2019 ANNUAL REPORT

WHERE KIDS GROW
Past » Present » Into the Future
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FY'20 BOARD ROSTER

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Child Care Pro-vi-der (child’kâr prô vid’er)n. chef, baker, janitor, shoe and sock finder, coat buttoner, dance instructor, bottle washer, grocery shopper, diaper changer, protector, dish washer, nose wiper, vegetable pusher, floor sweeper, waiter, story teller, playground attendant, PE teacher, activity director, bus driver, zoo keeper, inspector, aerobics instructor, tutor, entertainer, therapist, manager, performer, bookkeeper, self-esteem builder, teacher, helper, well-wisher, nurse, traffic controller, noise controller, life saver, thinker, problem solver, engineer, designer, counselor, safety instructor, arbitrator, creator, inventor, companion, musician, historian, technician, dietitian, athlete, beautician, fire marshal, analyst, artist, dentist, scientist, biologist, technologist, accountant, manicurist, receptionist, environmentalist, pharmacist, hygienist, speech therapist, reader, builder, informer, composer, supervisor, author, navigator, peacemaker, friend... - Author Unknown
DEAR FRIENDS,

In 2019, Kids Co. had a monumental birthday! We celebrated our 30th year of serving families with quality licensed child care in the Seattle community. This was no small feat and over the years, we moved from a single child care center nestled in the heart of Seattle’s Ballard neighborhood to 15 centers throughout Seattle and Mercer Island.

Since 1989, we’ve both observed and overcome changes in the business. We’ve seen more women enter the work force and child care is more commonplace in families’ lives. Kids Co. lived through the Dotcom bubble bursting in the mid-90s and grew our business during the 2008 mortgage crisis. Today, quality care is a windfall for parents who have to work long hours to pay the bills and simply can’t find enough time to give their kids round the clock care. Kids Co. provides parents with the peace of mind that their kids are getting professional care from qualified people who take care of young children while they are away at work.

Of course, along the way, there were hiccups and lessons learned that pushed us to create a child care experience for kids and their families that is holistic, educational, play-based (believed by Albert Einstein as the highest form of research), and develops the whole child.*

Throughout the year of our 30th anniversary, we spoke often about Kids Co.’s next phase and the bright future of quality care. Our lofty visions about the next 30 years included modern programming, expanding our business, and working with city and state governments to create regulations that are family-centric and have the kids’ best interest in mind. We also felt it important that child care programs be child focused, be culturally sensitive and aware, and available where and when families need it most. We were confident this path would serve our families well into the future.

We did not anticipate the COVID-19 pandemic and the havoc it would wreak on families, our healthcare system, our economy, and our society as it helped blaze a shining light on the inequities toward black and brown people in everyday life to racism that is embedded in every system of government.

It is with a divided mind that we even speak about this while showcasing an annual report filled with highlights and celebrations of a fantastic year, but the magnitude of this disease and its effects on the child care industry is undeniable and ever-present. Since March 2020 we have seen the cost of care more than double due to physical distancing which leads to small student to teacher ratios (some as small as 4:1, depending on room size). On the heels of the new ratios and maximum group size, we watch families scramble to find quality care since centers are forced to cut their enrollment. In addition, businesses are hurting because their workforce don’t have either the necessary care or are working from home — trying to balance their workload with home schooling and taking care of their kids.

With this said, as parents, business owners, donors, or community members, we invite you to embrace the child care community and realize our business is foundational to the essential workforce and economic recovery—“no childcare, no recovery.” Without a safe place for kids to go, families are at a loss, employees are missing work, and business owners are losing money because they need their team in place.

In all honesty, we do not know how long the COVID-19 pandemic will affect our services but there are indications that this could be 18 months or more. All we know, with absolute certainty, is that we will continue to serve our community by providing licensed, high quality, fun, and educational child care.

Enjoy reading about this community that thought it could—and has, for 30 years.

With the warmest of hearts,

Susan R. Brown

Joe Jornadal

* A whole child approach to education is defined by policies, practices, and relationships that ensure each child, in each school, in each community, is healthy, safe, engaged, supported, and challenged.
The Importance of Social and Emotional Development in Your Child

Every child needs a loving and affectionate environment in order to become a socially and emotionally healthy adult. Social emotional learning (SEL) is a cornerstone of Kids Co.’s programs as we help kids learn how to get along with others, encourage kids to express their needs and help them identify the words to express how they feel. According to the Collaborative for Academic, Social, and Emotional Learning organization, SEL is “the process through which children and adults acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions.”

**Kids Co. helps our kids develop important skills through social-emotional learning that support kids in school and in life.**

**Our professional staff provide:**
- Creative programming that allows kids to try new things and acquire new skills
- Team building games and activities
- Positive adult mentors
- Alternative expressions to promote positive outcomes

**This is important because:**
- SEL improves self-confidence
- SEL increases positive attitudes
- SEL reduces aggression

**In the long-run it promotes:**
- Increased rates of high school graduation
- Higher average wages
- Positive behaviors and lifestyle

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**AT A GLANCE: Things That Are Great About Child Care**

- Provides safety and supervision
- Homework help
- Improve kids’ social skills
- Keeps kids physically active
- Kids are less likely to get involved in risky behavior
- Creates a sense of belonging
- Builds confidence and social-emotional learning
- Makes learning fun
- Gives kids new challenges
- Helps businesses thrive
- Allows families to go to work
- Make friends
- Opportunities to practice what kids learn in school
- Fun and friends

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*bullet points provided by the Afterschool Alliance SEL Tool Kit*
Our 30th Anniversary began with a party designed for our families, on a gorgeous Saturday in September to play at the zoo.

THE FUN INCLUDED:

* Free Entry to the Zoo
* Bouncy Houses
* Games & Activities
* Photo Booth & Live Photographer
* Mini-Silent Auction
* Popcorn Flavor Expo sponsored by Beecher’s Foundation
* Tummy Pleasing Food

We even had a special guest-star, a pot-bellied pig!
Where Kids Grow, isn’t just a tag-line, it is the heart of Kids Co. Our core belief—our raison d’être—is partnering with families to help our kids grow into caring, community-minded big people, who can work well with others, achieve academic success, learn new skills, and be excited about life. We wanted the essence of this zest for life—joie de vivre—at our gala! The décor was bursting with flowers—this included aspects of our gourmet meal as well—the auctions were filled with fun items and adventures, each center created a raffle basket ready for a lucky winner, we created a “restaurant” board so our guests could test their luck at winning a number of gift cards at popular restaurants, we had a drawing for an Ethan Stowel Gift Card, and another to win diamond jewelry from Ben Bridge Jewelers. And let’s not forget the wine ring toss, art frenzy, and dessert dash! But no matter what we planned, the true magic in the night came from our guests! It was their heartfelt care for Kids Co. kids and the families we serve, that made the evening fun, energetic, and fruitful. The $161,514 raised that night went directly to the Kids Co. Scholarship Fund, ensuring kids from low-income homes have access to our services.
Our 30th Anniversary gave us the perfect opportunity to honor some of Seattle’s finest movers and shakers in the world of child care. Not only do we admire these women, we call them friends!

**Ruth Kagi, Best Advocate for Early Learning Ever**

First elected in 1998, Ruth served in the House of Representatives for 20 years, chairing the Children and Families Committee that became the Early Learning and Human Services Committee. Her focus has been expanding high quality early learning opportunities for children in Washington and reforming our child welfare system. She retired in January of 2019, and now co-chairs the Oversight Board for the Department of Children, Youth and Families. She is also the Early Learning Ambassador for the Children’s Campaign Fund.

**Mari Offenbecher, Best Youth Development Advocate Ever**

Mari spent her professional career as a nonprofit leader including nearly three decades as the CEO of School’s Out Washington (SOWA). As the leader of SOWA, Mari advanced quality, equity and innovation in building the field of after-school and youth development across Washington State. She spent her career dedicated to bringing quality educational opportunities and supports to children and youth. Currently she is a Senior Associate with the Valtas Group, a consulting firm focused on supporting leadership transitions in the nonprofit sector. For the past year Mari has been the Interim CEO at Tiny Trees Preschool, an outdoor nature based early learning program.

**Bobbi Bridge, Best Children & Youth Justice Advocate Ever**

Justice Bobbe J. Bridge, ret. is the Founding President/CEO of the Center for Children & Youth Justice, a nonprofit organization she established in 2006 to reform Washington State’s child welfare and juvenile justice systems. She served on the Washington State Supreme Court from 2000 to 2008 and on the King County Superior Court from 1990 to 2000, where she was Chief Juvenile Court Judge for three years. She continues to chair the Washington State Supreme Court Commission on Children in Foster Care. Throughout her long career, Justice Bridge has spoken and taught on issues pertaining to system involved youth, sex trafficking, domestic violence, and criminal justice.

**Meiko Thompson, Patron of Play Founders Award**

Meiko was born in Oita, Japan, to her parents, Masaru and Masao Tsuzaki. Meiko married an American Navy Seaman at a time when mixed race marriages were illegal in many states. They were married for fifty-five years until Paul Thompson, the love of her life, passed away in 2015. Meiko’s life journey brought her across the Pacific Ocean in a naval ship with three young children to build a life in America. She is fearless. For these and so many other acts of courage and love, Meiko was awarded Kids Co.’s first Patron of Play Founder’s Award. Meiko has four children and nine grand children.

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*Social change is brought about by those who dare and act, who can think unconventionally and who can court unpopularity.* – Indira Gandhi
Field trips are fun! Journeying away from the Kids Co. center provides our kids with hands-on learning experiences at places around town (and sometimes beyond) that they can touch, watch, and do. The kids call it fun—we in the child care biz call it experiential learning!

Get On The Bus underwrites the transportation for these adventures. This is the quickest and safest way to get to and from our destination. Thanks to the support of kind folks like you, we raised $4,000 for bus rentals.

THANK YOU!

⭐ DAILY INCENTIVE PRIZE DONORS:

- ACT Theatre
- Emerald Downs
- First & Goal, Inc.
- Ivar’s & Kidd Valley
- The Museum of Flight
- Tutta Bella

KIDS DON’T LIE!

Becky Musebe and her daughter Megan  
Kids Co. Family and Scholarship Recipients

Becky is a working single mom who has her daughter’s best interest in mind. It is important to her that Megan have a safe place to go after school. Kids Co. is more than a great, fun place and learning opportunity for Megan but it allows Becky to go to work and better yet, grow her career. According to Becky, Megan loves Kids Co. and often doesn’t want to leave at the end of the day. She says “Kids don’t Lie” and Kids Co. ensures her transition from work to home is smooth sailing!
Thank You!

The generosity of our friends and our supporters throughout our 30-year history has been heartwarming and humbling. Thank you – danke – gracias - mahalo – takk skal du ha – mahadsanid to the people, businesses, foundations, and organizations below who made our 30th anniversary a joyful success.

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The Bill and Melinda Gates Foundation
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Jewish Federation of Greater Seattle
League of Educators Voters
The McNaughton Foundation
Network for Good
PayPal Giving Fund
The Russell Grinnell Memorial Trust
School’s Out Washington
The Seattle Foundation
Tulalip Tribes Charitable Fund
The Seattle Foundation
School’s Out Washington
The Russell Grinnell Memorial Trust
PayPal Giving Fund
The McNaughton Foundation
Network for Good

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Darrel Larsen
Tara and Jake Larson
Dianne Learned and Tom Carmony
Sarah and Peter Leary
Tana and Troy Lehman
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Margaret Lilquist
Elle Lin and Ting Yip
Alyson Littman and Cornelius Van Niel
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Marjean McCraw
Molly McElroy and Dan Poux
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Huyen and Thinh Nguyen
Kristin and Elton Nichols
Colleen and Rob Nicklos
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IN KIND GIFTS

GIFTS
190 Sunset
ACT Theatre
AGP Wealth Advisors
Aguas Verdes Café and Paddle Club
Alliance for Education
AlphaGraphics
American Dance Institute
Anemona Wines
Angel Of The Winds Arena
Anonymous (6)
Anvil Studios, Inc.
Arena Sports
Argoys Cruises
Associated Energy Systems
Andrea Becker
Andrea Becker's Handmade Cheese
Sherrie Belt-Mart and Darius Hart
Ben Bridge Jeweler
The Bloedel Reserve
Susan and Jim Brown
Caffe Umbria
Campbell's Resort
Cappy's Boxing Gym
Caroline's Lash Boutique
Charity Auction World
Cheesecake Factory - Bellevue
Cheesecake Factory - Seattle
Chinook's
Chipotle Mexican Grill
City People's Garden Store
Columbia Tower Club
Costo Wholesale - 4th Ave
Costo Wholesale - Aurora
Costo Wholesale - Redmond
Costo Wholesale - Southcenter
Costo Wholesale - Woodinville
Tracy Cutclow
Darigold
DeLille Cellars
Eric Dillin
Din Tai Fung
Edmonds Center for the Arts
Elliott Bay Book Company
Emerald Downs
Entercom Seattle and DJ's BJ & Migs on 99.9 KISW
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Kids Co. at West Mercer
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Lindon Piano Studio
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Marjorie McCraw
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Katy McNaughton and Kyle Newton
Mercer Island CrossFit
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Seattle Seawolves
Seattle Shakespeare Company
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Kristen and Justin Van Veen
Kata and Matt Watson
West Seattle Bowl
Young Flowers
Ilana and Jake Zweschi
Those who are happiest are those who do the most for others.”
– Booker T. Washington
OUR CENTERS

KIDS CO. CENTER LOCATIONS

Kids Co. at Adams (Ballard - 1989)
Kids Co. at Cascadia (Northgate - 2012)
Kids Co. at Cedar Park (Lake City - 2018)
Kids Co. at Decatur (Wedgwood - 2018)
Kids Co. at Graham Hill (Seward Park - 1991)
Kids Co. at Island Park (Mercer Island - 1995)
Kids Co. at John Hay (Queen Anne - 1990)
Kids Co. at Lakeridge (Mercer Island - 1995)
Kids Co. at McDonald (Greenlake - 2010)
Kids Co. at Northwood (Mercer Island - 2016)
Kids Co. at Queen Anne (Queen Anne - 2011)
Kids Co. at South Shore (Rainier Beach - 2002)
Kids Co. at TOPS (Capitol Hill/Eastlake - 1991)
Kids Co. at West Mercer (Mercer Island - 2014)

Future Kids Co. location opening Sept. 2019 at Magnolia School in Magnolia

Due to the impact of the COVID-19 pandemic, nearly every child care programs’ existence is threatened. With grit, perseverance, and smart restructuring, Kids Co. will survive this pandemic. Kids will need expanded support to emerge from this crisis strong, resilient, and hopeful—and we’ll be there to help them do so.

We take pride in the community we have built over the past 30 years. Our vision of Kids Co.’s future is changing but knowing that we have you—our friends helping along the way—we are confident that we will be stronger, smarter, and a better organization to serve the families who need our care.

The America’s Best Charities Seal of Excellence is awarded to charitable organizations that meet the highest standards of public accountability, program efficiency, and cost effectiveness. Applicant charities must provide evidence of their program activities and demonstrate the benefit of their services. These standards include those required by the US Government for inclusion in the Combined Federal Campaign, probably the most exclusive fund drive in the world. Of the 1,000,000 charities operating in the United States today, it is estimated that fewer than 50,000 or 5 percent, meet or exceed these standards, and, of those, fewer than 2,000 have been awarded this Seal. Kids Co. is one.

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