Rich Beginnings

Child Care Center, Inc.

Established in 1978 as Bates Rich Beginnings and became Rich Beginnings January 2011

Member

 Child Care Council, Inc.

 Rochester Association for the Education of Young Children

 National Association for the Education of Young Children

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# Bates-Rich Beginnings Child Care was founded by Janet Rich in 1978. Laura Bates became the director in 1982, purchased the Center in 1983, and was joined shortly after by her husband, Art. In January 2011 they sold the center to Cindy and Harry Sturcken and the name was changed to **Rich Beginnings Child Care Center**. Cindy has been the Director since July 2001. Cindy Sturcken graduated from Penn State University with a degree in Early Childhood and has worked in child care for over 35 years. Her husband, Harry Sturcken also graduated from Penn State University with a degree in Food Service and Housing Administration.

 is on Facebook

  **PROGRAMS**

 Infant Care

Our goal in the Infant Room is to provide a safe, loving and stimulating environment in which babies will grow and develop at their own rate. Through the assignment of a primary caregiver, your infant will form secure attachments that will help them learn how to adapt socially and emotionally to the world around them. Each baby follows his or her own schedule of eating, sleeping and playing. Caregivers and parents exchange a daily journal to share information.

 Toddler/Two’s Care

Our goal in these rooms is to provide a safe environment that will challenge the children’s emerging skills. Daily activities are planned to include large muscle equipment, outdoor play, fine motor activities, art projects, language experiences, games and songs. We work to build the child’s self-esteem through a variety of positive experiences with peers. As they get older we provide opportunities for each child to learn rules and expectations that reflect their growing independence. They also are introduced to a circle time with group stories, songs, counting and calendar.

 Pre-School

Our goal in Pre-School is to prepare children for more formal learning by providing a series of hands-on activities. The learning environment encourages children to develop the necessary skills for success in school. Our program recognizes the value of free choice activities combined with teacher directed activities, outdoor play, art, science, music and dramatic play.

 Pre-Kindergarten

We offer a developmental Pre-Kindergarten program for children who will be four years old by December 1st of the current school year. Our Pre-K teacher is NYS certified and signs an annual contract ensuring consistency during these important introduction to school years.

 NYS Registered Kindergarten

We offer NYS Registered Full-Day Kindergarten with small group sizes, individual attention and a longer school day. Our Kindergarten teacher is also NYS certified and signs an annual contract to ensure consistency in the classroom.

 Kindergarten Enrichment

Our Kindergarten Enrichment program is designed to complement your child’s half-day Kindergarten experience.

 Before/After School care

We provide before and after school care for children in grades one through five.

 School-age Summer Camp Program

We offer a School-Age Summer Camp for kindergarten graduates to those about to enter fifth grade. There are weekly themes with related arts and crafts, large and fine motor activities, as well as a weekly field trip. We are flexible and let you choose the number of weeks you want your child to attend.

### PHILOSOPHY

The Rich Beginnings Child Care Center has been established as a safe, loving place where parents may leave their children on a full or part-time basis. We recognize that the early years are extremely important in the development of a child’s personality and future potential. We strive to attract and retain highly qualified staff that will be able to develop loving, trusting relationships with your children.

A primary objective of our program is to make a positive contribution to the development of each child. We will attempt to expose each child to a wide variety of experiences in order to arouse their curiosity, challenge their physical and mental abilities and encourage self-expression. We will provide a stimulating environment which will encourage each child to develop and respond with new skills, at their own rate. Above all, we will try to develop in each child a positive self-image. Center staff set limits to ensure the physical safety and emotional security of each child. Staff will state in a positive way what is expected from a child rather than saying what not to do.

A loving atmosphere with an emphasis on safety and courtesy will promote the development of self- confidence and independence and encourage the acquisition of skills used in social interaction and creative experiences.

**CALENDAR**

The Center is open 12 months per year, with closings for major holidays. A calendar of days closed each year is printed and distributed each December.

**ADJUSTMENT**

A first experience in a group may be tiring for children, and a shorter day may be advisable at first, if at all possible. When you and the teachers agree that it is time to leave, say good-bye to your child and leave. Your confidence in the Center will be conveyed to your child. Check lesson plans and posted activities so you can talk with your child about what goes on each day.

**HEALTH**

Each child is required to have proof of a Medical Examination for admission to the Center.

It is the Center’s policy that you keep your child home with a fresh cold, a fever, diarrhea, vomiting or at the first signs of a communicable disease. We will not accept a child who appears to be ill or who has a contagious condition. Please check Parent Handbook for specific guidelines of when children can return.

  **STAFF**

We believe the quality of our program is directly related to the quality of our staff. Staff receive ongoing training in Early Childhood Education and are required to achieve a level of formal education relevant for each position. All teachers maintain current certification in Infant/Child CPR. Our competitive packages and positive working conditions are evidenced both by the quality of staff and our low rate of teacher turnover.

Parents and staff work closely together through daily contact and written observations.

**TESTIMONIALS**

“Our family has had an opportunity to interact with almost every teacher at Rich Beginnings as our three kids grow, and we could not ask for better care for our kids.  We love each & every one there. Thank you all for being who you are, and for all that you do - each one of you is part of the intricate family unit that makes Rich Beginnings the best daycare ever!!!”

 ~Elizabeth and Nate

We are so thankful to have our son in a room where he is surrounded by adults that are teaching love, patience and respect with their actions and interactions each and every day. Thank you so much for all you do. We couldn't be happier with where he spends his days.

 ~Amy and Matt

I am extremely happy with the quality of care at Rich Beginnings. The professionalism and care that the staff show daily is beyond my greatest expectations! ~Mistie

I work with a lot of first-time moms that are searching for a day care for their new baby. This is a big decision and can be very overwhelming and nerve wracking. I always, without hesitation and with great excitement, refer them to Rich Beginnings. I am the fifth in a long line of friends and coworkers that have chosen Rich Beginnings and there is no where else I would send my children. It means a lot to me that they take the time to send me pictures.  Whenever I share the e-mails with my other mom friends, they always say "my day care doesn't do that!" ~Lisa

I spent a great deal of time researching the best child care environment for my children.  I visited many child care facilities and interviewed many potential nannies.  From the minute I walked in the door at [Bates] Rich Beginnings, I felt that I had found the home away from home for my children.  The teachers are amazing and, at this point, I consider them part of my extended family.  They not only "care" for my children, they LOVE my children.  When I had my first child, they helped me become a better first-time parent.  When I had my second child, they were as excited as my husband and I to welcome him into the world.  I could sit for hours and watch my children play with the toys, listen to the stories being told and singing the songs that are sung.  ~Jennifer

We adore all of the teachers and staff at Rich Beginnings. You are all so welcoming and friendly and you truly care about our children. It is so comforting to know that our children go to school at a place where you all help them grow so much emotionally and academically and still find the time to run around and play.

 ~Diana and Eric

You can see that the teachers and staff have a vested interest in your child. The teachers care, they take their job seriously, and they are passionate about what they do. Those are qualities you can’t find in other day care centers. Not only do you know that your child is well looked after but you can also be assured they are learning something and growing educationally. ~Kristin