

# DCDC's Annual Report



2011-2012



## DCDC Opens Second Site on Bloom Road

On November 7, 2011, DCDC opened the doors on its second site on Bloom Road, welcoming nearly 50 school agers to their new home.



community services, including a Family Cooking Series with Penn State Cooperative Extension, and a Volunteer Firefighter Recognition event organized by Repre-

sentatives Masser and Millard were held at the site. Bloom Road also hosted four 6-week sessions of "My Toddler & Me" serving over 10 toddlers and their caregivers. Plans are in the works for

Construction began in August to repurpose the former Danville Area Auto Auction into a new home for DCDC's School Age Care for Kids (SACK) Program, as well as expand its program offerings to the community. Additionally, the project included the demolition of the older, original office and auction building.

building includes a half court gymnasium, a Preschool Classroom, a cafeteria, and coming soon, a kid's café.

Since opening its doors at the new site, DCDC has also been able to offer training facilities, providing 3 professional development sessions reaching over 50 early childhood educators. New family and



center's school buses. Eventually, a second floor space will be finished as office space for site's teaching staff, and Early Intervention staff.

Now completed, the main

Plans are in the works for

## Building Campaign Nears \$200,000 in 2011-12

DCDC's "Building Our Future" campaign forged ahead in 2011-12 with over \$43,000 in new funds raised, bringing the total raised and pledged to more than \$191,000. Highlights included leading support from PPL Corporation and a new event involving the school age kids.



their feet and were Movin' and Groovin' and getting pledges of support for the new building on Bloom

Road. By the time the event was over, the kids brought in over \$1,600.

New support in 2011-12 also came from a PPL Corporation three-year pledge for a total of \$12,000, as well as a sec-

ond \$2,500 donation from the M&T Charitable Foundation. Danville Area Community Foundation also came through with a \$786 grant toward the purchase of computers for the SACK "kids' café" at Bloom Road. And in the spring of 2012 the annual Celebrity Waiter event netted another \$8,000 for the campaign.

There were lots of other fundraising efforts during the year as well including a Pancake Breakfast/Open House in November 2011 once the new site was open

and a Corn and Melon sale. In January 2012, DCDC even raised \$2,200 by selling used garage doors and heaters from the renovation project!

Much work needs to be done, both to reach our fundraising goal of \$750,000 and to complete the Bloom Road facility. In 2011-12 DCDC took some big steps toward those goals with some successful fundraising and the opening a beautiful new site for SACK and preschool expansion.

## By the Numbers

During Fiscal Year 2011-2012, DCDC served the following number of children in the respective areas:

Child Care/Early Years Learning Academy— **248**

Child Care Information Services of Montour County (Subsidy) - **189**

Child Care Information Services of Montour County (Resource & Referral) - **43**

Early Intervention (Birth-3 years of age) — **146**

EITC & United Way Scholarships— **12**

Keystone STARS Support:

**DCDC & SACK**

**Merit Award: \$37,800**

**Education & Retention Awards: \$33,510**



## Board of Directors

### *Executive Committee*

Erin Fitzgerald, President

Jeff Kay, Secretary/Treasurer

### *Directors*

Renee Beisswanger

Dawn Brookhart

Christine Gordon

Dr. Bill Jones

Cindy Line

Connie Mattis

Lynn Miller

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Tom Rambo

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Erin Winn

## Pauline Roberts Recognized as a Visionary Leader

In its fourth year, Danville Child Development Center's **Visionary Award** was presented to Pauline Roberts at the Sixth Annual Celebrity Waiter Event.

In 2009, DCDC's **Board of Directors** established the new award to recognize people who, through their involvement in the field of early childhood, have shown exemplary vision and have made the community a better place for young children and families. Again, this year's award was sponsored by M&T Bank.

Mrs. Roberts was lauded for her accomplishments with Toys for Tots over the five county region, and her tireless efforts to work

with agencies and organizations

year round to ensure that

2012 VISIONARY  
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every eligible child would benefit from the program. The visionary work of her efforts, has seen that over 4550 children over the past six and half years have had something to open on Christmas morning. That commitment, dedication and selflessness are all what made her a perfect fit for the Visionary Award.

**M&T Bank's Jim Minniti, Vice President for Business and Professional Banking, stated, "M&T Bank knows the importance of education can never be questioned. And when we all offer our support, we not only help young people today, but we also provide inspiration for tomorrow. We believe that at M&T**

Bank we understand what's important to our community."



2012's Visionary

Pauline Roberts



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# Surf's Up! DCDC's Sixth Celebrity Waiter on the Boardwalk

On Saturday, April 21, 2012, Danville Child Development Center's guests for its Sixth Annual Celebrity Waiter enjoyed games and a stroll on the *Boardwalk*, while celebrating over 37 years of providing safe, nurturing and educational experiences for children in the greater Montour County area.



The 2012 Celebrity Waiter Boardwalk Theme kicked up a lot of sand and brought with it waves of fun and prizes with games galore to help aid our *Building Our Future* fund. Live music from Woody Wolfe enhanced the event with songs like Under the Boardwalk taking you back to a time of innocent fun!

### This year's Celebrity Waiters

included: Beth Ann Lynn, Tom Height, Fred Gaffney, Audrey Culver, Dave Shope, Paula Parmentari, Erica Shames, Janet Osterling, Randy Herring, and Brian Raup.

This was the sixth year for the event and over \$8,000 was raised to support DCDC's *Building our Future* Campaign.

Past events have supported DCDC's **Endowment and Scholarship Funds.**

Sponsorship opportunities were available for individuals and businesses at the Atlantic City, Coney Island, Wildwood, Asbury Park, and Virginia Beach. A list of sponsors can be found on page 7.

The 2012 Celebrity Waiter Event was held at the historic Danville

Borough Ballroom in downtown Danville.

Committee members included, Ann and Jeff Kay, Chairs, Renee Beisswanger, Jim Dixon, Beth Cherwinski, Joanne Blass, Sally Grottini, Jen Hipps, Michele Jenkins, Lori McDonnell and Diana Dixon.

Save the Date for 2013: Saturday, April 20!



## Celebrity Waiter Candid



## Montour County Advocates for Children Delivers Early Learning Message

In 2011-2012 DCDC's Montour County Advocates for Children (MCAFC) program successfully reached its goals in reaching out and engaging the community. Some of the highlights from the year included: PA Promise for Children Month, the annual **Children's Fair**, and Month of the Young Child events. These events were the primary means for reaching families and the community at large regarding the importance of high quality early learning experiences for all children.

By utilizing PA's Promise for Children campaign materials, Learning is Everywhere, Kindergarten Here I Come, and Kindergarten Here I Am activity calendars, MCAFC supported and promoted the importance of the early learning message.

In October, MCAFC promoted PA Promise for Children Month by advertising in the newspaper, **providing information at DCDC's Family Fun Night**, hosting a **"Read S'More" read-a-thon** with over 40 families attending, and

participating in the Chamber of Commerce Business Expo. This year, MCAFC also participated in **Danville's first ever Pumpkin Palooza**, spearheading the efforts of Danville area early learning programs to provide scarecrows as part of the decorations for the event.

In February over 1,100 participants attended the 21st **annual Children's Fair** at the Columbia Mall with over 40 participating vendors, offering hands-on children's activities and take home information for families.

Week of the Young Child Events were held throughout the Month of April 2012 including Montour County Commissioners **proclaiming the "Week of the Young Child"**. Area early learning programs hosted special visitors during the month including elementary school principals and kindergarten **teachers who read the PA's One Book, Stop Snoring Benard!** In a celebration on the Montour County Courthouse Steps, Commissioners Jerry Ward and Jack Gerst were the guest readers.

Each child participating in the event received a copy of the book sponsored by **Montour County's LEARN Teams**. Again this year, four

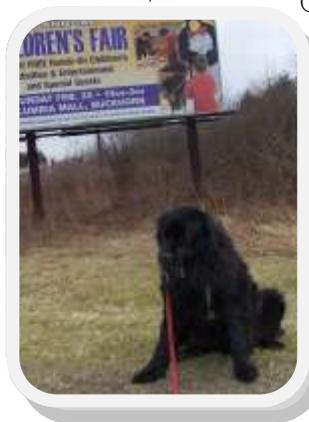


hundred books were distributed throughout Montour County.

A Week of the Young Child Banner, Gingerbread Girls and Boys were displayed in the Community, and **children's artwork was displayed throughout Danville's downtown.**

MCAFC also provided Professional Development conferences to early learning professionals throughout the year.

The 2012 Kindergarten Transition Night and Teacher Share was a well attended, successful event. Positive collaboration between the Danville Area School District and the early learning community supports the successful transition from Preschool to Kindergarten.



## DCDC's BUILDING OUR FUTURE Capital Campaign Donors

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## DCDC Teacher Celebrates 30th Year

Donna Kroh celebrated thirty years of contributing to the care, nurturing and education of DCDC's children this year. After years of being a stay at home mom to raise her own children, Donna found that she needed to seek employment that was rewarding to her. She found it here at DCDC, working first in the Infant/Toddler area and then making her way through Preschool, Kindergarten and School Age. Donna has done it all!

Even after 30 years Donna still enjoys coming to work. She loves seeing the smiling faces and receiving the unconditional love of the children in her care as she entertains them with her flannel board stories



and her imaginative voices. She is a **child at heart and as she says "can truly be herself" while interacting with the kids.** She takes pride in **the children's accomplishments and is always taking the 'underdog' under her wing** and giving them the extra support and encouragement they need to succeed.

Over the years Donna has made many long lasting friendships with both staff and parents. However she feels the most pride and joy when children that she taught when they were younger come back as young adults to visit her and tell her how much they loved her and how she helped them!

Donna Kroh truly believes in **DCDC's mission to provide high quality early education and child care** in a safe, nurturing and engaging environment. We have been blessed to have her for the last 30 years and hope we have her for many more to come.

## Six DCDC Staffers Recognized at Annual Holiday Party

Employees of Danville Child Development Center were recognized at an Employee Appreciation Dinner on January 16, 2012. An annual event, the organization's Quality of Life Committee hosted the evening's festivities at Reichart's Mardi Gras.

This year DCDC had several honorees, which Executive Director, Diana Dixon noted how "fortunate we are at DCDC to have so many staff committed

and dedicated to the organization and the families we serve. **It's our employees that act as a team that makes DCDC the great agency we are."**

DCDC honored Ruthann Reilly as the sole 20 year employee this year and Danelle Stoker, Amy James and Mindy Farnsworth, as fifteen year honorees. Jeni Hassel has been a part of **DCDC's team for ten years and Beth Cherwinski, five years.**



DCDC is on Facebook! Keep up with the latest news just by "Liking" us!



Front Row: From left to right: Jeni Hassel, Mindy Farnsworth, Beth Cherwinski. Back Row: Ruthann Reilly, Danelle Stoker, Amy James

## DCDC Out & About the Community

DCDC staff participated in several community events throughout the course of the year to promote its programs and awareness of causes near and dear to our hearts.

**DCDC's Shining Stars** participated in the 5th Annual March for Babies around



**Geisinger's Danville Campus on a** warm Sunday morning in early May. The DCDC team of 4 walkers made up of staff, parents and children, raised nearly \$800 for the March of Dimes.

DCDC also made appearances at both the Danville Spring Fling and Danville's

first Pumpkin Palooza. Early Years Learning Academy staff participated in the 22nd Annual **Children's Fair** where we provided a hands-on activity for the many hundreds of children that attended.

## DCDC Scholarship Program Grows Through EITC

This year DCDC received \$45,500 in scholarship monies to provide tuition assistance to area preschool children attending our PA Department of Education licensed preschool program or Preschool at Trinity United Methodist Child Care.

**Contributors for this year's EITC** Scholarship Program included PPL, Highmark, Keystone Insurance Group, and FNB Bank.

The EITC provides tax credits to eligible businesses who contribute to a Scholarship Organization, a Pre-K Scholarship Organization, or for educational improvement. Tax credits may be applied against the tax liability of businesses for the tax year in which the contribution was made. For contributions to Pre-Kindergarten Scholarship Organizations, a business may receive a tax credit equal to 100% of the first \$10,000 contributed and up to 90% of the remaining amount contrib-

uted up to a maximum credit of \$150,000 annually.

With the help of EITC scholarships and contributions from area businesses, more children are able to attend the **DCDC's preschool**. **Statistics have** shown that children who go to a quality preschool have better social skills, less grade repetition and special education, higher graduation rates, increased earnings, while also having lower rates of crime, teen pregnancy, and smoking.

# 2012 Celebrity Waiter Sponsors

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## Community Agency, Business & Foundation Support

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Bird Florist	Leighow Veterinary
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Brews N Bytes	Olympia Sports
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Children's Museum	Paula Crisman Lia Sophia
Chinatown Restaurant	Quaker Steak & Lube
Cinema Center of Selinsgrove	Reicharts Mardi Gras
Cole's Hardware	Renee Beisswanger
Collette Benner	Ric-Mar
Columbia County United Way	Rose Marie's
Cracker Barrel	Ruby Nails
Danville Area Community Foundation	Ruyee
Danville Area School District	S&K Auto Detailing
Dick's Sporting Goods	Scott's Floral
Dunkin Donuts	Shade Mountain Winery
Eagle Janitorial	Sheetz
Ellen Degeneres Show	Steve Shannon Tire
English Garden	Stone Fired Grill
Erin Winn	Stoneware
Forks Farm Market	The Muffin Man
Giant Food Store (Danville & Bloomsburg)	Unida Pizza
Laubach Insurance	Voelkers
La Maison Blanche Bakery	W.B. laubach Insurance
	Walmart
	Weis Market

## ENDOWMENT DONORS

Fund Total at June 30, 2012:  
\$30,531

Ms. Janis Bartholomew



## SCHOLARSHIP CONTRIBUTORS

PPL Corporation  
Highmark  
Keystone Insurance Group  
FNB Bank  
Danville Area United Way

## From the Director

*by Diana Dixon, Executive Director*

This past year has been a great one for DCDC! Work began, and finished on our second property on Bloom Road...a long standing goal **and dream of DCDC's. On** November 7, 2011 the doors opened on what could be called our **biggest venture yet...**

Amidst the construction and gearing up for a second site, back at Wall Street our child care teachers managed to prepare for

our accreditation visit by the National Association of Young Children.

And last, but not least, working diligently throughout the past 18 months, with Bloomsburg University staff & faculty Dr. Sheila Dove-Jones and Dr. Barbara Wert, our Board, Administration, staff and parents finished developing what would become our Strategic Plan for the

next three to five years, focusing on the goals of Organizational Sustainability, Organizational Engagement and Organizational Development.

These goals will certainly guide our work as we look toward the next several years, moving DCDC forward and building our capacity to serve young children and their families in the Montour county area. Diana Dixon