



# 2021 REPORT OF GIVING

## LETTER FROM OUR EXECUTIVE DIRECTOR



Dear CCC Community,

This has, without a doubt, been the most amazing year that I have experienced in my 17 years at Concord Children's Center. We started the school year – our 45th anniversary year – uncertain about what the year held in store for us. We end it stronger in all aspects: as a school, as a nonprofit enterprise, and as a community.

This spring, CCC co-founder Chris Gerzon wrote an essay in honor of CCC's 45th anniversary, in which she observed that "CCC is a well-run business, [but] its primary goal is not... financial, but educational, based on nurturing children and supporting families." Over the past year, this mission of nurturing children and supporting their families took on increased importance. In the midst of a global pandemic, CCC provided our children and families with normalcy, joy, and a safe haven. In turn, we relied on our families and our staff to do their part to allow us to stay open by following public health guidance – not always a straightforward task. And our community came through – apart from a couple of isolated short-term classroom closures, we remained open the entire year and had no cases of community spread.

As Chris points out, CCC is also a well-run business. In a year when many childcare centers across the country closed due to the financial strain of COVID, we ended the year fiscally strong. We did start the school year in a very uncertain financial position. Our enrollment dropped by almost 40 percent as families withdrew children, and the Concord Public Schools took the Afterschool program in-house, in both cases due to concerns over COVID. This resulted in a budgetary shortfall and our leadership being faced with the difficult decision to introduce a 20 percent tuition increase while reducing our staff size, freezing salaries, and suspending retirement benefits for the staff that remained. However, we ended the year in a strong position, thanks to prudent financial planning on the part of our Board and administrative team, our receiving several COVID-related government grants, and the support of our community. In June, we were able to give our staff bonuses and also make an additional contribution to each staff member's retirement fund.

Philanthropic support was even more important for us than usual this year, and our community met this challenge as well. For the third year in a row, our Fund for CCC income increased significantly. This year's Fund for CCC raised almost \$76,000, an over 50 percent increase from last year, making this the most successful Fund for CCC in our history. Over 75 percent of our current families supported this year's Fund, and we saw more alumni families, grandparents and special friends supporting the Fund as well. This show of philanthropic support for CCC during the COVID-19 crisis is a strong statement about the value that our community places on CCC as well as on it continuing to provide early childhood care and education for Concord and the surrounding towns into the future.

As we celebrated CCC's 45th anniversary this year, we continued to move forward with *CCC Reimagined*, our strategic project to move CCC to a two-site model to most effectively serve our children and families for the next 45 years. While COVID has altered the timeline for this project, we hope to start construction this winter and complete our restructuring to a two-site model during the 2022-23 school year.

As CCC co-founder Chris Gerzon noted in her essay, "the pandemic reminds us that we are all connected to one another." I would expand on this observation by noting that these connections are critical. It was the connections, the community, of CCC that allowed us to end this year stronger in every way than when we started. I am grateful to each of you for being a part of this wonderful, supportive community.

With best regards to each of you -  
Pat Nelson, Executive Director







**2020-2021**

**CONCORD CHILDREN'S CENTER  
BOARD OF DIRECTORS**

Jay Abelowitz  
*Chair*

Becky McCullough  
*Co-Chair*

Thomas Doherty  
*Secretary*

Stephan Bader  
*Treasurer*

Phil Barr

Marcela Bean

Eric Boisvert

JC Conti

Mark Daniel

Karen Lennon

Kathy Manero

Erin Migausky

Jonathan Rankin

Joel Rothman

Yumi Suarez

Gayle Wheaton



**Our  
Mission  
Statement**

The mission of the Concord Children's Center is to cultivate an intimate, welcoming community where children develop respectful relationships and inquisitive minds, build confidence in their individual gifts, and are engaged, prepared and inspired to learn.



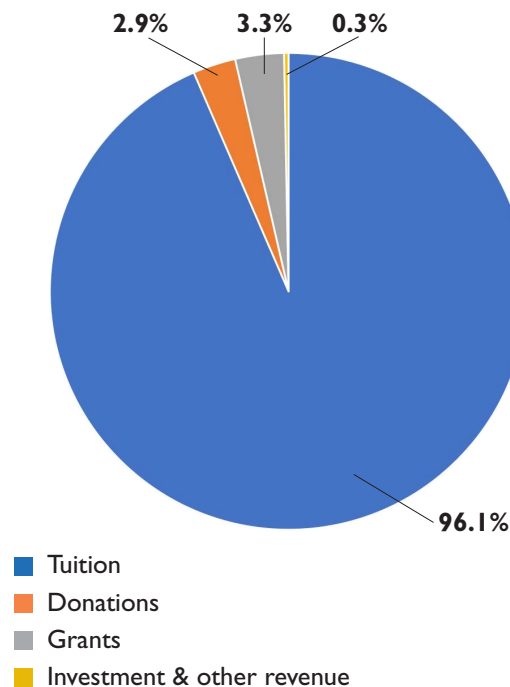
## 2020-2021 | CCC FINANCIAL OVERVIEW

During the 2020-2021 school year, CCC served 147 children from 121 families from 17 towns, with 81 percent of our families coming from Concord. Thanks to the generosity of donations from the Concord-Carlisle Community Chest and the Trinitarian Congregational Church – which are matched by CCC –

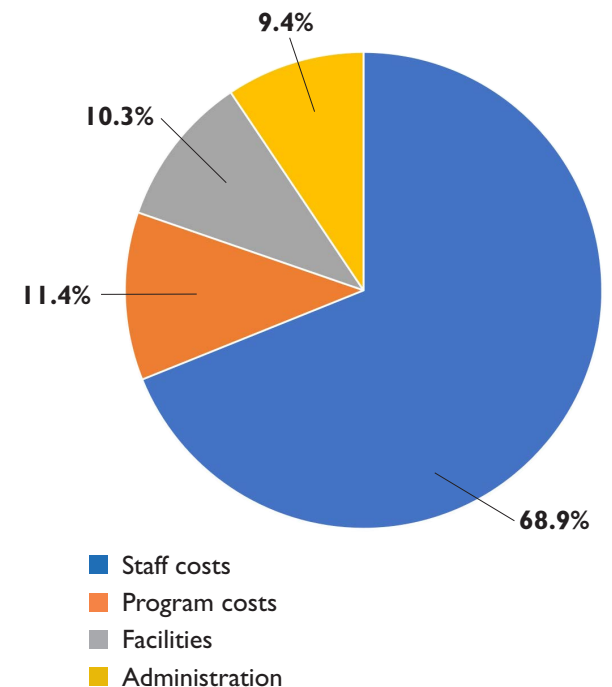
together with the state voucher program, we were able to offer tuition assistance to almost 12 percent of our families.

Below is an overview of our annual income and expenses for FY21.

### CCC FY21 OPERATING INCOME



### CCC FY21 OPERATING EXPENSES



We started FY21 with a budgetary shortfall due to a combination of factors, all COVID-based, which forced the CCC leadership to reduce staff size, freeze salaries and suspend retirement benefits for remaining staff, and introduce a 20 percent tuition increase. Over the course of the year, we saw our fiscal position strengthen due to prudent financial planning on

the part of our Board and administrative team; our receiving several COVID-related government grants and loans, including a second tranche of Paycheck Protection Program funding and grants from the Massachusetts Department of Early Education and Care; and the support of our community. We ended FY21 in a strong financial position.



# Celebrating 45 Years of Concord Children's Center

This spring, Concord Children's Center celebrated 45 years since its founding in 1975 with three small-scale, COVID-safe events for all members of the family.



## FAMILY SCAVENGER HUNT

This fun activity for the kids featured local businesses displaying colorful "45" signs (decorated by the CCC classrooms) in their windows for children to find. If a child found all the signs, they received a free entry for the children's prize in the 45th anniversary raffle.

## LAWN SIGNS

For the months of April and May, celebratory lawn signs announcing CCC's 45th anniversary decorated lawns and shop windows around town – the colorful signs were hosted by current and past families and staff, grandparents, and local businesses. CCC thanks James Peltier of Engel & Völkers for sponsoring the signs

## RAFFLE

The on-line raffle was the grand finale of the 45th anniversary celebrations and featured five great prizes – four for grown-ups and one for children. Almost 1,200 raffle tickets were sold, raising over \$8,700 for CCC!





## FUND FOR CONCORD CHILDREN'S CENTER

This year's Fund for CCC raised \$75,940.18, 50 percent more than last year, and more than any year in CCC history. We are grateful to our community for its generosity, especially in this challenging year. Each donation benefited our children, our teachers and staff, and our school.

### FRIENDSHIP CIRCLE

CCC honors donors who contribute \$1,000 or more to the Fund for CCC by designating them members of the Friendship Circle.

#### EXECUTIVE DIRECTOR'S SOCIETY, GOLD LEVEL (\$5,000+)

Stephan and Faith Bader + \*\* (2)  
Pat and Pete Nelson o

#### EXECUTIVE DIRECTOR'S SOCIETY, SILVER LEVEL (\$2,000+)

David Holdorf and Kathy Dwyer \*\* (3)  
Carrie and Jonathan Rankin + \* (3)  
Jill Block and Wade Rubinstein \*\*

*Years of consecutive giving at the Friendship Circle level indicated in parentheses where applicable.*

+ 2020-21 Board member

\* CCC current family

\*\* CCC alumni family

o CCC staff

### CURRENT FAMILIES

Jay and Nina Abelowitz + (2)  
Phil and Kara Barr +  
Lindsay Dudgeon and Kevin Belmonte  
Lise Holdorf and Matt Conroy  
Ben and Elena Dale  
Thomas and Kelly Doherty + (3)  
Meg Ansara and Joel Gagne  
Betsy and Ryan Keller (3)  
Karen and Michael Lennon + (2)  
Clare and Rob MacGoey  
Becky and Patrick McCullough + (2)  
Sarah and Ryan Sample  
Tyson Seely and Shannon Sweeney  
Yumi and Jeff Suarez + (2)  
Erin Migausky and Christopher Terry +

### ALUMNI FAMILIES

Mark and Amanda Daniel + (3)  
Pam Gannon and Dave Douglas (2)  
Mary and Jonathan Ells  
Shelley and James Hawks  
Linda Nieman and Nate Kemp (3)  
Campbell and Siobhan Rowe (3)  
Carolyn and Eric Stein

### FACULTY AND STAFF

Joanne and Skip Saideh (2)\*\*

### GRANDPARENTS AND SPECIAL FRIENDS

Anonymous  
Deborah Begner  
Steven and Linda Chansky  
Frontis and Ann Clark

### DONORS

#### CURRENT FAMILIES

Matthew and Allison Annese  
Anneli and David Bernard  
Mike Besserer and Cory Ferguson  
Adrienne and Andrew Boardman  
Lauren Brown and Benjamin Klein  
Luke and Laura Bulino  
Heidi and Benjamin Cashman  
Simon Chen and Barbara Wei  
Ashley and James Cohane  
Heather and Brian Danysh  
Gwen Shipley and Kevin DiRocco  
Sharlene and Greg Dorothy  
Carolyn and John duPont  
Catharine Anderson and David Dyer  
Kathy Gasperine and Brad Egan  
Heather and Jamie Ermarth  
Jackie and Matthew Fishbein  
Christine and Cory Flashner  
Stephanie and Matthew Fradette  
Hannah Jones and James Gosset  
Michelle and Daniel Hage  
Carly and Jesse Heller  
Stephan and Jan Hirschler  
Sara Hohenstein  
Jason Johanessen and Melina Griss  
Joanna and Daniel Joy  
Paul and Kathleen Keen  
Lynda Ferrari and Wilson Kerr





Morgan and Rob Lacy  
 Laurie and Stacy Layton  
 Kristin and John Leary  
 Mary and Ryan Little  
 Kathryn and Peter Loncto  
 Rachel D'Erminio and Edward Londner  
 Lauren and Sabato LoRusso  
 Katy Goldman and Dave Mackey  
 Sam Malcolm and Carmen Welton  
 Katherine and Matthew Manning  
 Eden and Jon Mark  
 Liz and Joe Mauer  
 Emmy and Jesse McCormick  
 Alenka Zeman and Dan McIntyre  
 Desiree and Ricky Misiaszek  
 Kaiko and Timothy Nagaoka  
 Alison and Michael Nowicki  
 Christopher and Kristen O'Brien  
 Meredith and John Palusci  
 Jessica Cloutier-Plasse and Steven Plasse  
 Amulya Jayanty and Mukund Ravipaty  
 Jessica and Josh Reed  
 Katie and Chris Rodday  
 Joel Rothman and Jean Oviatt-Rothman  
 Emily and Wes Rush  
 Elizabeth and Rob Scanlon  
 Grace Giles and Patrick Sedney  
 Veronika and Cameron Stock  
 Mary and Matt Taylor  
 Julie McClure and Joseph Terry  
 Greg and Lisa Theriault  
 Cristina Aspuru and Pablo Viciano  
 Courtney and Matt Ward  
 Troy Wendt and Tina Harrison  
 Parminder and Made Wenten

Gayle and Harrison Wheaton  
 Katherine and Stephen Wilson  
 Amy and Andrew Wood  
 Sarah Kaufman and Paul Zinn

### CURRENT STUDENTS

Brooke Barr  
 Anabel Viciano

### ALUMNI FAMILIES

Susan and Bill Adams  
 Phil Adams and Anne Westcott  
 Kathryn and Erik Ahlin  
 Kelli Kirshtein and Wendy Angus  
 Kellie and David Anjoorian  
 Dan Au and Esther Winkler-Au  
 Demi Ayres  
 Ben and Annie Bailey  
 Kayte and Adam Bellucci  
 Danielle and Bill Carlezon  
 Karen Belinky and Les Charm  
 Clint and Deborah Conley  
 Michael Dettelbach and Holly Rothermel  
 Emmalee and Joshua Fay  
 Claudia and Kevin Feeney  
 Sarah Gates and Frank Feist  
 Hao Feng and Jenny Wang  
 Devra and Paul Feshbach-Meriney  
 Hannah Brown and Jeff Goodrich  
 Will Haley and Luba Fedorova  
 Megan and Ron Holsinger  
 Jennifer Garcia and Adel Karkour  
 Susan Corbett and Pete Masters  
 Jamie and Nick Morris-Kliment  
 Will and Katherine Newton



Star Room students Brooke and Anabel (with help from Brooke's sister, Jess) earned \$17 from selling tomato plants and decided to donate this money to the Fund for CCC. We are so grateful that our students want to support our school.

Patty and Chris Popov  
 Kelly and Peter Reuell  
 Naomi and Michael Rosenfeld  
 Rachel Washa and Luis Saenz de Viguera  
 Melissa and David Schoenfeld  
 Priscilla and Howard Sturges  
 Patricia Traversi  
 Jennifer and Marc Ubaldino  
 Kim Frederick & Vincent Webb  
 Kathleen Bailey and Richard Wells  
 Karian and Vincent Wong

### FACULTY AND STAFF

Julia Abreu  
 Lillian Albanese  
 Marcela Bean + \*\*  
 Ghada Bitar  
 Tiffany Boisvert \*  
 Aicha Bounar  
 Candice Campbell \*

JC Conti + \*  
Emily D'Arcy + \*  
Anne Doherty  
Elizabeth Dolham \*  
Erika Gutermuth  
Diane Krug  
Jennine Lesser \*\*  
Alex Logins \*  
Jessica Mancini \*\*  
Kathy Manero \*\*  
Sashi Qualitz \*  
Terri Ruf  
Rebecca Sauers  
Lynn St. Germain \*\*  
Jennifer Saxe \*\*  
Nassima Tizi-Ougdal  
Penni Hensley Wagner  
Denise Welch  
Jordan Zirkel

## GRANDPARENTS AND SPECIAL FRIENDS

Kenneth and Lynda Anderson  
Jacquelin and Robert Apsler  
Susan Carp  
Timothy and Katharine Chagnon  
Janet and Bob Furey  
Kathy Johnson  
Annette Lomas  
Tracey Mohr and Jim Newton  
Jerry and Flo Shapiro  
Kenneth Wilson and Linda Hardiman  
Hiroko Yasutake  
Sara and Steve Zirkel

## CORPORATE MATCHING GIFTS

Arbella Insurance Foundation  
Biogen  
GlaxoSmithKline

Microsoft  
MilliporeSigma  
Pfizer  
ServiceNow  
Takeda  
TSYS  
Verisk Analytics

## FOUNDATION

AmazonSmile Foundation

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+ Board member  
\* CCC current family  
\*\* CCC alumni family

*This listing includes Fund for CCC donations received between July 1, 2020, and June 30, 2021. Every effort has been made to ensure that all of our donors are listed accurately. Should you find any errors or omissions, please accept our sincere apologies and notify CCC Development & Outreach Coordinator Jennifer Saxe on (978) 369-6790.*





## PROFILE OF GIVING: Shannon Sweeney and Tyson Seely



*Shannon Sweeney and Tyson Seely with their daughters, Etta and Nellie.*

Shannon Sweeney and Tyson Seely, together with their almost two-year-old daughter, Etta, and their newborn, Nellie, joined the CCC community in summer 2020, right in the middle of the COVID pandemic.

“When the pandemic closed schools in spring 2020, we weren’t sure what we should do about school for the girls,” recalls Shannon. “We were nervous about any school, let alone a new one for a soon-to-be two-year-old and a new baby.”

Both girls were offered spots in the Emerson Infant-Toddler room for fall 2020. Shannon and Tyson were happy about the small class size initially due mainly to fewer COVID contacts; however, their appreciation for the class and for CCC in general has expanded since then.

“While Etta has learned to mask like a champ, her teachers’ positive attitude and the joy of playing with friends resulted in her being unaware that a global crisis was continuing to unfold,” says Shannon. “Many adults’ socialization skills have been stilted through distance, masks and Zoom, but Etta’s and Nellie’s grew with each passing day. For many, including us parents, it was a sort of lost year; but, thanks to CCC, it was likely Etta’s best yet (and Nell’s first, so also her best yet!).”

As Shannon and Tyson are still relatively new to Concord, having moved here in March 2018, they have enjoyed the community aspect of CCC, even during the pandemic, particularly getting to know the other children and parents in their class through outdoor masked playdates and chats at drop-off and pick-up.

Shannon has joined the CCC Board for the 2021-2022 school year (she is also President of the Concord Family Network), and she and Tyson were delighted to support CCC this year by joining the Friendship Circle.

“We feel so fortunate to have CCC in our lives and to give back to a school that has gone above and beyond in the strangest of years to keep everyone safe, make school a joy and make it feel normal,” notes Shannon. “So many children truly struggled this year, and we are so grateful that CCC allowed our children to thrive and provided us as parents with pieces of normalcy in our lives. By supporting CCC, we are hoping many other families can experience the wonders of the school, its community, and the joy it has brought our family.”

## CONCORD CHILDREN'S CENTER GRANTS

Concord Children's Center is fortunate to receive funding from several local grant-making organizations. We are grateful to the following organizations for their support this year.



### **Concord-Carlisle Community Chest:**

a grant to help provide tuition assistance to qualifying families. The Chest has been supporting CCC since 1991.

### **Massachusetts Department of Early Education and Care:**

a center-based workforce grant to support educators and staff, including in the areas of bonuses, incentive pay, and staff wellness.

### **Massachusetts Department of Early Education and Care (EEC) Leadership Institute Early Childhood Support Organization (ECSO):**

this year, Concord Children's Center participated in the ECSO initiative, a key strategy of EEC's continuum of support for program leaders to ensure that high-quality services are delivered to young children across the Commonwealth. ECSOs partnered with center-based early education and care programs licensed by EEC to implement tested approaches to improving instruction and practice. CCC participating classrooms received a financial incentive to help cover costs stemming from participating in this initiative.

### **Trinitarian Congregational Church:**

a grant to help provide tuition assistance to qualifying families.





## PROFILE OF GIVING: Pat Nelson and Joanne Saideh



Pat Nelson and her husband, Pete.



Joanne Saideh and (from left) her son, Nate, her daughter, Jackie, her husband, Skip, and Nate's wife, Monica.

CCC Executive Director Pat Nelson and Administrative Director Joanne Saideh lead CCC in its work of educating and caring for young children – they work very closely together and are also good friends. On top of the work that they already do for CCC each year, they also both choose to support CCC at the Friendship Circle level.

“When I think about why I’m here at CCC and why I support it,” says Pat, “I look back to the start of my career in mental health. I always felt that if we could positively impact the mental health of children while they are young, that would give them better futures when they grew up. I am here at CCC and support it for a lot of reasons, but my ‘change the world’ reason is because I think that you can so positively impact the future lives of children at this early age.”

Joanne says that the mission is what motivates her:

“I believe so genuinely in the mission of CCC. I have seen this organization live out this mission for the 37 years I have been here. To do this work right is incredibly expensive. It means investing in teachers, in human beings. “Around 85% of the budget goes directly to supporting our mission, so I feel that fundraising dollars are for the other things – tuition assistance, special programs, professional development. Tuition dollars alone can’t support it all.”

“Tuition assistance has always been incredibly important at CCC,” continues Joanne, “and it still is.” Pat agrees, pointing out “the fact that I never have to say ‘no’ to a family who can’t afford to come to CCC on their own is thanks to fundraising.”

As an alumni parent, Joanne notes that CCC still has an impact on her children's lives, many years after they have left CCC (her son, Nate, is 30, and her daughter, Jackie, is 27). “They grew up with CCC being a part of the family. It’s like a second home for them.”

Pat points out that the fact that she and Joanne both live in Concord allows them to see the impact that CCC has on the town and the community.

“When you live in town, it is so apparent how CCC helps to build and strengthen the community of Concord. It’s wonderful to walk down the street and see all the people, all the organizations, who are a part of our community. And we play such an important role in the lives of the town’s young families. Caring for young children is so important, and it needs to be funded and done right. And fundraising is a critical piece of this work.”

# Concord Children's Center *Reimagined*



We continue to move forward with *Concord Children's Center Reimagined*, our strategic project to most effectively and efficiently meet our mission and serve our families and staff by restructuring CCC from a three-site into a two-site model. This year, we worked with the architects to develop concept plans for the interior of our new site at 250 Old Bedford Road and completed the site plans which were being reviewed by the Concord Planning Board in summer 2021. We received Planning Board approval in late August and are on target to start construction in winter 2021/22.

This timeline, while exciting, represents a delay to our original plan which saw construction starting in the fall of 2020 and move-in happening in time for the start of the 2021-2022 school year. This delay is, not surprisingly, due to COVID.

Planned work for our new site at 250 Old Bedford Road includes doing a bit of renovation on the existing farmhouse; building a two-story, 7,000 square foot addition containing six classrooms, a big room, and an activity kitchen; and creating infant-toddler and preschool playgrounds.

Funding for the project will be provided through a combination of reserves, bank financing, and fundraising. We are thrilled to report that we have already begun to receive donation commitments to *CCC Reimagined*.





*CCC Reimagined* allows CCC to most effectively and efficiently meet its mission and serve families and staff by:

- Restructuring from a three-site to a two-site model;
- Retaining CCC's site in West Concord;
- Building a new site at 250 Old Bedford Road on the east side of Concord; and
- Departing our sites at Emerson and Ripley.







West Concord Program  
1300 Main Street  
Concord, MA 01742  
978 369 6790

Ripley Program  
120 Meriam Road  
Concord, MA 01742  
978 369 5983

Emerson Program  
134 Old Rd to 9 Acre Corner  
Concord, MA 01742  
978 369 0492

