



Go Kids, Inc. Annual Report  
2020





Dear Friends,

I am so encouraged to report that Go Kids not only survived but thrived during the tumultuous year of 2020. The Covid-19 pandemic created tremendous uncertainty in the communities we serve and across the globe. During the various iterations of the shelter in place order, Go Kids was able to pivot quickly to serve children, families, and providers remotely. Social distancing protocols were developed in alignment with CDC and local Health Department requirements and center-based sites started reopening for essential workers (at limited capacity) in June. Office staff have balanced job duties using a hybrid model, working remotely and from their assigned office based on occupancy requirements and the needs of the agency. The agency was also instrumental in facilitating the distribution of PPE resources to childcare providers we work with so that they could continue to serve children safely.

In addition to responding to the ongoing challenges of the pandemic, Go Kids was invited to apply for additional Alternative Payment (AP) contract dollars in Santa Clara and Santa Cruz counties during 2020. In May, Go Kids was awarded approximately \$16 million (annualized) in AP contracts in Santa Clara County. This award came with over 1,300 children and their associated childcare providers (approximately 370.) Then in November, Go Kids was awarded approximately \$9 million (annualized) in AP contracts in Santa Cruz County with approximately 700 children and their 160 associated childcare providers. The amazing enrollment team was able to welcome these families and providers into our system without interruption of service or payment. This would be quite an impressive feat at any time but was especially impressive given the hardships created by the pandemic.

Last but not least, Go Kids experienced a change in leadership after our longtime CEO retired. The Board of Directors appointed a new CEO, Kendra Bobsin, in September. Kendra brings extensive knowledge, experience, and passion to her new position and is quite familiar with Go Kids as an employee of over 25 years. She is fortunate to inherit such a dedicated and dynamic team across all of the agency's arenas. As we look forward to 2021 and beyond, we will strategically add new talent to assist with the expanded reach of the agency and continue our search for viable childcare facilities in our service areas.

In closing, I want to express my heartfelt gratitude to our talented staff and my fellow committed board members for a remarkable 2020 year.

Most Sincerely,

Kay Gibson, Go Kids Board President

# OUR MISSION AND VISION

---

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.



OUR  
VALUES



INTEGRITY

PASSION

RESPECT

QUALITY

SENSE OF  
HUMOR

# ACCOMPLISHMENTS

- Conducted search for and hired new CEO
- Successfully navigated moving our administrative workforce to a remote environment during the shelter in place due to Covid-19
- Shifted delivery of services to phone or virtual platform to continue to connect to parents and providers/caregivers
- Developed and distributed Go Kids Social Distancing Protocols to ensure safety in centers and offices
- Developed and provided a Distance Learning Curriculum consisting of developmentally appropriate activities that families can do at home and incorporate into their daily activities with their children to include social emotional skills, language and literacy skills, problem solving skills, math and science skills, and physical health to support families affected by COVID-19
- Provided distance learning to nearly 700 children during center closures
- Checked in with all enrolled families weekly during initial center closure/shelter in place order
- Isolated and/or quarantined families were contacted weekly to identify health and social service needs and provided support, distance learning and resources
- Provided FCC families with resources that included articles, resources, schedules/visuals, online learning and enrichment apps and websites, physical activity calendars, healthy snack ideas, Distance Learning tips and Stress Busters for Parents
- Distributed a list of free At Home Online Learning and Enrichment Apps in English and Spanish to FCC families to assist them in exploring math, language and literacy, music and movement, arts and culture and STEM with their child(ren)
- Provided families with resources and referrals for identified health and social service needs
- Implemented a new enrollment system to handle meeting families virtually due to Covid-19 restrictions
- Adopted an electronic signature system
- Moved our fiscal team to one Gilroy office location to consolidate operations
- Successfully applied for and received a PPP Forgivable Loan in the amount of \$1,552,100
- Awarded approximately \$16,000,000 in Alternative Payment contracts in Santa Clara County
- Hired and trained new Family Service Workers (FSW) and fiscal staff
- Implemented a new training program for the Family Service Department
- Expanded our San Jose office location to accommodate additional staff
- Successfully re-opened our childcare centers as an essential service during the state's shelter in place order

# ACCOMPLISHMENTS

- Rearranged and restructured classrooms to maintain compliance with Social Distance Protocols
- Developed protocols for positive Covid-19 cases including reporting to health department and notifying families and Community Care Licensing
- Acquired appropriate PPE for all centers and offices
- Received over \$45,000 via Cleaning and Supplies for Child Care Providers grant (CSCP) for our centers
- Distributed CSCP funds to San Benito County childcare providers who continued to serve children of essential workers during the Covid-19 emergency
- Facilitated the delivery of PPE to childcare providers in San Benito County
- Provided all contracted Network FCC Providers with PPE in all four Counties
- Continued to provide contracted FCC providers with technical assistance via telephone, text, email, and virtual “office hours and home visits”
- Provided COVID-19 State Guidance on Childcare Programs and Providers Training
- Provided technical assistance on County Social Distancing Protocols, guidance related to Small Cohorts of children and youths and licensing standards due to COVID-19
- Continued providing workshops to FCC Providers at no cost virtually and included topics related to COVID-19
- Hosted “Coffee Chats” with FCC Providers to provide support and technical assistance, and continue connections with our Providers through Zoom
- Received 2 Sunlight Giving Grants totaling \$100,000 for operating expenses and PPE supplies
- Renewed a grant from the County of San Benito to facilitate the Child Care Bridge program
- Awarded additional CCTR contract expansion funds for approximately \$1,400,000
- Received a Coronavirus Relief grant from the City of San Jose for more than \$125,000
- 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 600 Screenings, using the ASQ, ASQ-Social Emotional, Prenatal Screen, and Edinburgh Depression Screening tools.

# ACCOMPLISHMENTS

- Provided 284 children and parents with care coordination services, including referrals and shared care planning following recommendations of the Multi-Disciplinary Review Team to address multiple complex needs
- Engaged 30 parents in Parent Dialogue Groups using the Circle of Security curriculum
- Provided mental health services to 69 individuals
- Conducted home visits to 80 clients
- Assisted FCC and FFN providers connect to Zoom
- Hosted 50 FFN providers in ongoing mental health support groups co-facilitated by a mental health professional
- Collaborated with United Way of Monterey County to get I-Pads as well as \$500 Covid relief funds to FFN providers
- Participated in Covid-19 Rapid Response efforts to provide PPE for providers as well as food gift cards for parents and providers in need
- Collaborated with Alisal Unified School District to facilitate doorstep delivery of school lunches to FFN providers
- Engaged 57 Family Child Care providers in Santa Cruz County to participate in Quality County Santa Cruz
- Offered more than 50 trainings on a variety of topics to the child care community in our area
- Awarded approximately \$9,000,000 in Alternative Payment contracts in Santa Cruz County
- Moved family fee payments to an online portal
- Launched a project to bridge our enrollment and fiscal software systems to facilitate provider payments
- Switched to automated benefits module in Paylocity
- Raised approximately \$1,000 through participation in the San Benito Gives Community Online Auction sponsored by the Community Foundation for San Benito County
- Received donations from more than 130 people totaling over \$45,000 to support the agency's Secret Santa Program
- Received gifts from the Family Giving Tree totaling \$8,400 to support the agency's Secret Santa Program
- Received toys from Toys for Tots valued at \$4,800 to support the agency's Secret Santa Program
- Successfully completed our 19-20 audit with an unqualified opinion
- Clean audits were received by all GK Financial clients who required an audit

# FINANCIAL PICTURE

Revenue Sources:

SDE	22,850,595
Fees for Service	870,350
Foundations & Grants	1,186,485
Child Care Food Prog	202,104
County	158,941
Contributions	7,337
United Way	468
PPP Loan	435,179

Total 25,711,459



Application of Funds:

Child Development Centers	9,568.984
Family Child Care Homes	12,267,052
Admin & Development	1,710,443
Supplies & Equipment	1,534,572
Training	293,509
Support Services	305,907

Total 25,680,467





# BOARD MEMBERS

## KAY GIBSON, PRESIDENT

Assistant Director (retired) San Benito  
HHSA

## PATRICIA DUNOSKY

Owner Onsite Signing / Master  
Gardener / Community Activist

## TONY MARANDOS

Senior Vice President Pinnacle Bank

## ELSIE MARSHALL

Human Resources (retired) San Benito  
County

## DAVID WRIGHT

Owner Wright Bros. Welding

## MARYBETH BROWN

Notary Public (retired)

# 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 @ 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 @ Galarza

1610 Bird Avenue San Jose,  
CA 95125  
408.287.3447

### Go Kids San Martin

13745 Llagas Avenue San Martin,  
CA 95046  
408.683.0600

### Estrella Family Services @ Paseo

1908 Senter Rd. #80 San Jose,  
CA 95112  
408.947.7149



THANK YOU

---

Go Kids, Inc.