

CHILDREN'S PARADISE, INC.

EXCEEDING  
EXPECTATIONS

EXPANDING  
ACCESS



Children's Paradise  
preschool and infant centers

2024/2025 ANNUAL REPORT







# C O N T E N T S



**4 A LETTER**  
from Our CEO

**6 THE CRISIS**  
Defined

**8 COMPANY**  
Overview

**10 RESULTS**  
with Funding

**11 CORE**  
Values

**14 SUPPORTING**  
Families

**16 FULFILLING**  
Regional Needs

**18 HOLISTIC**  
Care

**20 COMMUNITY**  
Engagement

**23 THE POWER**  
of Our People

**25 RECOGNIZING**  
Our Achievements

**27 3 DECADES**  
of Impact

**29 PARTNERING**  
in Expansion

**30 GOALS &**  
5 Year Plan

**32 PARTNERSHIPS**  
Build Community

**33 GROWING**  
Education Awareness

**35 INVESTING**  
with Your Support



# A Year of Impact and Growth at Children's Paradise

Dear Friends and Supporters,

I'm thrilled to share that Children's Paradise Preschool and Infant Centers has had a remarkable year of progress, expanding our reach and deepening our impact. With critical funding and unwavering dedication, we've transformed facilities, opened new centers, and empowered families across San Diego County. Thank you for being part of this journey to provide every child with a strong educational start that demonstrates equality in action.

**Transforming Spaces, Expanding Access** this year, we revitalized our East Vista and East Escondido centers with upgraded playgrounds and enhanced facilities. Our Oceanside location received playground improvements to boost educational outcomes, while Poway gained new classrooms and refreshed play areas filled with imagination and wonder. Despite challenges from permitting delays and construction hurdles, our team's tenacity shone through, culminating in the grand opening of a 6 year process to create our new Carlsbad Children's Paradise center.

Looking ahead, we've secured agreements to build a third Escondido center and will be planting two high quality childcare centers in Ramona. These expansions reflect our commitment to meeting the growing demand for high-quality early education in our region by ending the childcare deserts and empowering children and their families to both work and thrive!

**Strengthening Our Foundation** to support this growth, we restructured our organization for greater efficiency and sustainability. Streamlined processes and a stronger corporate framework now enable us to serve more families with services beyond the classroom, ensuring long-term impact and great value to American taxpayers.

**Empowering Families and Communities** we've expanded family support with food assistance, medical referrals, and access to essential services. Our practical workshops—covering topics like infant care and diapering—along with parenting tips shared through our newsletter and social media, equip families with the resources and information they need to reach new heights of success. New partnerships with nonprofit and for-profit organizations have further enriched the communities we serve, creating a robust network of support.

**Addressing a Critical Need Nationally**, over half of young children lack access to early education, with 3.6 million unable to find licensed care in 2022. In California, only 1 in 9 eligible children received subsidized childcare that year. Locally, San Diego County has just one licensed childcare slot for every two children under five, with some areas serving less than 20% of young children.

Children's Paradise is tackling this crisis head-on. We're increasing high-quality learning spaces, investing in our educators' professional development, and fostering community engagement to uplift every child and family we serve.

**Looking to the Future** as we move forward, we remain committed to doing more. Challenges lie ahead, but with our dedicated team, supportive partners, and incredible community, we're optimistic about building a brighter future for every child.

Thank you for standing with us in this vital mission. Together, our team of dedicated workers, teachers, leaders, and entrepreneurs are ensuring that every child has the foundation they need to succeed.

With gratitude,



Julie Lowen,  
President & CEO, Children's Paradise





**“Children’s Paradise has remained steadfast in our commitment to expanding access to early education.”**

**- Julie Lowen,  
Chief Executive Officer**





## High Costs & Limited Availability Early Education in Crisis

### A National Emergency

The early childhood education (ECE) sector in the United States is facing a profound crisis. Despite the critical role that early learning plays in child development and long-term societal outcomes, access to affordable, high-quality care remains out of reach for many families. In 2025, the average annual cost of childcare in the U.S. is approximately \$17,836. In California, the average annual cost of child care is \$23,863, surpassing in-state college tuition in 41 states. (1) This financial burden forces many parents, particularly women, to reduce work hours or leave the workforce entirely, exacerbating economic disparities and limiting children's early learning opportunities. (2)

### Funding Shortfalls Threaten Essential Programs

Compounding these challenges are recent federal funding cuts and policy changes that threaten the stability of ECE programs nationwide. Proposed reductions in federal support jeopardize essential services, including child care subsidies and early learning initiatives, leaving providers scrambling to maintain operations. These cuts not only undermine the quality of care but also risk the closure of programs that serve the most vulnerable populations. (3)



### California's Struggles Reflect National Trends

California, despite its efforts to expand early education, mirrors the national challenges. The state has committed to adding 200,000 new child care slots by 2027, but the rollout has been delayed, and funding remains insufficient. Additionally, proposed budget reductions threaten existing preschool programs, potentially reversing progress made in recent years. (4) These challenges underscore the urgent need for comprehensive policy reforms and increased investment in early childhood education to ensure that all children have access to the foundational learning experiences they deserve.

### Workforce Challenges Undermine Quality and Access

A significant contributor to the ECE crisis is the persistent undervaluation of early educators. Despite their essential role in shaping young minds, early childhood educators often earn wages comparable to fast-food workers, leading to high turnover rates and staffing shortages. This instability not only affects the quality of care but also limits the availability of programs, leaving many families without viable options.

#### SOURCES:

- (1) <https://www.self.inc/info/childcare-costs-by-state/#childcare-by-state> (2023)
- (2) Market Watch Insider
- (3) Reuters+2California Budget & Policy Center+2CalMatters+2
- (4) Child Care Resource Center (CCRC)+2California Budget & Policy Center+2Early Edge California+2Legislative Analyst's Office
- (5) 2022 Ready Nation Survey



OVER  
**50%**

of working parents face challenges when looking for affordable, high quality childcare. (5)

CONSEQUENCES

The failure of the childcare and early education business model has serious economic and social consequences:

**continued poverty lifestyle**  
**housing insecurity**  
**crime**  
**food insecurity**

CARE SHORTFALL

FOR EVERY **TWO**  
CHILDREN in San Diego County  
under the age of 5, there is  
**only ONE**  
LICENSED CHILDCARE  
SPACE AVAILABLE



“I am so fortunate to have found Children’s Paradise. My grandchildren love being there and they learn new things every day. I’m confident they are in a great place.”

- Catherine Dionisopoulos





## Company Overview

Children's Paradise, established in 1990, provides exceptional early care and education and comprehensive support services for children and families through vibrant community hubs. We serve infants, toddlers, preschoolers, and transitional preschoolers, nurturing children from birth to five years old. For school-age kids aged five to eight, we offer engaging before-and-after-school care and fun-filled summer camp programs.

Renowned for our commitment to high-quality early education, Children's Paradise provides a safe and nurturing environment that combines play-based learning with a research-driven curriculum and developmental assessment tools. Our approach makes learning fun, helps children build essential skills for kindergarten

readiness, and supports school-age children with homework assistance and imaginative, enriching camp experiences.

Beyond education, our comprehensive family support services connect families to vital health and social resources, empowering them to thrive. At Children's Paradise, we're more than an early education center—we're a dedicated partner in nurturing bright futures for children and families alike.

With several beautiful state-of-the-art locations currently in operation, we are excited to continue growing.



## Executive Leadership

**JULIE LOWEN**  
President & CEO

**LONA SEITZ**  
Chief Operating Officer

**GUSTAVO LANATTO**  
Chief Financial Officer

**RENEE MULLEN**  
Chief Marketing Officer

**NICOLE STEELE**  
Academic Officer

**LISA HICKS**  
Chief Sales Officer

**DIANE PROSPERO**  
Director of Child Development

**1555**

NUMBER OF  
CHILDREN SERVED

**383**

TEAM MEMBERS









654

JOBS CREATED  
& SUPPORTED

## Economic Impact Delivering Results with Funding

While many early education providers struggle to maintain basic services amidst funding constraints, Children's Paradise has consistently done more with the resources it receives. Through strategic investment and a deep-rooted commitment to quality, we've not only expanded access to care but also elevated the standard of early education in every community we serve. Unlike many programs that are forced

to choose between growth and quality, we have achieved both—adding new high-quality learning spaces, enhancing teacher training and credentials, and delivering robust family engagement programs. Our efficient use of funds ensures that every dollar directly supports meaningful, measurable outcomes for children, families, and educators alike.

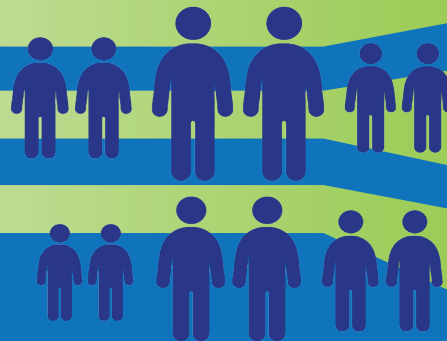
\$63M

**“An independent research study by California State University, San Marcos found that Children's Paradise contributes an impressive \$63 MILLION annually to the economy.”**

\$10M

## TAXABLE IMPACT FOR OUR COMMUNITY

EVERY \$1 SPENT = 197% ROI  
RETURN ON INVESTMENT



For every \$1.00 invested in Children's Paradise, there was a \$1.97 return to the San Diego economy, reflecting a 197% return on investment. Economic impact data from fiscal year 2023/2024.

## PRESCHOOL Graduates thrive

- LESS likely to need government assistance
- LESS likely to drop out of high school
- LESS likely to commit a felony
- MORE likely to go to college
- MORE likely to own a home

SOURCE:

<https://www.ffyf.org/new-data-reveals-lasting-intergenerational-benefits-of-preschool-in-children-50-years-later/>



## Our Core Values

At Children's Paradise, our work is grounded in seven core values that shape every classroom, every interaction, and every decision we make.

We are **grateful** for the families who trust us, the team members who give their all, and the opportunity to serve each community with purpose. Our **creativity** drives innovation in teaching and problem-solving, while our **loyalty** fosters long-term relationships built on trust and care. Being **reliable** means showing up consistently—for children, families, and one another. We are **generous** with our time, knowledge, and support, lifting others to thrive. Our **professionalism** is reflected in the respect, integrity, and excellence we bring to our work each day. And our **flexibility** allows us to adapt and grow in an ever-changing landscape.

These values are not just words—they are the foundation of the thriving, inclusive learning environments we build together.



**“High-quality early education programs from birth to age five, like those at Children's Paradise, create lifelong, intergenerational benefits for children, their families, and future generations.”**

- Lona Seitz,  
Chief Operating Officer



### Generous

- I find extra ways to be helpful
- I share my talents freely
- I model generosity through my actions

### Grateful

- I don't forget to say thank you for the small things
- I show appreciation and verbalize gratefulness often
- I recognize good work with words and actions

### Loyal

- I use positive language when conversing about the company, my colleagues, the children and our families.
- I am self-aware and resilient.

### Reliable

- I am the person everyone can count on to be present everyday
- I keep my promises
- I am on time...it shows how much I care

### Creative

- When I am working, I am playing!
- My Creativity is intelligence having fun."  
- Albert Einstein

### Flexible

- I am flexible with my working hours
- I am open to trying something new

### Professional

- I use my time productively at work
- I project a professional presence and dress appropriately
- I take the initiative to be sure I am not under-utilized
- I demonstrate integrity







Children's Park  
Family Resources/Recurso Familiar





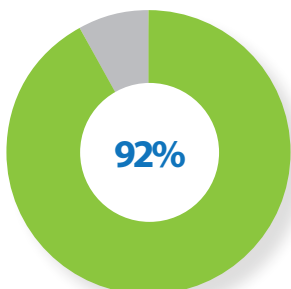
## Meeting Families Where They Are

At the heart of our mission is a deep commitment to supporting children and families from every walk of life. Over the past year, we have provided care to a broad spectrum of families, including both two-parent and single-parent households. Our services extend to those facing some of the most significant challenges—families experiencing homelessness, youth in

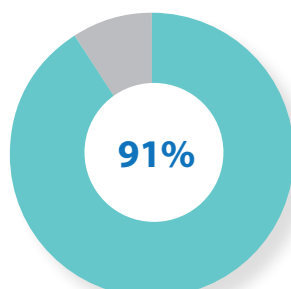
foster care, and households living below the federal and state poverty income guidelines. These graphs illustrate the breadth of our reach and the diversity of those we serve. By recognizing and responding to each family's unique circumstances, we aim to build a stronger, more equitable foundation for all the children we care for.

**98% OF PARENTS AT  
OUR CENTERS REPORT  
BEING VERY SATISFIED  
WITH OUR PROGRAMS!**

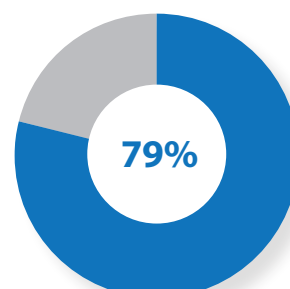
**Families Receiving  
a Subsidy**



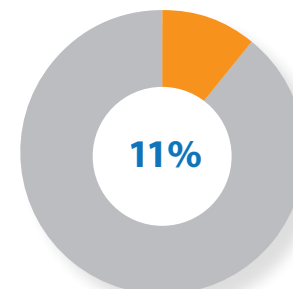
**Families Below  
State Median Income**



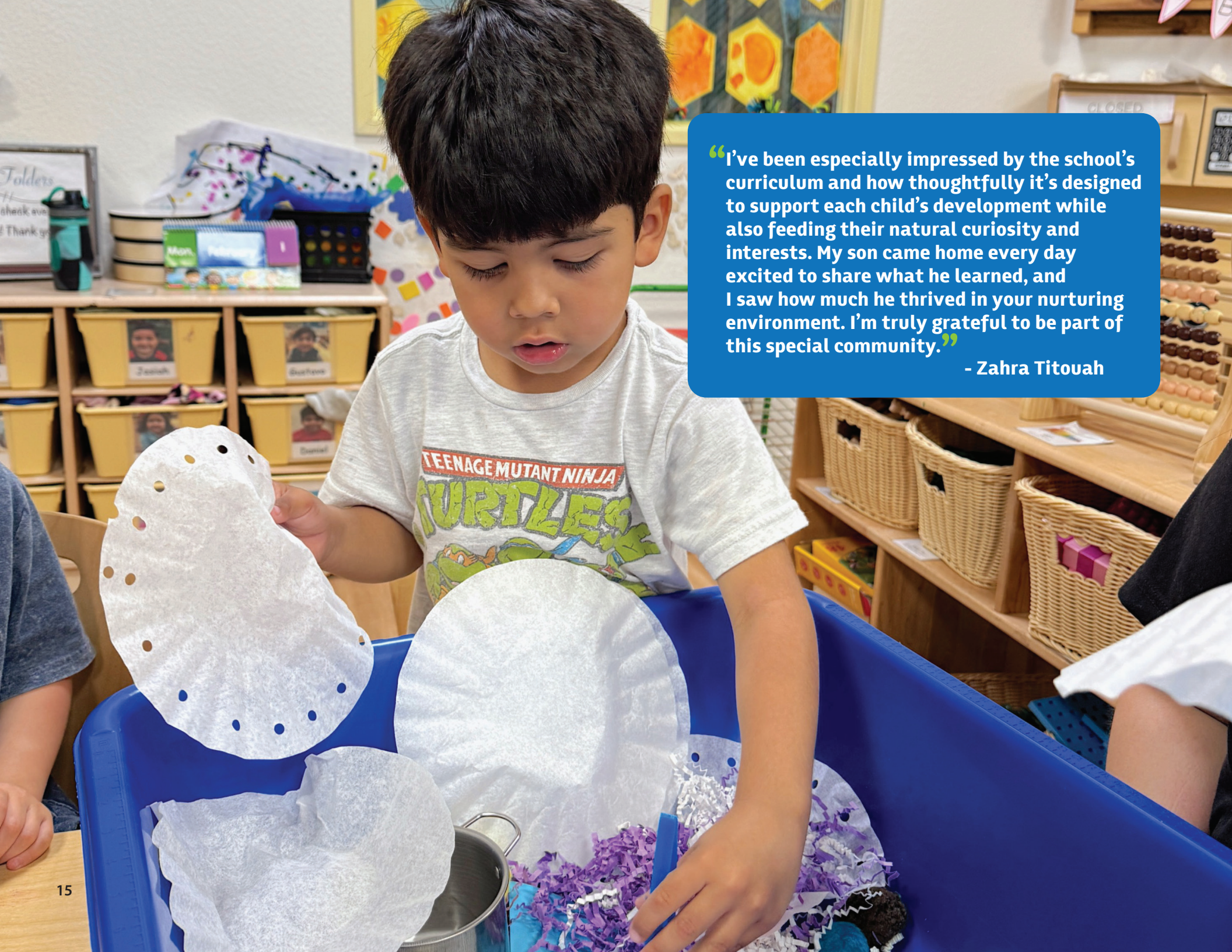
**Hispanic or Latino  
Families**



**Children with  
Special Needs**







**“I’ve been especially impressed by the school’s curriculum and how thoughtfully it’s designed to support each child’s development while also feeding their natural curiosity and interests. My son came home every day excited to share what he learned, and I saw how much he thrived in your nurturing environment. I’m truly grateful to be part of this special community.”**

**- Zahra Titouah**



## Filling Gaps, Childcare Deserts

Across San Diego County, many neighborhoods face a critical shortage of licensed childcare—a challenge often referred to as a “childcare desert.” According to the San Diego County Office of Education, over half of local ZIP codes lack sufficient childcare spaces to meet the needs of working families, especially for infants and toddlers <sup>(1)</sup>. This gap limits economic mobility and workforce participation. Statewide, the situation is equally urgent: California loses an estimated \$17 billion annually in economic activity due to inadequate access to childcare <sup>(2)</sup>. A report from the California Department of Social Services found that licensed childcare capacity meets only 25% of the need for children under age two <sup>(3)</sup>. The shortfall is especially severe in rural and low-income areas, where providers are fewer and farther between.

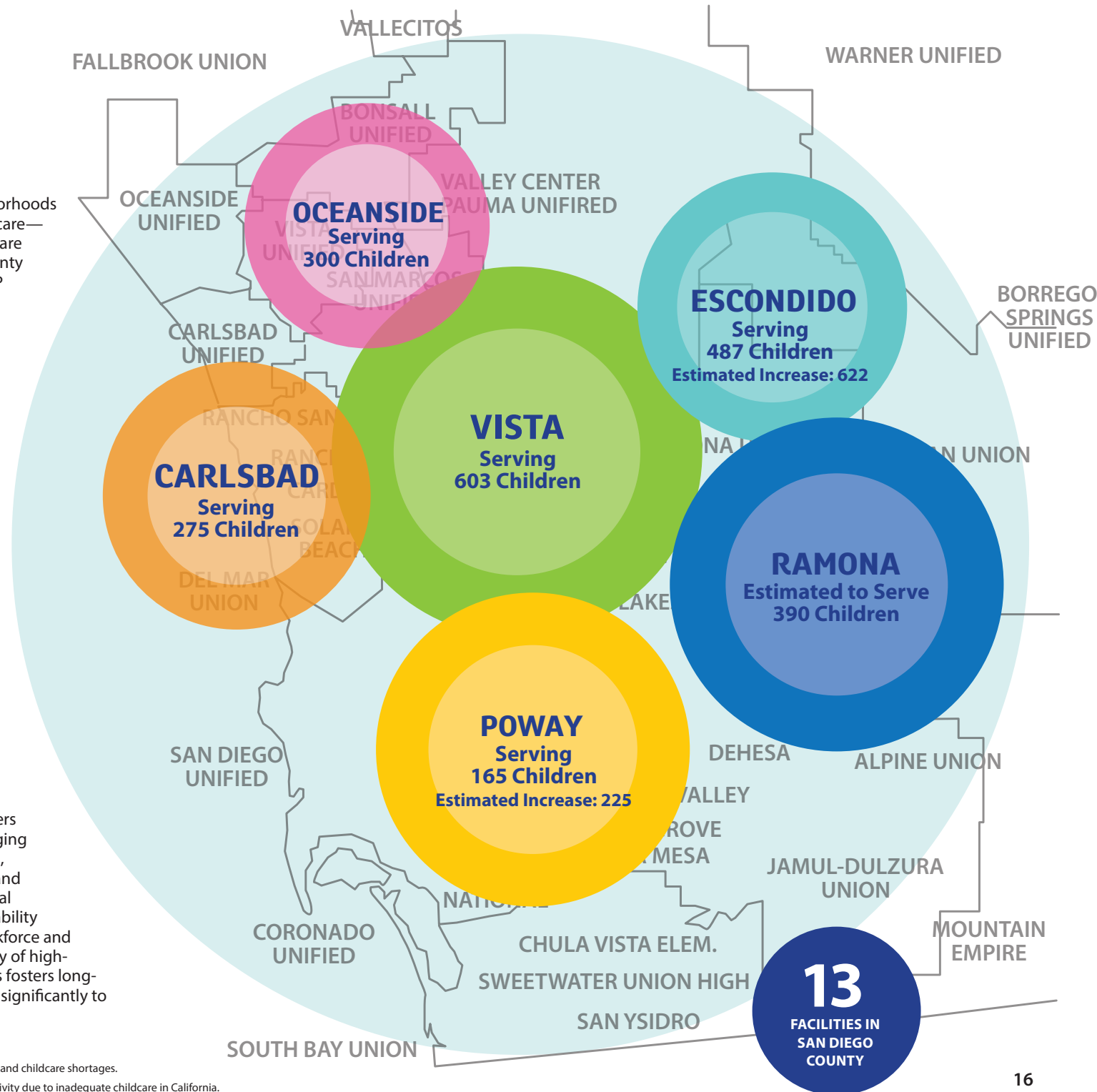
Children’s Paradise has created a successful model for taking targeted action to address these under-served areas. By expanding into communities like Ramona and Escondido, where there is acute need, Children’s Paradise directly improves early childhood outcomes with accredited, licensed care. Our centers impact the broader community by bringing professional employment opportunities, training for early education specialists, and increased community engagement. Local economies benefit from the enhanced ability of parents to re-enter or stay in the workforce and pursue new opportunities. The proximity of high-quality, affordable early learning centers fosters long-term educational gains and contributes significantly to family work-life balance.

### SOURCES:


[1] San Diego County Office of Education data on ZIP codes and childcare shortages.

[2] ReadyNation estimate of \$17 billion in lost economic activity due to inadequate childcare in California.

[3] California Department of Social Services report showing licensed care meets only 25% of need for children under two.







“Children’s Paradise has been a true blessing for our family. As a parent of two young children, finding a safe, nurturing, and enriching environment for them was a top priority—especially as I was preparing to return to college. From the moment we joined the Children’s Paradise community, I knew we had made the right choice.”

- Jazmin Perez



## Whole Family Support, Whole Child Success

At Children's Paradise, we understand that nurturing a child's development involves supporting the entire family. Each child's journey with us begins with the Ages and Stages Questionnaire (ASQ), a reliable, parent-completed screening tool that assesses development in key areas such as communication, motor skills, problem-solving, and personal-social growth.

Throughout the year we utilize the Desired Results Developmental Profile (DRDP), a formative assessment instrument developed by the California Department of Education, designed for teachers to observe, document, and reflect on the learning, development, and progress of children.

These assessments enable our educators to tailor instruction, ensuring each child progresses confidently toward kindergarten readiness.

We work to build strong social-emotional skills in our students to ensure they have healthy and harmonious interactions. Our staff is knowledgeable regarding key developmental milestones and when needed, can provide additional behavioral support services. Children's Paradise employs a Licensed Early Childhood Mental Health Consultant and a team of Behavioral Support Specialists that work with children in the classroom environment and offer additional tools to staff to properly support children. This prepares children for a smooth transition to kindergarten where public school services are offered as needed.

Assessments also help us identify broader family needs—connecting parents with essential resources like food, shelter, healthcare, and our engaging parent education events. By nurturing children and their families, we build a foundation for long-term success and well-being.



## Community Connections

**525,038**

NUMBER OF HEALTHY MEALS SERVED

**37,145**

POUNDS OF FOOD DISTRIBUTED TO FAMILIES

**13,142**

NUMBER OF RESOURCES PROVIDED



**3,164**

NUMBER OF REFERRALS TO LOCAL SERVICES (MEDICAL, HOUSING, JOBS)

**88**

PARENT ENGAGEMENT ACTIVITIES

**83**

CHILDREN WITH DISABILITIES BEING SERVED

**27**

IEP & IFSP REFERRALS

**211**

PARENT TRAINING HOURS





www.CLUBPILATES.com

NOW ROLLING!  
children's paradise.com/sponsors

Children's Paradise  
preschool and infant centers

NOW ROLLING!  
Children's Paradise



## Engagement in Our Community

Beyond our early learning centers, Children's Paradise plays an active role in enriching the broader San Diego County community. Throughout the year, we participate in and host a variety of events designed to bring families together and strengthen community ties. From city events and fairs to seasonal celebrations, benefits and tribute events, these gatherings give us an opportunity to offer educational experiences for children. We also organize and support food drives that help ensure local families have access to nutritious meals, especially during the holidays and other critical times.

Our team can be found at community wellness fairs and resource distribution events, building bridges with partner organizations and community members.

These efforts reflect our belief that helping children includes giving back and being a part of the environments in which they grow. These events support families and cultivate relationships in the communities we serve.



# 15+

COMMUNITY EVENTS  
CHILDREN'S PARADISE  
HAS PARTICIPATED IN  
THIS YEAR

**“Whether we’re collecting toys or sponsoring a children’s organization or team, our hearts are with the families in our community.”**

**- Julie Lowen,  
Chief Executive Officer**





**“We are in communities—  
offering activities,  
information, support  
and learning tools.”**

**- Lisa Hicks,  
Chief Sales Officer**





## Events

### CARLSBAD

Carlsbad 5000

Carlsbad EGGstravaganza  
Spring Festival

### ESCONDIDO

Escondido Street Festival

### OCEANSIDE

North County Health &  
Wellness Fair

Frontwave Arena Toy Drive

Baby Prom Resource Fair

Operation Appreciation:  
Armed Forces Event

### POWAY

Poway Parade

Fall Festival

Winter Festival

### SAN MARCOS

San Marcos CSUSM  
Trade Show

### VISTA

Strawberry Festival

Alta Vista Fun Fall Festival

Holiday Parade



## Donations

Food

Backpacks

School Supplies

Holiday Bags

Holiday Toys

Sunscreen

Learning Kits

Activity Books

## Sponsorships

Guajome Basketball Team

Poway Band Boosters

Vista Kingdom Kutz

Gives Back



## Investing in Our People: The Power Behind Our Impact

383

TEAM MEMBERS

At the heart of Children's Paradise are remarkable educators and staff members who bring our mission to life every single day. Without their expertise, passion, and commitment, we could not provide the exceptional level of care and early education that defines us. Our commitment to investing in our people isn't just about retention—it's about excellence. When we empower educators, we elevate education. With continued support, we can do even more to build strong, resilient teams that transform lives every day.

### Fair Industry Pay & Recognition

We regularly analyze and adjust compensation to ensure our employees are paid well. Competitive wages are paired with stipends and financial incentives that acknowledge the hard work and dedication of our team—ensuring they feel valued and supported.

### Employee Well-Being & Benefits

Our holistic approach to staff wellness includes robust benefits such as a 401(k) retirement plan, access to mental health resources and 100% employer-paid healthcare. We understand that a supported team is a successful one, and we take care of our employees so they can focus on caring for others.

**“When I started, I never imagined I'd go back to college, but Children's Paradise believed in me. I earned my degree with their support, and now I get to pass that knowledge on to my students every day.”**

- Center Lead Teacher

2 FULL  
DAY

COMPANY-WIDE  
WORKSHOPS HELD  
FOR ALL EMPLOYEES

### Career Development & Education

At Children's Paradise, professional growth is not an added benefit—it's a core part of our culture. We proudly offer education opportunities to our team members, helping them advance their credentials while continuing to work. Each participant is guided by a dedicated mentor, ensuring they are supported every step of the way. Beyond formal education, we invest in continuous internal training through two annual in-service days and regular participation in conferences. These experiences expose our staff to the latest research and best practices in early childhood education, helping them build confidence, stay inspired, and maintain required certifications. By fostering a culture of learning, we ensure our educators grow alongside the children they teach.

### Prioritizing Workplace Safety

Safety is essential to sustainability. Our Workplace Safety Committee—with representatives from every center—helps lead initiatives that keep our environments secure and injury-free. One practical success: providing every team member with no-slip work shoes. The result? A significant reduction in on-the-job injuries and a safer environment for staff and children alike.



5600

HOURS OF TEACHER  
TRAINING PROVIDED  
FOR STAFF THIS YEAR!





90%

WOMEN  
WORKFORCE

60%

HISPANIC OR LATINO  
WORKFORCE

46%

"GENERATION Z"  
WORKFORCE



“We believe that when we invest in our team, we invest in every child and family we serve.”

- Steve Domin,  
Human Resources Director



## Recognizing Our Achievements

JUNE 2025  
**"INNOVATIVE LEADER"**  
**"COMMUNITY SERVICE"**  
**"LARGE BUSINESS OF THE YEAR"**  
*Poway Star Finalist Awards*

JUNE 2025  
**"COMPANY THAT CARES!"**  
*San Diego Business Journal*

NOVEMBER 2024  
**"MOST INFLUENTIAL PEOPLE  
 IN SAN DIEGO"**  
*San Diego Business Journal*

OCTOBER 2024  
**"LATINO LEADERS  
 OF INFLUENCE"**  
*San Diego Business Journal*

MAY 2024  
**"WOMEN-OWNED SMALL  
 BUSINESS OF THE YEAR"**  
*Small Business Administration*

FEBRUARY 2024  
**"BUSINESS WOMEN OF THE  
 YEAR" & PANEL GUEST SPEAKER**  
*San Diego Business Journal*

JULY 2023  
**"CEO OF THE YEAR"**  
*San Diego Business Journal*

MARCH 2022  
**"BUSINESS PERSON  
 OF THE YEAR"**  
*Heroes of Vista, by the Vista  
 Chamber of Commerce*

JULY 2022  
**"WOMEN OF INFLUENCE"**  
*San Diego Business Journal*  
 JANUARY 2022

**"CHILDREN'S PARADISE NAMED  
 KEY CONTRIBUTOR"**  
*Oceanside Chamber of Commerce*

NOVEMBER 2021  
**"SD500 - SAN DIEGO'S MOST  
 INFLUENTIAL PEOPLE"**  
*San Diego Business Journal*

JANUARY 2021  
**"CORPORATE & SOCIAL  
 RESPONSIBILITY - DIVERSITY,  
 EQUITY & INCLUSION FINALIST"**  
*San Diego Business Journal*

SEPTEMBER 2020  
**"TOP CEO FINALIST"**  
*San Diego Business Journal*

NOVEMBER 2020  
**"BUSINESS WOMEN OF  
 THE YEAR FINALIST"**  
*San Diego Business Journal*

JANUARY 2020  
**"GAME CHANGER"**  
*Oceanside Chamber of Commerce*

APRIL 2020  
**"JULIE LOWEN NAMED WOMEN  
 OF ACHIEVEMENT"**  
*The Woman's Club of Vista GFWC*

JULY 2017  
**"CHILDREN'S PARADISE NAMED  
 EDUCATOR OF THE YEAR"**  
*Oceanside Chamber of Commerce*

APRIL 2014  
**"CHILDREN'S PARADISE LARGE  
 BUSINESS OF THE YEAR"**  
*Heroes of Vista,  
 Vista Chamber of Commerce*

**naeyc**

National Association for the  
 Education of Young Children

**QUALITY RATING  
 IMPROVEMENT SYSTEM (QRIS)**  
**5 STAR RATING — ALL SITES!**



**DIANE PROSPERO**  
 Director of  
 Child Development



## Recognizing Our Achievements





## 3 DECADES of Impact

1990s

**EAST VISTA on Vale Terrace**



For more than three decades, Children's Paradise has built on its legacy of providing high-quality, accessible infant and childcare across San Diego County. What began in Vista has steadily expanded to Escondido, Oceanside, Carlsbad, Poway, and Ramona. Each new build is the result of identifying community needs, securing funding, and successfully executing center development. This proven model for growth has enabled us to meet the rising demand for quality

infant care and learning. Today our centers operate at full capacity with consistently high marks from parents, neighborhood leaders, and county, state, and federal organizations.

Our commitment to excellence and equity continues to drive expansion, ensuring that more children and families can access the nurturing care and early education they deserve.

2000s

**WEST VISTA on Melrose Drive**



**ESCONDIDO on El Norte Parkway**



**OCEANSIDE on Mission Avenue**



**NORTH VISTA on Bobier**



2020s

**VISTA HEADQUARTERS on Main**



**SAN MARCOS FACILITIES**



**ESCONDIDO on Ash Street**



**POWAY on Pomerado Road**



**CARLSBAD on Marron Road**



**ESCONDIDO on West 7th Avenue**



**RAMONA on Main Street**



**RAMONA on B Street**





**“Our model for success is built on firsthand experience.  
We identify opportunity and need, work with communities  
and bring early education centers to life, one at a time.”**

**- Julie Lowen,  
Chief Executive Officer**





## Partnering in Expansion and Renewal

With a proven model for revitalizing and opening early education centers, Children's Paradise has the ability to scale its model and broaden its reach to benefit communities throughout the state.

Close collaboration with architects, city planning departments and building owners help transform underutilized and outdated spaces into vibrant, modern learning environments.

Whether we're breaking ground on a new center or breathing life into a neglected space, our focus is on creating beautiful, welcoming centers where children and families can thrive. Partnerships allow us to grow our footprint, and ensure that more children and families benefit from safe, nurturing spaces designed to foster lifelong learning.

**“We are expanding to fulfill a growing need. It’s about creating access to early learning that benefits all children and families.”**

- Lona Seitz,  
Chief Operating Officer





## 5-Year Program Strategic Goals & Objectives

Children's Paradise has a bold five-year strategic vision focused on expanding access to high-quality early learning experiences for all children and families, regardless of income or location. We are committed to breaking barriers in early education—such as affordability, availability, and inconsistent program quality—by building and supporting more centers throughout diverse communities in San Diego County.

As we grow, we will continue to use public and private funding responsibly and transparently, ensuring every dollar directly supports children, families, and educators. Our unwavering focus on excellence includes striving for and maintaining top-tier QRIS ratings and NAEYC Accreditation at every center.

### Key Initiatives of Our Five-year Plan Include:

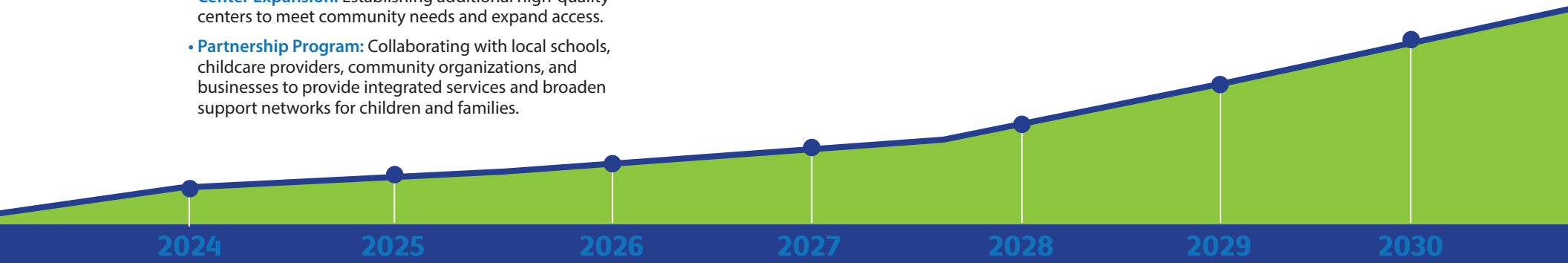
- **Center Expansion:** Establishing additional high-quality centers to meet community needs and expand access.
- **Partnership Program:** Collaborating with local schools, childcare providers, community organizations, and businesses to provide integrated services and broaden support networks for children and families.

- **After Hours Care Plan:** Offering extended care options to better serve working families and promote greater flexibility and accessibility.
- **Community Engagement:** Providing free parenting classes, donating educational materials and toys, and supporting events that strengthen family-school partnerships.
- **Advocacy and Outreach:** Actively engaging with local and state organizations, policymakers, and community leaders to advance early education initiatives and influence legislation that supports equitable access and increased funding for high-quality programs.

Our mission is clear: to meet families where they are, foster trust through exceptional quality and care, and ensure every child has the opportunity to thrive from the very beginning.

**“Children’s Paradise maximizes funding and resources, demonstrating measurable high-quality care and driving consistent, strategic growth.”**

- Lona Seitz,  
Chief Operating Officer





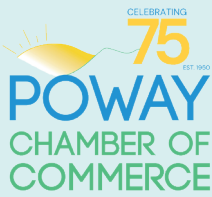


“The teaching staff runs their classrooms with patience and kindness. And the office staff are always attentive and ready to answer any questions we may have. And the kitchen staff is always providing the little ones with healthy options and new foods all the time.”

- Sheena Safari



# Our Partnerships Build Community







## Growing Early Education Awareness

To further the knowledge and awareness of early education careers, Children's Paradise provides internships and service learning opportunities with regional higher learning institutes:

- California State University San Marcos College of Business Administration
- MiraCosta College
- Palomar College
- North County Trade Tech High School



“One of the best examples of collaborative and community-focused thinking among our Vista Chamber of Commerce members is the creation of North County Trade Tech High School's (NCTTHS) Future Educator's Pathway that launched in August. By partnering with leadership staff at Children's Paradise Preschool and Infant Centers, they have created something really special for students interested in working with children as a career path after high school.”

– Vista Magazine, Winter '24/'25



NORTH COUNTY  
TRADE  
TECH  
HIGH SCHOOL







“I have had three children attend Children’s Paradise. They have gone through the infant room, toddler room, preschool room and even the Clubhouse. We feel our children have been safe, healthy and happy here. We know they are learning, exploring, growing, and discovering while we are at work.”

- Angela Hunt



## With Your Support We Have:

Created more high-quality early learning spaces for children across San Diego County.

Elevated outcomes by equipping our educators with ongoing professional development

Empowered parents and families with tools, resources, and connection.

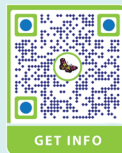
Provided individualized support to children and families facing homelessness, poverty, and other barriers.

## Invest in What Works: Help Us Do Even More

At Children's Paradise we multiply the impact of every dollar we receive.

While many early education providers are doing their best to stay afloat, we're building something bigger: a sustainable, high-quality, inclusive early learning model that transforms lives. Our track record shows that when you invest in Children's Paradise, you're not just supporting access—you're funding excellence.

We have accomplished so much with your help, but the need continues to grow. Access gaps persist. And recent state and national funding shifts threaten to widen those gaps even further.



For more information or partnerships, please call our corporate offices at 760-407-8500 or email us at [info@childrensparadise.com](mailto:info@childrensparadise.com)

### We're Ready to Meet the Challenge

More children need access to the kind of care and education that sets them up for lifelong success. More families need a safe, nurturing place that sees them, supports them, and stands beside them. Your support makes this possible.

### Partner with Us

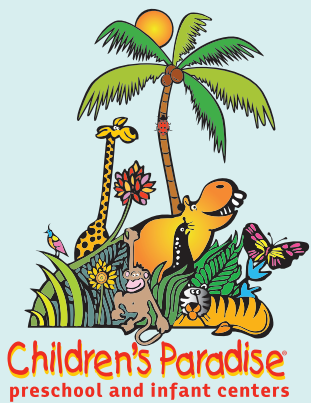
Donate. Fund a classroom. Sponsor a family. Support a teacher. Children's Paradise is a direct investment in brighter futures. Let's build more than access. Let's build what works.











211 Main Street, Vista CA 92084  
[www.childrensparadise.com](http://www.childrensparadise.com)