

~ Good childcare lasts a lifetime ~

We're proud to report that BlueSkies continued to distinguish itself in 2014 as a provider of high quality childcare for the children and parents of our local communities. We want to share our 2014 successes with you, as we look forward to another great year with our parent, teacher, and staff community.

Serving the Oakland Area...

We continue to concentrate on serving our local community, with a majority of our children hailing from Oakland.



74% of BlueSkies families live in Oakland

...And Its Children

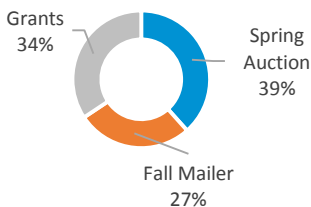
We're proud to serve a diverse set of families and children at BlueSkies and strive to reflect the community we support.



52% of attendees are children of color

Raising Funds to Support Our Services: \$250,000 in 2014

Scholarship Funds Raised: \$130,000



Fundraising is vital to sustaining and growing BlueSkies. Funds raised through scholarship fundraising and other efforts allow us to:

- Maintain an economically diverse enrollment
- Provide additional services for our parents and children
- Deliver education programs to the broader Bay Area child education community

Programs Supported by Other Fundraising Efforts



Making Parents Happy...

In our annual survey, parents echoed our own pride in BlueSkies:

100% of respondents rated their overall BlueSkies experience "Excellent" or "Very Good".

We are happy that our parents appreciate our experienced, trained teachers, our philosophy, and our low child-to-teacher ratios.

...Even After School

Changing our annual auction format to an evening event proved very popular. We look forward to the next NightSkies on Saturday, May 16, 2015.

Ensuring Our Organization Runs Smoothly

Total Expenses: \$2.1 million



Program Expenses, 85%

In 2014, our expenses and revenue each totaled **\$2.1 million**. We are thankful for our outstanding staff, who help BlueSkies succeed in its important mission every day.

Renewing Our NAEYC Accreditation

BlueSkies is the only NAEYC accredited child care provider in Oakland, and as we renew our accreditation in 2015 we will be building on many of our 2014 successes.



BLUESKIES STAFF

46% hold a
BA or MA

Implemented composting
and recycling school-wide



Offered comprehensive training to
28 OUSD Transitional Kindergarten
teachers, through:


Professional
Development
Lectures


Individualized
Coaching


Group
Support

Benefiting **750+** schoolchildren

Served over
20,910

lunches
+
41,820

snacks

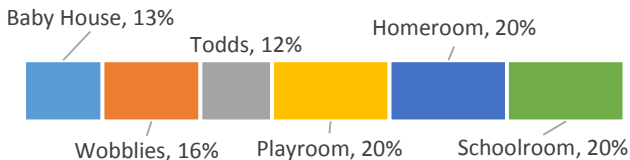
Guided **102** kids
on becoming
their best
selves through
complex play

Helped **85** college students &
teachers learn by
observing BlueSkies

Employed at
BlueSkies for
over 5 years **20**

BLUESKIES CHILDREN

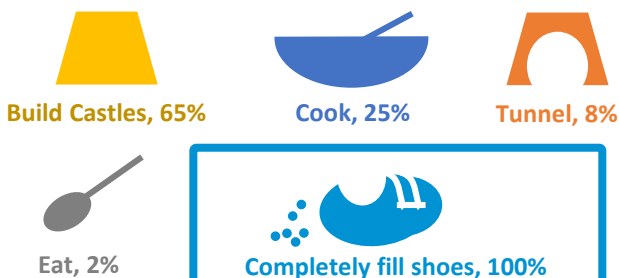
WHERE DO THEY PLAY DURING THE DAY?



HOW DO THEY MOVE?



WHAT DO THEY DO WITH SAND?



WHAT LUNCH IS MOST POPULAR?



WHO DO THEY CALL FROM THE OFFICE PHONEBOOTH?

Grandma & Grandpa: 45%
Mom or Dad: 35%
BlueSkies Friends: 10%
Other: 10%

Thank you to our generous donors, who help make all of this possible!



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