



# COLLABORATIVE *for* **CHILDREN**

Early learning. The building block of future leaders.



Because children  
are our ***brightest***  
***hope*** for tomorrow.

# ANNUAL REPORT

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# 2024



## 17,797 Recipients

Number of children receiving benefits from our charitable efforts and activities.



## 60 Community Events

Including over **8,159** total people climbing aboard the Collab-Lab for educational programs.



## 14,688 Training Hours

Number of professional development hours our teachers, directors and assistant directors received.



## 3,900 Discovered

Number of families and children that found a child care provider through **Findchildcarenow.org**.



# Impact Snapshot

Collaborative for Children Specialists trained and mentored **561 child care teachers and directors**, and coached **9,539 parents and caregivers**, reaching a total of **17,967 children**. Of these, **3,470** were served through Centers of Excellence, and **8,329** through Collab-Lab and Collab Kid U.



## Business Development

Nearly half of the Centers of Excellence participants in our program advanced toward the **highest business ranking tiers** (Tier 3 and Tier 4), demonstrating sustainable business practices.



## Kindergarten Readiness

**95%** of children in our Centers of Excellence are now showing measurable growth in literacy and numeracy

**93%** of children in our Centers of Excellence are now demonstrating progress in social-emotional learning



# A Year By The Numbers

## Social Media

In 2024, our social media channels experienced exponential growth! Year over year, Collaborative for Children's audience across Facebook, Instagram, X, LinkedIn, YouTube and more increased by **2,889 followers**. Our total social media following for 2024 was **20,774**.



**624,202**

Video Views

**608,830**

Content Reach

**7,567**

Interactions



**287,736**

Video Views

**257,474**

Content Reach

**4,083**

Interactions



**179,306**

Video Views

**101,515**

Impressions

**7,294**

Watch Time (Hrs)

## Website SEO\*

In 2024, our website's SEO efforts significantly increased visibility and engagement with our mission. Strategic optimizations and targeted content led to substantial growth in organic traffic and strengthened our connection with families and communities seeking resources for their children's success. This progress reflects our commitment to leveraging digital tools to expand our impact.

\*Search Engine Optimization (SEO)  
& Year-Over-Year (YOY)

**62,919 ↑40% YOY\***

Website Sessions

**54,054 ↑70% YOY**

New Users

**406,364 ↑43% YOY**

Website Conversions

**125,838 ↑16% YOY**

Website Views

**406,364 +43% YOY**

Event Count



# 2024 Financials

## Statement of Activities for the year ended December 31, 2023

REVENUE:	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Contributions:			
Government grants		\$3,114,839	\$3,114,839
United Way		\$64,512	\$64,512
Other - <i>financial</i>	\$3,835,386	\$1,250,475	\$5,085,861
Other - <i>nonfinancial</i>	\$327,361		\$327,361
Special Event	\$282,704		\$282,704
Direct donor benefit costs of special event	\$(35,978)		\$(35,978)
Change in interest in assets of Greater Houston Community Foundation		\$68,877	\$68,877
Interest Income	\$65,733		\$65,733
Other Income	\$50,347		\$50,347
<b>Total Revenue</b>	<b>\$4,525,553</b>	<b>\$4,498,703</b>	<b>\$9,024,256</b>
Net assets released from restrictions:			
Program Expenditures	\$5,649,930	\$(5,649,930)	
Expiration of time	\$150,000	\$(150,000)	
Capital Expenditures	\$472,228	\$(472,228)	
<b>Total</b>	<b>\$10,797,711</b>	<b>\$(1,773,455)</b>	<b>\$9,024,256</b>

EXPENSES:	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Program services:			
Provider Engagement	\$3,430,410		\$3,430,410
Community Engagement	\$1,829,150		\$1,829,150
Family Engagement	\$920,957		\$920,957
<b>Total Program Services</b>	<b>\$6,180,517</b>		<b>\$6,180,517</b>
Management and general Fundraising	\$1,247,642 \$491,002		\$1,247,642 \$491,002
<b>Total Expenses</b>	<b>\$7,919,161</b>		<b>\$7,919,161</b>

CHANGES IN NET ASSETS:	\$2,878,550	(\$1,773,455)	\$1,105,095
Net assets, beginning of year	\$877,086	\$3,467,348	\$4,344,434
Net assets, end of year	\$3,755,636	\$1,693,893	\$5,449,529

# Our 2024 Donors

## **\$250,000 - \$500,000**

Dominican Sisters of Houston  
Greater Houston Community Foundation  
Samuels Family Foundation  
The Brown Foundation, Inc.

## **\$50,000 - \$249,000**

CenterPoint Energy  
Enterprise Mobility  
Houston Texans Foundation  
Kean Family Foundation  
LISC | Local Initiatives Support Corporation  
O'Shea Family Foundation  
PNC Foundation  
RSM US Foundation

## **\$15,000 - \$49,999**

AT&T Foundation  
David and Jean Wiley Foundation  
Enbridge Energy Company  
Herman H. Fleishman Foundation  
Junior League of Houston  
Hollie Kleitz and Eric Alfuth  
Rose and C. Boone Schwartzel  
The Tapeats Fund  
Wells Fargo & Co.

## **\$10,000 - \$14,999**

Charity Guild of Catholic Women  
April and Robert Eschweiler  
FORVIS Houston Foundation  
H-E-B  
Ann and Stephen Kaufman  
Debra Saldaña Sharp and Edward Sharp  
Anna and Charlie Schwartzel  
Jennifer and David Strauss

## **\$5,000 - \$9,999**

Ira Andhare and Sandeep Kibey  
Astros Foundation  
Ana and Richie Baskharone  
Lelia and Lee Beckelman  
Comcast  
Michol and Mike Ecklund  
L'Sheryl D. Hudson  
Husch Blackwell LLP  
JPMorgan Chase Foundation  
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Kristal and David Mercado  
Robert R. and Kay M. Onstead Foundation  
Nancy Powell Moore  
Tiffany and Darron Roland  
Dr. Barbara Samuels  
Jamie and Cole Sanders  
Barbara and Louis Sklar  
Caren and Robert Sweetland  
TechnipFMC  
The Butcher Fund

## **\$2,500 - \$4,999**

Amegy Bank of Texas  
Anonymous  
Heather and Sean Golden  
Janet Horton  
Houston Community College  
Lewis Morris Family Fund  
Nicole Longnecker and David Pesikoff  
Mostafa Family Charitable Lead Trust  
Glenna Pierpont  
Stephanie Rudd  
James Shaddix  
Nancy and Alan Shelby  
United Way of Greater Houston  
Kaitlin and Charlie Yardley

***Thank you to these donors for partnering with us to ensure that Houston-area children receive high-quality early education.***

## **\$500 - \$2,499**

Sue and Barry Abrams  
Adams Insurance Service  
Carolyn Benton Aiman  
Anonymous  
Dreanna and Ted Belden  
Wyn Bomar  
Michael Bublewicz  
Lenore and William Burke  
Patricia and Larry Campagna  
Bailey Dalton-Binion  
Dr. Allison Falender and Leonid Rubinstein  
Audrey Fersten and Bradley Sabloff  
Mary and Robert Frappier  
Julie Hartman  
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Tracy and Ken Janda  
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Bevan Koch  
Rachel Levin  
Like Minds Communications  
Ross MacDonald  
Rosalyn and Barry Margolis  
Khambrel R. Marshall  
Ginni and Richard Mithoff  
Nicole and Christopher Pena  
Prime Financial Retirement  
Regina Rogers  
James and Destinee Roman, Sandlot Engineering  
SHELL USA INC  
Courtney Smith  
The Arch & Stella Rowan Foundation, Inc.

# Our 2024 Donors

## \$250 - \$499

Artis Brown  
Louise and Park Carter  
Ann Elvin  
Ericka Essington  
Liz Green  
Mary and Sean Grimes  
Kelly Beth Hapgood  
Dharman and  
Angelita Hensman  
Andrew Kahn  
Marilyn Knight  
Peggie Kohnert  
Maria Marcano  
Beatty Watts

## \$100 - \$249

Nada Ahmed  
Janet Aigner  
Thais Amaral Tellawi  
Dr. Tahirih Baker  
Lisa Bates  
Taffney and Tyrone Battle  
Oni K. Blair and  
Chris Hensman  
Callon Petroleum  
Kimberlyn Clarkson  
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Anya and Lia Flynn  
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Gabriela Gerhart  
Heidi Heard  
Stephanie Herbert  
Kim Jessup  
Lakeshore Learning  
Materials  
Michele LaRocco, The  
ArtDNA Quiz  
Sarah Leavitt

## \$100 - \$249 (Cont.)

The Ledford Family  
John and Carol Prince  
Alice Rohrman  
Nathan Ross  
Denise Sanders  
Delrena Sides  
Alan Smidlein  
Lisa Wallace

## \$1 - \$99

Rod and Renee' Branch  
Kathryn Cordes  
Isabel Guerra  
Sally-Kate Humphries  
Jessica Jones  
Henin Kakou  
Kroger Food Stores  
Ashley Levy  
Ava Marlow  
Janice Shih  
In Memory of Juanita Gil  
United Way of Southwestern  
Pennsylvania  
Janet Williams

*Collaborative for Children  
appreciates all donations and  
makes every effort to acknowledge  
them correctly.*

*Please excuse any errors or  
omissions and contact us at  
713.600.1175 with any corrections.*







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