monitor enrollment, recertification, provider payment, and the invoicing and payment process
- Received approximately \$1,400,000 to extend services to essential workers
- Opened an office in Watsonville to support our Santa Cruz County families and our First 5 Quality Counts Santa Cruz County project
- Moved the Quality Assurance Team to the San Benito office.
- Extended relationship with Learning Genie for three years to support DRDP documentation
- Upgraded to the Creative Curriculum Cloud edition
- Partnered with Star Vista to provide mental health consultation to children, parents, and staff
- Increased enrollment at all sites as Covid-19 restrictions was lifted
- Provided Distance Learning opportunities to children in quarantine as well as when sites were closed due to exposure
- Created a comprehensive classroom monitoring tool
- Purchased Automated External Defibrillators for all sites and provided staff with appropriate training
- Received a grant to implement the Math Shelf program in preschool classrooms
- Increased Network of Family Child Care Providers in Monterey County by 40%
- Provided support, resources, and Distance Learning Curriculum consisting of developmentally appropriate activities that families can do at home and incorporate into their daily activities to isolated and/or quarantined FCC Network families

- Hosted "Coffee Chats" with FCC Network Providers to offer support and technical assistance, and continue connections through ZOOM
- Developed and implemented Early Childhood Mental Health training and support for FCC Network Providers
- Provided FCC Network families with resources and referrals for identified health and social service needs
- Developed and provided FCC Network families a list of free At Home Online Learning and Enrichment Apps in English and Spanish separated into the following topics: math, language and literacy, music and movement, arts and culture, and STEM
- Supported Network Provider wellness and mental health through Workshops and Networking opportunities
- Developed and implemented email distribution groups for all FCC Network Providers to streamline communication and provide announcements and reminders, training opportunities, and resources more efficiently and timely
- Rolled out ECE Workforce Registry with Network Providers to enroll, track, and promote FCC Workshops and Training
- Continued to contract with the Santa Clara County Office of Education Head Start program to serve preschool children in their centers in Hollister and Gilroy
- Conducted more than 1,500 Screenings, using the ASQ, ASQ-Social Emotional, Prenatal Screen, and Edinburgh Depression Screening tools.
- Engaged 30 parents in Parent Dialogue Groups using the Circle of Security curriculum
- Provided mental health services to 51 individuals
- Conducted home visits to 81 clients

# ACCOMPLISHMENTS

- Facilitated Virtual Playgroups to 85 Family Friend and Neighbor (FFN) childcare providers
- Hosted 50 FFN providers in ongoing mental health support groups co-facilitated by a mental health professional
- Purchased Chrome books for Parents As Teachers participants with funding from First 5 Monterey County and the Monterey County Department of Social Services
- Participated in Covid-19 Rapid Response efforts to provide PPE for FFN providers as well as food gift cards for parents receiving care coordination and/or mental health counseling
- Expanded IT Department to support agency expansion and increase security systems
- Received 2 Sunlight Giving Grants for operating costs (\$75,000) and pandemic response for operations (\$40,000)
- Expanded the Training Department to incorporate training for the Accounts Receivable team in addition to supporting training for FSW staff.
- Rolled out agency forms in DocuSign in order to support the Virtual/Hybrid work environment
- Incentivized Covid-19 vaccination of staff
- Maintained partnership with the Center for Employment Training by placing 10 students into classrooms
- Received forgiveness for approximately \$583,000 of PPP loan funds used to support staff during COVID-19 and repaid the balance of the loan not used
- Received over \$8,000,000 to expand services under the Alternative Payment Program
- Worked with a subcontractor to connect our enrollment and fiscal software systems to streamline provider payments
- Distributed stipends (\$525 per child) to child care providers serving children under CCTR, CSPP, and CMIG programs totaling over \$500,000
- Continued to assist GK Financial client to file final 20-21 claims and provide information to the client's auditor to begin the agency closure process
- Performed research on management and leadership team salaries and benefits

- Reviewed center-based operations and explored potential future expansion and contraction
- Purchased and distributed over 650 air purifiers to child care providers serving children in partnership with Go Kids
- Distributed stipends (\$600 per subsidized child enrolled) to child care providers across all program types totaling over \$2,100,000
- Established a Parent and Community Engagement Department and successfully hired a Director
- Further expanded our San Jose location to support the Program Director and Ed Coordinator team as well as Training and Parent and Community Engagement Departments.
- Engaged a Mental Health Consultant to support the Go Kids leadership team Reflective Practice
- Reimbursed over \$20,000 for Medi-Cal Administrative Activities
- Received a donation of over 500 books from Barnes and Nobles worth approximately \$5,000
- Hosted a fundraiser in partnership with Kendra Scott's jewelry
- Fundraised approximately \$1,700 through participation in the San Benito Gives Auction organized by the Community Foundation for San Benito County
- Initiated a strategic planning process to analyze and incorporate agency policies and procedures into day-to-day operations and began the formalized process to capture, review, revise, update, and document agency protocols
- Applied for and received a \$7,500 mini-grant to conduct a Child Tax Credit outreach
- Provided over 300 children with Christmas gifts of clothes, shoes, and toys through the agency's Secret Santa Program
- Received donations from more than 130 people totaling over \$54,000 to support the agency's Secret Santa Program
- Received gifts from the Family Giving Tree totaling \$9,600 to support the agency's Secret Santa Program
- Successfully completed our 20-21 audit with an unqualified opinion
- Clean audits were received by all GK Financial clients who required an audit



# FINANCIAL PICTURE

## REVENUE SOURCES:

SDE	\$45,648,698
Fees for service	\$1,264,243
Foundations & grants	\$1,275,467
Child care food program	\$146,213
County	\$72,129
Contributions	\$6,891
United Way	\$782
PPP Loan	\$148,282
Total	\$48,582,705

## APPLICATION OF FUNDS:

Child Development Centers	\$10,718,340
Family Child Care Homes	\$33,099,398
Admin & Development	\$2,215,936
Supplies & Equipment	\$1,780,732
Training	\$300,350
Support Services	\$275,053
Total	\$48,389,809



# BOARD MEMBERS

KAY GIBSON, PRESIDENT  
Assistant Director (retired)  
San Benito HHSA

TONY MARANDOS,  
Senior Vice President  
Pinnacle Bank

DAVID WRIGHT  
Owner Wright Bros. Welding

PATRICIA DUNOSKY  
Owner Onsite Signing /  
Community Activist

ANTHONY J. MORALES  
Mechanical Engineer

# FACILITIES AND LOCATIONS

## Office Locations

Administration Office  
885 Moro Drive Gilroy,  
CA 95020  
408.843.9000

San Jose Office  
25 N 14th Street Suite 600 & 700,  
7th Floor, San Jose, CA 95113  
408.269.7827

Go Kids Galvan Park Office  
17666 Crest Avenue Morgan Hill,  
CA 95037  
408.779.6553

Program Office  
9015 Murray Avenue, Suite 110 Gilroy,  
CA 95020  
408.843.9041

Salinas Elwood Office  
415 Elwood Street, Salinas,  
CA 93906  
831.757.5437

Child Development Resource Center  
1101 San Felipe Road Suite D, Hollister,  
CA 95023  
831.637.9205

Watsonville Office  
567 Auto Center Dr. Watsonville,  
CA 95076  
831.707.2331

## Center Locations

Go Kids Los Arroyos Center  
885 Moro Drive, Gilroy,  
CA 95020  
408.843.9005

Go Kids San Benito CDC  
1101 Community Parkway, Hollister,  
CA 95023  
831.637.9204

Estrella Family Services at Paseo  
1908 Senter Rd. #80 San Jose,  
CA 95112  
408.947.7149

Estrella Family Services at Gardner  
611 Willis Avenue, San Jose,  
CA 95125  
408.998.1343

Go Kids Ochoa Center  
902 Arizona Circle, Gilroy,  
CA 95020  
408.842.2201

Go Kids RO Hardin  
761 South Street Hollister,  
CA 95023  
831.636.8171

Estrella Family Services at Galarza  
1610 Bird Avenue San Jose,  
CA 95125  
408.287.3447

Go Kids San Martin Gwinn  
13745 Llagas Avenue San Martin,  
CA 95046  
408.683.0600





Thank You!