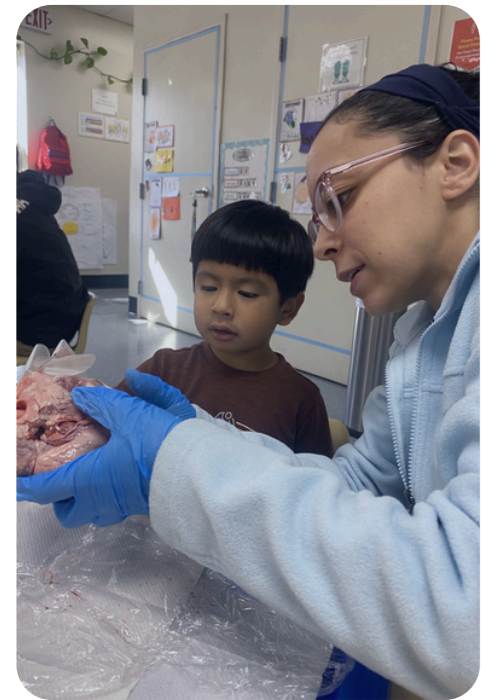


FY 2024 ANNUAL REPORT

JULY 2023 – JUNE 2024



Educating children and youth and strengthening families, in a bilingual, multicultural environment.

TABLE OF CONTENTS

01 Letter from our
President & CEO

02 Community We
Serve

04 CentroNía Branches

05 Educator Story

07 Highlights Gallery

08 Partners & Volunteer
Highlights Gallery

09 Financials

10 CentroNía Friends &
Supporters

11 CentroNía Board &
Leadership

12 Get involved

13 Center Locations &
Connect With Us

Strong Roots, Strong Branches: Building Community Resilience Through ChildCare

Letter from our President & CEO

Dear Friends, Supporters, and Families,

As we reflect on the past year and look ahead to the future, we are filled with gratitude to continue our work in ensuring that the children and families of the greater metropolitan area have the necessary tools to succeed academically and professionally. For nearly 40 years, we have ensured that our community has been reinforced by the strong roots and branches that make up high-quality childcare and family services. We continue to do so as now more than ever affordable access to early childhood education and childcare is crucial for families and their everyday lives.

This year, we've seen incredible growth, with the opening of two new centers: A center at Bunker Hill Elementary School and another in Silver Spring, Maryland in partnership with the Martha Guldelsky Child Development Center. With these two new centers, we will serve an additional 160 children. All our 850+ children are receiving the same high quality service that ensures our children are safe, prepared for a successful transition to kindergarten, and that our families are supported in every way possible.

All these components, *branches*, create a community where no child or family is left behind, where every parent feels seen, and every child knows they matter. As we look on ahead, we are grateful to our individual donors and funding partners as their support our mission makes it possible for CentroNía to expand its reach in early childhood education.

Thank you for standing with us and believing in early childhood education's potential to create a world where every child and family is cherished and nurtured.

Mil gracias,

Myrna Peralta

CentroNía President & CEO

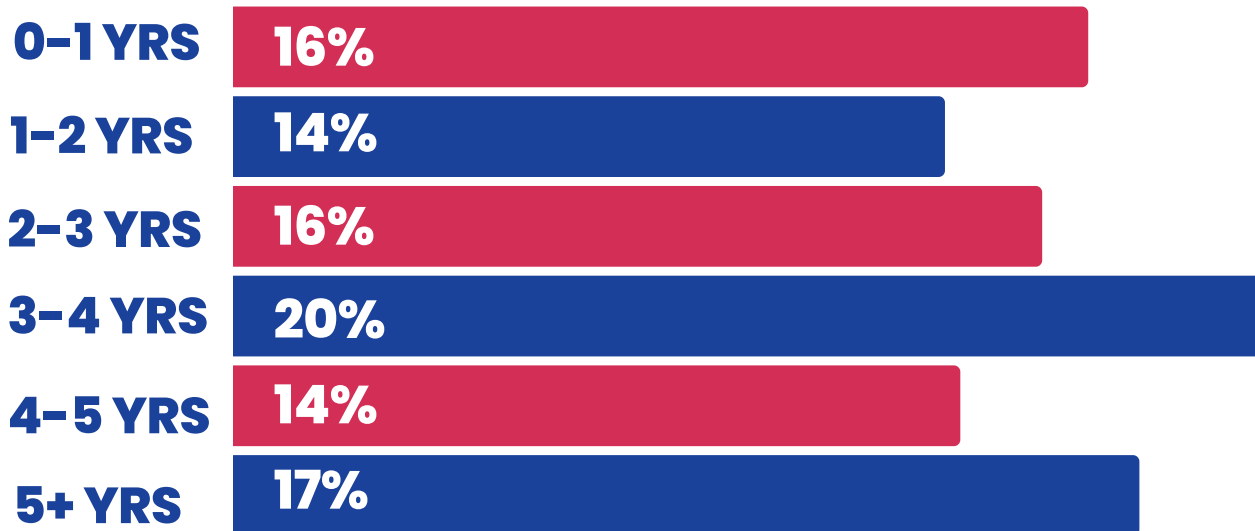


We are deepening our roots and extending our branches – ensuring that every child can thrive.

The Community We Serve

NUMBER OF CHILDREN SERVED

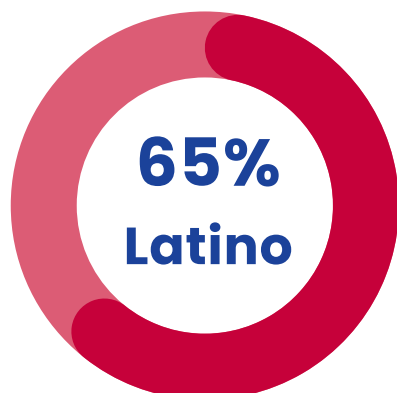
Cumulative Enrollment: 8/1/23–8/30/24



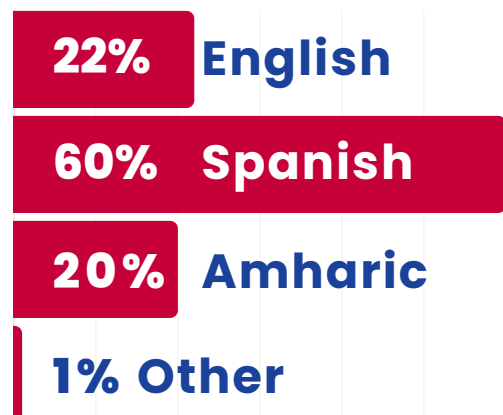
984 TOTAL CHILDREN SERVED

74% CHILDREN SPEAKING PRIMARY LANGUAGE OTHER THAN ENGLISH

ETHNIC BACKGROUND

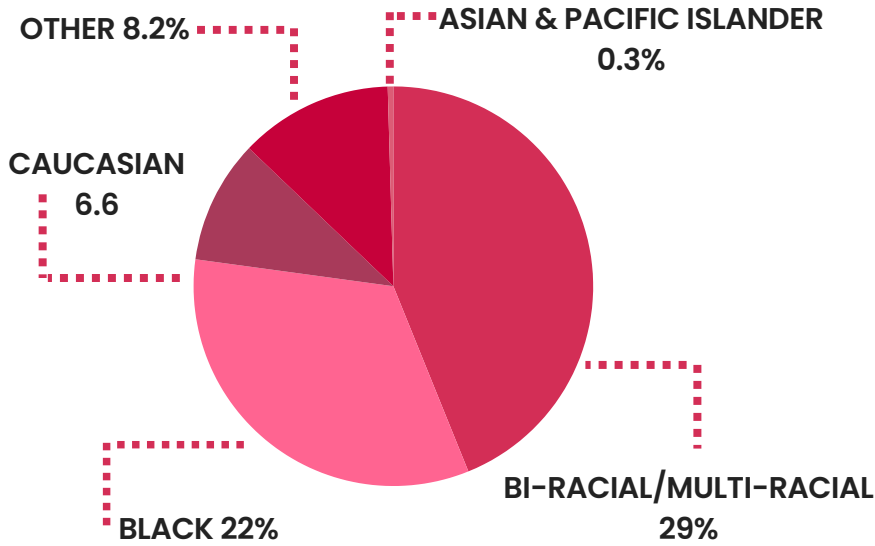


PRIMARY LANGUAGES

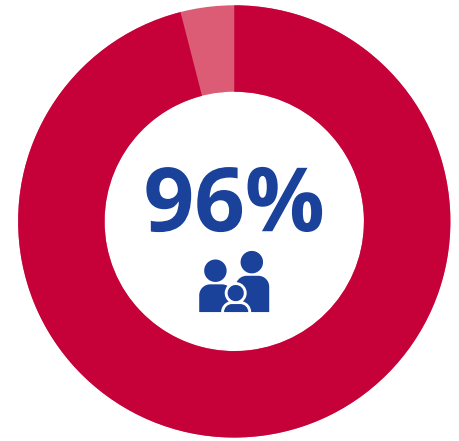


COMMUNITY WE SERVE CON'T

RACIAL DEMOGRAPHICS



LOW-INCOME FAMILIES



EARLY HEAD START



27 PREGNANT WOMEN SERVED (EHS)



209 CHILDREN 0-3 YRS

Our Early Head Start program helps infants, toddlers, and pregnant women from low-income households in the greater metropolitan area, build the foundational skills for their children's school readiness and familial wellbeing.

CUMULATIVE EARLY HEAD START ENROLLMENT



PREGNANT WOMEN **11%**



2 YEARS OLD **22%**



INFANT **35%**



3 YEARS OLD **8%**



1 YEAR OLD **22%**



"It has helped me continue to grow in my career by giving me a safe environment for my daughter to be at while I'm at work."
- CentroNía Parent

CentroNía Branches

FOOD & WELLNESS

3,000 MEALS
DISTRIBUTED
DAILY

720,000 MEALS
DISTRIBUTED
PER YEAR

NÍACENTRAL

CENTRONÍA SUBSIDIARY CATERING
COMPANY SERVING DC WARDS 1-8

12 LOCATIONS

OVER **600+** CHILDREN FED

OUR FAMILY ENGAGEMENT CENTERS DISTRIBUTE



DIAPERS AND OTHER INFANT NECESSITIES TO FAMILIES

NEW CHILDREN'S COATS AND OTHER CLOTHING ITEMS



DONATED FOOD/NON-PERISHABLE ITEMS DURING THE HOLIDAYS

CENTRONÍA INSTITUTE CHILD ASSOCIATE (CDA) PROGRAM



300+

PROSPECTIVE &
CURRENT EDUCATORS



18+ WORKING
HOURS

CENTRONÍA EDUCATORS
PER SCHOOL YEAR

Helping Families Bloom: A CentroNía's Teacher's Journey Through Early Childhood Education

Karen Castello first walked through the doors of CentroNía in 2019 as a volunteer, eager to give back and become part of a community dedicated to supporting children and families. With a Child Development Associate (CDA) credential in preschool education in hand, her initial experience launched a powerful and inspiring journey in early childhood education at CentroNía. Karen's dedication and talent quickly led to her hiring as a Teacher's Assistant, followed by her promotion to Lead Teacher. While working in the classroom, she remained committed to deepening her skills and expanding her impact—motivated by her passion for child development and her belief in the transformative power of family engagement. In 2024, Karen earned her Associate's Degree in Early Childhood Education from Trinity Washington University.

Today—six years after her first volunteer experience—she serves as a CentroNía Lead Home Visitor through CentroNía's Early Head Start program, and is continuing her academic journey by pursuing a Bachelor of Science in Early Childhood Development at Potomac University.

Karen's journey is one of transformation—both personal and professional. She credits CentroNía with playing a pivotal role in her development, providing professional opportunities and encouragement to keep growing. "The support I've received has been essential in continuing my studies and advancing in this field," she shares," she expressed.

“

As a home visitor, the most rewarding moments are when I have had the opportunity to help a family facing an economic or housing crisis —finding community resources and being able to provide solutions during difficult times.

”



Over the past six years, Karen has created countless memories but it's the relationships with families that have had the deepest impact on her. "I feel grateful to be part of a family's journey," she says. "As a home visitor, the most rewarding moments are when I have had the opportunity to help a family facing an economic or housing crisis —finding community resources and being able to provide solutions during difficult times."

Karen's story is a testament to the unwavering care and dedication of CentroNía's workforce—educators who work tirelessly each day to help children and families thrive. Her journey reflects the importance of investing in early childhood educators through continued education and career pathways as a strategy for uplifting entire communities.

"I love being a Home Visitor because I get to make a positive impact on young children's lives," Karen says. "I'm glad to build strong relationships with families, empowering them (parents and guardians) with the knowledge, resources, and tools they need to support their children's well-being."

Because of educators like Karen, CentroNía continues to raise the bar for high-quality care, setting children and families on the path to lifelong success.



“My son has developed skills such as being independent, always willing to learn, and the teachers are lovely with each child.”

- CentroNía Parent

Highlights Gallery



CentroNía Teachers participating in a workshop during our annual professional development week



Early Learners from CentroNía Stevens ELC enjoying story time at their local library



CentroNía Early Head Start student using a take home activity kit



CentroNía teachers who participated in various workshops with our Food and Wellness Program to learn about healthy food and recipes



Families taking part in our resource fair during CentroNía Takoma Park's annual Family Fun Day

Partners & Volunteer Highlights Gallery



Our Food & Wellness program held their Health and Wellness corner event. Families and staff were able to speak with various organizations such as our partners at Giant



Volunteer from Van Metre Companies helping us get ready for the school year by painting CentroNía fencing



CentroNía Upshur student participating in the GDA Program where he received a dental exam by volunteers from Gordon Dental Associates, LTD



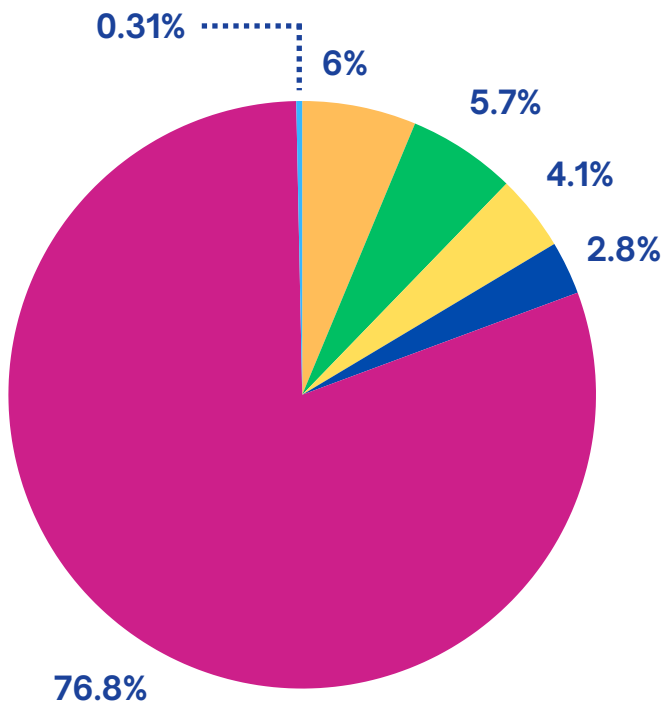
CentroNía volunteers getting ready to distribute Thanksgiving baskets to families in need



Volunteers from PNC Bank spent time with CentroNía students and read books

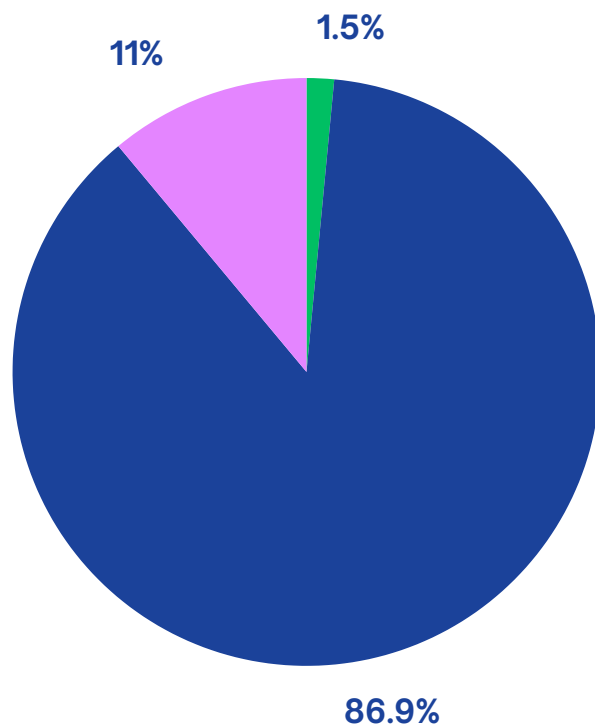
FINANCIALS

SUPPORT & REVENUE



- Government Grants & Contracts
- Catering Services
- Rental Income
- Parents' Fees
- Private Grants & Contributions
- Other Revenues

EXPENSES



- Fundraising
- Program Services
- General & Administrative

FOR COMPLETE AUDITED 990 FORMS, PLEASE VISIT OUR GUIDESTAR PAGE:
[HTTPS://BIT.LY/CENTRONIA](https://bit.ly/centronia)

CENTRONÍA FRIENDS & SUPPORTERS

Special Thank You to our friends and supporters:

Individual Donors

Juanita Acha
Phyllis Armstrong
Judy Bauer
Joy and Gerald Choppin
Chelsey Christensen
Carla Colon
Kathleen Conley
Emily and David Davison
Gretchen Ellsworth
Jorge Felix
Jake Ferreira
Tim Foley
Mary Gabay
John Gaudet
Jonathan Genn

Gretchen Goldman
Raquel Gomez
Rana Hamdy
Michael and Elizabeth Hatcher
John and Margaret Hauge
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Cesar Huaman Trinidad
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Patrick-Spencer Salami
Karen Taylor
Anne Theisen

Marcella Trask
Susan Trice
Martha Ullman West
Tara Vassefi
Sarah Widor
Jonathan Willen
Carolyn Wogaman

Corporations, Foundations, Institutions

Catherine B. Reynolds Foundation
SCHWAB Charitable Donor Advised
Fund
The School Inc
Jed Herrmann and Meg Sullivan
Donor-Advised Fund

Lenzner Family Foundation
Grayer Family Foundation
Peale Foundation
Greater DC Diaper Bank
Field School
The Potomac School
Crossroads Community
Food Network
FRESHFARM
Van Metre Companies
Telemundo 44
NBC 4
Greenberg Traurig
PNC Bank
United Bank
The Comis Foundation

George Washington University
Aetna

“CentroNía Has been incredibly supportive to us as new parents. The structure and level of social emotional engagement with our daughter is really showing she loves learning is very curious and is beyond her milestones for her age.” – CentroNía Parent

CENTRONÍA LEADERSHIP

BOARD OF DIRECTORS

Tim Foley (*Chairman of the Board*)

Rebecca Murday (*Vice Chair of the Board*)

Phenola Lawrence (*Secretary of the Board*)

Dennis Davison

Tonya Esposito

Danielle Fuentes-Johnson (*Early Childhood Education Consultant*)

Gabriela Gonzalez (*EHS Policy Council Liaison*)

Rexanah Wyse Morrissette

Erica Van Steen

Jeffery Voth

CENTRONÍA EXECUTIVE TEAM

Myrna Peralta, President & CEO

Cynthia Mercado, Chief Operating Officer (COO)

Heriberto Velasquez, Senior Director of Early Childhood Programs

Rosalba Bonilla-Acosta, Maryland Director

Lisa Rivera, Family & Community Services Senior Director

Orlando Fidalgo, Director of Finance

"I feel very proud of CentroNía since it gave me the opportunity to perform my vocation as a preschool teacher, I am very happy, and I enjoy very much with them their creativities their talents and tenderness sincere hugs that give them every day they are the future of tomorrow blessings to all the children of the world." - CentroNía Teacher

GET INVOLVED

Every year, CentroNía serves over 3,700 children and their families in our community by providing affordable, high-quality early childhood education and family support services in a bilingual, multicultural environment. You can help us continue building a stronger community by getting involved.

Make a One-Time Donation



Your 100% tax-deductible gift enables CentroNía to continue serving vulnerable children and families in our community by supporting our early childhood education, workforce development, and family support programs. Your one-time donation can be made in honor of someone or even to celebrate a birthday or anniversary! Make a donation by visiting www.centronia.org.

Become a CentroNía Sustainer



Supporting CentroNía is easy when you become a CentroNía Sustainer. As a CentroNía Sustainer, you will join one of three exclusive groups of supporters who make recurring donations—monthly or quarterly—in support of CentroNía’s high-quality early childhood education and support services.

Host a Fundraising Event



Know some people who would be interested in making even a few small gifts to support local children and families? Set up a birthday fundraiser on Facebook, dedicate your 5K to raising money for us, or reach out to us with other ideas! You can also check out our calendar to find an upcoming fundraising event to attend.

Contact our Development team at (202) 332-4200, ext. 1011, with any questions or other ideas.

Workplace Giving



Does your employer have a charitable giving program? CentroNía’s EIN is 25-1689720. Ask your employer to automatically donate a pre-tax amount of your choosing each pay period, month, or year.

If you are a federal employee, a District of Columbia or State of Maryland employee, or if your employer participates in the United Way’s employee giving program, you can select CentroNía as your charity of choice using the number on our badges for the Combined Federal Campaign, Maryland Charity Campaign, and the United Way.

CENTER LOCATIONS

CentroNía, Headquarters

1420 Columbia Road, NW
Washington DC, 20009

Phone: 202.332.4200
Fax: 202.745.2562

CentroNía @ Upshur St

1288 Upshur Street, NW
Washington DC, 20011

Phone: 202.726.1275

CentroNía @ Stevens ELC

1050 21st Street, NW
Washington DC, 20036

Phone: 202.442.5566

CentroNía @ Bunker Hill

1401 Michigan Avenue, NE
Washington DC, 20017

Phone: 202.688.8809

CentroNía @ Takoma Park

1345 University Blvd E.
Takoma Park, MD 20912

Phone: 301.543.8040

**CentroNía @ Martha
Gudelsky Child
Development Center**

8901 - 8907 Colesville Rd
Silver Spring, MD 20902

Phone: 240.963.3993

CONNECT WITH US

WEBSITE ADDRESS: WWW.CENTRONIA.ORG

PRIMARY PHONE: 202-332-4200

EMAIL: COMMUNICATIONS@CENTRONIA.ORG

FOLLOW US ON OUR SOCIALS!



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