



Center News

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A Newsletter for Federal Child Care Centers

Summer 2007

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Andover Celebrates 20 Years

The Kathy Herward Child Care Center reached a milestone this year. Twenty years ago, the center – located at the Andover, MA Campus – first opened its doors to IRS families eager for on-site child care. Since that time, the center has grown and undergone a beautiful expansion and renovation – and it continues to welcome the families of federal employees.

In its 20 years of learning, loving, and growing, the Kathy Herward Child Care Center (or KHCCC) has built a circle of families and friends that continue to be involved in the program. To celebrate the momentous anniversary, the center sponsored an anniversary party on June 1, 2007 – and invited current families as well as alumni to commemorate the opening of the center. Over 280 people attended the event, including alumni families with children who are

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GSA's Newest Center Opens in San Francisco

Kids by the Bay opened on July 10th in the new San Francisco Federal Building. The facility is approximately 9000 square feet, with five classrooms and a capacity of 73 children. The center was constructed using environmentally friendly materials including low VOC paint, linoleum flooring, and recycled rubber surfacing in the playground. The classrooms have large skylights and windows that illuminate the space, decreasing the need for artificial light. Operated by Children's' Creative Learning Centers, the center serves children from 6 weeks to 5 years.



Boards' Business

By Jill Rhea

12 Simple Secrets to Fundraising Success

- Create an "elevator speech". Describe your organization's mission clearly and succinctly, as if you were in an elevator and had only the time it takes to go between floors to make your pitch.
- People read the first paragraph and the end of a letter first (and may not bother with the rest). Make sure the opening paragraph of your fundraising letter is short, punchy compelling and include a PS at the end telling the donor what you want him or her to do.
- Be a story-teller. Real experiences are the best way to make what you do come alive to a funder.
- Say thank you well and often. The thank you is the first step toward the next gift. Send a personalized letter with a real signature and get it out quickly. Never send another request until you've thanked them for the last gift.
- Media relations are a free way to support fundraising.
- Look at who gives in America – individuals give more than 80% of the charitable gifts; foundations about 12% and corporations only 5%. Are you concentrating on the areas with the smallest chance of return?
- Bequests account for about 8% of individual giving. Everyone on your mailing list is a prospect for planned giving because the fact is; we're all going to die. Encourage them to consider naming your organization in their will.
- Be specific in your requests. Tell the donor how their money will be used, what will be accomplished; don't just make a general plea for money. People like to know what they're giving to.
- Donors are savvy today and want to know about administrative and fundraising costs. If yours are low, find a way to work that into your material. If they're not, get together with your finance manager and look at where expenses are being charged to make sure legitimate program expenses are not ending up in the administration column.
- Fundraising isn't rocket science. There are models to follow in proposal writing, in conducting donor acquisition and renewal, in planning and executing special events. Take advantage of the educational opportunities out there to develop the expertise you need to expand the range of your fundraising activities.
- Every board member should know before they join, that they are expected to make a donation that is significant for them. Peer to peer solicitation by board members who have made gifts is essential.
- Tell that board member who says, "I can't ask my friends for money because then they'll ask me to support their causes," that the same thing happens to you. You tell your friends you make a donation in an amount you can afford and that your friends understand and accept that. If you can do that, so can they.

U.S. Consumer Product Safety Commission Recalls

The Consumer Product Safety Commission (CPSC) has had numerous toy recalls this summer. Two types of recalls are of particular concern. Please check the toys you have available to the children in the center and also share this news with your parents.

- Magnetic building sticks and action figures with magnetic parts have been identified as potential hazards for young children if swallowed.

Hazard: Small magnets inside the plastic sticks can fall out. Magnets found by young children can be swallowed or aspirated. If more than one magnet is swallowed, the magnets can attract each other and cause intestinal perforation or blockage, which can be fatal.

- Many toys imported from China have been identified with excessive lead levels.

Hazard: Surface paints on the toys could contain lead levels in excess of federal standards. Lead is toxic if ingested by young children and can cause adverse health effects.

To see a complete list of recalled products including pictures please visit the CPSC website at:
<http://www.cpsc.gov/cpsc/pub/prerel/category/toy.html>





18th Annual
GSA Child Care
Conference
July 24- 26, 2007

Conference 2007 Inspiring

Approximately 400 participants from across the nation attended the 18th Annual GSA Child Care Conference in Washington, DC, July 24 through 26, 2007. The Office of Child Care conducts this training conference every year to keep centers up to date in quality standards and recognize individuals and centers' excellence during the past year. Administrator Lurita Doan addressed the audience at the Accreditation Luncheon, reading a congratulatory letter from President Bush which reiterated that "GSA's Child Care Conference is a valuable opportunity for child care providers to learn best practices in high-quality child care," Deputy Regional Administrator Ann Everett kicked-off the conference by welcoming guests and with great pride, shared her personal experiences as the first PBS Director of GSA's Child Care Program; PBS Commissioner David Winstead applauded the exceptional work that GSA is doing in the area of quality child care, while NCR Regional Administrator Tony Reed acknowledged the efforts of the National Capital Region's Child Care Program. David L. Bibb, Deputy Administrator, presented this year's Cornerstone Awards which are given in recognition of the contributions of GSA employees as well as others outside of GSA who provide continual and exceptional support to the child care program.

The conference program was divided into five tracks, offering 20 breakout sessions, along with a general session on Pandemic Influenza for directors, teachers, boards of directors, facility and security managers and agency representatives. Some highlights of these sessions include: an entire track devoted to the new NAEYC criteria for teachers and directors; a session on Building Partners for Center Support for facility managers which was moderated by Bart Bush, Assistant Regional Administrator, PBS, NCR; S.A.F.E. Playgrounds; Reading Right from the Start, Raising Children in a Negative World; Playing with Pests; Security in Centers-What You Need to Know and many others.

Highlights from the conference include: Diane Macklin, renowned storyteller; who engaged the audience in an interactive story about Wisdom and Age; Dan Hodgins, PhD, keynote speaker, who spoke on the "Extinction of Childhood"; and many other talented, bright speakers gave sessions that were insightful, and filled with practical and effective strategies that participants could take home and use immediately.

The last day, attendees boarded shuttle buses and visited child care centers (both Federal and non-Federal) throughout the Washington, DC, area.



Of the GSA centers eligible for NAEYC Accreditation, 88% are now accredited.

Congratulations to the following centers on their recent reaccreditations:

- CCC Learning Centers, Metcalfe Center, Chicago, IL
- Geo Kids, Menlo Park, CA
- Executive Child Development Center, Rockville, MD



FPS Inspectors Share Time and Experiences

“This building is our castle and the inspectors are here to help and protect the people in it”, started Inspector Long as he began talking with the children of the Kinderplatz child care center at Fort Snelling, MN. As the children learned about the many things a Federal Inspector does, even the very youngest were completely captivated.

During the fascinating presentation, the children had the chance to meet the very smart building guard dog, Jericho. They were also able to explore a security vehicle, and to try out its flashing lights and microphones.

Kinderplatz staff was very appreciative to Inspector Long for this wonderful learning opportunity. Inspector Long, assisted by other Inspectors and Area Commander Roth, gave a developmentally appropriate, positive and fun presentation. The children were talking about their exciting experiences long after the event had ended.



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now in their 20's. In addition to dinner, desserts and DJ entertainment, the center also created a memory room full of pictures of past year students – snapshots of old friends and new. The evening was topped off with a touching video lovingly created by one of the teachers in the program, which took the parents and children through the many years of memories. The best part of the experience was watching teenagers stare with wonder at themselves as toddlers – reliving happy times.

The most amazing part of the evening was seeing the oldest attending alumnus (23 years old) come in with the youngest student (a six month old infant) – as they are cousins. It sums up the essence of the center's mission – to create an environment of warmth and comfort – of a second home and a sense of belonging.

GSA Office of Child Care

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