



Strengthening Children.

Supporting Families.

**Building Stronger
Communities.**

2026 MEDIA KIT



Pathways LA strengthens low income and vulnerable working families, promotes high-quality early learning care and education services for children of all abilities, develops knowledgeable early care providers, and promotes economically resilient communities.



Vision

Children and families break through the cycle of poverty and thrive through equitable access to quality early care and education.

Who We Serve

Children ages birth to 13 years, families, child care educators and caregivers.

Policy Priorities

- 1 Investment in Child Care and Child Care Infrastructure
- 2 Equitable Investment in the Child Care Labor Force
- 3 Increase funding for Child Care slots
- 4 Increased access and services for all under-resourced families

Our Network of Partners

Pathways LA collaborates with a robust network of partners across Los Angeles County, including nonprofits, school districts, government agencies, healthcare providers, and philanthropic organizations. These partnerships enable us to expand access to early care and education, connect families to critical resources, and drive measurable outcomes for the communities we serve.



Founded In:

1978



Families served:

3,552



Children served:

5,489



Child Care providers in our network:

2,181



Operating budget:

\$62 Million



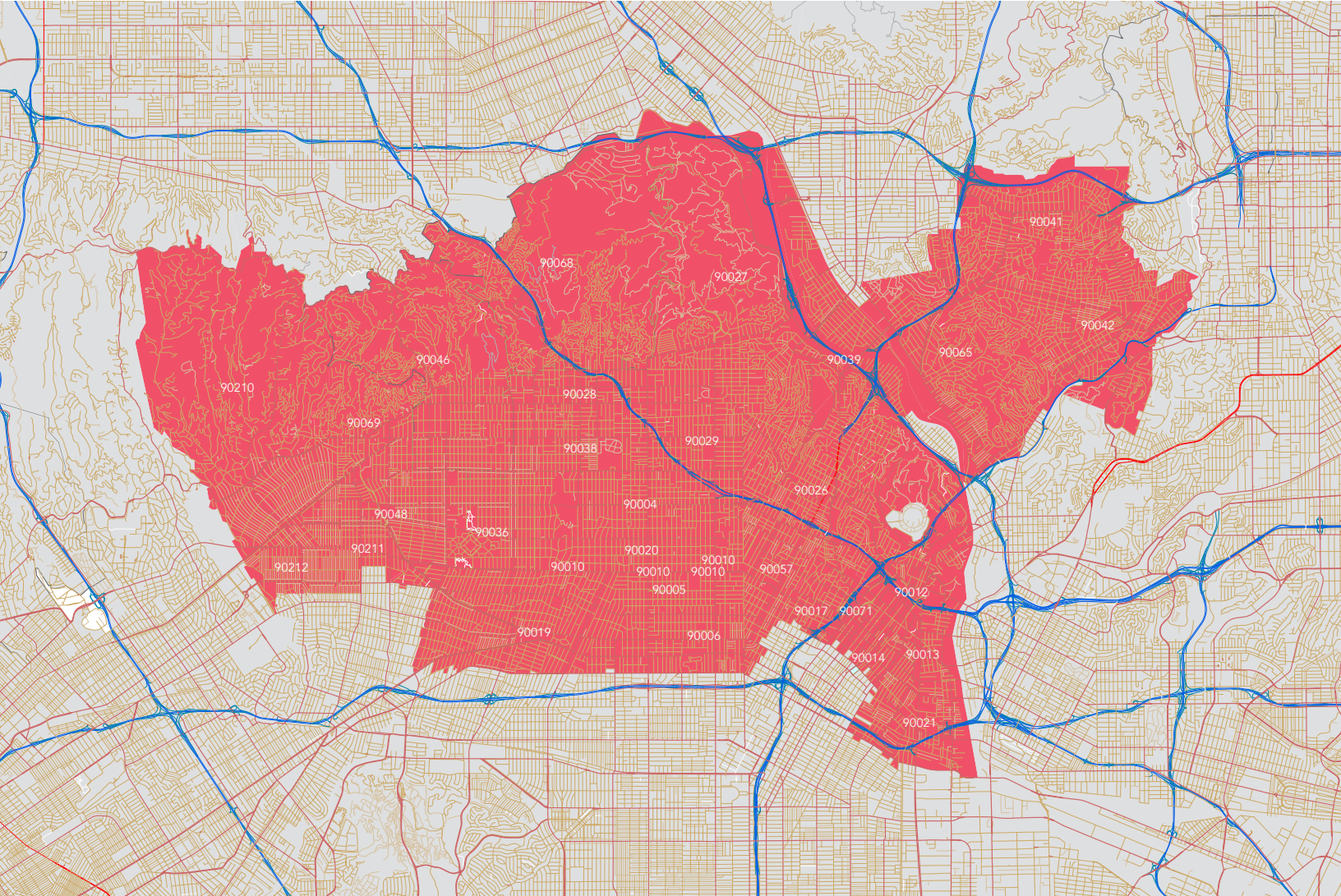
Pathways LA serves one of the most ethnically and socioeconomically diverse communities in Los Angeles County, working to ensure all children have access to quality, developmentally appropriate, educationally stimulating early care and education. Pathways LA is an Alternative Payment and Resource & Referral agency serving metropolitan Los Angeles.

Founded in 1978 by educator and activist Bea Gold, Pathways LA was an early leader in promoting child care programs that are inclusive of children with exceptional needs. Today, we continue to promote strength-based education and

best practices for child development by assisting families, supporting child care providers, caring for children, and advocating for the community. Pathways LA has grown to include numerous subsidized child care programs, a robust Family Engagement program with weekly offerings, and thousands of children served each year.

Pathways LA's team reflects the cultural and linguistic diversity of our community. We proudly offer services in English, Spanish, Russian, Armenian, and Korean, and we are continually working to make our staff and resources even more accessible and responsive to community needs.

For media inquiries, please contact Helen Chaj, Communications Manager at hchaj@pathwaysla.org.



Pathways LA is the largest child care subsidy organization serving metropolitan Los Angeles. Our service area spans 92 square miles that include 30 zip codes and 20 communities. Together with ten sister Alternative Payment and Resource & Referral agencies, all LA County is served. A family's designated agency is determined by the zip code where child care is taking or will take place. If child care is taking place outside of the Pathways LA service area, we will refer you to the appropriate agency. Pathways LA cannot enroll families outside of our service area, but we will guide families in the right direction.

Zip Codes

90004 90005 90006 90010 90012 90013 90014 90017
90019 90020 90021 90026 90027 90028 90029 90036
90038 90039 90041 90042 90046 90048 90057 90065
90068 90069 90071 90210 90211 90212

Communities

Atwater Village | Downtown LA | Hancock Park | Little Tokyo
| Pico Heights | Beverly Hills | Eagle Rock | Highland Park |
Los Feliz | Silver Lake | Chinatown | Echo Park | Hollywood
Mid-City | West Hollywood | Cypress Park | Glassell Park |
Koreatown | Mid-Wilshire | Westlake



We believe a parent is a child's teacher. Pathways LA partners with parents and caregivers to promote strong parent-child relationships and healthy child development. Through one-on-one assistance, our specialists help parents navigate the child care system, apply for subsidies, and find licensed providers in their area. We offer opportunities for parents to learn more about their child's development and build family resiliency through our parent workshops and trainings, Play and Learn Groups, Parent Cafes and Family Events.

Child care providers are the cornerstone to high quality Early Childhood Education and act as pillars of the community, serving children over multiple generations. Quality child care has been proven to enhance academic

achievement, increase earning potential, create better health outcomes, reduce crime, and lead to fewer children and families living in poverty. Recognizing this crucial influence of providers, our child development experts train them to be leaders in the industry and deliver the best care for children. We help providers obtain their Family Child Care Home License and offer professional development on topics including Child Growth and Development, Trauma Informed Care, Business Development, Nutrition, and Children with Special Needs. We also provide individualized coaching and technical assistance, as well as access to cutting edge resources and funding opportunities.

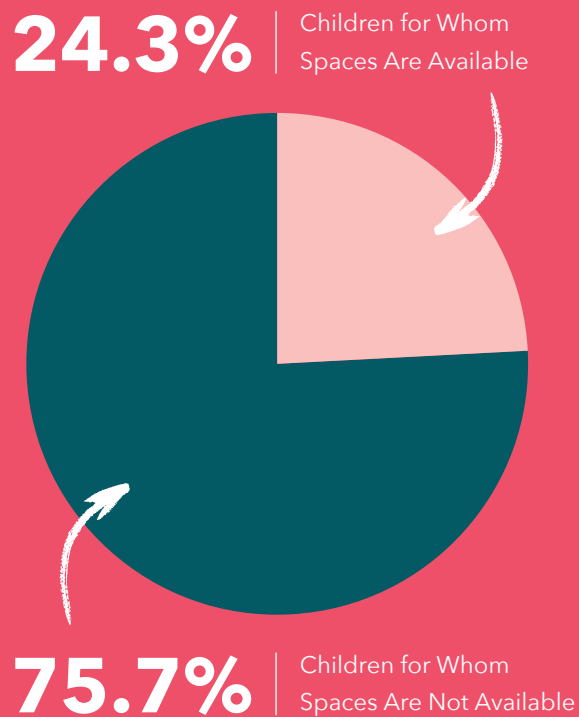
Public policy has a tremendous impact on the lives of our children, affecting

the availability, cost and quality of their child care options. Currently only 1 in 9 children in California have access to child care. Pathways LA aims to expand quality affordable child care services for our most vulnerable communities through targeted policy advocacy. Through conversations with neighborhood associations, providers, families and community members, we outline the specific needs our system must incorporate to ensure that children receive a quality learning experience. Community volunteers then join us in advising legislators on the public policy implications that impact the child care industry, advocating for the most at-risk families in our community, and encouraging investment in Early Childhood Education.

- 1 Costs for center-based infants in California made up an estimated 16% of the median income for married couples and 50% for single parents in 2024.^[1]
- 2 An estimated 51 % of California children ages 3-5 were enrolled in preschool or kindergarten in 2021, down from more than 60% between 2007 and 2019. U.S. figures followed a similar trend over this period.^[2]
- 3 These child care struggles persist despite 73% of poll respondents with children reporting that they have received financial assistance from the government.^[3]
- 4 Forty-four percent of households with children under age 18 have been facing serious financial problems. That figure jumps to 63% for Black families and 59% for Latino households.^[4]
- 5 A new brief drawing on available data across 47 states shows childcare prices for a single child ranged from \$4,810 for school-age home-based care in small counties to \$15,417 for infant center-based care in very large counties. When adjusted for inflation, this equals between \$5,357 and \$17,171 in 2022 dollars.^[5]
- 6 In 2019, approximately 59 percent of children age 5 and younger and not enrolled in kindergarten were in at least one weekly nonparental care arrangement, as reported by their parents. Among children in a weekly nonparental care arrangement, 62 percent were attending a day care center, preschool, or prekindergarten (center-based care), 38 percent were cared for by a relative (relative care), and 20 percent were cared for in a private home by someone not related to them (nonrelative care).^[6]

Availability of Child Care for Working Families of Children Los Angeles County

Data Source: [As cited on kidsdata.org](https://www.kidsdata.org), California Child Care Resource and Referral Network, California Child Care Portfolio (Nov. 2022); U.S. Census Bureau, American Community Survey public use microdata (Oct. 2022).



[1] Child Care Aware of America, Child Care in America: 2024 Price & Supply, 2025

[2] Kids Data <https://www.kidsdata.org/topic/99/child-care-availability/table#fmt=262&loc=2,127,1657,331,1761,171,2168,345,357,324,369,362,360,2076,364,356,217,354,1663,339,2169,365,343,367,344,366,368,265,349,361,4,273,59,370,326,341,338,350,2145,359,363,340&tf=141&ch=1247,1248>

[3] NPR <https://www.npr.org/2021/10/19/1047019536/families-are-struggling-to-find-the-child-care-they-desperately-need>

[4] NPR <https://www.npr.org/2021/10/19/1047019536/families-are-struggling-to-find-the-child-care-they-desperately-need>

[5] US Department of Labor <https://www.dol.gov/newsroom/releases/wb/wb20230124>

[6] National Center for Education Statistics <https://nces.ed.gov/fastfacts/display.asp?id=4>

Pathways LA has been helping families find child care, covering the costs of child care, and completing the necessary application forms. Parents may be eligible for FREE or REDUCED-COST child care programs if any of the following apply:

- Working or looking for work
- Participating in an educational or training program
- Seeking permanent housing

Program Specialists work with each family to determine eligibility and help parents access child care from a provider of their choice. Parents are free to select from many child care settings, including Family Child Care Home, and Child Care Centers—even a friend, family or neighbor can be paid to care for your child.

Pathways LA connects families to Alternative Payment programs for free or reduced child care and free preschool through programs including GAIN, Cal-Learn and CalWORKs (Stage 1, Stage 2 and Stage 3), and the Berendo Family Child Care Home Education Network. For more information, call (855) 481-9220, email info@Pathwaysla.org or visit our office at 888 S. Figueroa Street, Suite 600 Los Angeles, CA 90017

Pathways LA serves eligible families regardless of gender, race, religion, ethnicity or disability.



STATE FISCAL YEAR 2026-27 SCHEDULE OF INCOME CEILINGS

FAMILY SIZE	MONTHLY INCOME	ANNUAL INCOME
1-2	\$7,119	\$85,434
3	\$8,054	\$96,652
4	\$9,636	\$115,637
5	\$11,178	\$134,139
6	\$12,720	\$152,641
7	\$13,009	\$156,110
8	\$13,298	\$159,580
9	\$13,587	\$163,049
10	\$13,876	\$166,518
11	\$14,166	\$169,987
12	\$14,455	\$173,456

Pathways LA recognizes that every child is unique, and we've created an enriching, caring environment where children of all developmental abilities can learn and thrive at our West Hollywood Preschool and Pathways LA Child Development Center. We offer an individualized, play-based curriculum along with structured activities,

providing children with appropriate stimulation, learning and socialization opportunities. Our staff is highly trained in early care and education, including significant experience serving children with developmental delays. Our diverse community allows children to practice compassion, patience, and acceptance of people different from themselves.

We have an inclusive space where we welcome and support parent participation at every level. Our open door policy offers all families the opportunity to share in their child's education. We offer child development trainings to parents at convenient times, as well as opportunities for parents to interact with each other, join parent support groups and participate in advocacy efforts.



The **West Hollywood Preschool** serves 34 children from 2.5-5 years old and is open from 7:30 a.m. - 5:30 p.m. We are located at Plummer Park, 7377 Santa Monica Blvd., West Hollywood, CA 90046. For more information, or to schedule a visit, please contact us at (323) 850-3090 or email info@pathwaysla.org.

Pathways LA Child Development Center serves 87 children from 6 weeks to 5 years old and is open from 7:30 a.m. to 5:30 p.m. We are located at the iconic landmark, Union Station Los Angeles, One Gateway Plaza, Los Angeles, CA 90012. For more information on eligibility and requirements, call (855) 481-9220 or email info@pathwaysla.org.

Emergency Child Care Bridge Program for Foster Children increases the number of children in foster care, who are successfully placed in home-based family care settings. In addition, the program increases capacity of childcare programs to meet the needs of children in foster care and maximizes funding to support the childcare needs of eligible families.

- Pathways LA assists foster care resource parent looking for free or reduced child care with:
- Finding a child care provider
- Securing a subsidized child care placement
- Completing child care program applications
- Developing a plan for long-term child care appropriate to the child's age and needs

Eligible families may also receive a time-limited child care voucher to help pay for child care costs for children in foster care, from birth through age 5 (and up to age 21 for children with special needs) as well as their siblings who are under 12 years old. Vouchers are approved for an initial period of up to 12 months.

Child care providers engaged in the Bridge Program receive training and coaching on topics including Trauma-Informed Care, child development and research-based strategies for supporting children who are in foster care.

The Bridge Program is administered through the California Department of Social Services and the Department of Children and Family Services in partnership with Pathways LA and the Child Care Alliance of Los Angeles.





Recognizing the important role a parent plays, Pathways LA's Family Engagement program partners with parents and caregivers to promote strong parent-child relationships and healthy child development. We embrace a two-generational approach that includes both parent- and child-focused elements to foster positive behavioral, emotional, academic and social outcomes. The holistic, culturally competent program focuses on a family's existing strengths and building resiliency. We offer an array of free services including Parent Education and Training, Play and Learn Groups, Parent Cafes, Family Events, and Systems Navigation.

Our Family Engagement Program aims to promote healthy child and family well-being and support positive outcomes for all children. Our strength-based approach is implemented through our Strengthening Families Framework and its five protective factors: Parental Resilience, Social Connections, Concrete Support in Times of Need, Knowledge of Parenting and Child Development, and Social-Emotional Competence of Children.

Individuals who wish to learn more can visit pathwaysla.org/for-parents/family-engagement/.



Pathways LA

CHILD CARE PROVIDER TRAINING AND PROFESSIONAL DEVELOPMENT



Child care professionals are the cornerstone to high-quality early childhood education, which is why Pathways LA prioritizes support for individuals pursuing a child care license. Obtaining a Family Child Care Home License is the foundation to a successful and fulfilling career as an early educator, providing individuals with opportunities to grow their businesses and improve the quality of care for their clients.

In addition, Pathways LA offers trainings and professional development opportunities to licensed child care providers, child care center staff, and any family, friend, or neighbor providing child care services. Topics include Child Growth and Development, Trauma Informed Care, Business Development, Children with Special Needs, Nutrition, and much more. We collaborate with the California Early Care & Education Workforce Registry, which tracks and promotes the education, training, and experience of the early care and education workforce to improve professionalism and positively impact children. We offer trainings monthly.

The various professional development offerings include:

- Gateways for Early Educators
- Quality Start Los Angeles
- Family Child Care Home Education Network
- Emergency Child Care Bridge Program For Foster Children
- Business Development Coaching & Training, Child Care Initiative Project, Technical Assistance Support

For more information about our child care provider training and professional development, call our Resource & Referral Department at (213) 427-2700.



Four types of child care providers are eligible to participate in our programs. Providers must be willing to comply with Pathways LA rules and regulations and enter into a binding Service Agreement. Below are descriptions of the provider types available to program participants.

Licensed Child Care Centers

Child Care centers are licensed and overseen by the California Community Care Licensing Board (CCL). Centers offer physical, social, developmental and educational activities for groups of children of different ages. State regulations specify staff size, educational requirements, and health and safety standards. All staff must be certified free of any serious criminal history. These centers may be operated by public or private agencies, including churches.

Licensed Family Child Care Homes

Family Child Care Homes (FCCH) are licensed and overseen by the CCL. They are operated in private homes and are subject to inspection. There are two license types in this provider category: Small and Large. Small FCCH may care for up to eight (8) children. Large FCCH are required to employ a full-time

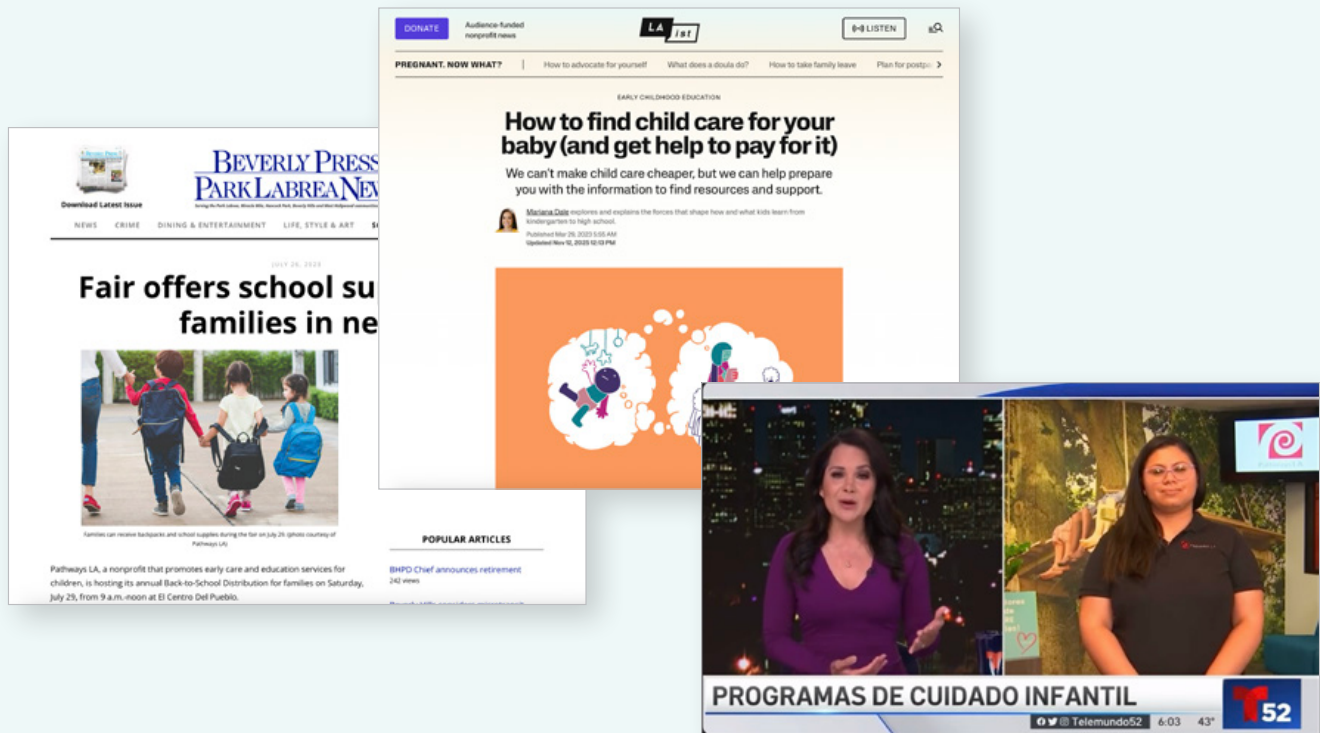
assistant and may care for up to 14 children. State regulations specify health and safety standards for both the provider and the provider's home. The 17 provider and all persons age 18 and older in the home must be certified free of any serious criminal history.

Before and After School Programs/License-Exempt Facilities

These programs provide child care services before and/or after school or when school is not in session (e.g. summer and winter camps). These may include municipal park and recreational centers and programs on school sites. These sites are not overseen by the CCL.

Family, Friends, & Neighbors (License-Exempt Child Care)

License-exempt providers are providers without a license from the CCL. These providers may be adult relatives, friends, neighbors, or babysitters who, in their own home, care for the children of only one family. There are no state health and safety regulations for this type of provider. There are two types of licensed-exempt care: License Exempt Relative and Licensed-Exempt Non-Relative, each with specific requirements.



Explore media coverage highlighting our work in action and impact across Metro Los Angeles.

Beverly Press Park Labrea News

Pathways LA Back to School Offers School Supplies to Families in Need

<https://beverlypress.com/2023/07/fair-offers-school-supplies-for-families-in-need/>

LAist

How to find child care for your baby (and get help paying for it)

<https://laist.com/news/education/early-childhood-education-pre-k/los-angeles-county-find-child-care-infant-toddlers-babies>

Pathways LA with Telemundo 52

Video Link: <https://www.youtube.com/watch?v=2sGN1zLT7QU&t=4s>

LA Times

'What if I run out'

<https://www.latimes.com/california/story/2020-04-25/coronavirus-diapers-scarce-parents>



Tamika Farr, President & CEO of Pathways LA



Sally Valenzuela, Vice President Chief Program Officer



Martha Ortega, West Hollywood Preschool Manager



Araceli Quintero, Director of Child Care Services

Our team brings knowledge, experience, and community perspective to important issues affecting children today. Pathways LA experts are available to provide insight and commentary on subsidized child care, family engagement, provider support, trauma-informed care, and other issues shaping the early care and education landscape.



Our strategic plan reflects Pathways LA's commitment to creating meaningful, measurable impact. Grounded in our mission, our priorities guide how we strengthen, expand opportunity, foster innovation, and improve outcomes for those we serve.



Community Engagement
& Resource Accessibility



Training Education for Families
& Child Care Professionals



Organizational Health
& Sustainability

**Ready-to-use organizational description
for media and partner communications.**

For media inquiries:

Helen Chaj
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323-854-9032
www.pathwaysla.org

About Pathways LA

Pathways LA, founded in 1970, is a trusted leader in early care and education serving families and partnering with child care providers across Metro Los Angeles. Through subsidized child care assistance and referrals, family engagement, provider support, early childhood initiatives, and community partnerships, Pathways LA works to promote healthy child development, school readiness, family well-being, and economically resilient communities. Pathways LA serves more than 5,000 children annually and partners with more than 2,000 early care and education providers.





Every act of generosity has the power to uplift a community. Study after study has shown that access to early care and education make a critical difference in the future success of children. That is why we need support from corporations, community organizations, and individuals now more than ever. Tax-deductible contributions help to ensure children have access to early care and education regardless of economic status, making it possible for every child to flourish and reach their full potential! Below are ways our community can support the work we do.

- Become a corporate sponsor for the year
- Donate toward Family Engagement events
- Host toy and book drives
- Make a contribution to specific programs and initiatives
- Honor your childhood caregivers with a tribute gift
- Volunteer at events

To learn more on ways you can support or connect with our work email info@pathwaysla.org
Pathways LA is a tax-exempt nonprofit organization.
Tax ID # 95-3258661



Follow us on social media:



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