



Launch



2020-2021

Annual Report

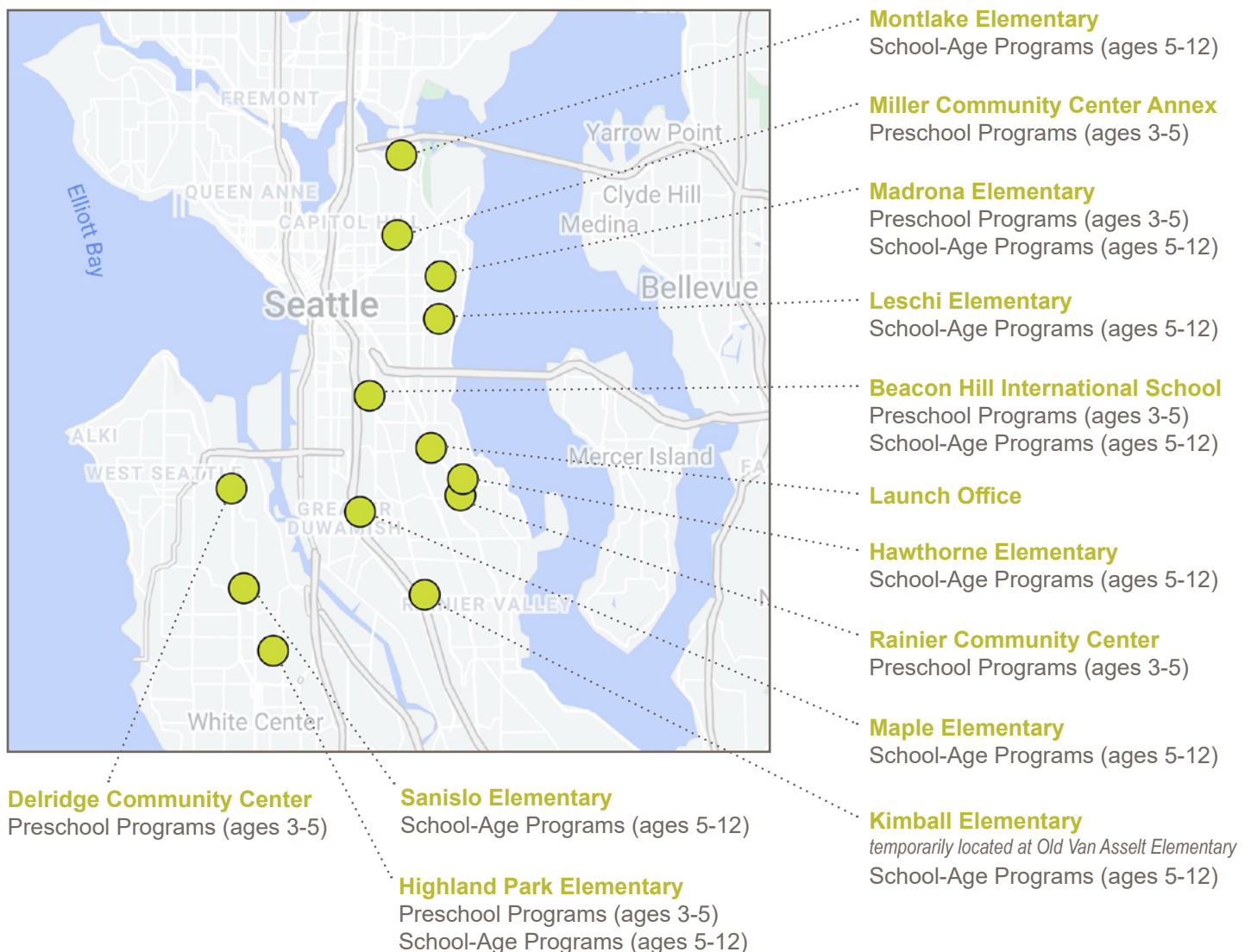
Our Mission

Lead the charge to brilliant outcomes for the children of our community by ensuring equitable access to the highest quality learning and care.

Our Work

Founded in 1977 by a group of families who simply wanted a safe, nurturing place for their children to go after school, Launch serves more than 1,000 children every year through our early learning, before & after school, and summer programs for ages 3-12. A core focus of our work is to ensure that all children have equitable access to high-quality, enriching programs. Our vision is to create a world in which a young person's race, ethnicity, socioeconomic status, gender identity, sexual orientation, nation of origin, language spoken, religion, or ability does not affect their outcomes.

Locations



A Note From The CEO

Dear Launch Community,

Despite living through yet another year of the pandemic and all of the challenges and stress associated with it, I'm so proud of the way our students, families, staff, and supporters came together to make 2020-21 a successful year.

Many child care providers were forced to close their doors this year, some permanently, due to the impact of the pandemic. But Launch was able to continue serving our community and even expand our services and partnerships. We were able to do this despite having a sizable budget deficit during 2020-21, thanks to the outpouring of support from our community, including our families, staff, donors, funders, partners, and volunteers. Thank you for helping make our work possible!

While we served fewer students in 2020-21 than pre-pandemic due to COVID-19 restrictions, we were able to increase the depth of our services and make a significant impact on students and families, including:

- **Providing full-day enrichment, social-emotional learning, and remote learning support** from 8am-6pm while schools were closed for in-person instruction during the majority of the school year
- Supporting families by **more than doubling the amount of tuition assistance** we provided
- Partnering with organizations like Big World Breaks, the Seattle Opera, the Pacific Science Center, Geeking Out Kids of Color, Youth In Focus, and so many more to **provide engaging virtual field trips and enrichment activities**

And most importantly, Launch was a safe place for kids to just be kids, play, make friends, and have fun. As you'll see later in this report, the pandemic has had a huge impact on children's social-emotional skills, mental health, and well-being. Despite this, **we're working to ensure that children and families don't just survive the pandemic, but thrive in it.**

Thank you again for being a vital part of our community of support for children and families.

Dr. Angela Griffin, CEO



"I tell people that **our child has thrived in 2020/2021 because of Launch.**"

- Launch Parent

DURING FY 2020-21, WE PROVIDED
FULL-DAY IN-PERSON PRESCHOOL
& SCHOOL-AGE PROGRAMS WHILE
SCHOOLS WERE CLOSED TO:

436 CHILDREN
AGES 3-12



IN SUMMER 2020,
WE SERVED



55

PRESCHOOLERS
in our summer early
learning programs



135

SCHOOL-AGE
CHILDREN
in our summer camps



DURING THE
2020-21 SCHOOL
YEAR WE SERVED



151

CHILDREN
in our preschool
programs



197

SCHOOL-AGE
CHILDREN
in our full-day enrichment
and remote learning
support programs

DURING FY 2020-2021, WE PROVIDED MORE THAN

\$160,022

in direct tuition assistance to families
with a financial need



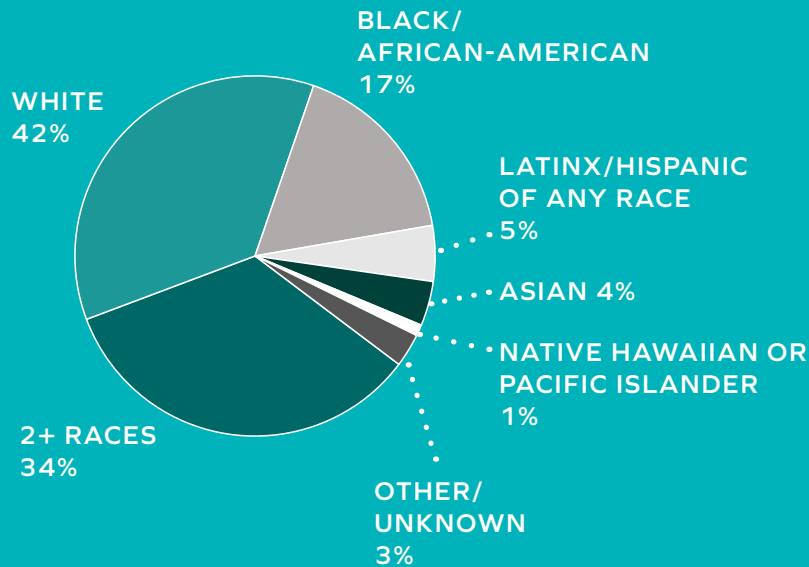
\$114,118

in uncompensated tuition (the
unreimbursed difference between
our private pay rates and the amount
we receive from government tuition
subsidies for low-income families)

DURING FY 2020-21,

62%

of our students were
CHILDREN OF COLOR



10%

OF LAUNCH FAMILIES
spoke a non-English
language at home

25

LANGUAGES
were spoken by families

57%

OF LAUNCH FAMILIES
were low- to moderate-income

8%

OF STUDENTS
had a disability or an IEP

83%

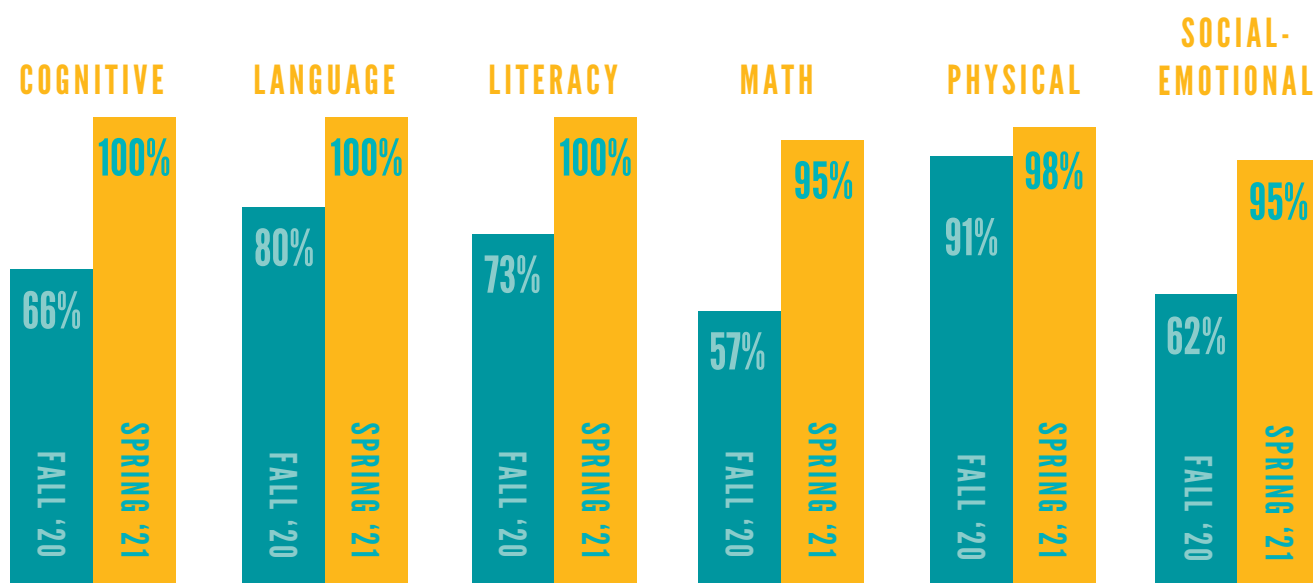
OF PRESCHOOL FAMILIES
had their tuition fully or partially subsidized
by the Seattle Preschool Program
due to their income

61%

OF LAUNCH FAMILIES
were essential workers

PRESCHOOL ▶

The percentage of preschoolers meeting or exceeding age-level expectations increased from fall to spring in 6 **KEY KINDERGARTEN-READINESS AREAS:**



95%

OF LAUNCH PRESCHOOLERS finished the school year ready for kindergarten. In comparison, in fall 2019, just 67% of incoming kindergartners in Seattle Public Schools were ready for kindergarten

96%

OF LAUNCH PRESCHOOLERS OF COLOR finished the school year ready for kindergarten. In comparison, in fall 2019, just 58% of incoming kindergartners of color in Seattle Public Schools were ready for kindergarten

IN THEIR WORDS:

FAMILIES SHARE HOW LAUNCH HAS SUPPORTED THEIR CHILDREN

“ My kid loves it and is learning a ton.

“ I can't say enough good things about the level of care, attention and love they provided my kiddo throughout a very tough year

“ We love our Launch community and could not have survived this pandemic year without you.

SCHOOL-AGE ►

During the 2020-21 school year, Launch piloted a new social-emotional assessment tool in our K-5 classrooms called Panorama. In Panorama, 3rd-5th graders are surveyed on their perceptions of their social-emotional skills, and for K-2nd grade students, the teacher fills out the survey according to their perceptions of student skills.

While this was a baseline year for Panorama, it's clear that the pandemic has impacted student social-emotional skills and well-being, in particular for our youngest learners, and we look forward to seeing lots of growth in the future as we implement social-emotional learning strategies!

% OF KINDERGARTEN- 2ND GRADE STUDENTS DEMONSTRATING:

GRIT: How well students are able to persevere through setbacks to achieve important long-term goals

46%

SOCIAL AWARENESS:
How well students consider the perspectives of others and empathize with them

52%

**EMOTIONAL
REGULATION:** How well students regulate their emotions

49%

LEARNING STRATEGIES:
How well students deliberately use strategies to manage their own learning process

48%

**SELF MANAGEMENT/
DECISION-MAKING:** How well students manage their emotions, thoughts, and behaviors and make decisions

70%

% of 3RD GRADE - 5TH GRADE STUDENTS DEMONSTRATING:

GRIT: How well students are able to persevere through setbacks to achieve important long-term goals

57%

GROWTH MINDSET: Student perceptions of whether they have the potential to change factors that are central to their performance in school

56%

LEARNING STRATEGIES:
How well students deliberately use strategies to manage their own learning process

68%

SELF MANAGEMENT:
How well students manage their emotions, thoughts, and behaviors

65%

**SUPPORTIVE
RELATIONSHIPS:** How supported students feel through their relationships with friends, family, and adults at school

89%

In Their Words:

MEET LAUNCH TEACHER MONICA LOPEZ

One of our proudest achievements during 2020-21 was not just how we supported families, but also how we supported our staff. Preschool teacher Monica Lopez has worked as a lead preschool teacher for Launch for several years, and is currently a substitute teacher while she completes her Master's degree. We asked her to share what it was like working as an educator during the past year, and how Launch has supported her.

"I'm just proud Launch turned up during this time for its employees and the families that it served, it was really heartwarming. And I just knew that I enjoyed working for a nonprofit program like this. But this gave me more of a reason to stay and keep it going. A lot of the families are impacted. I know one of the families during this time were going to have to go from two paychecks to one paycheck.

It was just an amazing school year. There was so much stuff to be proud of with the kids and the family connections, even with COVID. Man, it was just still nice to get to do [virtual] family engagement nights with them. I wish we were in person with the families, but it was nice to do that.

And just seeing the improvements in kids little by little, and I'm able to tell the families, "hey, your student did this, or going from kids not knowing the letters of their name, to be able to spell it, say it out loud, write it... stuff like that was super cool."

I applied for my master's program, and ended up being accepted, which I was happy about, but also bummed about, because I knew that I would go from full-time to part-time again. And Launch was really willing to work with my schedule. [Regional Director] Brent has been amazing. Just getting me shifts here and there because I'm in his region and we agreed that I'd be a regional sub. I'm still working, and the environment that Launch provides makes me feel like, "wow." And knowing that, even if it's a few hours a day, I'll still be able to work and they're willing to work with me and my circumstances, congratulating me for going to school, pushing me forward. But then also being okay with me and relating to me as I am.

I feel like Launch has done an amazing job with inclusion and talking about the hard conversations, like with the anti-Asian hate crimes and the Black Lives Matter movement. They were first to send emails about these issues, first to welcome us if we needed a safe space to talk, and they gave us resources. My roommate works at a healthcare org, and he's said no one will even send an email saying, "hey, if you guys need anything, like let us know. Or like, hey, we support the Black Lives Matter movement." So I just appreciate how Launch was always the first to send an email out and be a safe space and resource for us as an employee. It's always nice to be somewhere that's proactive instead of reactive. For me personally, I think it's they care for us as a person. We're not just the worker, they see us as someone.

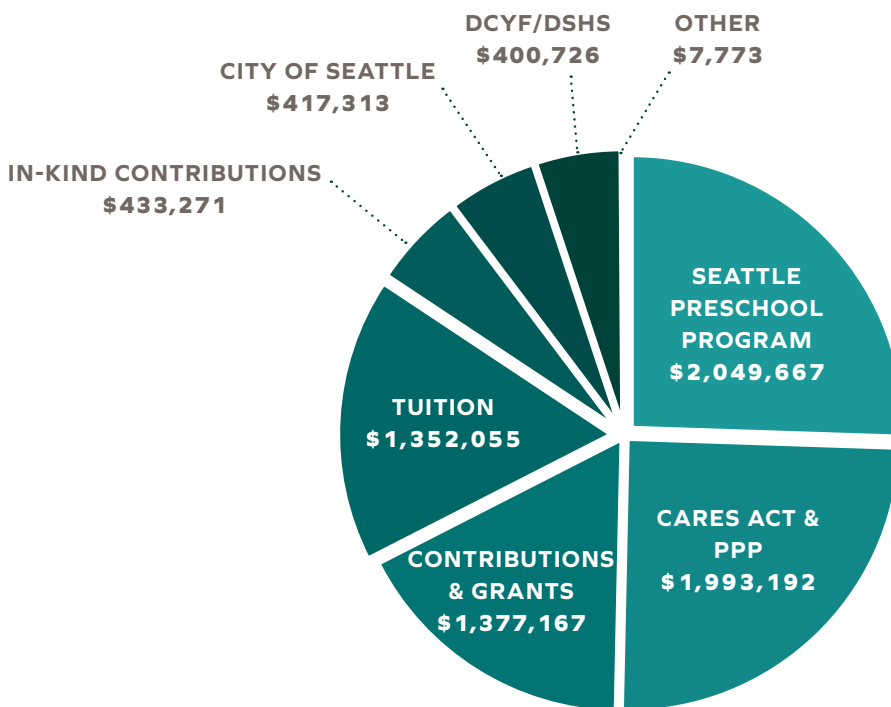
I appreciate the resources and training that they give us. And for me, financially it helped a lot. Being a student and living on my own, but then them giving us the benefits and resources, especially with COVID. I know a lot of people couldn't work, but we got hazard pay and a raise to be in the classroom. It was just nice to feel supported. Like the organization I was working for had our backs. I just appreciate the support and how it's close knit."

 **Brilliant, loving, genuine teachers.** Love our classroom and the inclusivity that presides over it. - LAUNCH PARENT

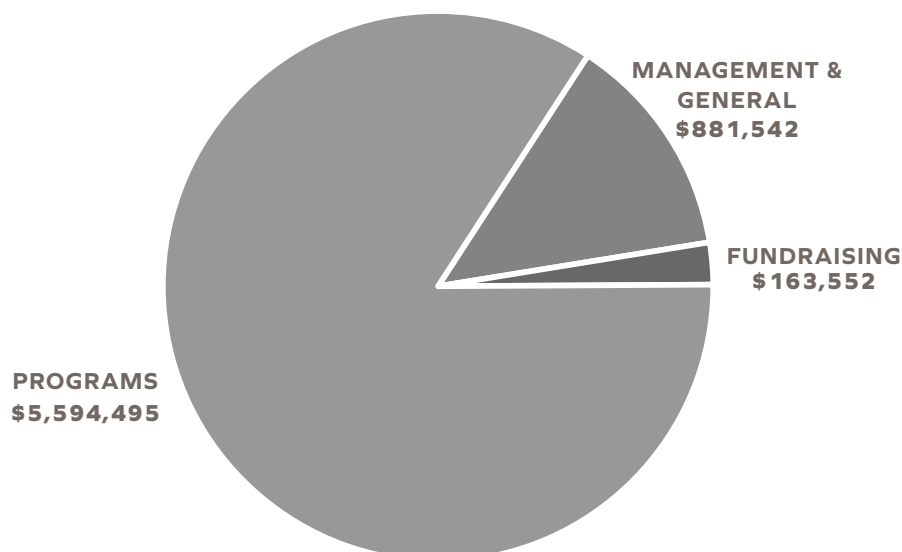
Financials

JULY 1, 2020 - JUNE 30, 2021

Total Revenue ► \$8,031,164



Total Expenses ► \$6,639,589



The net income for the 2020-21 fiscal year helped cover our financial losses in the prior year due to the impact of COVID-19, decreased enrollment, and lower than expected tuition income. However, our need for donations is as strong as ever to cover general operating funds, increased costs due to the pandemic as well as higher staffing costs, and significantly higher demand for financial support for families through our Tuition Assistance program. We are projecting a budget deficit during the 2021-22 fiscal year due to the continued effects of the COVID-19 pandemic, which we plan to cover through fundraising, monitoring expenses, and utilizing cash reserves.



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"This program has
been a lifesaver."

- Launch parent