



## Strategic Pillar 1: Public Policy and Advocacy

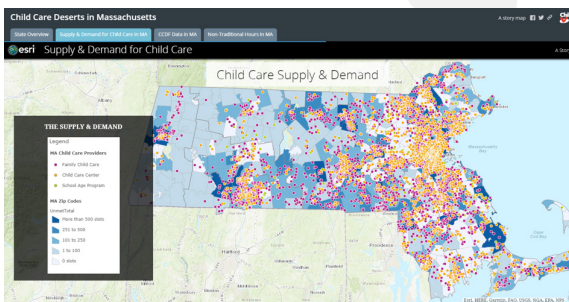
New times call for new approaches. We created transformational change in child care advocacy—engaging new voices, using new tools, and working strategically to increase understanding of the child care field, create partnerships, and amplify parent voices.

In 2017, we launched several tools to increase understanding of child care across the nation:

- Our Child Care State Licensing Database examines health and safety child care regulations in all 50 states and compares them to the standards outlined in *Caring for Our Children Basics*.
- Our first two *Mapping the Gap™* reports examined child care shortages in Massachusetts and Alaska—focusing on non-traditional hours and infant-toddler care. These are the first in a series that will continue through 2018.

Our *Parents and the High Cost of Child Care* report again drew national attention to affordability issues nationally and provided county-level data for seven states. Released in December 2017, the report attracted coverage in hundreds of media outlets and reached thousands online in the first few weeks of its publication alone.

Child Care Works, our grassroots advocacy arm, continued to grow and attract active participation from parents and advocates. Our vision for Child Care Works is to build a movement of engaged supporters to advocate for child care at the local, state, and federal level. We provided in-depth support to CCR&Rs in New York, Alaska, Virginia, and Washington to build their advocacy efforts, and supported the creation of digital action centers in Minnesota, North Carolina, Kansas, and Missouri. These centers provide a way for CCR&Rs to engage their communities in critical state and local issues; together, they have over 68,000 members.



▲ The unique “story maps” developed through *Mapping the Gap™* paint a comprehensive picture of child care needs.

Child Care Works policy victories for 2017 include:

- Child Care Aware® of Kansas secured new training requirements for child care providers.
- Child Care Aware® of Washington used a provider “question of the week” to bring their perspective to state law-makers.
- The New York Early Care and Learning Council developed a “Share Your Story” campaign for advocates to share their child care experiences with elected officials.

Child Care Aware® of America also held its Policy Summit in April, kicking off our 30th anniversary celebration. As part of the Summit, Child Care Works sponsored 80 family advocates—our biggest group yet—for a full day of training on policy issues, talking to lawmakers, sharing state tactics, and relating their personal child care stories.



▲ Family Advocates Making a Difference in Kansas



▲ Shanequa Levin, Long Island Director of Every Child Matters, leads Day on the Hill rally participants in a cheer for child care.



▲ CCAoA Board Members Katherine Cothorn, Steve Rohde (President), Paula Neth, Todd Barnhouse, and Ann McCully celebrate CCAoA's 30th Anniversary celebration with Executive Director Lynette M. Fraga.

## Child Care Aware® of America serves as our nation's leading voice for child care.

Child Care Aware® of America is a national membership-based nonprofit organization working to advance affordability, accessibility, development and learning of children in child care. Founded in 1987, our primary focus is advocating for child care policies that improve the lives of children and families. We also lead research that advances the child care and early learning field, leverage technology to help families make informed decisions about child care, and provide professional development for child care providers.

### Our Vision

Every family in the United States has access to a high quality, affordable child care system.

### Our Mission

We advance a child care system that effectively serves all children and families.

Child Care Aware® of America is appreciative of the generous support provided an entrusted by our donors, partners, government, and other entities. The financial shared below is based on the audited financial statements for the fiscal year ending on September 30, 2017.

#### Government Agencies

- United States Department of Defense
- United States Department of Health and Human Services/Office of Child Care

#### Foundations

- Alliance for Early Success
- Bezos Family Foundation
- Margaret A. Cargill Foundation
- Community Foundation of the Florida Keys

- Richard W. Goldman Family Foundation
- Irving Harris Foundation
- Robert Wood Johnson Foundation
- W.K. Kellogg Foundation
- Turrell Fund

#### Organizational Donors

- American Heart Association
- Child Care Resource Center
- Circle Social
- Chevron

- Community Playthings
- Compliant Campaign
- Constructive Playthings
- Every Child Matters
- The Family Conservancy
- Julia Morgenstern Enterprises
- Kaplan Early Learning Company
- Quality Assist
- Waldinger Creative
- ZERO TO THREE



63

*“As a former preschool teacher, I understand how important high-quality early learning and care is for our children's lives and our nation's futures. Whether it's helping families find high-quality child care in their local communities, advocating for child care investments in state legislatures, or organizing grassroots support for the Child Care for Working Families Act, I am proud to have a strong partner in Child Care Aware® of America, and I look forward to continuing to work with them to advance critical policies that will improve access to high-quality early learning and care for every family across the country.”*

—Sen. Patty Murray [D-WA]



# 2017 Annual Report



## Dear Friends of Child Care Aware® of America,

Passion. Persistence. The child care community drew on these qualities to elevate our shared concerns: affordability, accessibility, quality, and supporting those in the profession. Child Care Aware® of America's (CCAoA) insistent commitment to children, families and communities propelled us forward and enabled us to close 2017 stronger than ever, with new partnerships, energized citizen engagement, and strengthened ties with our members.

The result is an empowered community of families, providers, advocates, trainers, parent outreach specialists, and educators. More than 15,000 parents and providers have joined Child Care Works. We saw that concerns about child care transcend political parties with the introduction of the Promoting Affordable Child Care for All Act in Congress. New tools are helping us paint an even more vivid and accurate picture of the cost and safety of child care—right down to the county level.

We adapted a dynamic and member-centric approach to our work by restructuring our membership department, developing new referral tools, and by creating a new CDA online training program that Child Care Resource and Referral agencies (CCR&Rs) can offer their members. We helped eight members launch digital action centers to support state advocacy—and plans are in the works to launch more in 2018. And when disasters struck Texas, Florida, and Puerto Rico, we worked with local CCR&Rs to identify critical needs, funnel supplies, and help centers re-open.

Finally, we kicked off our 30<sup>th</sup> anniversary year, which will culminate at the 2018 Symposium and Gala. We celebrate our growth, our impact, advances in science, and policy changes that have benefited families across the country. We are grateful to all of you: our members, our supporters, and all of our friends who have played a role in our success and share in our commitment to quality, affordable child care for all.

With deepest appreciation,

**Lynette M. Fraga, Ph.D.**  
Executive Director  
Child Care Aware® of America



## Our Three Pillars

Throughout the year, we significantly expanded our engagement with CCR&R agencies, parents, federal and state policy makers, partner organizations, and the public to continue to expand access to quality, affordable child care. As articulated in our strategic plan, the three pillars of Child Care Aware® of America's work are:

1. **Public Policy and Advocacy**—Grassroots-inspired and research-based, we study the child care landscape while advocating for child care policies that improve the access and affordability of quality child care for all families.

2. **Family and Community Engagement**—We continually develop tools and resources for families and create opportunities for them to engage with us and with providers.

3. **Membership**—Our members help us advocate for child care policies that improve the lives of children and families, fund programs that increase the quality and availability of child care, and support our ongoing efforts to raise awareness on child care in America.





## Helping Child Care Programs Recover after Natural Disasters

Natural disasters often wreak havoc on child care centers. Following hurricanes, earthquakes, and wildfires, child care providers may be forced to close, rebuild, or in some cases, never reopen, compromising most sectors of the community. The historic 2017 hurricane season was one like no other, and after hurricanes Harvey, Irma, and Maria struck, CCAoA used our *relationships, data, and technology* to support child care programs in the following ways:

- Established a phone bank of volunteers who reached out to over 600 child care providers in Texas via telephone to determine their operating status, amount of damage and needs.
- Created several up-to-date, interactive maps—showing the location and status of child care providers.
- Working through our partners at Good360, coordinated the shipping of pallets of baby food, baby bottles, and Hasbro games for the Early Learning Coalition of Marion County, Florida.
- Developed a damage assessment survey for providers, launched the mobile texting program, and had the information translated into Spanish and Haitian Creole.



Key West in the aftermath of Hurricane Irma.



The Banana Cabana Child Care Center in Key West sustained significant damage from Hurricane Irma. With support from CCAoA and the Early Learning Coalition of Florida, they were able to re-open.

- Provided information and resources to Humana, which reached out after their 15,000 employees in Florida identified “lack of child care” as a major reason for not being able to return to work.
- Through information received by our Military Child Care Program, sent a Save the Children response team to a damaged child care center outside Houston.
- Maintained our websites, located at <http://childcareprepare.org> with the latest storm information.

On November 14, Representative Rosa DeLauro (D-CT) hosted a congressional briefing titled, “Sheltering Babies from the Storm: Infants, Toddlers, and Families in the Hurricanes’ Aftermath.” It highlighted the efforts of early childhood providers in Texas, Florida, and Puerto Rico and their efforts to support children, families, and communities. Child Care Aware® of America and ZERO TO THREE supported the event by providing staff, speakers, and expertise.

We also launched an all new Disaster Response and Recovery Webinar Series to help meet CCR&R staff needs. The webinar series introduced CCR&Rs to partnering organizations who serve in a response/recovery capacity and provided an overview of resources available to children and families. The webinar series was also designed to help CCR&R organizations better understand their role after disasters. Finally, in December, Deputy Chief of Public Policy and Research Yvette Sanchez Fuentes and Senior Director of Emergency Preparedness Andrew Roszak visited Puerto Rico. They met with child care and Head Start providers, elected officials, and relief workers to better understand the needs of child care providers, children, and families.



## Strategic Pillar 2: Family and Community Engagement

Through the operation of its hotline and website, CCAoA continued to provide parents with information and assistance on selecting child care that best meets their needs. Our parent support specialists fielded nearly 70,000 calls and [www.childcareaware.org](http://www.childcareaware.org) saw over 760,000 visitors.

As a partner in the National Center on Parent, Family and Community Engagement, CCAoA researched how states are incorporating family engagement indicators into their Quality Rating Improvement systems. These indicators include Communication, Family Needs and Feedback, Collaborative Activities with Families, and Community Resources and Family Support. These indicators can be used to assess quality in child care centers and family child care homes.

We also worked with several CCR&Rs to enhance support for their direct outreach to parents. Our Family Voices Vlog showcased individual families and the challenges they

### The Hand Wash

Let your child be your partner as you wash up before dinner. Say, “It’s time to wash our hands, yours and mine.” Put soap on both your hands and lather up. Be silly as you dry your hands off together. Do you shake dry? Toss the towel back and forth? Make a hand jumble? What else?

Ages 1-2 [joinvroom.org](http://joinvroom.org)

### Brainy Background

powered by Mind in the Making

Making your child your partner in hand washing helps him/her learn about this important routine. A back-and-forth conversation with words and gestures, build your relationship too. Say, “You can wash your hands!”

For more activities like these, check out the free Daily Vroom mobile app!

## Alaska

In mid-November, Child Care Works associates traveled to Anchorage, Alaska, to deliver on-site advocacy training for thread, the child care resource and referral agency serving the state. The training brought together CCR&R leaders from across the state, regional staff, and community partners to help them become stronger and more successful advocates.



Respite care provider Sharon Tyler plays with Zachary Starace.

faced in accessing quality child care. We continued to partner with the Bezos Family Foundation to offer high quality family and community outreach through Vroom, a parent outreach tool sponsored by the Bezos Family Foundation.

Child Care Aware® of America proudly administers the child care subsidy program for enlisted military personnel and their families. This program ensures that all military families can access high quality child care in their community. Our Military Support Specialists connected over 17,000 families to child care during the year.

Military families with children with special needs face unique challenges. We partner with 56 community agencies across the country to provide up to 40 hours of respite care each month to nearly 2,000 Navy families and over 900 Air Force families. In a family satisfaction survey, respondents felt very strongly that the program was invaluable, remarking that it helped to strengthen marriages, provided a much-needed service to parents, helped service members report for duty, and showed that the Navy and Air Force care about their members and their families. Additionally, parents strongly agreed that they had seen positive developmental changes in their children as a result of interactions with their respite care provider.

Fawn Charles, a Head Start Assistant Education-Disabilities Coordinator, traces a map of potential community partners.

Thread leaders demonstrate how a bill becomes a law in the state.



## Strategic Pillar 3: Membership

Recognizing that our members make our advocacy and our impact possible, we re-structured our membership department to emphasize member services and support. Members now have access to a single point of contact for all questions about CCAoA’s products and services. Team members made on-site visits and connected with CCR&Rs during national conferences.



Child Care Aware® of Arkansas state leaders celebrate a newly-opened office in North Little Rock during their quarterly State Network Meeting. CCAoA Senior Director of Client Success Brenda Zedlitz (third from left), poses with Ashley Abney, Division of Child Care & Early Childhood Education (fourth from left), and CCR&R leaders.

in a rapidly changing world. As a first step, staff conducted interviews with CCR&R agency representatives and staff across the country.

CCAoA members approved a revision of our bylaws—which will increase participation with industry partners and serve as a national model for how CCR&Rs can leverage diverse experiences and expertise in their communities. As part of the bylaw revision, the CCAoA Board of Directors expanded to 20. Our expanded Board spans the fields of child care resource and referral, business, military family support, and child health—leading new talent in service to our vision of quality child care for all.

## 2017

### The Year in Review

We reached over **18,000 people** with our Parents and the [High Cost of Child Care Report](#).

Child Care Works members sent over **7,300 messages** to Congress.

To support state advocacy, we helped **8 members** launch state digital action centers.

Our website, [www.childcareaware.org](http://www.childcareaware.org), saw over **760,000 visitors**.

During our Day on the Hill, advocates held nearly **60 meetings** with legislators.

Our volunteer phone bank reached out to **600 child care providers** in Texas following the hurricane.

**Total: \$73,947,544**

- Federal Contracts/Grants \$70,947,501
- Membership/Products \$1,740,006
- Foundations/Other \$1,260,037
- Earmarked Payments for Providers \$98,294,540
- Federal Contracts/Grants \$23,931,974
- NACCRRWARE/Membership/Fees/Other \$1,686,423
- Foundation Grants/Other Contributions \$2,266,995

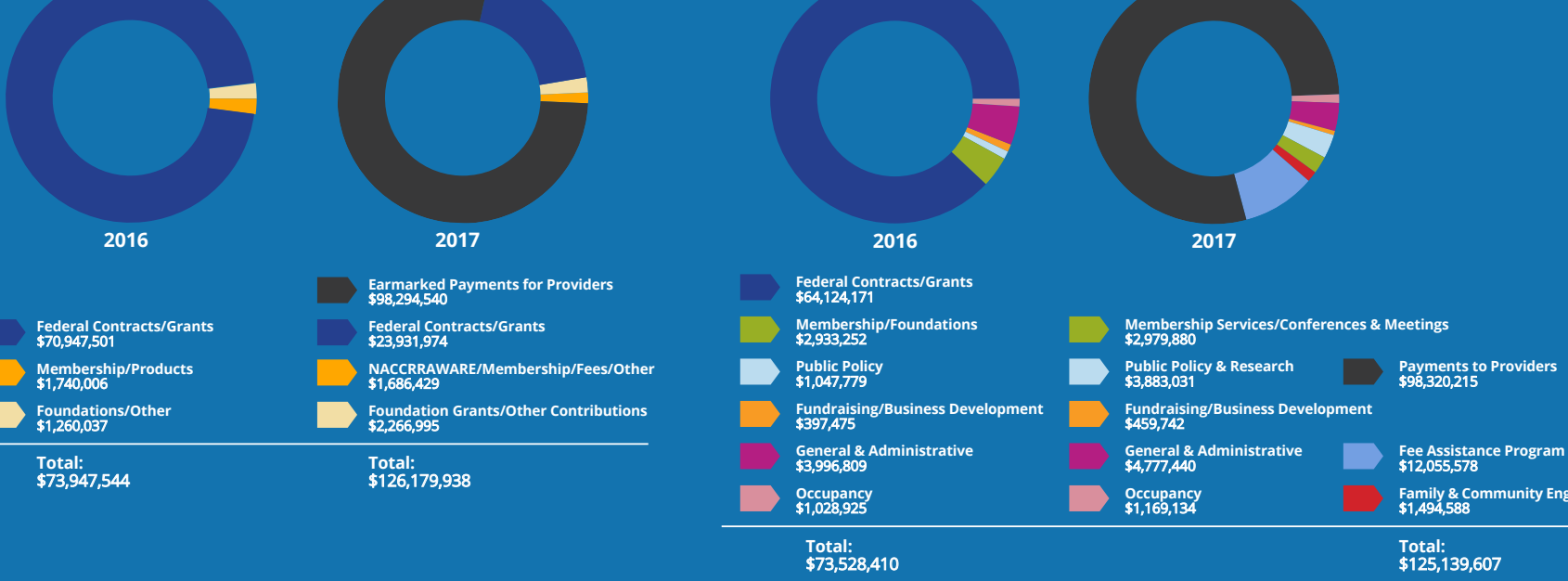
**Total: \$126,179,938**

- Federal Contracts/Grants \$64,124,171
- Membership/Foundations \$2,933,252
- Public Policy \$1,047,775
- Fundraising/Business Development \$397,475
- General & Administrative \$3,996,809
- Occupancy \$1,028,925
- Membership Services/Conferences & Meetings \$2,979,880
- Public Policy & Research \$3,883,031
- Fundraising/Business Development \$459,742
- General & Administrative \$4,777,440
- Occupancy \$1,169,134
- Payments to Providers \$98,320,215
- Fee Assistance Program \$12,055,578
- Family & Community Engagement \$1,494,588

**Total: \$125,139,607**



## Financials



## Board of Directors

- |  |   |   |  |
|--|---|---|--|
| <p><b>Steve Rohde</b><br/>Deputy Director for Resource and Referral Services<br/>Maryland Family Network</p> <p><b>Paula Neth</b><br/>Vice President - Programs<br/>The Family Conservancy</p> <p><b>Tim R. Hawkins</b><br/>President<br/>LT Business Dynamics, PC</p> <p><b>Lisa Stone-Muntz</b><br/>Executive Director<br/>Tri-County Head Start</p> | <p><b>Linda Asato</b><br/>California CC&amp;R Network</p> <p><b>Patricia (Patty) Barron</b><br/>Director, Family Programs<br/>Association of the United States Army</p> <p><b>Renee Boynton-Jarrett, MD, Sc.D.</b><br/>Associate Professor<br/>Boston University School of Medicine<br/>Boston Medical Center</p> <p><b>Walter S. Gilliam, Ph.D.</b><br/>Asst. Prof. Child Psychiatry &amp; Psychology<br/>Child Study Center - Yale University</p> | <p><b>Ann McCully</b><br/>Child Care Aware® of Minnesota</p> <p><b>Dan Pedersen</b><br/>The Atlanta Speech School, Senior Adviser/Bufett Early Childhood Fund, Founding President (Retired)</p> <p><b>Tod Barnhouse</b><br/>CEO<br/>Ohio Child Care Resource &amp; Referral Association</p> | <p><b>Tonja Rucker, Ph.D.</b><br/>Program Manager, Early Childhood<br/>The National League of Cities Institute for Youth, Education and Families</p> <p><b>Katherine Cothorn</b><br/>Southwest TN CCR&amp;R</p> <p><b>Encarni Gallardo</b><br/>Executive Director<br/>Children’s Service Society</p> <p><b>Taran Schneider</b><br/>Director of Health Child Care Colorado<br/>Qualistar Colorado</p> |
| <p><b>Laurie Tarpey</b><br/>Chief Operating Officer<br/>Raffa, P.C.</p> <p><b>Barbara Thompson</b><br/>Public Administration and Leadership<br/>Consultant</p> <p><b>Lynette M. Fraga, Ph.D., ex officio</b><br/>Child Care Aware® of America</p>  |   |   |  |