Searching the Internet Just Got Good

“We all have a cause we care about—whether it's finding a cure for cancer, saving the environment, finding homes for abandoned pets or so many other worthwhile endeavors. But what we don't all have is the time or money to support these efforts as much as we'd like. So, what if we could raise money for our favorite charities and schools by doing something we do every day—searching the Internet?

“That's the question Ken Ramberg (the former founder of JOBTRAK, now a division of Monster.com) and JJ Ramberg (an MSNBC anchor and the former Director of Marketing at Cooking.com) asked themselves a few years ago. After realizing what a fraction of the $8 billion generated annually by search engine advertisers could do if it were directed towards organizations trying to make the world a better place, they launched GoodSearch in 2005.

“GoodSearch is a search engine which donates 50-percent of its revenue to the charities and schools designated by its users. It's a simple and compelling concept. You use GoodSearch exactly as you would any other search engine. Because it's powered by Yahoo!, you get proven search results. The money GoodSearch donates to your cause comes from its advertisers—the users and the organizations do not spend a dime!

“In 2007, GoodSearch was expanded to include GoodShop, an online shopping mall of world-class merchants dedicated to helping fund worthy causes across the country. Each purchase made via the GoodShop mall results in a donation to the user's designated charity or school—averaging approximately 3% of the sale, but going up to 20% or even more.

“Ken and JJ wanted to create a means to support charities so that people would say, "Why wouldn't you do it?" That's what GoodSearch does. Since it doesn't cost anything and you get proven search results, there's no reason not to use it!

Instead of Google, Yahoo!, or MSN, use GoodSearch as your main search engine from now on. Also, tell your friends, family, clients and co-workers so they, too, can start using GoodSearch to support their favorite cause!

FAQ’s

“How much money could this generate for my charity or school?"

“Fifty percent of the revenue generated from advertisers on GoodSearch is shared with the charity, school or nonprofit organization of your choosing. We estimate that each Web search will generate approximately $0.01 (image, video, Yellow Pages, and site-specific searches are not included). In fiscal 2006, 2007 and 2008 (October through September), each search actually earned 1.3 cents. It quickly adds up! Here's an example of how much your organization can earn:

Continued on page 2
Good Search

Charity or School Size: Small
Average Searches Per Day: 2
Estimated Revenue/Year: $730

“The sky is the limit. The more people use GoodSearch, the more money will be directed towards causes. There is no cap on how much money we will direct to charities.”

GoodSearch suggests several ways of getting the word out once your organization joins. Your circle can expand outside the school community, which is what is needed in order to receive the full benefit and raise money. What a good marketing tool as well!

As far as we can tell, there are currently no Adventist early childhood programs signed up for Goodsearch or Goodshop. Your center could be the first to sign up. There is no fee, no contract and signing up is quick and easy.

At the very least, check it out. Your center could be earning money with very little effort. Just sign up and spread the word through your newsletters, handbooks, brochures, website, business cards, word of mouth, etc.

For the full details of this opportunity, visit GoodSearch at: http://www.goodsearch.com/about.aspx


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CCLC

In December 2009, Child Care Law Center made a decision to close its doors. “For the past 30 years Child Care Law Center (CCLC) has provided one-of-a-kind legal services to make high-quality child care accessible to every child, every family and every community in California. Despite its reputation for excellence and its unique role as the only legal organization in the country devoted exclusively to the complex issues that affect child care, the economic downturn has not been kind to CCLC.”

When avenues of usual funding dried up, “CCLC Board has determined that the only prudent course is to close our office and lay off our talented and dedicated staff.”

This is a big loss for California’s children, families and communities. “None of us want California’s children, families and communities to lose this important resource. While it is clear that our current structure isn’t viable, we are working hard to find a way for our knowledge, expertise and experience to survive. We are reaching out to faithful funders and exploring ways to continue our work in partnership with allied organizations.”

http://www.childcarelaw.org/ 3/24/2010

Current Contact Information

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Why Employees Leave

Targeted Leadership: Building a Team that Hits the Mark, School-Age Notes provides insights on how to keep good people from leaving early childhood education programs.

"...according to a Saratoga Institute survey of nearly 20,000 exit interviews, 89 percent of employers believe that people who voluntarily leave the organization do so for more money. The actual number of employees who leave for money is 12 percent. The disparity highlights the delusion leaders cling to that employees mostly leave for better pay rather than recognize the fact that far more leave for reasons more personal and avoidable. People don't leave jobs, they leave supervisors.

"In that same survey, 'lack of career growth and advancement opportunities; no perceivable career path,' was the second most cited reason for an employee leaving, following poor management.... Imagine that for a moment: The second most significant reason driving voluntary turnover is the employee did not see her future there because no one communicated it to her. Good employees leave when no one notices they are there and when no one communicates to them what they can accomplish. They stay not because they see a paycheck, but because they see a future."

Be sure to take the time and effort to communicate to your employees regarding their value to the program. Tell them what strengths you see and how to grow professionally. The Adventist church needs high-quality early childhood leaders in ways we are just now discovering.

ExchangeEveryDay is a free service of Exchange Magazine. View this article online at ChildCareExchange.com.
Employment Opportunities

**Within the Pacific Union**

**Central California Conference**
Milpitas Discoveryland Preschool in Milpitas, California is looking for a new Director. Contact Robin Aaron, Education Associate for the Central California Conference at 408-691-0956; email.

**Hawaii Conference**
Day Care Teacher/Director needed at Kahili Adventist School in Kauai, Hawaii. Must have special courses in child development and experience working with 3-5 year olds. For more information call: 808-742-9294.

**Northern California Conference**
Discoveryland Preschool and Hilltop Christian Preschool are looking for an Early Childhood Director/Teacher. Applicants must have good leadership, management and communication skills. For more information, please contact Mrs. Coreen Hicks 925-603-5064; email.

**Southeastern California Conference**
Loma Linda Children’s Center is looking for a Director beginning July, 2010. Interested applicants please submit a resume and application. Contact Teri Boyatt, Associate Superintendent, Southeastern California Conference, PO Box 8050, Riverside, CA 92515; Telephone: 951-509-2315.

Loma Linda Children’s Center is also hiring substitute teachers for all age groups. Rate of pay depends on experience and level of education. Contact Teddie Hawkins at the Loma Linda Children’s Center for more details 909-558-4568.

**Southern California Conference**
Wee Care Child Center in Sylmar, California is looking for a new Director ASAP. Contact Dr. Mario Negrete, Education Associate for the Southern California Conference: 818-546-8400 or email.

**Outside the Pacific Union**

**Rocky Mountain Conference - Colorado**
Little Lambs Learning Center is looking for an enthusiastic leader of little children. This individual must be licensed to operate a day care in the state of Colorado or have the qualification necessary for such licensing. Successful experience in an early childhood education center is important as well as a track record of commitment to the Adventist Church and its teachings.

Contact: Pat Chapman, Administrative Assistant, Rocky Mountain Conference-Colorado, 2520 S. Downing Street, Denver, CO 80210. 303-282-3650; email.

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**The Purposes of ACCN:**

1. To affirm, encourage and empower all engaged in the weekday ministry to children.
2. To provide opportunities for professional and spiritual growth.
3. To provide networking opportunities for Seventh-day Adventist Child Development Centers.
4. To set certification standards for child care providers.
5. To foster unity between all areas of child development within the Seventh-day Adventist Church.
6. To encourage the incorporation of Early Childhood Education in the nurture and outreach programs of the Seventh-day Adventist Church.
7. To foster working relationships with the world church, unions, conferences, local churches, and schools.
8. To encourage surveys and research in the area of Child Development and Early Childhood Education in cooperation with the North American Division.
9. To counsel with the North American Division and General Conference in the development and review of programs and strategies for Child Development.
10. To provide guidance and resources to training organizations, colleges, and universities.
11. To advocate the hiring of Early Childhood specialists at all organizational levels of the Seventh-day Adventist Church.
12. To develop working relationships with other Early Childhood Education organizations.
13. To encourage child care centers to obtain national accreditation.

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**Join ACCN**

ACCN website address: [http://paucearlychildhood.adventistfaith.org](http://paucearlychildhood.adventistfaith.org)
For Their Health

Those of us who have children or who have worked with infants and toddlers in child care settings know that the ease of using baby formula has taken a serious toll on the health of little babies. The toll, of course, lasts a lifetime. A new study published in the Journal of Pediatrics reports: "If most new moms would breastfeed their babies for the first six months of life, it would save nearly 1,000 lives and billions of dollars each year."

This report further observed: "The United States incurs $13 billion in excess costs annually and suffers 911 preventable deaths per year because our breastfeeding rates fall far below medical recommendations..."

"The World Health Organization says infants should be exclusively breastfed for the first six months of life to achieve optimal growth, development and health. The American College of Obstetricians and Gynecologists, the American Academy of Pediatrics, the American Academy of Family Physicians and the Centers for Disease Control and Prevention all agree that breast milk alone is sufficient for newborns and infants until they are 6 months old.

"However, a 2009 breastfeeding report card from the CDC found that only 74 percent of women start breastfeeding, only 33 percent were still exclusively breastfeeding at three months and only 14 percent were still exclusively breastfeeding at six months."

Dr. Melissa Bartick, one of the new study's co-authors, says "...the vast majority of extra costs incurred each year could be saved if 80 to 90 percent of women exclusively breastfed for as little as four months and if 90 percent of women would breastfeed some times until six months. Most of the excess costs are due to premature deaths. Nearly all, 95 percent of these deaths, are attributed to three causes: sudden infant death syndrome (SIDS); necrotizing enterocolitis, seen primarily in preterm babies and in which the lining of the intestinal wall dies; and lower respiratory infections such as pneumonia. Breastfeeding has been shown to reduce the risk of all of these and seven other illnesses studied."

If parents must bring their young infants to us for daily care, be sure to encourage the mothers to breastfeed their little ones. Encourage them, whenever possible, to come to the center to breastfeed. Be sure to provide a private, or even semi-private breastfeeding area. If returning to the center for feedings is not possible, encourage them to pump and store breast milk that can be used throughout the day in the mom's absence.

The benefits are incalculable. The children will be healthier; the parents will be happier; the center will have loyal clientele.

April 7, 2010 ExchangeEveryDay; a free service of Exchange Magazine. View this article online at ChildCareExchange.com.