

**Social Support**

**Ability to Problem Solve**

**Control of Self**

**Optimism**



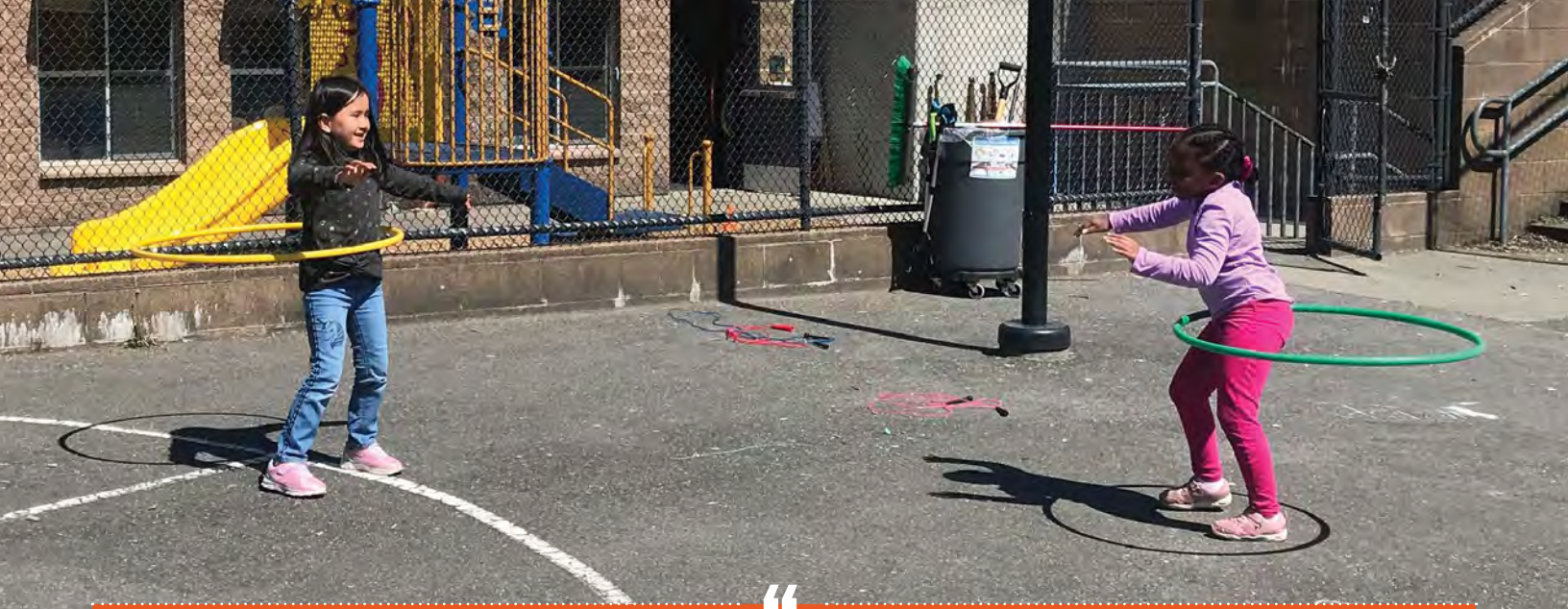
**RESILIENCE**

2020 ANNUAL REPORT

**Sense of Humor**

**Emotional Awareness**

**Self Belief**



*In any moment of decision, the best thing you can do is the right thing.  
The worst thing you can do is nothing.* – Theodore Roosevelt

## **FISCAL YEARS 2020 AND 2021 BOARD ROSTER**

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*A great teacher takes a hand, opens a mind, and touches a heart.* – Unknown



**Susan Brown**  
*President and CEO*  
1989–present



**Joe Jornadal**  
*Board Chairman*  
2020–present

## DEAR FRIENDS,

It is our sincere hope, after a year of living through and coping with the impacts of the COVID-19 pandemic, that you and your family are safe and well.

Kids Co.’s fiscal year (September 1, 2019–August 31, 2020) started off with all of the fanfare of a new school year —helping our Kindergarteners find their way while the bigger kids got re-acquainted with their school friends and routines. In February 2020, without warning, a once in a century disease wreaked havoc on us all. In mid-March Seattle Public Schools and Mercer Island School District closed which meant Kids Co. had to close as well. Within days, Governor Inslee announced the “stay home, stay safe” mandate that shut down our state’s entire economy.

This was our moment of decision and we did the right thing. Doing nothing was never an option. We reopened three of our programs to provide emergency child care. This was made possible thanks to the heroic efforts of our program leaders. They thoroughly studied the Department of Health and Centers for Disease Control COVID-19 health and safety protocols. Within a few days they created new health, safety, and cleaning procedures for the centers so Kids Co. could safely reopen and do our part to fight this deadly disease.

Kids Co.’s emergency care was open to the kids of health care professionals so they could take care of the sick and comfort the dying; open to the kids of first responders so emergency services were available for all who needed it; open to the kids of grocery store workers so you could buy what you needed for your family; and open to the kids of our families furthest from economic opportunity so they could go to work if remote work was not an option.

None of this would have been possible had it not been for the courage and tenacity of our child care teachers. They are the ***unsung heroes of this pandemic***. It is because of their resilience in the wake of the chaos caused by COVID-19 that Kids Co.’s safe, quality child care programs have remained open throughout the entire pandemic. Through sheer grit and determination, our staff faced their own fears about COVID-19 and put the needs of our kids above their own. Our staff supported remote learning, answered kids’ questions, kept kids on track with school assignments, provided technical support, helped kids understand their feelings, and gave kids the freedom to play and be kids (at a safe distance, of course). It is thanks to their efforts that parents have been able to work, businesses have employees, and our kids have safe, quality child care. Without child care, there is no economic recovery.

With the financial investment of COVID relief funds and generous support from our foundation partners and donors that Kids Co. will not only survive this pandemic but will thrive for years to come.

It is certain that 2020 is a year we won’t soon forget. And, it’s what Kids Co. did right that we need to remember.

With much care,

  
**Susan R. Brown**

  
**Joe Jornadal**



# During the time of COVID, the True Cost of Safe Child Care

For Families, For Business, For Kids Co. - Observations by Susan R. Brown, Kids Co. President and CEO



“ As the nation continues to grapple with the challenge of the coronavirus pandemic, child care is among to hardest-hit and least supported industries. Parents have long struggled to find and afford child care that meets their needs; and child care businesses have equally struggled to balance the cost of providing quality, developmentally appropriate care with the limited revenues available to them. —Simon Workman and Steve Jessen-Howard, Center for American Progress.

This is a statement, or more of an alarm, that lingers in nearly every child care operation I come in contact with and, as a founding member of the Seattle Child Care Business Coalition, I hear a lot. I've been asked why child care costs have escalated, while access to care has faded (with many centers being forced to close down due to COVID). In Washington State, the operational costs of running a child care center has increased an average of 55%. This intense rise is owed to a reduction in program capacity due to physical distancing requirements, the need to purchase additional PPE supplies, and an increase in overhead since child care teachers have gone from part-time (before and after school) workers to full-time in order to meet working families' needs.

Our staffs' call to duty has also expanded to new bounds. They now greet students at curbside drop off/pick up to administer temperature checks and ask health screening questions (rather than parents walking them to the classroom). This reduces the opportunity for a more personal connection with families. However, staff do their best to check in during this time to see how the family and their kiddos are doing.

Our staff work in tandem with Seattle Public Schools to support remote learning for kids age 5-12, in all of their courses, **the best they can!** Kids Co. mirrors the educational plan laid out by teachers and provides “virtual learning areas,” where kids wear masks, maintain physical distance, use a laptop or tablet and headphones, and login to their teachers' lessons. Staff are available to help with login and technical issues as well as supervise the children. They do this across multiple grades and multiple schools with

varying schedules. Some sites even have students in the same grade at the same school but the schedule is different. It is extremely challenging for staff to manage. Furthermore, they are the primary learning support for the kids while at Kids Co.—making them daily experts at the three Rs—**R**eading, **wR**iting, and **aR**ithmetic—as well as supervise out of school games, play time, quiet time, and socially distanced group activities. Not only does this increase the workload, it increases the expectations of our staff—none of which are trained schoolteachers, special education teachers, or IT experts.

Physical distancing is difficult for a grown up but for a kid, it's nearly impossible! The urge to hug a friend or receive a high-five for a job well done are important validations for kids. At the same time, kids are kids, so staff offer regular reminders to maintain their distance and use other ways to support each other like air fives and verbal affirmations. Kids are also worried about when they will see their friends and relatives, actually go to school, or if they will get sick themselves. To support the kids, staff comply with CDC health guidelines while implementing social-emotional learning (SEL). “It's a daunting reality, no question, but the worst thing we can do for our teachers, students, and families is de-prioritize SEL during the pandemic,” says Christina Cipriano, Director of Research at the Yale Center for Emotional Intelligence. “It is next-to-impossible to expect teaching and learning to occur in a crisis without attending to our emotions.”

And last, but certainly not least, the maintenance of a clean environment. All Kids Co. centers are located on elementary school campuses. Our teachers are continually

disinfecting toys, play equipment, kids' workstations, and other high touch areas throughout the day. Kids Co. intentionally built in time at the start and end of the day to do a deep cleaning of the different program areas to ensure that all surfaces are sanitized, disinfected, organized, and ready for the kids to return the next day.

Child care workers play an important, unique, and un-replaceable role in our economy and this cannot be overlooked. All of our staff put themselves at risk of infection each day they enter the classroom during the pandemic. They do this so families have care allowing them to go to work (either remotely or on-site), attend school or continued learning opportunities, or care for a loved one worry-free. Child care providers also help other businesses run because working family members can be active in the workforce—often these people are first responders, front-line workers, and people who keep our economy and daily lives running through their labor. Think nurses, grocery clerks, fire fighters, gas station attendants, administrative assistants, pharmacist, wait staff, and others.



## While Kids Co. is a private business, we are a public good!

- ★ Child care is a key part of the American framework that supports the workforce and plays a significant role in shaping our future workforce. Still, most parents cannot afford the true cost of quality care. At Kids Co. the real cost of monthly full-time care is close to \$4,000; we charge \$1,600. Even still, \$1,600 is expensive and hard for many families to manage. Kids Co. continues to accept Washington State and City of Seattle child care subsidies and we have continued to help families with the Kids Co. Scholarship Fund.
- ★ Kids Co. is able to stay open thanks to the courage and resilience of our staff. We are doing what we can to be part of the pandemic solution for our kids, our families, our community, and for economic recovery.
- ★ Child care is paramount for a healthy economy, workforce, community, and family. Kids Co. is here to serve. Not even a once-in-a-century pandemic will stand in our way.



**YOU DID THE RIGHT THING!** By giving to Kids Co. you give to the community as a whole, but most importantly, you are directly benefiting a young person's life. Thank you.

### BUSINESSES

501 Commons  
Adobe Systems Incorporated  
Bader Martin PS  
Boeing Company Gift Match/YourCause  
Costco Wholesale  
Data Facts, Inc.  
Expedia  
F5 Networks  
Frontstream  
Gilead Sciences  
Google Matching Gifts  
HelloARI Design  
HomeStreet Bank  
JPMorgan Chase Good Works Workplace Giving Program  
Kids Co. at Graham Hill  
Kitsap Bank  
McGraw Hill/YourCause  
Microsoft Corporation  
Morgan Stanley Gift Fund  
Muckleshoot Casino  
Nintendo of America  
Tri-Star Trust Bank  
Umpqua Bank

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AmazonSmile Foundation  
America's Best Local Charities  
Ben B. Cheney Foundation  
Benevity  
Bill and Melinda Gates Foundation  
Dorsey & Whitney Foundation  
Fidelity Charitable  
Fred R. Smith Foundation  
League of Education Voters Foundation  
McNaughton Foundation  
Moccasin Lake Foundation  
Network for Good  
PayPal Giving Fund  
Quota International of Kent Valley  
Russell Grinnell Memorial Trust  
The Seattle Foundation  
United Way of King County

YourCause  
Windermere Foundation  
Windermere Real Estate - 2nd and Wall  
Windermere Real Estate - Madison Park

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Department of Social and Health Services  
Washington State Dept of Children, Youth, and Families

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 Chinook Entertainment LLC  
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 DeLille Cellars  
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 MoPOP  
 Mox Boarding House  
 Neighborhood Grills  
 Lauren and Cooper Offenbecher  
 Penelope and The Beauty Bar  
 Powerslide Design Co.  
 Raconteur  
 Rhein Haus  
 Jill Santillan  
 Michael Scheinine  
 Seattle Bouldering Project  
 Seattle Children's Museum  
 Seattle Gymnastics Academy - Ballard  
 Seattle Mariners  
 Seattle Shakespeare Company  
 Seattle Sounders  
 Sachita Shah  
 SoulCycle  
 Sparkling Ice / Talking Rain  
 Stone Soup Theatre  
 Tap House Grill  
 Terra Blanca Winery & Estate Vineyard  
 Total Wine & More  
 Touch Worldwide  
 Trader Joe's - Capitol Hill  
 Trader Joe's - Queen Anne  
 Two Doors Down  
 Uli's Famous Sausage  
 Village Theatre  
 Katia and Matt Watson  
 Woodland Park Zoo



# ASSETS

## STATEMENT OF FINANCIAL POSITION

August 31, 2020

### Current Assets:

Cash and Cash Equivalents	\$2,252,904
Accounts Receivable, Net	22,033
Contributions Receivable	6,000
Prepaid Expenses & Deposits	36,090
<b>Total Current Assets</b>	<b>2,317,027</b>
Contributions receivable, less current portion	18,000
Property and Equipment, Net	22,135
<b>Total Current Assets</b>	<b>\$2,357,162</b>

## LIABILITIES AND NET ASSETS

### Current Liabilities:

Accounts Payable	\$33,833
Accrued Salaries and Payroll Taxes	81,342
Compensated Absences	135,461
Refundable Deposits	52,840
Unearned Program Fees	5,718
Paycheck Protection Program Loan	538,600
Lease Incentive, Current Portion	790
<b>Total Current Liabilities</b>	<b>848,584</b>
Lease Incentive, Less Current Portion	1,054
<b>Total Liabilities</b>	<b>849,638</b>
Unrestricted Net Assets	1,507,524
<b>Total Liability &amp; Net Assets</b>	<b>\$2,357,162</b>

## STATEMENTS OF ACTIVITIES

### Revenue and Support:

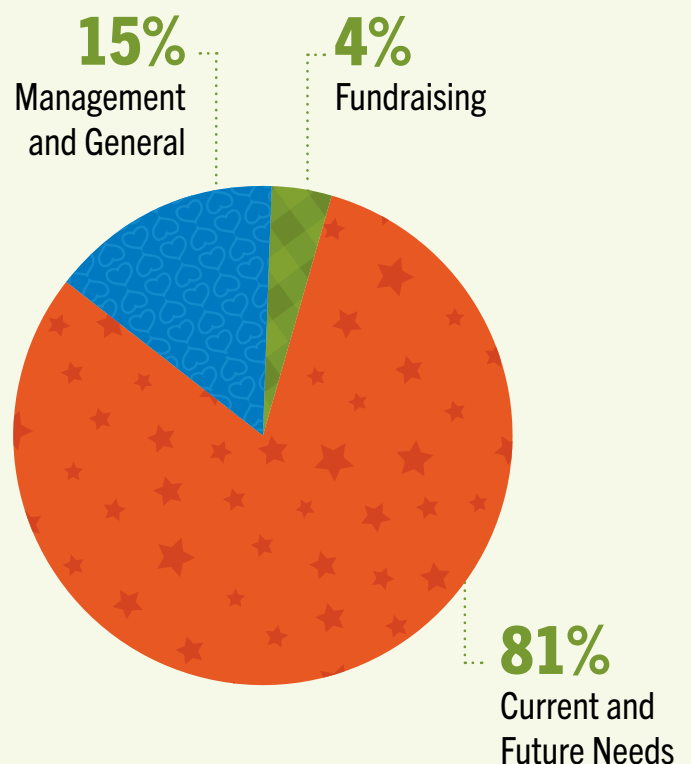
Program Service Fees, Net	\$3,436,224
In-Kind Contributions	319,909
Contributions	229,824
Miscellaneous Revenue	22,918
Investment Income	2,519
<b>Total Revenue and Support</b>	<b>4,011,394</b>

### Expenses:

Program Services	2,928,270
Management and General	531,913
Fundraising	131,877
<b>Total Expenses</b>	<b>3,592,060</b>
Change in Unrestricted Net Assets	419,334
Unrestricted Net Assets, Beginning of Year	1,088,190
<b>Unrestricted Net Assets, End of Year</b>	<b>\$1,507,524</b>



## ALLOCATION OF FUNDS RECEIVED FOR FISCAL YEAR 2020



*(I like) STEM projects, clubs, and fun active play activities.*

- Ezra, Kids Co. at Magnolia





# 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 Magnolia (Magnolia - 2020)\*
- 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)

\*Open during the pandemic

## KIDS CO.

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 www.kidscompany.org

## FOLLOW US:

- kidengagingfun
- @KidsCoWA
- Kids-Co-
- kidsco.wa



*It's really fun! I like I get to tell jokes, have fun, tell the teachers cool things. Also, I like Wednesday, because we get to do food projects and get to stay outside for recess a little longer.* - NeVaeh, Kids Co. at Graham Hill



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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