

# Y CHILD CARE COMMUNIQUE

Linking families, child care professionals and the greater San Diego community.

May/June 2010

Childcare Resource Service: A Department of the YMCA of San Diego County. Funded by California Department of Education, Child Development Division.

## Child Care Provider Appreciation Day

May 7th, 2010 is Provider Appreciation Day! Child care organizations and parents around the world are joining together the Friday before Mothers' Day to celebrate. YMCA Childcare Resource Service (CRS) recognizes that it takes a special person to dedicate themselves to the care and well-being of children. Child care providers need patience, compassion and education in child development to support our children throughout their early years. In partnership with First 5 San Diego, the San Diego County Child Care and Development Planning Council, and the San Diego County Office of Education, YMCA CRS invites you to honor child care providers by celebrating throughout the month of May.

In this issue of the *Child Care Communique*, there is a flyer of events to celebrate child care providers. Join us on Sunday, May 2, 2010 as we kick off Provider Appreciation Month with the San Diego Padres at PETCO Park. To honor child care providers in our community, the San Diego Padres are offering 50% off regular ticket prices for the Padres game against the Milwaukee Brewers. Tickets can be purchased online at [www.padres.com/promo](http://www.padres.com/promo). Enter the promotional code: **CHILDCARE** to receive the discount. Providers can bring in a coupon from the flyer to the YMCA CRS resource table at PETCO Park during the game to receive a free Lakeshore Curriculum Kit valued at \$40 (while supplies last). Child care providers, parents and children are all invited to attend the kickoff event at PETCO Park in addition to all of our community partner events.

Why is it important to recognize providers? Patty Siegel, Executive Director of the California Child Care Resource and Referral Network, responds, "Child care providers make an incredible difference in the lives of the children in their care and the parents who rely on them. We honor their commitment and salute

the work they do every day to ensure that the children in their care are safe, healthy, growing, thriving and happy."

In 1996, Provider Appreciation Day was started by a group of volunteers in New Jersey. The founding organizers sought to recognize the dedication and contributions of child care providers. This noteworthy event has gained momentum and now includes the participation of individuals and organizations throughout North America, Europe and Asia. The need for quality child care continues to grow. In the United States alone, 61 percent of children ages 0–6 (about 12 million children) receive some form of child care on a regular basis. Preschool age children of working mothers spend an average of 36 hours per week in child care<sup>1</sup>.

As the country's need for child care grows, child care professionals are still not getting the recognition they deserve. This profession is one of the most underpaid occupations in the country, despite research that shows how critical early care is in the development of a child. The median hourly wage for child care providers in 2008 was \$9.12<sup>2</sup>. This is less than the median hourly wage for parking lot attendants. In this country, people are paid more to watch our cars than to watch our children.

Parents, providers, and community leaders need to come together and take action. Provider Appreciation Day is just one way to recognize the tireless efforts of providers in caring for our children during their most critical years of development. Individuals and community leaders can reach out to child care groups to plan events, schedule media coverage and issue proclamations.

(Continued on page 2...)



The *Child Care Communique* is published six times per year by YMCA Childcare Resource Service (CRS), a department of the YMCA of San Diego County, 3333 Camino del Rio S. #400, San Diego, CA 92108-3839

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 Brenda Aguirre

The *Child Care Communique* is sent as a public service to licensed child care facilities and other professionals in the community. To be placed on the mailing list, call 619.521.3055 x2312.

Guest editorials and announcements are welcome and may be addressed to the editor, 3333 Camino del Rio S. #400, San Diego, CA 92108-3839. Opinions expressed by guest writers do not necessarily reflect the views of YMCA CRS. Efforts to preserve the intent of each submission will be made with final editorial authority resting with the editor. Submissions will be considered for publication as space and time allow.

#### YMCA CRS Referral Policy

YMCA CRS provides free child care referrals to parents for their specific child care needs in licensed and legally license exempt facilities in San Diego County. Service is provided to all persons requesting them regardless of income or other eligibility factors. Confidentiality of both parents and providers is maintained. Child care referral lines are open Monday–Thursday from 8:00a.m. to 4:00p.m. and Fridays from 8:00a.m. to 12:00p.m. or a message may be left 24 hours a day.

Consumers are offered a variety of child care options including family child care homes, child care centers, preschools, before and after school care, and in-home agencies. YMCA CRS seeks to promote and develop quality care for children but does not make recommendations regarding particular providers. YMCA CRS strongly encourages parents to visit facilities and review provider histories with Community Care Licensing at 619.767.2200, prior to making the final decision for child care arrangements.

Responsibility for selecting a child care provider rests with the parent or guardian. YMCA CRS referral and complaint policies are available to parents, providers, or other interested persons by calling 1.800.481.2151 to request a copy.

#### YMCA CRS Programs

Administration..... 619.521.3055  
 Alternative Payment ..... 619.521.3055  
 Centralized Eligibility List..... 1.800.521.0560  
 Special Needs Unit..... 619.521.3055  
 North County Office ..... 760.726.9100  
 South County Office ..... 619.474.4707  
 HealthLine ..... 1.800.908.8883  
 Child Care Referrals ..... 1.800.481.2151  
 On-line Referral Search.....www.ymcacrs.org  
 Inclusion Specialist ..... 619.521.3055 x2325  
 CATS Calendar..... 619.521.3055 x2315  
 Resource Library ..... 619.521.3055 x2304  
 San Diego CARES ..... 1.866.CARES SD  
 Military Family Programs..... 1.800.441.9199

[www.ymcacrs.org](http://www.ymcacrs.org)

Contact community groups, child care agencies, government leaders and others to support child care providers in your community. YMCA CRS and our community partners value the hard work and dedication of child care providers and recognize their great contribution to the community of San Diego.

<sup>1</sup>Source: America’s Children: Key National Indicators of Well-Being, 2009

<sup>2</sup> Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Employment Statistics; May 2008

*Article submitted by*

*Erika Ramirez Lee*

*Director of Marketing, YMCA Childcare Resource Service*

## Celebrate Provider Appreciation Month: Upcoming Events

#### May 2, Sunday, 1:05 p.m.

Provider Appreciation Month Kickoff with the San Diego Padres, PETCO Park

#### May 8, Saturday, 2:00 p.m.

2-for-1 admission “Seussical the Musical”, San Diego Junior Theatre, Balboa Park. Present coupon from flyer to Box Office.

#### May 15 – 16, Saturday & Sunday

2-for-1 admission, The Reuben H. Fleet Science Center, Balboa Park  
 Present coupon from flyer to ticket counter.

#### May 22 – 23, Saturday & Sunday

2-for-1 admission, The New Children’s Museum, Downtown San Diego  
 Present coupon from flyer to Museum Welcome Desk.

## Top Ten Tips to Promote your Family Child Care Business

Family child care programs are a business. In addition to accounting and daily operations, marketing and promotion is a huge part of what will make your business a success. In honor of Child Care Provider Appreciation Month, here are ten tips to help promote your child care program.

- 1) **Develop a catchy business name.** "Laugh and Learn Family Child Care" or "After School Adventures" will make your program sound appealing to parents.
- 2) **Write a sales pitch and keep it by the telephone to use during client interviews.** What are your top five qualities? Example: specialize in infant care; provide food, formula and diapers; in business for 10 years; NAFCC accredited.
- 3) **Design a flyer, business cards, and logo.** Create a logo and add it to your flyers and publications. List your business name, general location (ex: Pacific Beach, 92109), licensing facility number, services, and telephone number.
- 4) **Create a Web site.** Search the Internet for a free blog or Web site, then customize; choose a template, add photos of your business, add contact information and more. Need help or Internet access? Go to your local library and ask a librarian or a friend.
- 5) **Utilize social media.** Create a Facebook account and post pictures of the set up of your family child care. If you post pictures of children in your care, make sure you get permission from the parents. Add your current and past clients as "friends."
- 6) **Display a sign.** Enlarge and laminate your flyer. Post it in the window, front door, fence or gate. Have a magnetic sign created for your car. Check local zoning regulations before posting signs around the community.
- 7) **Use word-of-mouth marketing.** Satisfied current and past clients are your best marketing tools. Ask parents to give your flyers to neighbors, friends and co-workers. Also, ask your clients to write a review of your child care program on online reviewing Web sites such as Yelp.com.
- 8) **Be visible.** Visit local businesses around your neighborhood and provide them with flyers to introduce your program to employees. Make regular visits to schools, libraries, recreation centers and other places that cater to children and families. Be a consistent presence in the community.
- 9) **Be professional.** Join a local family child care association, answer the telephone when it is quiet and you have time to talk with a parent, maintain curbside appeal.
- 10) **Use your resources.** Keep your profile updated with YMCA Childcare Resource Service. Visit the YMCA CRS Resource Library for books on marketing your program, sample contracts and curriculum ideas. Visit [www.ymcacrs.org](http://www.ymcacrs.org) (SEARCH: Library).

## Web Site Resources

[www.nafcc.org](http://www.nafcc.org)

Type "marketing" in the search box and find articles with valuable tips on how to creatively market your business on the National Association for Family Child Care Web site.

[www.earlychildhoodlinks.com/providers/marketingtips.htm](http://www.earlychildhoodlinks.com/providers/marketingtips.htm)

Early Childhood Links offers a section devoted entirely to marketing including tips on advertising and marketing in person and online.

[www.childcareaware.org](http://www.childcareaware.org)

Click on Child Care Providers to find a variety of resources from starting a child care to developing a marketing plan.

[www.sdcfccca.org](http://www.sdcfccca.org)\*

The San Diego County Family Child Care Association (SDCFCCA) offers professional growth opportunities for family child care providers via workshops, research and information on legal issues. They also offer a referral service for providers.

[www.sandiegoaeyc.org](http://www.sandiegoaeyc.org)\*, [www.caeyc.org](http://www.caeyc.org)\*, and [www.naeyc.org](http://www.naeyc.org)\*

The San Diego Association for the Education of Young Children (SDAEYC) provides annual workshops and conferences to increase professional development. Membership with SDAEYC includes enrollment with the California (CAEYC) and National (NAEYC) Association for the Education of Young Children.

\*Some fees may apply. See individual sites for details.

## San Diego Supports the Baja YMCA

Thank you to all of our sponsors who helped raise money for the Baja YMCA! The 11th Annual Baja Luncheon benefitting the Baja YMCA took place on April 9th at the First United Methodist Church in Mission Valley. Proceeds from the event help fund social service programs that unify and build family and community in the Tijuana region. These programs include Casa YMCA, a home for migrant children; Mariano Matamoros Community Development Center, which provides educational, health and vocational trainings; and the Tijuana 2000 Family Sports Center.

|   |                                 |   |
|---|---------------------------------|---|
| Exa Radio   | National Comedy Theatre         | Museum  |
| Southwest Airlines  | Boomers! San Diego              | Nando's Restaurant                                      |
| Pala Casino Spa and Resort                                | USS Midway Museum               | Casa Del Sol  |
| Barona Casino and Resort                                  | Regal Entertainment Group       | The Fish Market   |
| Fergie of the Black Eyed Peas                             | Zoological Society of San Diego | Anthony's Fish Grotto                                   |
| San Diego Natural History Museum                          | San Diego Historical Society    | San Diego Coaster Company (Giant Dipper Roller Coaster) |
| Parkway Bowl  | Museum of Photographic Arts     | Fiesta De Reyes   |
| Hornblower Cruises & Events                               | Birch Aquarium at Scripps       | Viejas Band of Kumeyaay Indians                         |
| Legoland  | Landmark Theatres               | Blue Parrot Bar & Grill                                 |
| San Diego Air & Space Technology Center                   | Pizza Nova                      | Ballet Folklorico en Aztlan                             |
| San Diego Botanic Garden (formerly Quail Botanic Gardens) | Chiquita's Mexican Restaurant   | King Burrito  |
| San Diego Museum of Man                                   | Café Coyote                     | REI Store   |
| In-n-Out Burger   | Brunswick Premier Lanes         | San Diego Padres  |
| Reading Cinemas   | La Querencia Restaurant         | Northgate Market  |
| Chula Vista Nature Center                                 | SeaWorld San Diego              | Chile Peppers Mexican Eatery                            |
|   | Reuben H. Fleet Science Center  | Starbucks   |
|   | San Diego Automotive            | San Diego Ice Arena                                     |
|   |                                 | San Diego Blenders                                      |

## CATS Training Updates

Get the latest information about upcoming trainings and activities for parents, providers, child development professionals and CARES participants. Sign up to receive the Childcare Activity & Training Service (C.A.T.S.) Community Calendar on a monthly basis via e-mail by following these four easy steps:

1. Visit our web site at [www.ymcacr.org/calendar](http://www.ymcacr.org/calendar)
2. Click on "Receive Updates" on the left side of the page
3. Complete the requested information and click on "Submit Registration"
4. Check your e-mail for a confirmation message and click on "Account Activation"

Monthly updates on the many trainings and activities in the C.A.T.S. Calendar will now be sent to your e-mail address automatically.

## The Creative Curriculum for Infants, Toddlers & Twos Continuum Assessment Series

Do you want to explore the benefits of ongoing assessments for the children in your child care program? This three part training series, based on *The Creative Curriculum for Infants, Toddlers & Twos*, includes a basic overview of infant and toddler development, how to conduct careful and objective observations, measuring and tracking children's progress, and planning appropriate experiences that promote each child's development and learning.

Trainings will be held at YMCA Childcare Resource Service, 3333 Camino del Rio South, 4th Floor Conference Room, San Diego, from 6:30 p.m. – 9:30 p.m. Registration cost is \$35. Participants must attend all three sessions to receive a certificate of attendance. The training series is approved for nine (9) SD CARES Professional Development Training hours and qualifies for the Infant Toddler Stipend. For more information contact 1.800.481.2151 or e-mail [mytraining@ymcacr.org](mailto:mytraining@ymcacr.org) and request a registration flyer.

**May 6: What is The Creative Curriculum for Infants & Toddlers?**

**May 27: What are the Best Methods of Infant & Toddler Observation?**

**June 17: How do you Set Goals from your Infant & Toddler Observations?**

## A Place of Our Own: Infant and Toddler Development

Do you want to learn how to develop infants and toddler's language skills that will carry on throughout their lives? YMCA Childcare Resource Service is hosting *A Place of Our Own* trainings for family child care providers, parents, grandparents and neighbors caring for young children that will give you the tools you need to be successful in developing language. Participants will receive a children's book, set of activity cards, and *A Place of Our Own* DVD. Cost is \$15 and approved for three (3) SD CARES Professional Development Training hours and qualifies for the Infant Toddler Stipend. View *A Place of Our Own* Monday through Friday on KPBS at 5:30 a.m. and SD/TV at 5:30 p.m. For registration information call 1.800.481.2151 or send an e-mail to [mytraining@ymcacr.org](mailto:mytraining@ymcacr.org).

**Saturday, May 8 9:00 a.m. – 12:00 p.m.**  
**or Tuesday, June 22 6:30 p.m. – 9:30 p.m.**  
 YMCA CRS, 3333 Camino del Rio South Ste. 400  
 San Diego, CA 92018

or

**Saturday, May 8 9:00 a.m. - 12:00 p.m.**  
 YMCA CRS, 640 Escondido Ave. Ste. 106  
 Vista, CA 92084

Major funding provided by BP, First 5 California, First 5 LA, and California Community Foundation.

## SD CARES Update

This is the last year of guaranteed funding for San Diego First 5 CARES participants (Title 22 centers and family child care homes). Participants eligible to earn a stipend this fiscal year (July 1, 2009 - June 30, 2010) must submit complete payment documentation by June 30, 2010. Payment documentation received after the deadline will not qualify for a stipend.

Participants working in Title 5 programs funded through the California Department of Education/Child Development Division (CDE/CDD) will be eligible to participate in Year 10 (July 1, 2010-June 30, 2011) of CARES unless funding is eliminated by changes in the state budget.

### Participants can earn:

- up to \$3000 for completing college coursework required to earn a degree or higher level Child Development Permit
- up to \$400 in Book Stipends (\$100 per 3 units completed)
- up to \$500 for earning or upgrading to a higher level Child Development Permit
- up to \$1000 for earning a Degree in Child Development/Early Childhood Education or related major
- up to \$750 for completing Infant/Toddler trainings or college classes beyond the units required for a general stipend
- \$100 Completion Stipend for submitting complete payment documentation within two weeks of becoming eligible for a stipend
- \$250 for completing the Environmental Rating Scale requirement.

If you need assistance with completing your payment

documentation or other CARES paperwork, please visit CARES Evening Hours the first Thursday of each month in Mission Valley or make an appointment to meet with a coordinator by calling 1.866.227.3773.

In addition to regular Evening Hours the first Thursday evening in June, CARES staff will be available after hours for document drop off on Saturday, June 26th from 8:00 a.m. to 12:00 p.m. and Wednesday, June 30th from 4:00 p.m. to 7:00 p.m. in the Mission Valley Office at 3333 Camino del Rio South #400, San Diego.



*San Diego CARES is funded by the First 5 Commission of San Diego County and the California Department of Education, through the County of San Diego.*

## Planning Council Update

### Town Hall Discussion: California's Early Learning Quality Improvement System

Help improve outcomes for children and reduce California's school readiness gap by addressing the quality of our early learning and care programs. A town hall meeting will convene expert panelists to discuss the federal early learning landscape and current work to create California's Early Learning and Quality Improvement System.

**Register online by June 18, 2010 at:**  
<http://sdcoe.k12oms.org/1135-35259>

As a state-mandated advisory board to the County Board of Supervisors and County Superintendent of Schools, the Council will continue to assess and make recommendations to improve access to quality child care and development services for children and families in San Diego County.

If you would like to learn more about the work of the council, please contact:

**Zaneta Salde Encarnacion, Council Coordinator**  
 zencarnacion@sdcoe.net

**San Diego County Child Care and  
 Development Planning Council  
 San Diego County Office of Education**  
 6401 Linda Vista Road, Room 315  
 San Diego, CA 92111  
 (858) 292-3727

## Licensing Update

### Advertisements and License Number Regulation 102359 (Family Child Care Homes) Regulation 101162 (Child Care Centers)

Family child care homes and child care centers are required to include their facility licensing number in all advertisements, publications or announcements made with the intent to attract clients. If a child care center has more than one license, it must include all facility licensing numbers in advertisements. Items subject to this regulation include but are not limited to:

- Newspaper or magazine
- Consumer Report
- Announcement of intent to commence business
- Telephone directory yellow pages
- Professional or service directory
- Radio or television commercials
- Electronic or online advertising such as Craigslist.
- Postings advertising services (such as on bulletin boards)

Child care centers are not allowed to advertise or represent themselves as a "licensed child care center" without first obtaining a current valid license from Community Care Licensing (Child Care Center Title 22 Regulation 101162(a)).

To review a complete copy of regulations for family child care homes and child care centers log on to the Community Care Licensing Division (CCLD) website at <http://cclld.ca.gov>.

## Ask the HealthLine...

### Childhood Obesity and Parenting Styles

Childhood obesity is associated with the early onset of many serious health problems such as Type II diabetes, cardiovascular disease, behavioral disorders and asthma. Research shows parenting styles are key factors that influence a child's risk for obesity. Here is a chart of the four classic parenting styles and effects on a child's development as well as eating habits. With this information and support, parents can adopt practices that encourage their children's health.



| Parenting Style      | Characteristics of Parent  | Effects on Eating Behavior  |
|----------------------|--|---|
| <b>Authoritarian</b> | <ul style="list-style-type: none"> <li>Shape and control child's behaviors through strict rules</li> <li>Uses punishment to discipline</li> <li>Restricts autonomy</li> <li>"Don't leave the table until you've finished all your vegetables."</li> </ul>            | <ul style="list-style-type: none"> <li>Dependent on parent to set limits</li> <li>Overeats or eats unhealthily when making own food decisions</li> <li>Uses food as coping mechanisms to stress</li> <li>Low self-esteem</li> </ul> |
| <b>Authoritative</b> | <ul style="list-style-type: none"> <li>Assertive but not intrusive or restrictive</li> <li>Discipline methods are supportive rather than punitive</li> <li>Considers the child's preferences</li> <li>"You may have dessert once you finish your dinner."</li> </ul> | <ul style="list-style-type: none"> <li>Able to make healthy decisions on own</li> <li>Able to set limits independently</li> <li>Happier and socially competent</li> </ul>   |
| <b>Permissive</b>    | <ul style="list-style-type: none"> <li>Lenient</li> <li>Accepts child's impulses</li> <li>Avoids confrontation</li> <li>Wants to please the child</li> <li>"You don't have to eat your vegetables"</li> </ul>  | <ul style="list-style-type: none"> <li>Overindulges due to lack of self-regulation over eating behaviors</li> <li>Unable to set own limits</li> <li>Tends to experience problems with authority</li> </ul>                          |
| <b>Neglectful</b>    | <ul style="list-style-type: none"> <li>Uninvolved</li> <li>Detached from the child's life</li> <li>"Make yourself something to eat."</li> </ul>  | <ul style="list-style-type: none"> <li>Lacks self-control over diet</li> <li>Low self-esteem and less competent than peers</li> </ul>   |

The YMCA Childcare Resource Service HealthLine provides a variety of free health and behavior services for children, parents and child care providers including consultations, workshops and training. Call the HealthLine at 1.800.908.8883 Monday-Friday from 8:00 a.m. to 5:00 p.m. for more information.

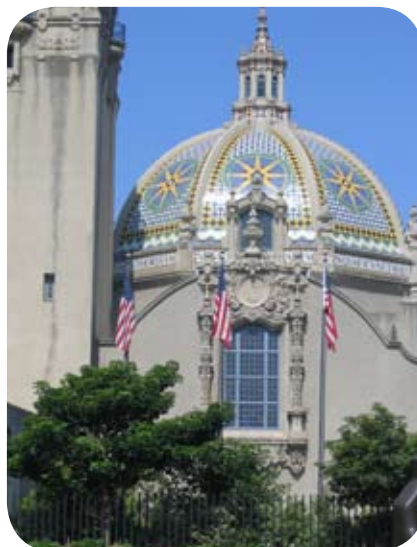
## • IDEAS • ideas • IDEAS • ideas • IDEAS • ideas

**Take advantage of free or low cost activities offered in San Diego County! Below your CRS consultants share some of their favorite things to do with children.**

Many movie theaters offer free or low cost children's movies during summer break. Although the movies might not be the latest releases it gives younger children the experience of seeing a movie in the theater without the expense. Check with your local theater for details.  
–Karen Spangler



Balboa Park offers free admission to select museums on the first four Tuesdays of the month. Free admission is limited to San Diego County residents (with ID), Active Duty Military and their dependents. For the schedule of Free Tuesdays, visit [www.balboapark.org/calendar](http://www.balboapark.org/calendar) and choose any Tuesday.  
– Sue Dahl



The Chula Vista Live Steamers operate a scale model train from Noon to 3 p.m. on the second weekend of each month. Train rides are at Rohr Park in Bonita. There is no cost but they do request a donation. Train rides are great for the whole family and lots of fun! My son and I enjoy taking a walk along the park, going on the train ride and then playing on the play equipment afterwards. For more Information, please call 619.422.3175.  
– Janet Loza



# What's in the CRS Resource Library?

The Resource Library has the following materials available on the topic of marketing a child care business.

## Resource Books:

*101 Ways to Build Enrollment In Your Early Childhood Program*

By Ellen Orton Montanari

This book offers tips on how to increase enrollment and offers practical suggestions for child care programs

*The Art of Leadership: Managing Early Childhood Organizations*

Edited by Bonnie and Roger Neugebauer  
This book contains ideas from over 200 of our nation's most successful, professional directors.

*Family Child Care Business Planning Guide*

By Tom Copeland

This guide outlines each step for writing your own business plan and explains how to use the plan to manage your business more effectively.

*Family Childcare Marketing Guide*

By Tom Copeland

This guide teaches the basics of marketing and maximizing enrollment and income for the family child care business.

*From Babysitter to Business Owner: Getting the Most Out of Your Home Child Care Business*

By Patricia Dischler

This book offers tried-and-true strategies for implementing business practices in the home day care environment. Each chapter gives you insight into an important aspect of fine-tuning the organization and operation of your family child care business.

## Videos:

*Business of Family Child Care with Tom Copeland*

Learn how to manage your business with this easy to understand video!

## Magazines and Journals:

*Marketing Your Program*

By Linda Crisalli

Linda Crisalli takes you through the basic steps of developing a marketing plan for your program in the November/December 2009 issue of Exchange Magazine.

*Small Biz: How to Successfully Run Your Business*

Published by TCS Publishing, Inc.

This magazine discusses starting your own business, resources for small businesses, money matters, employee concerns and generating business.

## Toy Library Saturday:

Mission Valley: May 1 & June 5

National City: May 22 & June 26

Vista: May 1 & June 5

**Please call for an appointment.**

## Contact the Resource Library:

San Diego: 619.521.3055 ext. 2304

National City: 619.474.4707 ext. 1317

Vista: 760.726.9100 ext. 3316

# TIPS from Your CRS Child Care Consultants

## May 7th is National Provider Appreciation Day!

This month, take time to recognize the people who care for children. Here are some ways to show appreciation:

- Get together with other parents and organize an appreciation luncheon.
- Give your provider a gift certificate to a department store, favorite restaurant, or theater.
- Write a thank-you note.
- Make a special snack or picnic lunch for the child care program.
- Bring your provider a bouquet of flowers from your garden.
- Volunteer to help on a field trip or neighborhood walk.
- Offer to help with the child care laundry, toy-washing, or sanitizing.
- Organize parents to make repairs, paint, do yard work, and refill the sandbox.
- Pay for your provider to attend a conference, training, or college class.
- Even better—form a parent group and show your appreciation all year long!

Visit [www.providerappreciation.org](http://www.providerappreciation.org) for more information.

Child care keeps San Diego communities working! Please join YMCA Childcare Resource Service in thanking San Diego County child care providers for the important work they do.





# May is Child Care Provider Appreciation Month!

Today's child care professionals are the world's unsung heroes. We celebrate child care providers and the importance of quality child care! Providers, parents and children are all invited to attend the following events:

|             |   |                              |
|-------------|---|------------------------------|
| May 2       | Provider Appreciation Day at PETCO Park | 50% off tickets              |
| May 8       | San Diego Junior Theatre                | 2-for-1 tickets to Seussical |
| May 15 & 16 | Reuben H. Fleet Science Center          | 2-for-1 admission            |
| May 22 & 23 | The New Children's Museum               | 2-for-1 admission            |

These events are sponsored by:



**Provider Appreciation Day at PETCO Park**  
50% off admission on Sunday, May 2<sup>nd</sup>

Purchase online at: [www.padres.com/promo](http://www.padres.com/promo) and to receive the 50% off discount ticket price enter the promotional code **CHILDCARE**.

**Providers:** Bring coupon to the YMCA CRS resource booth at PETCO Park. Good for 1 FREE Lakeshore Curriculum Kit (\$40 value)



**San Diego Junior Theatre**  
A GREAT PLACE TO PLAY!

**2-for-1 Admission**

San Diego Junior Theatre in Balboa Park  
*Seussical the Musical* – May 8, 2010 at 2:00 PM

[www.juniortheatre.com](http://www.juniortheatre.com) • 619.239.8355  
Discount Code: CHILDCARE



**2-for-1 Admission in Celebration of Provider Appreciation Day 2010**

Buy one Exhibit Gallery or IMAX® ticket to the Reuben H. Fleet Science Center and receive one FREE ticket of equal or lesser value. Valid May 15-16, 2010 only. **Must submit coupon at ticket counter (code: 2FOR1)**. Not valid with any other discounts or discounted IMAX shows. Museum information is available at [www.rhfleet.org](http://www.rhfleet.org) and 619.238.1233.



**2-for-1 Admission**

the new children's museum

**Welcomes Child Care Providers!**

Present this coupon at the Museum Welcome Desk and receive one free admission with the purchase of one full-price admission. Visit [www.thinkplaycreate.org/visit](http://www.thinkplaycreate.org/visit) for information on hours and admission. Valid May 22 and 23 only. **Discount Code: YMCA**