



# iVAMOS!

2023-2024

ANNUAL REPORT



**» A Letter From the CEO**





Reflecting on the past year, I am filled with immense pride and gratitude for the progress we have achieved at AVANCE. This was an especially momentous year as we celebrated our golden anniversary and half a century of empowering families and building thriving communities.

This year we unveiled our new strategic plan and a refined mission statement that is grounded in our commitment to centering racial equity and providing exceptional two-generation programming.

*AVANCE walks alongside children and caregivers in primarily Latino communities to achieve social and economic justice.*

With this mission statement as a guiding principle, our new strategic plan provides a road map for how we will continue working in partnership with our communities to address the root causes of the social and economic disparities they face.

In early 2024, we also launched an initiative to bring the AVANCE National Office and Chapters closer together as one AVANCE family. ¡Vamos! became our call to action, capturing our excitement about the future of AVANCE, our sense of connection and community, and the forward momentum we are carrying into the next 50 years of AVANCE. We are so proud of the commitment and hard work we see across the AVANCE network, which continues to lead AVANCE to new heights. Here are just some of those accomplishments from this past year:

- The Parent-Child Education Program (PCEP) remains at the heart of our mission, and we served an impressive 1,576 children and 1,391 caregivers this year. We implemented new models to accommodate the needs of our families and expanded into new communities, including Garland ISD in North Texas.
- Our Head Start and Early Head Start programs in South Texas reached 91% enrollment, increased participation in PCEP, and opened three new classrooms in Zapata County.
- After a successful pilot, we expanded our Families Building Communities (FBC) program to new sites in Dallas and the Rio Grande Valley, increasing the number of graduates from five to 47.
- We celebrated the first graduating class of our AVANCE to College program in Austin. The program continues to grow in El Paso, and we are exploring opportunities to bring it to families in North Texas, San Antonio, Houston, and Las Cruces, New Mexico.
- We launched a new Training-of-Trainers model for our Quality Child Care Matters (QCCM) program and expanded our support for family child care providers into New Mexico in collaboration with Partnership for Community Action.
- Our Shared Services Alliance grew to support family child care providers in the Rio Grande Valley and Corpus Christi, increasing enrollment and expanding provider training opportunities.

A common thread across our programs is the strength, resilience, and determination of the families and child care providers we serve. Throughout this annual report, you'll find testimonials from those who have placed their trust in us and whose inspirational stories embody the heart and soul of AVANCE. They have fueled our mission for 50 years and will continue to be the driving force as we move forward with our new strategic plan.

**We are incredibly grateful to our passionate and dedicated team, funders, collaborative partners, and the entire AVANCE community.** Your support and belief in our mission make all our achievements possible. Together, we are building a brighter, more equitable future for the families and communities we serve.

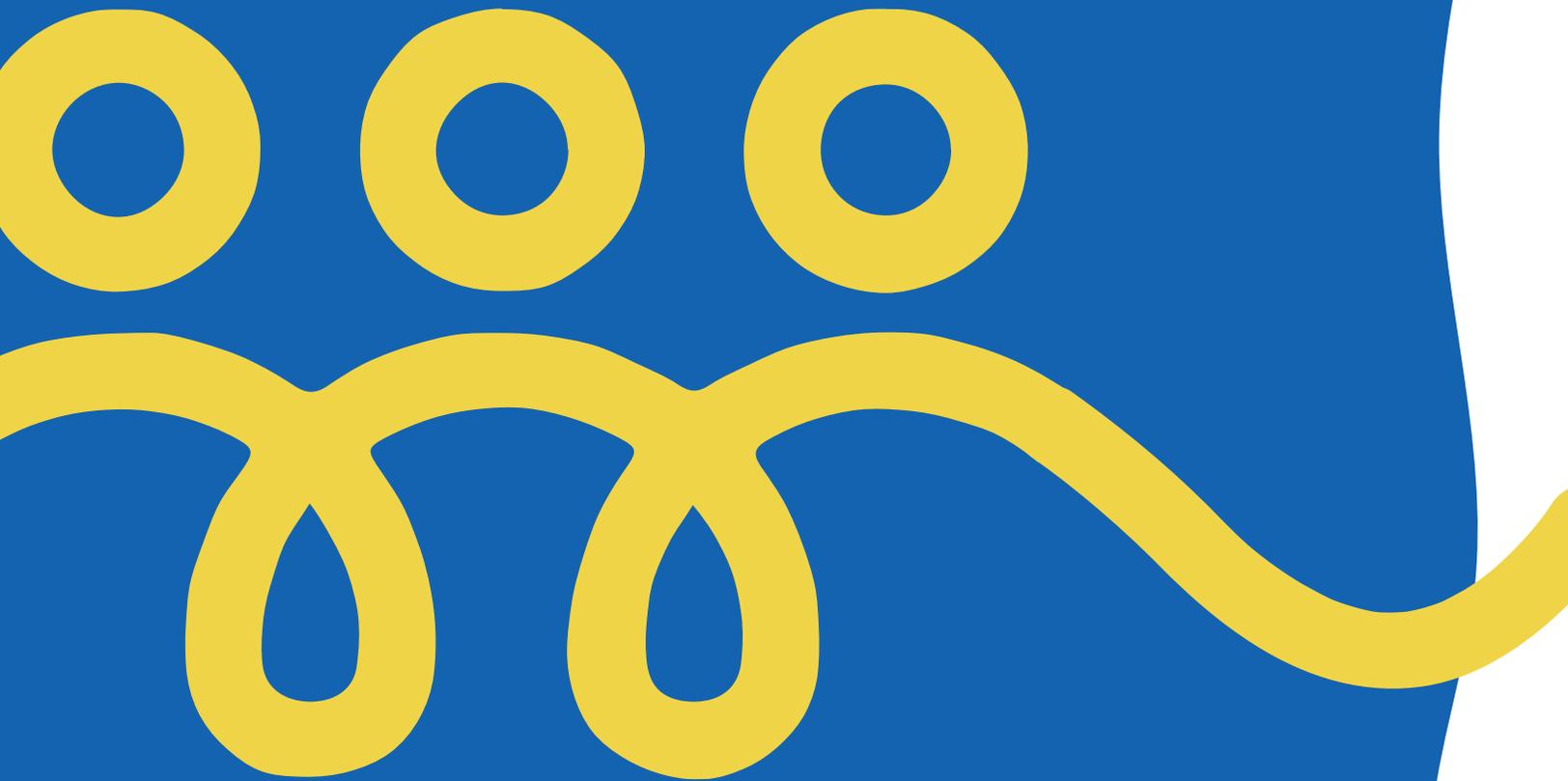
Thank you for joining us on this remarkable journey. **¡Vamos!**

**M. Teresa Granillo, Ph.D., MSW**  
Chief Executive Officer | AVANCE National

The background is a vibrant blue with a white, wavy border on the right side. Scattered throughout the blue area are colorful confetti pieces, including small circles and squiggly lines in shades of yellow, green, pink, and light blue. 

**¡VAMOS!**

*Moving Forward  
Together*

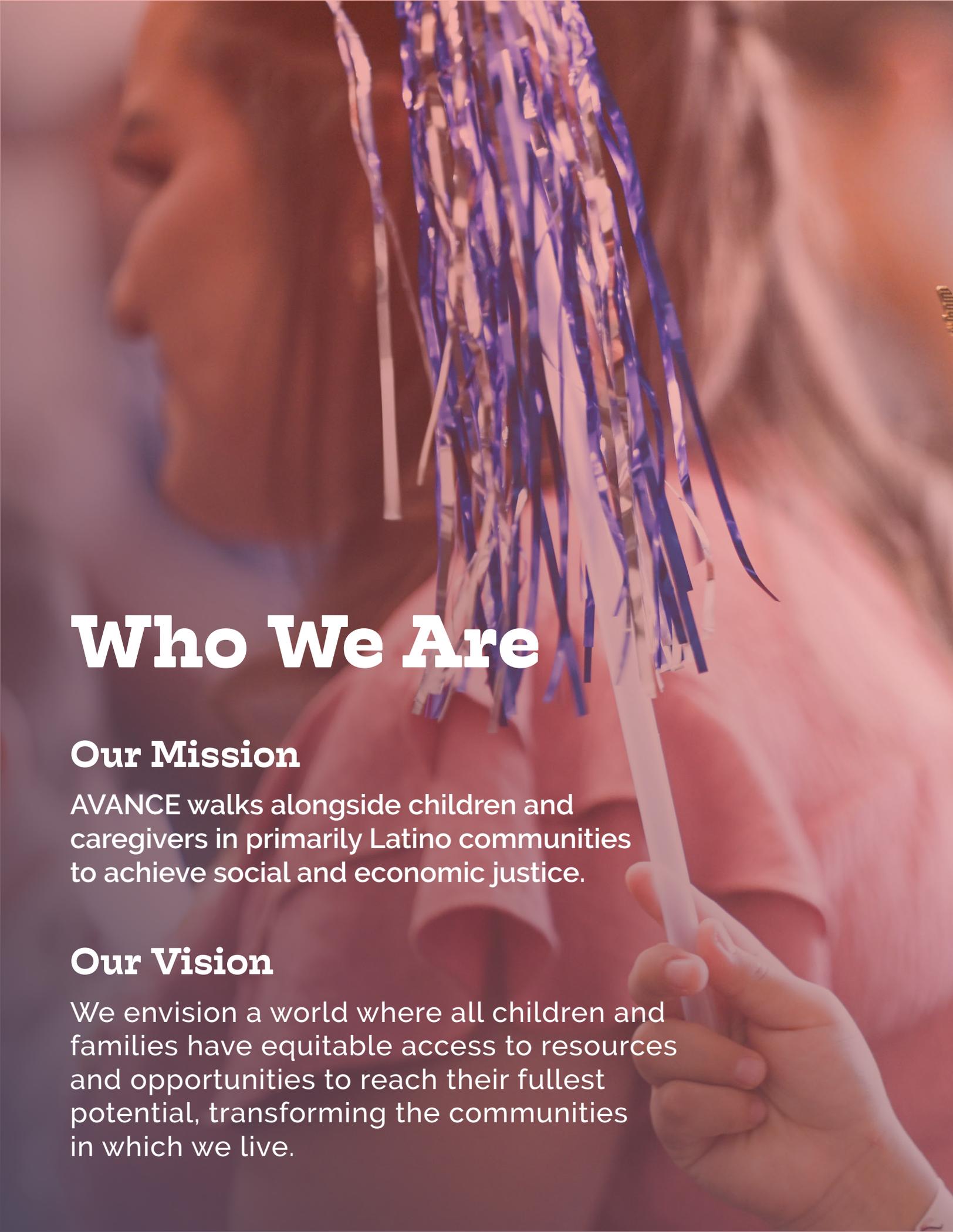




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# Who We Are

## Our Mission

AVANCE walks alongside children and caregivers in primarily Latino communities to achieve social and economic justice.

## Our Vision

We envision a world where all children and families have equitable access to resources and opportunities to reach their fullest potential, transforming the communities in which we live.



## ➤ Who We Serve



**9,871**

Parents/Caregivers\*



**7,021**

Children\*



**617**

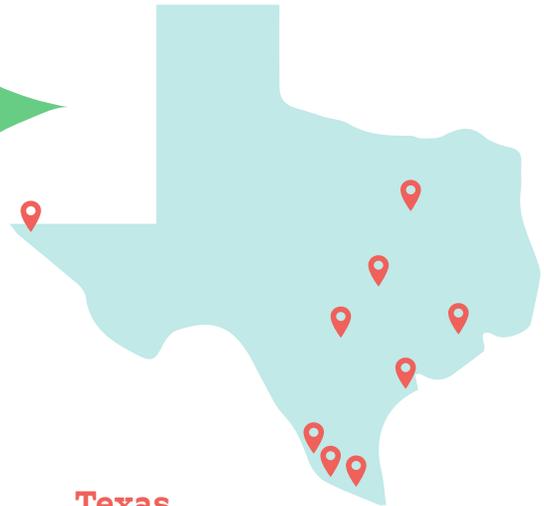
Family Child  
Care Providers



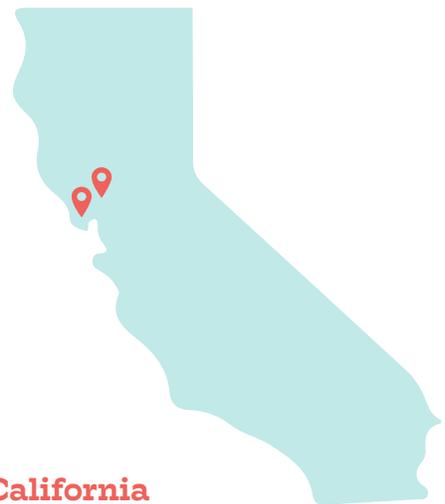
**92%**

Latino/Hispanic

## ➤ Where We Serve



Texas



California



New Mexico



## Knowledge Gained

**72%**

Parents in PCEP increased knowledge in early childhood development

**88%**

Children in our HS/EHS programs met or exceeded standards in school readiness domains

**39%**

Providers in QCCM increased their knowledge of licensing standards



## Economic Mobility

**70%**

Parents in AVANCE to College enrolled in continuing education

**82%**

Children in our HS programs were kindergarten ready

**72%**

Child care providers in Business Coaching received Child Care Relief Funding



## Social Capital

**57%**

Parents in PCEP demonstrated an increase in social connectedness

**92%**

Children in our HS/EHS programs met or exceeded social emotional development expectations

**49%**

Child care providers in QCCM demonstrated an increase in social connectedness

\* Totals with an asterisk include those served across the AVANCE network through all programs implemented by the AVANCE National Office and AVANCE Chapters. Items without an asterisk reflect data from core programs implemented directly by or under the oversight of the AVANCE National Office only.



**¡Juntos  
hacemos la  
diferencia!**

**Together we make the difference!**

# » ¡Vamos!, Moving Forward Together.

This year, AVANCE embraces the theme '¡Vamos!, Moving Forward Together,' reflecting our collective journey into a future enriched by our shared experiences. As we look back to why we were created 50 years ago and we consider the impact of our services to the community over those 50 years, along with the continued growth of the Latino community in the United States, we move forward with a renewed commitment to walk alongside Latino families, empowering them and providing them with support, to achieve social and economic justice.

"¡Vamos!, Moving Forward Together" symbolizes our unified approach to **addressing new challenges and seizing opportunities**. It highlights our dedication to collaborative efforts, both within our organization and with our partners, to foster environments where children and parents alike can thrive.

In this spirit, our programs have adapted and expanded, integrating innovative methods to meet the evolving needs of the families we serve. We continue to focus on educational excellence, leadership development, and community building, ensuring that every step we take is a step forward for all.

As we reflect on the past year and look ahead, this theme will guide our narratives, showcasing our achievements, learnings, and the vibrant stories that collectively define the spirit and mission of AVANCE.



# » Strategic Plan

In 2023, we set out to define new strategic direction for the organization. We made great progress under the previous strategic plan and wanted to continue to build on that progress. Our consultants conducted an initial research and discovery phase that revealed patterns and themes, one of which we already knew: **the need for organizations like AVANCE is as crucial now as ever.**

Despite the dramatic growth of the Latino population in the United States over the last ten years, discriminatory systems continue to negatively impact early childhood development, create a lack of access to quality education, and obstruct the social and economic mobility of under-resourced Latino communities. Research has shown that access to high-quality early childhood services, correlated with improved long-term educational and economic outcomes and even reduced crime rates, can help address the inequities Latino communities experience every day. AVANCE is committed to increasing the availability of and access to these vital services because thriving Latino communities across the United States are essential to the stability and prosperity of all communities.

AVANCE has championed a two-generation approach to education for over fifty years, recognizing that caregivers are a child's first teacher, and the home is the child's first classroom. The AVANCE Way, our unique strengths-based approach, centers on meeting families where they are and building on their existing strengths to foster community, trust, and learning. This approach is vital in addressing inequities faced by Latino communities, providing access to high-quality education, and creating pathways to economic mobility.

The first step of our strategic planning was the creation of a new Theory of Change that would inform how we will grow our reach and have a direct impact on under-resourced communities. The AVANCE Theory of Change is anchored in three critical interrelated areas of work that together create AVANCE's core programs: **1) Two-Generation Approach, 2) Postsecondary Education and Workforce Development, and 3) Quality Family Child Care Support**

## Our Core Programs



### Two-Generation Approach

Parent-Child Education Program  
Families Building Communities  
Head Start/Early Head Start



### Postsecondary Education & Workforce Development

AVANCE to College



### Quality Family Childcare Support

Quality Child Care Matters  
Shared Services Alliance

Our core programs are designed to improve and accelerate outcomes in three areas of the Social Determinants of Health, or the conditions in which people are born, grow, live, work, and age: **1) Education Access and Quality, 2) Economic Stability, and 3) Social Community and Context.**

From this Theory of Change, we developed our new strategic plan with **an ambitious goal in mind:**



**Serve 60,000 families across the nation by 2030**

To reach this overarching goal, our strategic plan is built around three core principles designed to advance social and economic justice for under-resourced Latino communities:



### **Invest in Internal Culture and Organizational Health**

We are committed to strengthening our internal culture and organizational health by fostering greater connection and collaboration between the National Office and Chapters, streamlining internal operations, and investing in professional development for team members.



### **Expand the Reach and Impact of Core Programs**

We plan to reach more under-resourced Latino communities through intentional and sustainable growth. We will also deepen our impact by leveraging our new Theory of Change and aligning our work and outcomes with the Social Determinants of Health.



### **Increase AVANCE's Influence in Early Childhood Education**

With fifty years of experience, AVANCE is uniquely positioned to lead in serving Latino communities in a culturally responsive manner. We aim to codify our expertise, share new content and the impact of our work, and help shape policies affecting early childhood education.

Central to our strategy is our refined mission statement, which aligns our efforts, and iVAMOS!, our call to action that embodies our collective momentum and commitment to the families and communities we serve. iVAMOS! Reminds us of our shared vision and motivates us to keep moving forward, united in our strategic objectives. **With this new strategic plan guiding us over the next several years, every step forward will be toward new heights for AVANCE and greater social and economic justice for the families and communities we serve. iVAMOS!**





# Our Programs



## Two-Generation Approach

- Parent-Child Education Program (PCEP)
- Families Building Communities (FBC)
- Head Start/Early Head Start (HS/EHS)



## Postsecondary Education & Workforce Development

- AVANCE to College



## Quality Family Child Care Support

- Quality Child Care Matters (QCCM)
  - Shared Services Alliance (the Alliance)
  - Business Coaching
- 



# Two-Generation Approach





**AVANCE**  
Unlocking America's Potential

○  
**Parent-Child  
Education  
Program**

# » How We Are Moving Forward



**I**n a year defined by growth and innovation, the **Parent-Child Education Program (PCEP)** has taken bold steps to connect with families in meaningful ways. As a core program of AVANCE, PCEP is rooted in the two-generation model, designed to simultaneously empower parents and their children. Our mission has always been to meet families where they are and provide tailored support and resources to help them achieve goals that they once thought impossible.

Confident in the two-generation model of PCEP, we set out this past year to strengthen our approach through innovation. We introduced new implementation models flexible enough to accommodate the schedules and diverse needs of our families while maintaining the program's integrity. As part of our continuous improvement process, we updated the resources in our parenting curriculum and held toy making workshops to train instructors on new procedures. We provided educators across the network with comprehensive training on updated materials and conducted individual coaching at various sites.

Recruitment efforts for the 2023-2024 program year intensified, leading us to provide additional recruitment support to several sites. We found that word of mouth continues to be one of our greatest tools for recruitment. When parents see their children's success coupled with their own success, they spread the word about the impact AVANCE had on their families, and their experiences create

interest in other families. In preparation for the new program year, we increased our focus on aligning communication across the network and collaborated with our chapters to develop new standardized forms and templates for marketing and recruitment. We also refreshed our website, [avance.org/programs/pcep](https://avance.org/programs/pcep), with updated content and a new video introduction to PCEP, making it easier and faster for families and partners to access helpful information and support.

Throughout the year, we continued to engage with communities, ensuring that AVANCE is recognized as a trusted partner and a source of educational opportunity. Our efforts led PCEP to grow significantly in Hidalgo County in the Rio Grande Valley, and we expanded in North Texas through new partnerships, including Garland ISD. Our community engagement also strengthened our connections to local resources and our ability to secure guest speakers to educate and expose parents to new opportunities.

**Over the past year, we served nearly 3,000 children and caregivers through PCEP, a substantial increase over the previous year.**

The growth in PCEP demonstrates the effectiveness of our strategies and the positive impact of meeting families' needs.

As we move forward, the testimonials and stories shared by our families about how PCEP transformed their lives are vital, painting a more colorful and complete picture of the program's profound impact and playing a crucial role in its continued growth.



# ➤ Parent-Child Education Program

## Who We Serve & Impact Across the AVANCE Network



**2,967** →  
Total Served with PCEP in 2023-24



**1,391**  
Parents



**1,576**  
Children

**77% ↑**   
Demonstrated an increase in positive parent-child interactions

**57% ↑**   
Demonstrated an increase in social connectedness

**61% ↑**   
Demonstrated an increase in parent empowerment

**72% ↑**   
Demonstrated an increase in knowledge of their child's development and school readiness

## Who We Serve & Impact by Location

	Austin	Dallas	Houston	San Antonio	RGV	Sonoma, CA	Petaluma, CA
Parents	284	599	110	212	99	43	44
Children	342	684	123	228	108	46	45
Increased Positive Parent Interaction (%)	79%	80%	68%	74%	71%	80%	65%
Increased Parent Empowerment (%)	63%	61%	51%	71%	54%	66%	55%
Increased Social Connectedness (%)	60%	56%	52%	59%	55%	74%	48%
Increased knowledge in their child's development and school readiness (%)	75%	71%	66%	66%	71%	80%	93%

## » PCEP Testimonials



### **Anais Montalvo:**

*"Las clases de PCEP tomadas durante este año me ayudaron a crecer como persona, a tener mayor confianza en mi misma y a cumplir cualquier meta que me proponga. Para mi hijo y para mi fueron de gran ayuda ya que con la elaboracion de los juguetes aprendimos jugando."*

### **Jazmin Carrasco:**

*"Entrar en el programa de AVANCE me ha ayudado a tener un nuevo círculo social, a conocer mi nueva comunidad y a aprender sobre la importancia de la crianza y educación en el futuro de nuestros hijos. A aplicar todas las herramientas que nos brinda y empezar desde su niñez temprana a forjar un buen ser humano."*





**Families Building  
Communities**

# » How We Are Moving Forward



**A**t the heart of the **Families Building Communities (FBC)** program is a simple yet powerful idea: creating spaces where individuals can grow together and support one another. **The FBC program is the next step for graduates of our Parent-Child Education Program. The program is designed to empower caregivers to be leaders in their community, advocate for their rights, and strengthen communication with their children.** As with our other two-generation programs, the FBC program includes an early childhood component that cultivates a love for science and celebrates curiosity and the joy of discovery.

This year, we made great progress in expanding our reach and enhancing the curriculum to better serve our communities. We focused on promoting and expanding the program to our chapters. We made the curriculum more accessible, providing all resources through our online content management system and integrating new materials from the PEEP curriculum for early childhood education.

Our efforts paid off, and we **successfully launched the FBC program at two new sites in Texas, the Rio Grande Valley and Dallas.** We also provided these new sites with recruitment support to help increase the program's reach and impact.

One of the innovative approaches we adopted this year was tailoring classes to meet the unique needs of participants at each site and create a more engaging and impactful learning environment. Because the FBC program focuses heavily on personal growth, this new tailored approach has enabled participants to build deeper connections with each other and within their communities.

The momentum we carried throughout the year yielded impressive results. **The FBC program served 58 parents and 49 children, achieving an 82% graduation rate in Dallas and 75% in the Rio Grande Valley. This year we celebrated the graduation of six parents in the Rio Grande Valley and 41 in Dallas, a significant increase from the previous year and an 840% increase since the pilot program.**

We are incredibly proud of our graduates, who embody the true impact of the FBC program. As we move forward, each of them confidently takes the next steps on their journeys, using everything they have learned to support their families and improve their communities.



# » Families Building Communities

## Who We Serve & Impact Across the AVANCE Network

  
**107**  
Total Served with FBC in 2023-24



  
**58**  
Parents

  
**49**  
Children

## Who We Serve by Location

	Dallas	Rio Grande Valley
Parents	50	8
Children	44	5



## » FBC Testimonial



### **Irene Garza:**

*"Al inicio de esta nueva aventura nunca imaginé los beneficios que obtendría. Desde el primer día me encontré con un programa lleno de información, profesionalidad y sobre todo con ganas de que aprendiera a descubrir todo mi potencial como persona individual y la importancia de mi contribución dentro de mi comunidad. Cada clase me lleno de información actual y de gran interés para poder encontrar mis cualidades y poder sacar el mayor beneficio posible en ellas tanto a nivel personal como dentro de mi comunidad. Sin duda alguna nosotros somos la clave para mejorar nuestras familias, nuestros gobiernos y nuestro país. Es un privilegio estar informados y tener el conocimiento, gracias a este programa hoy lo tengo y pienso ponerlo en acción para mi beneficio, el de mi familia y por supuesto el de mi comunidad. ¡Gracias a todas las instituciones y organizaciones que hicieron posible todo esto!"*



**Head Start/  
Early Head Start**

# » How We Are Moving Forward



**I**n early childhood education, every moment is an opportunity to inspire growth and development. At AVANCE, our **Head Start and Early Head Start programs** put this principle into practice. Head Start (HS) is a comprehensive program designed to support the social, emotional, physical, and cognitive development of children ages three to five to prepare them for kindergarten and beyond. Early Head Start (EHS) is an early education and family support program for expectant mothers and children ages six weeks to three years.

Over the past year, our HS/EHS programs played a pivotal role in our two-generation approach, providing high-quality early childhood education that ensures school readiness and empowering parents as their children's first teachers and greatest advocates.

**Our average monthly enrollment for 2023-2024 increased to 91%, up from 75% just two years ago.** In the spring, we opened three new HS classrooms with 51 slots in Zapata County to address an identified need within the community. We also rolled out campaigns at each center that rewarded families with the highest attendance, leading to an overall increase in daily and monthly attendance.

Internally, we made significant progress aligning our operations across Hidalgo, Starr, and Zapata Counties. We also took steps to support our team and invest in their development in ways

that translate into improved outcomes and school readiness for the children in our HS/EHS programs. Throughout the year, we provided our teachers with professional development and coaching to equip them with the latest best practices and the skills to use data to inform classroom and individual child instruction. In partnership with Shine Early Learning and EDpact, we conducted leadership training to strengthen our Early Learning Leaders' coaching skills. We also hired a Director of Education and Inclusion, who has driven improvements in teaching and learning.

The number of HS/EHS families participating in PCEP has increased each year, and we created six new positions to meet the need for additional program support. **This spring, we celebrated the graduation of 47 PCEP participants across Hidalgo, Starr, and Zapata Counties.**

From our increased enrollment to the successful integration of PCEP, our HS/EHS programs reached new heights this year. Our progress will fuel our efforts as we move forward, growing, innovating, and strengthening our programs to meet the needs of our communities and the families at the heart of our mission.



# » Head Start/ Early Head Start

## Who We Serve

	Head Start	Early Head Start
Children	397	541
Pregnant Women	N/A*	49
Families	380	476
Latino/Hispanic (%)	99%	99%

\* Services for pregnant women are only offered through Early Head Start

## Impact

**88%** 

Children in our HS/EHS programs met or exceeded standards in school readiness domains

**82%** 

Children in our HS programs were kindergarten ready

## School Readiness Domains

% of children meeting or exceeding age-level expectations

	Head Start	Early Head Start
Approaches to Learning	85%	92%
Cognition	65%	94%
Language & Literacy Development	69%	93%
Perceptual, Motor, & Physical Development	86%	95%
Social-Emotional Development	89%	95%
English Language Development	74%	85%

## » HS/EHS Testimonials



### **Maria Teresa Rodriguez:**

*"Ever since I got involved in the program our lives have changed so much. We understand each other more and I have learned to be more understanding. I feel so much better and love this new person that I have become."*

### **Jarettzy Canales:**

*"As a mother, I've learned to navigate the challenges of parenthood with grace and resilience. Now, I'm taking my passion for helping others to the next level by pursuing my Master's in Social Work, proving that motherhood and academia can not only coexist, but thrive together."*





# Postsecondary Education & Workforce Development





AVANCE  
to College

## » How We Are Moving Forward



Since 2021, the **AVANCE to College program** has been a catalyst for growth and opportunity, inviting parents into the college classroom to strengthen their parenting skills and introduce them to the opportunities available through postsecondary education and workforce development. **This year AVANCE to College continued in El Paso at El Paso Community College and we launched a new site in Austin through a partnership between AVANCE-Austin and Austin Community College.** We supported robust recruitment efforts in both Austin and El Paso as teams engaged families in their communities. Our friends at Univision and Radio Manantial in El Paso also provided opportunities to share information about the program with their audiences. Our community partner, Proyecto M.a.m.á, whose founder was once an AVANCE student, was also instrumental in our success.

Alongside increasing our reach, one of our main goals over the past year was to strengthen the support we provide to participants. We updated the parenting curriculum, introduced one-to-one coaching, and conducted training throughout the year to ensure educators had access to the latest resources and educational insights. We hired a Program Director to oversee AVANCE to College and lead our expansion efforts. In addition, we established a new position called

"Student Navigator" to support participants on the college campus, provide college and career guidance, and conduct home visits. We have also started working on the development of a new pedagogy for AVANCE to College that will be unique to this program and is scheduled to be released in fall of 2025.

Our efforts paid off! **In 2023-2024, the AVANCE to College program served 47 participants, a 61% increase from the previous year.** Illustrating the effectiveness of the program, 33% of participants also attended ESL classes and 33% attended or continue to attend GED classes at El Paso Community College (EPCC).

Beyond the progress made this year, we also celebrated our impact and the successes of our AVANCE to College graduates. This spring, during our 50th anniversary celebration in El Paso, we honored Denise Enriquez, a 2022 AVANCE to College graduate who also graduated from EPCC this year with a Criminal Justice degree and is transferring to The University of Texas at El Paso to pursue a bachelor's degree.

Looking ahead, we are carrying our momentum forward toward growth and expansion of the AVANCE to College program while remaining dedicated to meeting families where they are and equipping them with the tools they need to succeed and thrive.



# ➤ AVANCE to College

## Who We Serve



**47** →

Parents Enrolled/Served in 2023-24



**16**

El Paso  
Community College



**31**

Austin  
Community College

**89%↑**

Demonstrated an increase in positive parent-child interactions

**78%↑**

Demonstrated an increase in parent empowerment

**73%↑**

Demonstrated an increase in social connectedness

**68%↑**

Demonstrated an increase in knowledge of their child's development and school readiness



## Impact by Location

	El Paso Community College	Austin Community College
Increased Positive Parent Interaction (%)	85%	92%
Increased Parent Empowerment (%)	62%	88%
Increased Social Connectedness (%)	77%	71%
Increased knowledge of their child's development and school readiness (%)	54%	75%

# » AVANCE to College Testimonials



## **Mayra Marquez:**

*"¡Realmente, AVANCE superó mis expectativas en un 100% porque yo pensaba que se trataba solamente de temas de mamás para niños y el cuidado de los niños, y resultó ser mucho más! Además de eso, también te ayudan a superarte académicamente. Entonces, cuando me di cuenta de todos los programas que ofrece, incluso después de AVANCE al Colegio, dije, '¡Guau, realmente es más de lo que esperaba!'"*

## **Violeta Guytan:**

*"Este programa nos enseña cuáles son los valores de los niños, cómo crecen y cómo aprovecharlos. Nuestros hijos están en nuestras manos; los estamos formando. Participar en este programa es trabajar con nuestros niños... Tener niños y ser mamá es tan hermoso, y es verdad que el trabajo que hacemos al criar niños es difícil, pero es tan bello porque estamos criando personas para esta comunidad. Al final, solo queremos que nuestros hijos salgan adelante."*





# Quality Family Child Care Support





# Quality Child Care Matters

## » How We Are Moving Forward



**T**here is no bigger issue in the child care industry than the lack of supply of and access to affordable and high-quality education and care for children under the age of 5 years. Our **Quality Child Care Matters (QCCM) program** was created to assist family child care providers in building strong, supportive networks, strengthening their businesses, and enhancing the quality of care in their homes. This, in turn, promotes family choice and the use of family child care, also known as home child care, as an alternative to more expensive centers.

**In the past year, we have focused on innovation and the growth of our QCCM program. We refined the framework underpinning the QCCM program and introduced a robust curriculum to provide more effective learning and support to providers.** We also redesigned our Training of Trainers (ToT) model to better position the program for growth in new communities.

The greatest highlight of this past year has been our collaboration with the Partnership for Community Action (PCA) in New Mexico – a successful step toward our ongoing goal to

expand QCCM. Our new ToT model has been instrumental to our progress in New Mexico, enabling other organizations to implement QCCM in their communities. After several months of planning and preparation, PCA began QCCM classes for their first cohort of providers in February, and we are providing ongoing support to ensure their success.

**This past year, the QCCM program served 78 family child care providers in El Paso, Austin, and across the Coastal Bend.** We are proud of our graduates, their successes, and their positive impact on their communities.

We also look forward to building on the momentum we have created. In the coming year, we will continue to develop and strengthen support networks for providers while elevating the quality of care in family child care settings. With the foundation we laid this year, we are eager to explore opportunities to scale the reach and impact of our QCCM program.



# » Quality Child Care Matters

## Who We Serve

Total Family/Home-Based Child Care Providers Served	78
Licensed Child Care Homes	29
Registered Child Care Homes	15

## Impact

**39% ↑** 

Demonstrated an increase in knowledge about licensing (%)

**35% ↑** 

Demonstrated an increase in feeling more empowered (%)

**49% ↑** 

Demonstrated an increase in social connectedness (%)

**59% ↑** 

Showed an increase in knowledge of kindergarten readiness (%)

**29% ↑** 

Reported an increase in confidence in applying to become Texas Rising Star Certified (%)



**500**

Professional Development Hours Awarded

## » QCCM Testimonials



### **Janeth Rodriguez:**

*"We are really grateful for this great contribution from AVANCE in our daycare. The fundamental thing for us with that money was to provide the children with more space to carry out their activities, since we had few small worktables. With their contribution, we were able to buy a much larger table so that they could eat more comfortably as well as do all the crafts, writing and cooking activities that we had trouble with before. Two other contributions were the dishwasher in the pretending area that we still had to complete, as well as a multi-sensory table to carry out activities (mostly outside). This way they can broaden their horizons and calmly explore their senses. We are grateful for this opportunity. Thank you AVANCE."*

### **Gema Lopez:**

*"I thank AVANCE for this seed capital to start my child care program. Super happy to have this support. This money allowed me to buy good quality furniture in addition to a color printer to provide better quality at the time of interviews with parents."*





**Shared  
Services Alliance**

# » How We Are Moving Forward



**T**he **Shared Services Alliance (the Alliance)** is our most recent initiative to support family child care providers and in-home child care educators across Texas. The Alliance is a community of family child care providers working together to increase efficiency, build sustainability, and learn best practices in business and pedagogy that translate into better learning environments and improved outcomes for children. The Alliance has grown since its launch in early 2023, and this year achieved several new milestones.

**This past year, we opened membership in the Alliance to new areas and welcomed providers from the Rio Grande Valley and Coastal Bend.**

We also implemented a new comprehensive training and coaching framework to guide the delivery of personalized support and equip providers with new tools to strengthen their business practices and elevate the quality of their care.

Throughout the year, providers were assigned a Quality Coach who customized coaching and training to meet their specific needs and supported them on their journey toward business sustainability. Providers received access to a research-based curriculum, child care management system, marketing materials, technology support, equipment, and group training opportunities, enhancing both business operations and care quality. We have taken a data-driven approach to program improvements, using opportunities assessments and monthly surveys to tailor coaching and track key metrics and provider progress.

We also brought on two additional Quality Coaches to accommodate increased enrollment, one based in the Rio Grande Valley and another providing virtual support for San Antonio and Austin. Additionally, we expanded eligibility to include partners in our Early Head Start-Child Care Partnership program in Hidalgo County, bolstering our provider pipeline in the Valley.

**This year, membership in the Alliance grew to 73 providers, nearly double the enrollment from the previous year.** The impact of the Alliance is evident as providers have embraced innovation, receiving exposure to new teaching methods, marketing tools, and new supports like the child care management system.

Moving forward, we are committed to extending the reach of the Alliance to even more family child care providers across Texas. As the Alliance grows, we also remain dedicated to refining and improving the support we offer to ensure providers have the tools and resources they need to thrive.



# Shared Services Alliance

## Who We Serve



**72**

Total Family Child  
Care Providers Served  
in 2023-24



El Paso	25
Austin	16
San Antonio	14
RGV	14
Corpus Christi	3

## Impact



**69%**

Providers received  
Marketing support



**83%**

Providers received  
a CCMS subscription



**83%**

Providers  
received curriculum



**1,411**

Pedagogical & Business  
Support sessions

# » Shared Services Alliance Testimonials



## **Maria Montano:**

*"I gained valuable experience and knowledge over the years. At the start of the pandemic, I was worried about meeting licensing hour requirements, but the offer of business coaching was a welcome surprise. Initially, I had doubts, but knowing it was confidential was reassuring. Through coaching, I learned essential administrative skills, including managing income, salaries, and profits. This program greatly enhanced my understanding of child development and how to run a balanced curriculum. The program also improved communication about child development and helped promote our business within the community. Monthly meetings have been beneficial for staying updated and sharing insights. I am grateful for the experience and the opportunity to be part of this program."*

## **Sandra Gonzales:**

*"I wanted to briefly "thank you" for introducing Playground to our childcare programs. I was very impressed with the Playground training after researching other competitive childcare management software like Brightwheel and Procare. Playground software seems like it will be easy to use, and organizes a lot of our manual daily tasks and addresses communicating with our clients/families. I'm excited about utilizing this software because my hopes are that it will assist me in being more efficient with time management of operating our childcare business. Thank YOU."*





**TX Family Child Care**  
Providers working together  
towards success



**Proveedores del Cuidado**  
**Infantil Familiar de Texas**  
trabajando juntos  
hacia el éxito



**AVANCE**

**AVANCE**

# Business Coaching

## » How We Are Moving Forward



**T**his was the final year of funding for the **Business Coaching program**, but our team still achieved remarkable success, supporting Family Child Care Educators across Texas in enhancing their daily operations and achieving financial sustainability. One of our key accomplishments was the implementation of a "fast track" system to ensure continuous enrollment throughout the year and enable educators to qualify for the Shared Services Alliance once the program ended.

**Throughout the year, our business coaches remained dedicated to supporting family child care educators in increasing revenue, reducing costs, and mitigating future risks for their small businesses.** We conducted virtual coaching sessions tailored to each educator's needs, accommodating their schedules and language preferences. Sessions focused on essential business topics such as record keeping, budgeting, increasing enrollment, raising tuition rates, and ensuring timely payment collection. Additionally, participants received professional development hours upon completing the Business Coaching journey.

**Nearly 500 family child care educators received coaching in 2023-2024**, and the impact of the program is clear. Participants reported increased sustainable revenue, a deeper understanding of financial foundations,

improved risk reduction strategies, and a more effective use of marketing plans. Some educators created a budget for the first time in years and were finally able to pay themselves. Many put what they learned about marketing into practice, growing their enrollment and revenue. Others took advantage of grant opportunities to expand their programs and businesses.

Although the Business Coaching program has come to a close, the invaluable insights we gained are being carried forward, helping shape the support we provide through our Quality Child Care Matters program and our Shared Services Alliance. We remain dedicated to increasing the availability of affordable, high-quality child care by supporting family child care educators across Texas and beyond. We continue to explore opportunities that will help us achieve that goal, knowing that family and home child care is essential to building thriving communities.



# » Business Coaching

## Who We Serve



**467**

Family Child Care Providers (FCCP)  
received business coaching



**72%**

Received Child Care  
Relief Funding



**90%**

Providers received  
coaching on budgeting



**\$12.2M**

Child Care Relief Funds  
Accessed by providers

## » Business Coaching Testimonial



### **Ursula McKenzie:**

*"Your guidance has significantly impacted various aspects of our operations, leading to remarkable improvements. One of the most crucial areas where your coaching has made a difference is in understanding and implementing an effective budget. Prior to your guidance, our financial planning was somewhat haphazard, which made it challenging to allocate resources efficiently. Your insights into budgeting not only helped us track our expenses more accurately but also enabled us to make informed financial decisions that have strengthened the sustainability of our business.*

*Furthermore, your advice on customer service has transformed how we interact with families. By emphasizing the importance of personalized and responsive communication, we have seen a notable increase in family satisfaction. Your strategies for improving customer service have enhanced our relationships with both new and existing clients, leading to better retention and a more positive reputation in the community.*

*Overall, your coaching has been instrumental in refining our approach to both financial management and customer service. We are now more confident in our business practices and better equipped to provide exceptional care to the families we serve.*

*Thank you once again for your dedication and expertise. Your support has been a key factor in our continued success and growth."*



AVANCE would like to thank our funders, public and private, and our collaborative partners for their support, without which our work would not be possible.

## Funders

- Bezos Family Foundation
- Ember Foundation, Spring Point Partners
- Insurance Industry Charitable Foundation
- ICONIQ
- James Avery
- Louis Calder Foundation
- MacKenzie Scott
- Meadows Foundation
- New Profit
- Office of Head Start
- Powell Foundation
- Pre-K 4 SA
- Pritzker Children's Initiative
- Shield-Ayres Foundation
- Stranahan Foundation
- Texas Women's Foundation
- Texas Workforce Commission
- The Najim Charitable Foundation
- TJX
- Truist Foundation
- United Way for Greater Austin
- Valhalla Foundation
- Vinson & Elkins
- VTX1

## Collaborators

- Austin Community College
- Center on the Developing Child-Harvard University
- Children at Risk
- Cognitive Toybox
- Divine Children, Inc./Ashley Pediatrics
- Early Matters El Paso
- Early Matters San Antonio
- Educare
- El Paso Community College (EPCC)
- H-E-B Read 3
- Partnership for Community Action (PCA)
- Pharr-San Juan-Alamo ISD
- Pre-K 4 SA
- Promise Venture Studio
- Shine Early Learning
- Texas Policy Lab- Rice University
- TexProtects
- The PN-3 Collaborative
- Trust for Learning
- UnidosUS
- Workforce Solutions Capital Area
- Zapata County ISD



# » Financial Brief

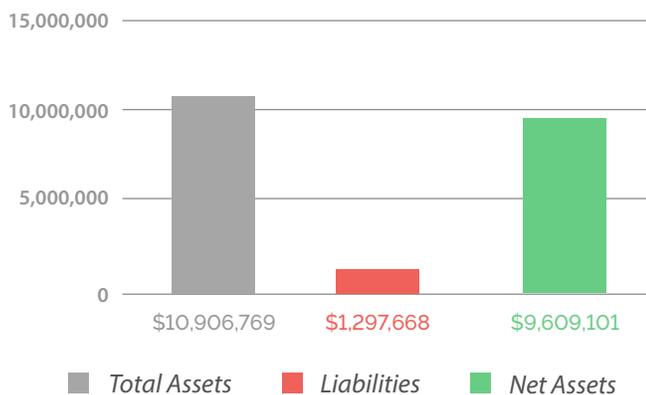
## Assets

	FYE 2024	FYE 2023
Total Current Assets	\$6,395,414	\$11,248,562
Long-Term Assets	\$4,183,255	\$221,792
Net Intangible Assets	\$328,130	\$604,472
<b>Total Assets</b>	<b>\$10,906,769</b>	<b>\$12,074,826</b>

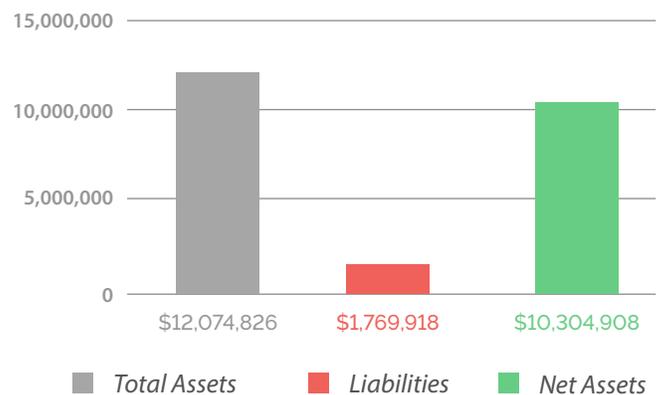
## Liabilities & Net Assets

Total Short-Term Liabilities	\$1,209,486	\$1,162,799
Total Long-Term Liabilities	\$88,182	\$607,119
Net Assets	\$9,609,101	\$10,304,908
<b>Total Liabilities &amp; Net Assets</b>	<b>\$10,906,769</b>	<b>\$12,074,826</b>

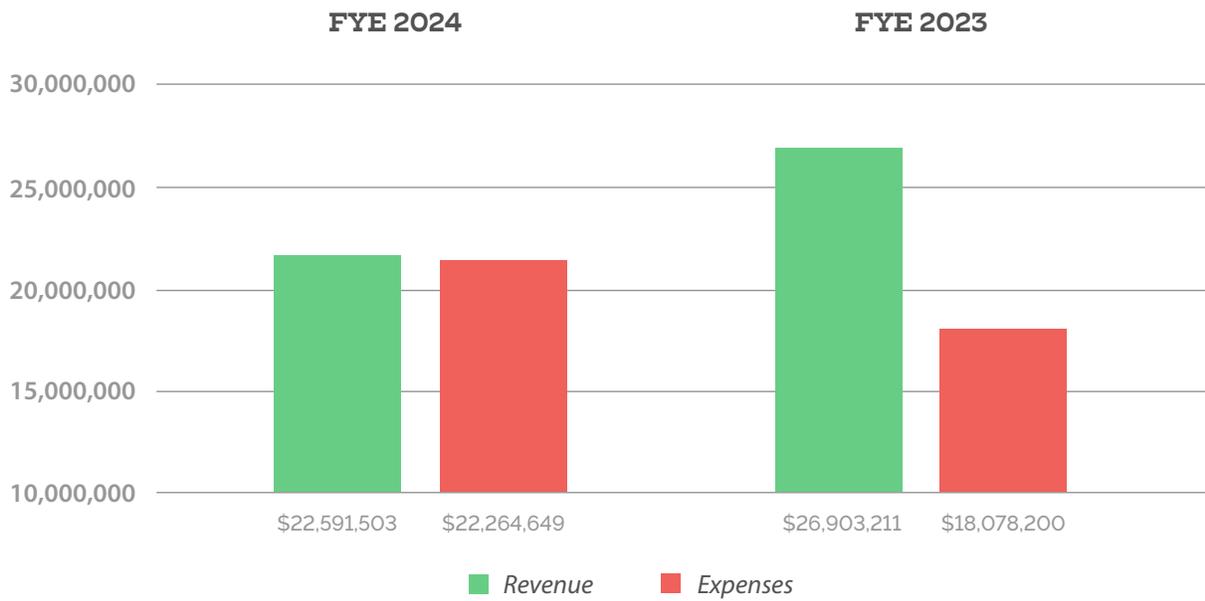
Financial Position FY 2024



Financial Position FY 2023



	FYE 2024	FYE 2023
<b>Revenue</b>	\$22,591,503	\$26,903,211
<b>Expenses</b>	\$22,264,649	\$18,078,200
General Admin	20%	15%
Program	80%	84%





**What's New?**



## » PCEP Evaluation Update

In partnership with the Texas Policy Lab at Rice University, we launched a randomized control trial (RCT) in 2022 to evaluate the effectiveness of our core Parent-Child Education Program (PCEP). Our partnership is now entering an exciting new phase. Following the successful first two years of the RCT, which provided critical insights into PCEP's effectiveness, the Texas Policy Lab recommended extending the study to a third year to strengthen their findings.

Committed to making evidence-based improvements in our programming, we are proud to announce that Year 3 of the RCT is well underway, led by our new Director of Research and Evaluation. Key dates, including assessment windows, have been set to ensure thorough data collection and analysis. Recruitment efforts in South Texas and the Rio Grande Valley have ramped up significantly, with teams engaging families in the Hidalgo/Pharr-San Juan-Alamo and Starr-Zapata areas. Local school district events have proven to be effective venues for reaching potential participants, and the initial response has been overwhelmingly positive.

**With recruitment nearly complete, the latest cohort of PCEP participants is scheduled to begin the program in late September 2024. We look forward to continuing this impactful study and to the insights it will provide.** The results of this extended study will inform more effective strategies to meet the evolving needs of the families we serve and will be instrumental in shaping the future direction of PCEP.





## Why is AVANCE needed



# » ¡Juntos es Mejor! Bringing the AVANCE Family Closer Together

Growth and success begin with a strong foundation. At AVANCE, this is true not only for the families we serve but also for our organization, which is why the first principle of our new strategic plan focuses on strengthening our internal culture and organizational health. **A strong foundation allows us to better serve our families and communities, expand our reach and impact, and increase our influence in the early childhood education space.**

Central to the groundwork for our future success is an initiative launched in early 2024 to bring the AVANCE National Office and Chapters closer as a cohesive AVANCE family. Already united in our shared mission and vision, we are reinforcing our foundation for growth by fostering closer collaboration on strategic goals, improving operational efficiencies, and increasing our collective capabilities.

To support these efforts, we have introduced the iVAMOS! Together Newsletter, a vital tool for internal communication and engagement. By sharing success stories, innovations, best practices, and important updates from across the AVANCE network, iVAMOS! Together is helping us build deeper connections and a strong sense of community. We have also introduced a new series of monthly learning sessions designed to increase collaboration across our network, encouraging chapters to work together and share valuable insights on effective program implementation and data-driven decision-making.

For our team, this collaborative approach will streamline training and professional development, promote sharing of expertise and best practices, and increase access to resources and support. For the children, families, and communities we serve, closer collaboration across the AVANCE network means improved services and support and greater impact.

**The journey ahead is one of collaboration, innovation, and shared success, and we are moving forward together, aligned on our goals and united in our mission. Together, we are stronger, more connected, and ready to take AVANCE to new heights in Texas and beyond. ¡Vamos!**

**i VAMOS!**



**AVANCE**<sup>®</sup>

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