



2024-2025 ANNUAL REPORT

Executive Director
Cassandra Ball



Daycare Program Director
Noel Wheaton

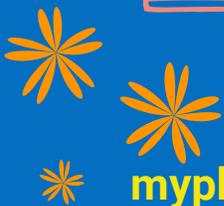
School Age Program Director
Taylor Henry

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myplace-aplc.org



Quality Care. Meaningful Learning. A Stronger Schuylers County.



Annual Reflection | 2024–2025 Program Year

From the Executive Director

My journey with My Place is both professional and deeply personal. I am the proud mother of a six-year-old who was truly My Place raised. As a parent, I experienced firsthand the care, stability, and growth this community provides. Today, I am honored to lead this organization and to create that same experience for other families—or, if possible, an even stronger one—so every child has the opportunity to thrive.

The 2024–2025 program year marked a period of transformation and intentional rebuilding for My Place. This was a year of returning to our core purpose: operating as one cohesive organization committed to supporting the whole child and the whole family.

At the heart of this transformation was the launch of LEAPS Year One. The LEAPS grant fundamentally changed what was possible for My Place—allowing us to expand access, strengthen quality, and build sustainable systems that support children, families, and staff alike. Through LEAPS after school programming, we were able to significantly reduce financial barriers for families, opening the door for more children to access high-quality afterschool and summer programming.

The impact has been profound. Since launching LEAPS, we have nearly tripled our afterschool enrollment, while also doubling summer program participation. This growth reflects both increased community need and renewed trust in the quality and consistency of our programs. LEAPS allowed us to move from limited capacity to intentional expansion, ensuring that growth was matched with strong staffing, meaningful enrichment, and developmentally appropriate supports.

LEAPS also transformed our staffing structure. What began as a school-age team of three staff members has grown into a dedicated team of twelve, enabling us to provide smaller group sizes, more individualized support, and stronger relationships between children and caregivers. The grant supported professional development, clearer role alignment, and consistent staffing—creating stability for children and a more sustainable work environment for staff.

In addition, LEAPS strengthened our program quality and internal systems. We invested in staff training, compliance, and intentional program design, including the implementation of the New York State Pyramid Model, which deepened our focus on social-emotional learning, positive behavior supports, and inclusive, nurturing classroom environments. These practices are now embedded into daily routines, ensuring that children are supported academically, emotionally, and socially.

Throughout the year, we refined our staffing model, modernized communication practices, and strengthened partnerships with families and community stakeholders. We navigated leadership transitions with intention and brought greater clarity, consistency, and alignment to the systems that sustain our work. This paid off by our organization receiving the 2024 Phoenix Award from Schuylers Tributes in which we're honored.

Each step forward reflects the dedication of our staff, the trust of our families, and the support of our community. My Place is more than a childcare center—it is a foundation for lifelong learning, growth, and belonging.

Thank you for being an essential part of this important work.

Warmly,
Cassandra Ball



Our Center Work & Our Vision

During 2025, our center focused on implementing the Pyramid Model, an evidence-based framework that supports young children's social-emotional development. The Pyramid Model emphasizes nurturing relationships, supportive classroom environments, and teaching children skills such as recognizing emotions, managing emotions, and building positive relationships, all within a learning-through-play approach that supports the whole child.

As we look ahead to 2026, our goals are to continue staff training and strengthen our implementation of the Pyramid Model, work toward adopting a new curriculum, and continue learning through play while providing high-quality, reliable child care for our community. Everything we do is guided by our mission: "To be the pillar of childhood in Schuyler County by providing children and families with quality care and educational experiences."

Your support helps make this work possible and ensures that children and families in our community continue to learn, grow, and thrive.

With gratitude,
Noel Wheaton
Center Program Director



MyPlace
A Play and Learning Center

A Note from the Daycare Center Program Director



A Note from the School Age Program Director



Our After School Program has had an incredible year of growth, adventure, and learning! Thanks to the support of the LEAPS grant, we were able to take our kids on a summer full of unforgettable field trips. We got to explore the Ithaca Science Center, the Rochester Zoo, and the Binghamton Discovery Center. We got to spend sunny days hiking and swimming at Watkins Glen State Park. Watching our kids experience new places, try new things, and create lasting memories was amazing!

As we moved into the school year, our focus shifted to creating strong routines and a welcoming environment where students can unwind, learn, and have fun after a long day of school. We've been dedicating time to social-emotional learning, helping children build confidence, emotional awareness, and positive relationships. We are also excited to begin implementing a new curriculum called Character Strong. This is something we believe will be a wonderful addition to our program and help our kids continue to grow.

We're proud of everything our students have accomplished so far and can't wait to see what the rest of the year brings!

Taylor Henry
School Age Program Director





A Note From The Fund Development Committee Chair

The heart of our work is our staff—investing in them is how our mission thrives.

84.6% of total revenue is allocated to staff wages, benefits and appreciation efforts.

By employing 33 staff members and providing dependable childcare for working families, My Place strengthens Schuyler County's workforce and local economy—making it a smart investment for businesses that care about the community they serve.

Currently Providing Care for 120 children.

241

days of care provided at our Early Learning Center

235

days of care provided to school-age children.

Invested in Community Inclusion

- Proud partner in a Downtown Revitalization Initiative project
- Host site for Summer Youth Employment
- Volunteer site with the Arc of Chemung and Schuyler
- Provider of work-based learning experiences through Workforce NY and GST BOCES
- Proud Recipient of awards from Community Foundation and the United Way



2024-2025 ACCOMPLISHMENTS

Dear Friends of My Place,
As we reflect on the past year, the Fund Development Committee would like to sincerely thank you for your continued support of My Place. Because of your generosity, children and families in our community are able to learn, grow, and thrive in a safe, nurturing environment.

Your support over the past year has strengthened our classrooms, enhanced learning materials, supported families in need, and allowed us to invest in staff training to ensure consistent, high-quality care for every child we serve.

As a nonprofit, tuition alone does not cover the true cost of care. Contributions through our annual appeal help bridge this gap and ensure we can continue providing enriching, supportive programs for children and families. We invite you to consider making a gift and to explore our Butterfly Wall flyer to see how your donation creates a lasting impact. Thank you for your belief in our mission and for being a valued part of the My Place community. Together, we are making a meaningful difference.

*With sincere appreciation,
The My Place Fund Development Committee*

2025-2026 GOALS

1. Strengthen Program Quality: Continue implementing the Pyramid Model and advancing our Quality Stars rating to ensure high-quality, nurturing environments for every child.
2. Invest in Our Staff: Support professional development, retention, and wellness for the dedicated educators who are our greatest asset.
3. Build Long-Term Sustainability: Leverage the LEAPS grant to expand access, enhance enrichment, and strengthen systems that ensure stability beyond the grant period.
4. Improve Organizational Systems: Refine internal processes and communication to create a smoother, more efficient organization.
5. Expand Community Impact: Grow signature fundraisers like Purse Bingo (goal: 200 tickets in 2026) and deepen partnerships that support youth workforce development and community engagement.



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2025 - 2026 Fund Development Goals



FUNDRAISING GOAL: \$55K!

FLX GIVES: KICKING OFF OUR FUN-RAISING SEASON



For the past seven years, we have proudly participated in FLX Gives to kick off our annual giving campaign. Every contribution—no matter the size—helps move us closer to our fundraising goal, and we are deeply grateful for the continued generosity of our community.

Thanks to the incredible support of so many who believe in our mission, we raised nearly \$14,000 in just 24 hours, reaching almost 20% of our annual fundraising goal. We are truly thankful for this outpouring of support and belief in the work we do.



OUR 1ST ANNUAL PURSE BINGO EVENT



We were thrilled to host our first annual Purse Bingo, and the response from our community exceeded all expectations. Thanks to the generosity and hard work of 44 unique donors and volunteers, this event came together in a truly meaningful way, with 128 tickets sold.

We are incredibly grateful to everyone who donated, volunteered, attended, and supported this event—your belief in our mission made this afternoon not only fun, but truly impactful. We would also like to extend a heartfelt thank you to members of the Watkins Glen Junior Honor Society as well as members of the National Honor Society for generously donating their time to help with set-up, serving, and tear-down. Their support played an important role in making the day run smoothly.

Looking ahead, our goal for 2026 is to sell 200 tickets! Our first bingo of the year will be held on April 19, 2026, at the Watkins Glen Community Center. Reach out today to secure your tickets—we can't wait to do it all again!



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FRIENDS OF EARLY CHILDHOOD

309 Spices & Sauce
A-Frame on Seneca
Aja McKenzie
Alan Benedict
Alexxa Knapp
Allison Hanley
Amanda Arnold
Amanda Garcia
Ann Millhollen
Annette Kambarami
Author Caytlyn Brooke
Bailey Farms Bakery
Betty Hansen
Brian Bockelcamp
Bridget Meeds
Breanna Carl*
Brenda Decker
Brianna DeRaiche
Brianna Hovey
Brooke Bennett
Brooke Edwards
Burdette Exchange
Cassandra Ball*
Catherine Cooke
Catherine Melanson
Central Sip
Chelsey Stamp
Chef's
Crystal City Olive Oil
Custom Pest Control LLC
David Bartone
David & Kate LeMoreaux
DBK Crafting
Deb & Dirk Stephens
Debra Melanson
Deanna Burt
Donna Benjamin
East_Coast_Epoxy_Basket



Eleanor Fausold-Lopez
Elf in the Oak
Ellie Clarkson
Emily Comstock
Erin Willis
Farisai Kambarami
Finger Lakes Cycle Boats
Finger Lakes Fit LLC
Gloria LaLonde
Hanna from Amelia Davis Salon
Hannah Morse*
Hannah Pastrick
Harbor Hotel
Hazelnut Kitchen
Helen Benedict
Helene Fausold
Henry Rocholl
Hickory Hill Camping Resort
Holly Peterson*
Ian Conboy
Intention Internal Medicine
Jacob Pierce
Jack Zarzana
Janet Fritz
Jayne Richardson
Jeremy Glick
Jerlandos
Jennifer Eriksen
Jessica from Younique
John Fausold
Jordan Blencowe
Joshua Rackley
Judd Walker
Justine Clarkson
K. Crown
KanPak
Karen Schamel
Kate Horton*
Katie Cook
Katie Cooke

Kathryn Mitchell
Kathryn Vantroost
Katrina A. Benedict
Keith Jelliff
Kelly Dollarhide
Kelly Hall
Kelly Jones
Kelly Reynolds
Keenan Corrigan
Kevin Benedict
Kimberly Kenefick
Kirsten Barnstead
Kristi Dates
Kristin VanHorn
Kristine Brownell*
Kyle Benedict
Laurie DeNardo
Leah Bentfield
Liam Fitzsimmons
Linda Chaffee
Linda Gregory
Lisa Brower
Lisa Navone
Lucky Star
Maddy Jones*
Margaret Mazon
Marie Fitzsimmons
Mark Swinnerton
Mary Glick
Masimba Kambarami
Matt Hummel
Meghan Hanley
Megan Dressel
Melissa Thompson
Michaela Wheaton
Michelle Gardner
Morgan Cilbrith
Musta McFarlane
Nanette Hanley
Nancy Hummel*
Nine Four Wine

Noel & Michael Wheaton*
Nichole Chaffee
Norman Hummel
Novak Farms Dairy Barn
Patrick Shreckengast
Phillip Van Harrevel
Primped Salon
Pudgies
Rayquan Burruss
Ronald Wilson III
Rukundo Benedict
Russell Gardner
Sadi Swaney
Sam & Doris Fazzary
Samantha Greist
Scuteri's Cannoli Connection
Seneca Lake Resorts
Sip & Paint
Solera Tap House
Specc's Chocolates & Gifts
Steve Benedict
Steven Melanson
Suzane Supplee
Susane Hazlitt
Tammy Clarkson
Tammy Dombroski
Tristine Dombroski*
Teri Corsaro
The Glen Theatre
The Hummel Family
Thomas Baker
Thomas Stadnicki
Timothy Bamwita
Toby Pinn-Woodcock
Unforgettable Moments
US Salt
Watkins Glen Promotions
Whitney Tassie
William Allen
Winners Circle Ice Cream

PROTECTORS OF PLAY

BMS Manufacturing INC.
Bob & Mindy Fitzsimmons
Catherine Conway
Lakewood Vineyards
Lee Titus & Rebecca Ross
Liz Milhollen
Lua Wilkinson
Matt & Denise Hayden
Ronald Drake



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GUARDIANS OF GROWTH

Marian Saks
Nick Kelly
Schannon Schamel
Vivian Schamel
Welliver



The Butterfly Wall

2026 Annual Giving Campaign

At My Place, we believe in creating a nurturing, inspiring, and engaging environment where children can grow and thrive. Our Butterfly Wall is a meaningful way to honor the families, individuals, and businesses who support our mission. Each butterfly represents a donor whose generosity helps our program grow. We're excited to expand this fundraiser into an annual tradition, giving our community a lasting way to make a difference.



HOW IT WORKS

Donate & Be Recognized

When you donate, your name (or family/business name) will be placed on our Butterfly Wall, becoming part of the My Place family.

Ongoing Support = Ongoing Recognition

Butterflies now grow "eyespot"—special markings added each year to represent continued giving. The more years you give, the more your butterfly flourishes!



SPONSOR A SPECIAL SPACE

- Make an even bigger impact by sponsoring a key area of our program:
 - Classrooms – Support learning spaces for our little explorers
 - Teacher Lounge – Help provide rest and recharge for our caregivers
 - Gross Motor Room – Keep our motor space safe, organized, and up to date
 - Teacher Supply Room – Support technology and classroom materials



SCAN ME!

DONOR INFORMATION

Name: _____

Name to Appear on Butterfly: _____

(Family, Individual, or Business)

Email: _____

Gift Amount: _____

- General Donation
- Classroom Sponsor
- Teacher Lounge Sponsor
- Gross Motor Room
- Teacher Supply Room



GUARDIAN OF GROWTH
\$1,000 & UP

PROTECTOR OF PLAY
\$250 – \$999

FRIEND OF CHILDHOOD
UP TO \$249

JOIN US IN MAKING A DIFFERENCE

Every donation—big or small—leaves a lasting impression on our children, teachers, and families.

Donate today and let your butterfly take flight!

