



**MAAC Annual Report 2024**  
**Child Development Programs**



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# Annual Report Requirements

## Sec. 644 Administrative Requirements and Standards

### About MAAC

Today, MAAC provides life-changing services to over 100,000 individuals annually throughout San Diego County. Collaboration with community partners ensures MAAC remains on the forefront of the community's ever-changing needs, while strong relationships with funders foster strategic planning around emerging trends. MAAC's Pathways of Service— Advocacy & Leadership Development, Economic Development, Education, Health & Well-being, and Housing — support our mission of maximizing self-sufficiency with families and individuals through high-quality programs and advocacy in our communities.

**Our History** MAAC began as a social service agency focused on serving the Mexican American community of San Diego's South Bay region. Together, members from the San Diego Chapter of the GI Forum, Hermandad Mexicana, Laborer's Local #89, Association of Mexican American Educators, and the Council of Latin American Clubs along with other leaders of San Diego's Mexican American community, turned their vision into reality and founded the *San Diego County Advisory Committee of Mexican-Americans on Anti-Poverty, Inc.*

Today, now known as the Metropolitan Area Advisory Committee (MAAC), MAAC builds on its Latino roots to serve all communities in need across San Diego County. We believe everyone, regardless of age or background, should have equitable opportunities to live and thrive in our region.

**Our Mission** Maximizing self-sufficiency with families and individuals through high-quality programs and advocacy in our communities.

**Our Impact** Through the years, we have grown alongside the needs of our community, but one thing has remained constant: before an individual can begin the pathway to economic self-sufficiency, their immediate and emergency needs must be addressed. MAAC's programs are interconnected just as life is to help address those needs. Whether residing in one of MAAC's housing communities; participating in any of MAAC's education programs; finding wellness through MAAC recovery homes; or as a community member searching for specific support — our programs strive to improve all participants' economic standing as well as their ability to access resources available to them. The common thread weaving our programs together is our collective work as an organization and as a community partner to offer resources needed to achieve self-sufficiency. No other single organization offers San Diego's community the breadth of services that we do. Since 1965, MAAC has served as the cornerstone of a brighter future to thousands in San Diego.

MAAC is here to support communities. At MAAC (Metropolitan Area Advisory Committee), we help individuals and families create the life they want and deserve. MAAC has been



responding to community needs since 1965. The services we offer are broad in scope with an underlying focus to help individuals and families create the life they want and deserve through economic mobility.

## About MAAC Child Development Program (CDP)

MAAC has provided early care and education services to San Diego's North County communities for over forty-five years. The Child Development Program (CDP) consists of federally funded Head Start and Early Head Start programs, as well as California State Preschool Programs (CSPP) across San Diego's North and South County for eligible families with children from birth to five years of age (0-5).

We serve diverse populations in our communities, including families who are dual language learners, children and parents with disabilities, and families experiencing homelessness or other challenges.

We deliver services to children preparing them and their families for academic success and success beyond the school years. MAAC staff are responsive to each child's and family's unique circumstances and experiences. We provide family-focused resources and support services such as education, health, nutrition, mental health, and social services.

At MAAC, we encourage parents to become invested and involved in their child's education. We provide family education and development opportunities to help parents grow their abilities as their child's first and life-long teachers. We foster their engagement through workshops, parent groups, and classroom volunteer opportunities. We champion our parents and families as they gain the confidence and skills to help their children succeed.

During the 2023-2024 program year, MAAC's Child Development Program served over 1,100 children and their families across 43 locations in the communities of Carlsbad, Chula Vista, Escondido, Fallbrook, Oceanside, Pauma, Rincon, San Marcos, San Ysidro, Valley Center, and Vista.

## 2024 School Readiness Goals

MAAC's primary focus for the Child Development Program continues to be providing children with the foundational skills needed to achieve academic success during their school years and throughout life. We go above and beyond standard requirements to ensure the families in our care are geared for success.

To help children gain the social and emotional competence skills and confidence necessary to be prepared to succeed in school and life, we use developmentally and linguistically appropriate methods to child development and education. We recognize that children have individual rates of development as well as individual interests, temperaments, languages, cultural backgrounds, and learning styles.



We use the Desired Results Developmental Profile (DRDP) to collect information about children’s development in both our Head Start and Early Head Start programs. This is the assessment tool used for all California state funded Early Childhood Education Programs.

At MAAC, we understand that school readiness requires children to be cognitively, physically, socially, and emotionally prepared to success in school and their families must be ready and willing to support their child’s learning. Our school readiness committee, which consists of staff, parents, and child development professionals, meet to review and analyze school readiness data annually, revise the school readiness goals, and help inform future program design in anticipation of our children’s developmental needs.

Our School Readiness Goals for 2024-2025 are the following:

**Perceptual Motor and Physical Development** - Children will develop age-appropriate gross motor and fine motor competency with increasing endurance and intensity

**Cognition** - Children will use with increasing independence more complex cognitive skills to gather, analyze and interpret information

**Social & Emotional Development** - Children will recognize emotions in self and others and demonstrate pro-social behavior in a group setting.

**English Language and Literacy Development** - Children will develop their receptive and expressive language skills in their home language while acquiring English language and literacy knowledge

**Approaches to Learning** - Children will develop and begin utilizing working memory, mental flexibility, self-control (executive function) and self-regulation skills

## MAAC Child Development by the Numbers

- The total number of children and families served in 2023-2024

<b>Actual Children Served</b>	
Head Start	849
Early Head Start	260
Total # of Actual Served	1109

<b>Families Served</b>	
Head Start	797
Early Head Start	244
Total # of Actual Served	1041



- The average monthly enrollment

<b>Average Monthly Enrollment Percentage</b>	
Head Start	84%
EHS	82%
Total	83%

- The percentage of eligible children served:

According to the 2016-2020 American Community Survey 5-year estimate data, there are 7,958 children under five living below poverty level in the MAAC Service Area that include the communities of

- Carlsbad
- Escondido
- Fallbrook
- Oceanside
- Pauma
- Rincon
- San Marcos
- San Ysidro
- Vista

In 2022-2023, MAAC CDP served 13.94% of eligible children.

- The percentage of enrolled children who received Medical and Dental Exams:

<b>Medical Exam Received Percentage</b>	
Head Start	82%
Early Head Start	66%
Total # of Actual Served	86%

<b>Dental Exams Percentage</b>	
Head Start	90%

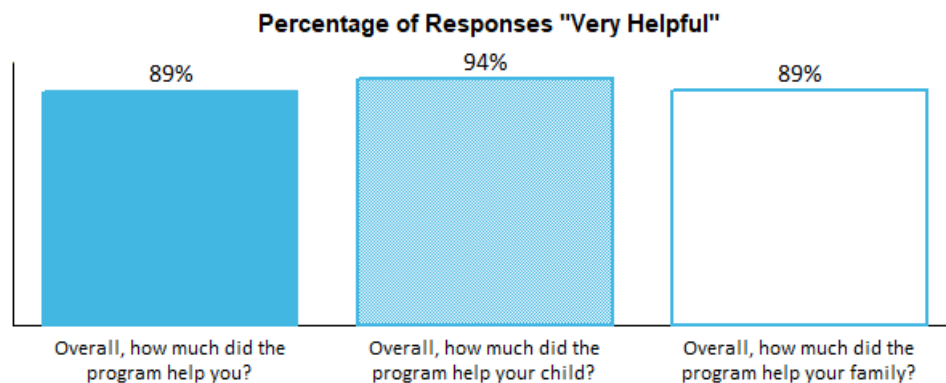
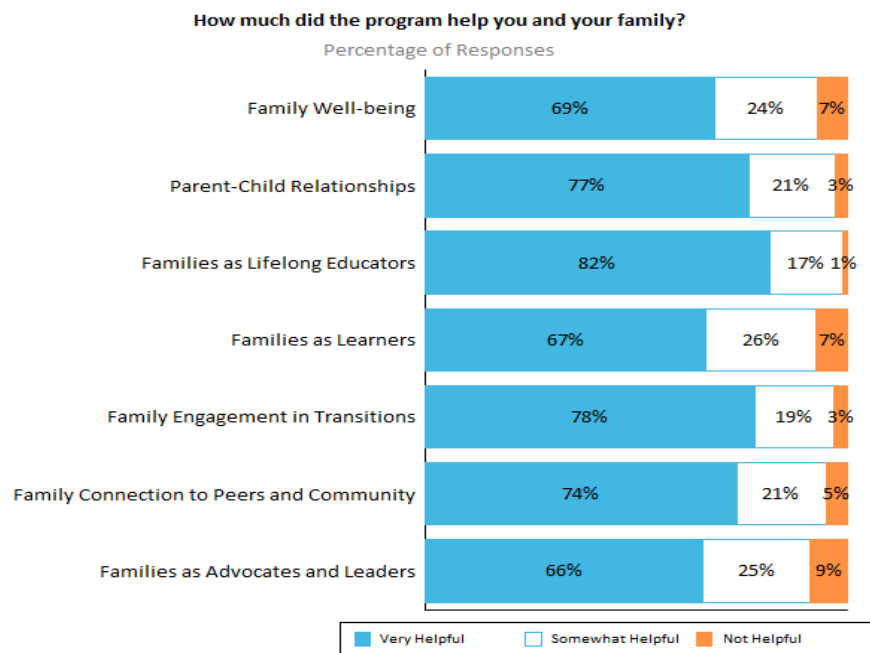
## Family Engagement

At MAAC, we firmly believe that children do best when they grow up with their parents or guardians active and positive engagement. We partner with families to foster opportunities for increased involvement in their children’s development from the family’s first meeting with our program until their child transitions to kindergarten. As the conclusion of the program year, we ask parents to complete a Family Outcome Survey to share their feedback and experiences with our program.

Here is some information about MAAC’s parent involvement activities in 2023-2024:

- 3 Father/Father Figure Events
- 1 Parent Engagement Summit
- 3 Developmental Support Services Events
- 1117 Center Parent Meetings
- 8 Policy Council Meetings

Below are some results from the Family Survey:





# MAAC CDP Financial Statements

## Explanation of budgetary expenditures and proposed budget

### Early Head Start 2023-2024

EARLY HEAD START 2023 EHS & EHS TTA 126 & 221	Actual 2023 Expenses			% of Total	2023 Budget
	EHS Basic	EHS T/TA	Total		
	126	221			
Personnel	\$ 4,981,637	\$ 12,311	\$ 4,993,948	40.7%	\$ 6,220,211
Fringe	\$ 1,450,475	\$ 4,826	\$ 1,455,301	11.9%	\$ 2,029,086
Travel	\$ -	\$ 7,593	\$ 7,593	0.1%	\$ 26,538
Equipment	\$ 35,426	\$ -	\$ 35,426	0.3%	\$ -
Supplies	\$ 280,157	\$ 6,612	\$ 286,769	2.3%	\$ 210,947
Contractual	\$ 2,413,557	\$ 3,847	\$ 2,417,404	19.7%	\$ 1,893,460
Renovations	\$ 201,967	\$ -	\$ 201,967	1.6%	\$ 222,049
Other	\$ 1,436,327	\$ 205,384	\$ 1,641,711	13.4%	\$ 1,281,545
<b>Total Direct</b>	<b>10,799,544</b>	<b>240,574</b>	<b>11,040,118</b>	<b>89.9%</b>	<b>11,883,836</b>
Indirect Costs	\$ 1,238,952	\$ -	\$ 1,238,952	10.1%	\$ 1,366,708
<b>Total Expenditures</b>	<b>\$ 12,038,496</b>	<b>\$ 240,574</b>	<b>\$ 12,279,070</b>	<b>100.0%</b>	<b>\$ 13,250,544</b>

EARLY HEAD START 2023 CARRYOVER EHS & TTA 576 & 581	Actual 2023 Expenses			% of Total	2023 Budget
	EHS Basic	EHS T/TA	Total		
	576	581			
Personnel	\$ -	\$ -	\$ -	0.0%	\$ -
Fringe	\$ -	\$ -	\$ -	0.0%	\$ -
Travel	\$ -	\$ 1,401	\$ 1,401	0.1%	\$ 25,000
Equipment	\$ 151,945	\$ 30,685	\$ 182,631	15.5%	\$ -
Supplies	\$ 190,273	\$ 16,841	\$ 207,114	17.6%	\$ 470,360
Contractual	\$ 78,605	\$ 8,922	\$ 87,527	7.4%	\$ 528,186
Renovations	\$ 273,895	\$ -	\$ 273,895	23.2%	\$ 388,400
Other	\$ 272,045	\$ 89,401	\$ 361,446	30.7%	\$ 756,012
<b>Total Direct</b>	<b>966,763</b>	<b>147,250</b>	<b>1,114,013</b>	<b>94.5%</b>	<b>2,167,958</b>
Indirect Costs	\$ 64,911	\$ -	\$ 64,911	5.5%	\$ -
<b>Total Expenditures</b>	<b>\$ 1,031,674</b>	<b>\$ 147,250</b>	<b>\$ 1,178,924</b>	<b>100.0%</b>	<b>\$ 2,167,958</b>





## Head Start 2023-2024

HEAD START 2023 HS & HS TTA 127 & 219	Actual 2023 Expenses			% of Total	2023 Budget
	HS Basic	HS T/TA	Total		
	127	219			
Personnel	\$ 6,604,891	\$ -	\$ 6,604,891	38.9%	\$ 7,549,363
Fringe	\$ 2,020,463	\$ -	\$ 2,020,463	11.9%	\$ 2,449,820
Travel	\$ -	\$ 9,596	\$ 9,596	0.1%	\$ 25,917
Equipment	\$ 111,268	\$ -	\$ 111,268	0.7%	\$ -
Supplies	\$ 387,154	\$ 7,045	\$ 394,199	2.3%	\$ 334,473
Contractual	\$ 2,983,680	\$ 5,456	\$ 2,989,136	17.6%	\$ 2,831,403
Renovations	\$ 256,060	\$ -	\$ 256,060	1.5%	\$ -
Other	\$ 2,718,463	\$ 152,802	\$ 2,871,265	16.9%	\$ 2,590,968
<b>Total Direct</b>	<b>15,081,979</b>	<b>174,900</b>	<b>15,256,879</b>	<b>89.9%</b>	<b>15,781,944</b>
Indirect Costs	\$ 1,715,768	\$ -	\$ 1,715,768	10.1%	\$ 1,872,845
<b>Total Expenditures</b>	<b>\$ 16,797,746</b>	<b>\$ 174,900</b>	<b>\$ 16,972,646</b>	<b>100.0%</b>	<b>\$ 17,654,789</b>

HEAD START 2023 CARRYOVER HS & HS TTA 577 & 579	Actual 2023 Expenses			% of Total	2023 Budget
	HS Basic	HS T/TA	Total		
	577	579			
Personnel	\$ -	\$ -	\$ -	0.0%	\$ -
Fringe	\$ -	\$ -	\$ -	0.0%	\$ -
Travel	\$ -	\$ 4,575	\$ 4,575	0.2%	\$ 15,457
Equipment	\$ 635,716	\$ 71,599	\$ 707,315	32.8%	\$ -
Supplies	\$ 370,029	\$ 1,884	\$ 371,913	17.2%	\$ 521,904
Contractual	\$ 159,315	\$ 12,334	\$ 171,648	8.0%	\$ 527,489
Renovations	\$ 266,091	\$ -	\$ 266,091	12.3%	\$ 625,750
Other	\$ 469,894	\$ 57,877	\$ 527,770	24.5%	\$ 1,017,853
<b>Total Direct</b>	<b>1,901,044</b>	<b>148,268</b>	<b>2,049,312</b>	<b>94.9%</b>	<b>2,708,453</b>
Indirect Costs	\$ 109,071	\$ -	\$ 109,071	5.1%	\$ -
<b>Total Expenditures</b>	<b>\$ 2,010,115</b>	<b>\$ 148,268</b>	<b>\$ 2,158,383</b>	<b>100.0%</b>	<b>\$ 2,708,453</b>



ARP HS/ EHS 2023-2024

ARP FUNDING GRANT 2023 HS & EHS 511			% of Total
	ARP	Total	
	511		
Personnel	\$ 124,008	\$ 124,008	12.5%
Fringe	\$ 23,100	\$ 23,100	2.3%
Travel	\$ -	\$ -	0.0%
Equipment	\$ 259,772	\$ 259,772	26.1%
Supplies	\$ 73,699	\$ 73,699	7.4%
Contractual	\$ 43,064	\$ 43,064	4.3%
Renovations	\$ 5,250	\$ 5,250	0.5%
Other	\$ 386,675	\$ 386,675	38.9%
<b>Total Direct</b>	<b>915,568</b>	<b>915,568</b>	<b>92.1%</b>
Indirect Costs	\$ 78,066	\$ 78,066	7.9%
<b>Total Expenditures</b>	<b>\$ 993,634</b>	<b>\$ 993,634</b>	<b>100.0%</b>

CDP Sources of Funding including public and private funds

<b>Sources of Funding</b>		
<i>January 1, 2023 - December 31, 2023</i>		%
Head Start	16,972,646	45.68%
Early Head Start	12,279,070	33.05%
USDA - CACFP	665,315	1.79%
<i>Jan 1, 2023 - Mar 30, 2024</i>		
Carryover Head Start	2,158,383	5.81%
Carryover Early Head Start	1,178,924	3.17%
ARP	993,634	2.67%
<i>July 1, 2023 - June 30, 2024</i>		
CDE - CA Dept. of Education	2,908,265	7.83%
<b>Total</b>	<b>37,156,238</b>	<b>100.00%</b>



## The results of the most recent review by the financial auditors

### For CDP Report 2023-2024

STATEMENT OF FINANCIAL POSITION	As of December 31, 2023	
<b>Assets</b>		
Current assets	\$	17,437,062
Investments & other assets	\$	115,312,823
Property & equipment	\$	22,082,071
<b>Total Assets</b>	<b>\$</b>	<b>154,831,956</b>
<b>Liabilities</b>		
Current liabilities	\$	17,410,640
Long-term liabilities & debt	\$	92,881,677
<b>Total Liabilities</b>	<b>\$</b>	<b>110,292,317</b>
<b>Net Assets</b>		
General unrestricted	\$	30,826,723
Controlling interest in affiliates	\$	-
Temporary restricted	\$	994,106
Non-controlling interest in affiliates	\$	12,718,810
<b>Total Net Assets</b>	<b>\$</b>	<b>44,539,639</b>
<b>Total Liabilities &amp; Net assets</b>	<b>\$</b>	<b>154,831,956</b>

STATEMENT OF ACTIVITIES	Balance December 31, 2023	
<b>Revenue &amp; Support</b>		
Contract revenue	\$	40,959,569
Contributions of cash and other financial assets	\$	1,235,594
Contributions of nonfinancial assets	\$	2,629,569
Program service fees	\$	1,944,379
Contractual services	\$	1,721,627
Charter school - state aid, grants and donations	\$	3,660,903
Rental and other tenants revenues - real estate	\$	12,073,237
Equity in losses of joint ventures	\$	(282,603)
Special events revenue, net of expenses	\$	233,686
Other revenue	\$	6,809,103
Interest income	\$	122,027
<b>Total Revenue &amp; Support</b>	<b>\$</b>	<b>71,107,091</b>
<b>Expenses</b>		
Program Services	\$	62,335,039
Supporting Services:		
Management & General	\$	6,785,795
Fundraising	\$	400,729
<b>Total Expenses</b>	<b>\$</b>	<b>69,521,563</b>
<b>Total Change in Net Assets</b>	<b>\$</b>	<b>1,585,528</b>

*Holthouse Carlin & Van Trigt LLP, CPAs of San Diego, California, conducted an independent Single Audit Report of the Metropolitan Area Advisory Committee's (MAAC) fiscal year ending December 31, 2023. The audit was conducted in accordance with generally accepted auditing standards as established by the American Institute of Certified Public Accountants and standards issued by the Comptroller General of the United States. The above statements only represent a portion of the complete report, which is available for public inspection at [www.maacproject.org](http://www.maacproject.org)*