



# 2018 Annual Report

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

2018 began on a historic high note: the doubling of discretionary funding for the Child Care and Development Block Grant (CCDBG) program, \$1 billion more for Head Start, and continued funding for Preschool Development grants and child care on college campuses. The increased funding is already leading to more state investments to improve quality, increase reimbursements and expand subsidies for families and providers alike.

For me, this year was made even better by having the privilege to visit with hundreds of people across the country who are on the front line of nurturing, supporting, educating and growing our nation's children: early childhood educators across settings, Child Care Resource and Referral (CCR&R) staff, state policy makers and parents. I heard firsthand their accomplishments, challenges and joys, and got in precious "floor time" with children, which always brings a huge smile to my face and connects me to the "why" of our work. Most of all, I saw talent, passion and dedication in each and every place I visited.

In 2018, we wrapped up a year of celebration of our 30th anniversary with our Symposium and Gala in April. The Gala, emceed by actress and comedian Sasheer Zamata, honored Jackie and Mike Bezos, and featured moving testimonials from parents and friends, and a tribute to previous Board members.

Each day I also witnessed the passion and dedication of our 200+ staff as they worked with CCR&Rs, parents, policy makers and advocates to carry out our mission of advancing a child care system that effectively serves all children and families.

Thank you for your support. We look forward to our continued work together.



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



## Our Three Pillars

This report provides a "snapshot" of Child Care Aware® of America CCAoA's work in 2018 to deepen relationships, expand our reach and improve our tools and resources, all while maintaining a strong focus on the three pillars of our 2016-2019 strategic plan: Public Policy and Advocacy; Family and Community Engagement; and Membership.



**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 of child care in America.



## Strategic Pillar 1: Public Policy and Advocacy

### Policy and Research

In April, during our Annual Day on the Hill, nearly 40 family advocates were joined by CCR&R staff, early education leaders, child care providers, community partners and others. Our advocates held more than 200 meetings with legislators during our Day on the Hill to talk about additional funding for the Child Care and Development Block Grant (CCDBG) and share their personal child care stories.

Child Care Works Digital Action Centers are now active in 12 states. Massachusetts utilized their action network to successfully mobilize advocates for a \$2 million increase in funding for CCR&R services.

The Child Care Works team held a series of five advocacy webinars for CCR&Rs and family advocates, and the team traveled to Colorado where they led trainings on advocacy vs. lobbying, engaging elected officials and storytelling, and the basics of the legislative process. They also went to Little Rock to help support a state advocacy day in Arkansas. Policy wins and proposals fuel our advocates to continue this critical piece of changing their communities and keeping their families safe.



**CCAoA published several major research reports in 2018.**

- The ["Mapping the Gap"](#) project continued with a special series on infant toddler child care shortages in Alaska, Delaware, New Hampshire and Hawaii.
- ["Checking In: A Snapshot of the Child Care Landscape"](#) provided a state-by-state overview of child care, including information about services provided by CCR&Rs, emergency preparedness in states and child care supply for infants and toddlers. The report generated more than 47,000 page views, many directed toward the individualized state fact sheets.

△ The Child Care Works team traveled to Little Rock to help support a state advocacy day in Arkansas.

The [U.S. and the High Cost of Child Care: A Review of Prices and Proposed Solutions for a Broken System](#) provided a review of child care as a sound return on investment and shared our policy recommendations for supporting families and child care providers. The report featured county-level cost data for Arizona, Delaware, Hawaii, Indiana, Maryland, Massachusetts, Minnesota, Missouri and Nevada.

The report attracted extensive media attention, including stories in CNBC, MarketWatch and Politico. On October 24, CCAoA presented a Congressional briefing to a bipartisan gathering of House and Senate staff. The report generated more than 30,000 page views, with 73% representing new visitors.



△ During our Annual Day on the Hill 40 family advocates partnered with CCR&R staff, early education leaders, providers and community partners to meet with legislators to discuss additional fundings for the CCDBG.



△ The unique "story map" of Alaska developed through Mapping the Gap™ illustrating approximately 82% of infants and toddlers do not have access to licensed full-time care across the state.



## National Technical Assistance Centers

The National Center on Early Childhood Development, Teaching and Learning continued to provide foundational training and technical assistance while enhancing our focus on effective implementation for grantees requiring more advanced assistance. Our state/territory child care efforts continue to support state/territory ongoing professional development system and workforce needs.

The National Center on Early Childhood Health and Wellness continued its emphasis on dissemination and implementation of existing resources. Through partnerships with our members, the National Center has worked to disseminate health-related content on topics of key importance, such as Emergency Preparedness, Response and Recovery, Nutrition and Health and Active Supervision/Culture of Safety.

Our National Center on Parent, Family and Community Engagement work guides our efforts to promote systemic, integrated and comprehensive approaches to family engagement for the early childhood development field.



△ National Centers and members have worked together to disseminate health-related content.

## A Voice for Providers

CCAoA partnered with the Center for the Study of the Child Care Workforce based at UC-Berkeley to produce “[Why Do Parents Spend So Much on Child Care, Yet Early Childhood Educators Earn So Little?](#)”—a video that answered that question in clear, understandable language. The video was viewed more than 23,000 times.

CCAoA, along with 14 other Task Force member agencies, collaborated on the Power to the Profession initiative with the National Association for the Education of Young Children (NAYEC). We engaged CCR&Rs in helping to define this evolving profession. With their direct links to child care providers and other early childhood systems in their communities, CCR&Rs are uniquely positioned to prepare the early childhood field as it evolves into a profession.

We equipped CCR&Rs with tools to engage in conversations with others in the field, particularly individuals who may not know about the Power to the Profession work, such as rural family child care providers or teachers whose first language is not English. We mobilized CCR&Rs to encourage providers to comment on the initiative. Thanks to them, often under-heard provider voices were elevated.



△ CCAoA partnered with the Center for the Study of Child Care Workforce based at UC-Berkeley to produce “Why Do Parents Spend So Much on Child Care, Yet Early Childhood Educators Earn So Little?” which has been viewed more than 23,000 times.



## Strategic Pillar 2: Family and Community Engagement

### Parent and Provider Services

CCAoA proudly administers the Army, Navy, Air Force, Marine Corps and National Geo-Spatial Intelligence Agency’s child care subsidies. In the past year, more than 39,578 children were enrolled in our Fee Assistance Program, which resulted in more than 332,772 payments made. In addition to administering this subsidy, our Child Care Specialists answered a total of 74,481 military and 3,959 nonmilitary calls last year.



*“This program is a huge benefit that I do not take for granted and I cannot thank the military enough for providing this service to military families. I look forward to working with you and your colleagues and finding a satisfactory solution for child care for my eldest daughter.”*  
— Fee Assistance Family

With more than 2,200 providers, our Exceptional Family Member Program (EFMP) served more than 7,000 Navy and Air Force children per year with up to 40 hours of respite care each month.

*“Respite has made a huge difference in our family.”* — EFMP Respite Care Parent

### Consumer Education and Family Engagement

CCAoA remains committed to providing cutting-edge [consumer education and engagement resources](#) to families, providers, community partners and CCR&Rs. In 2018, we launched the SMART Suite, a growing collection of innovative, customizable social media content and resources that support professionals in their outreach and messaging to families.

- [Social Media Guide](#): A comprehensive resource for child care consumer outreach education, and engagement via social networking sites

- Social media materials: More than 110 professionally designed graphics, optimized for social media, with research-based messaging across key topics
- Promotional Videos: 6 professionally recorded videos featuring CCR&R professionals and families
- [SMART Suite Sharekit](#): An implementation resource for working with SMART Suite materials and honing outreach strategies

CCAoA continued Vroom, an exciting partnership with the Bezos Family Foundation focused on encouraging family engagement through a national initiative that empowers parents to turn everyday activities into brain building moments for their children. The importance of early brain development and Vroom strategies were shared with professionals during 11 national conferences and in a thriving community of practice.



△ Through our Vroom partnership we’ve added materials with tips that help little learners (ages 0-5) build strong brains through positive adult-child interactions.



## Strategic Pillar 3: Membership

### Ignite Initiative

In 2018, CCAoA launched the Ignite Initiative, a multi-faceted strategy designed to inspire, empower and ignite the CCR&R field to evaluate and re-invent itself by elevating the relevance of CCR&R services in a rapidly changing world. The initiative kicked off with a 50-state functional landscape analysis of State CCR&R Networks and local CCR&Rs across the nation. First-year results found CCR&Rs continue to serve as the nation's primary community-based child care system infrastructure.

#### CCR&R Landscape

States with State CCR&R Networks: 39  
States with Community-based CCR&Rs: 47

#### CCR&R Services

Help Families Find Child Care: 97%  
Help Increase Child Care Supply: 86%  
Engage Community Stakeholders in Solving Child Care Issues: 89%

As policy makers, government administrators and investors work to identify solutions to America's child care needs, they must not overlook the current CCR&R system as a starting point. Serving nearly every community in the nation, CCR&Rs offer a nationwide infrastructure to achieve a bold new vision for child care. Located in 47 states, CCR&Rs are a vital resource for families, child care professionals and communities – pressing for stronger child care licensing regulations, higher investments in child care systems, subsidies and greater recognition of the importance of high-quality child care for all children.

### Tools for Child Care Programs and CCR&Rs

In 2018, CCAoA developed a number of essential tools:

- [Emergency Preparedness Manual for Early Childhood Programs](#), which helps early childhood education programs develop plans to help keep their program, center or home safe during an emergency. The guide includes a self-assessment questionnaire, worksheets for communication procedures and checklists for evacuation, shelter-in-place and other emergency situations.
- Resource guides on health and safety and supporting diverse populations within the early childhood workforce
- Overviews of State and Territory Preschool Credentials and Infant/Toddler Credentials
- Resource kits for individuals interested in opening either a family child care home or a child care center.

2018

### The Year in Review



We reached over  
**30,000 people**

with our U.S. and the High Cost of Child Care report., 73% being new visitors



To support state advocacy, Child Care Works helped  
**12 members**

launch state digital action centers.



Our websites, [usa.childcareaware.org](http://usa.childcareaware.org) and [www.childcareaware.org](http://www.childcareaware.org), saw over

**1.3 million viewers.**



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



We hosted  
**2,394 attendees**

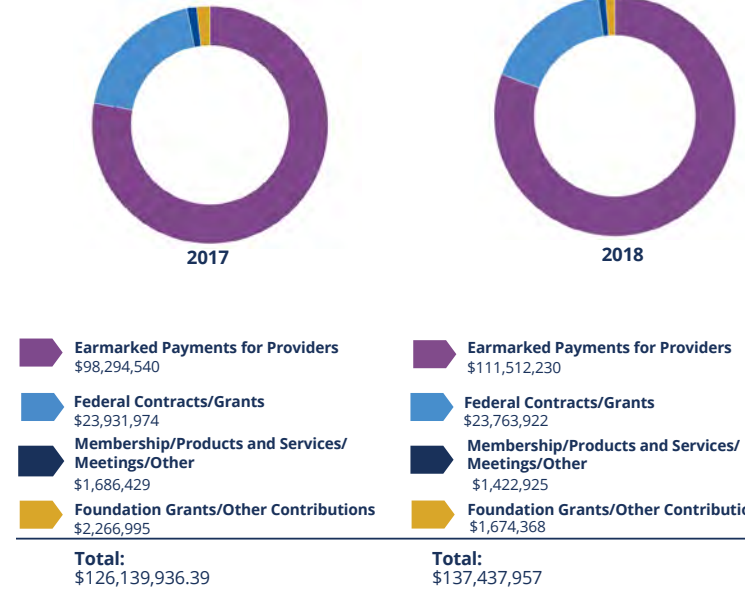
during our Emergency Preparedness webinar series to help CCR&Rs better understand their role after a disaster and to provide information about partner resources available to children and families before, during and after emergencies.



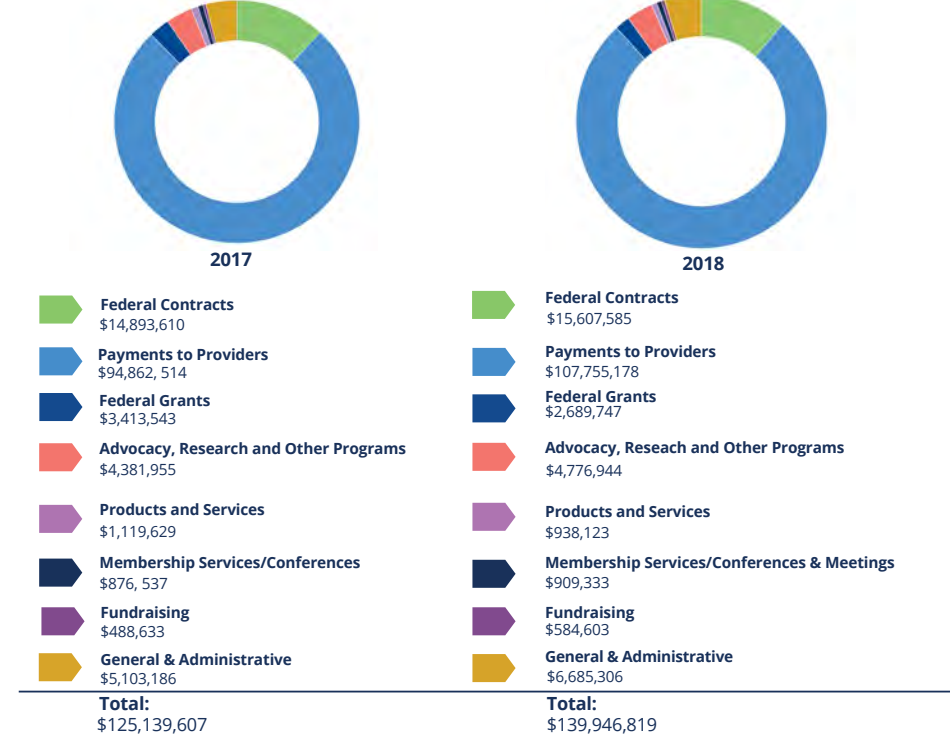
## Financials

The financial information shared below is based on the audited financial statements for the fiscal year ending on September 30, 2018.

### REVENUE



### EXPENSES



### Board of Directors

**Steve Rohde, President**  
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The Atlanta Speech School, Senior Adviser/Bufett Early Childhood Fund, Founding President (Retired)

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Public Administration and Leadership Consultant

# 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. The child care system supports children's growth, development and educational advancement and creates positive economic impact for families and communities.

## Our Mission

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

Our work is strengthened by a national network of child care resource and referral agencies and diverse members and partners.



*"As the demand for child care continues to increase in Southwest Washington and across the country, the number of quality care providers has dwindled, setting up a crisis for working families who are struggling to find and afford care for their kids," said Congresswoman Jaime Herrera Beutler (R – WA, 3rd District). "I appreciate Child Care Aware of America's leadership on this pressing national need, and am pleased to join my colleagues in Congress on multiple bipartisan solutions that would support working parents by helping increase availability and affordability of child care."*

—U.S. Representative Jaime Herrera Beutler [R – WA, 3rd District]

## Child Care Aware® of America is appreciative of the generous support provided and entrusted by our donors, partners, government, and other entities.

### 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
- Richard W. Goldman

### Family Foundation

- Robert Wood Johnson Foundation
- W.K. Kellogg Foundation

### Organizational Donors

- AdvancED
- American Heart Association
- Bluestone Process Dynamics
- Branagh Group
- Business Integra
- Chevron

- Community Playthings
- Kaplan Early Learning Company Constructive Playthings
- KinderCare Education
- Nemours
- PepsiCo
- Qualistar
- Raffa Financial Services
- Scholastic
- Smartcare
- 3M

- Waldinger Creative
- ZERO TO THREE