



2020 Annual Report



A note from:

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

Dear Friends,

2020 marked a watershed year for child care in the United States. As a nation we experienced overwhelming loss and devastation in our communities, and the experience was incredibly personal. But in the face of a deadly pandemic, the child care community rose to the occasion, demonstrating tremendous resilience, innovation, sacrifice, determination and compassion. The heroism of early care and education providers, parents and Child Care Resource and Referral Agencies (CCR&Rs) made it possible for first responders and essential employees to continue to do their vital work knowing that their children were safe and well cared for.

Child Care Aware® of America shifted quickly to providing a wealth of information and resources to the child care community, details of which are included in this report. By providing business supports, technical assistance, reports on funding streams available from the federal government and other sources, we helped the child care community make difficult decisions about staying open and following the latest health and safety guidelines. We also worked for months with our network of grassroots advocates and our allies to fight for federal relief for child care.

The disparities in the impact of the pandemic among communities were painfully obvious, with communities of color and women in the workforce bearing the brunt of the challenges. The increased attention during 2020 to racial justice and equity issues spurred reflections on the way that racism has manifested in the child care system historically and to this day. We integrated diversity, equity and inclusion goals in our work internally and externally. We conceived and led "Together Toward Transformation," a comprehensive effort to gather input from across the early childhood education community to envision child care in a new, better, more equitable way. We infused diversity and equity content and direction in all our trainings, resources and technical

assistance. We also made it the focus of our advocacy efforts, raising awareness of disparities.

Our efforts to re-envision child care continue. Child care was essential long before the pandemic, but 2020 highlighted just how valuable it is for families and for the economy. For decades, child care has been underfunded and plagued by disparities and inequities. The pandemic shined a bright light on those shortcomings, and the critical need to address them for the good of the child care community, families and children, and the country as a whole. "No Child Care, No Recovery."

Words cannot express how deeply I appreciate all the child care providers, CCR&Rs, and CCAoA's remarkable staff who rose to the occasion to support children and families over the past year.

Our commitment is stronger than ever to ensuring every child and family in the United States has the opportunity, tools and resources to thrive, and we believe that child care programs are critical for achieving this goal. This past year has necessitated serious reflection on our history and our future as a field. What is our charge moving forward? What will transformation really look like and how will we hold ourselves accountable for the audaciously bold goals we have set for ourselves for the coming year?

I invite you to review the highlights of our work during a year that presented so many challenges as well as opportunities. Thank you for your support.

A handwritten signature in dark ink that reads "Lynette M. Fraga".

Strategic Plan

Our 2020-2022 Strategic Plan and metrics were informed by the Child Care Aware® of America Board of Directors and the hard work of the Strategic Oversight Committee. The process involved interviews with numerous stakeholders, including staff, national partner organizations, CCR&Rs, foundations, the business community, parents and the child care workforce. We are grateful for the leadership of that committee and its co-chairs, Paula Neth and Tonja Rucker. Together we made a commitment to use metrics to inform our progress and plan for what's ahead.

Our current Strategic Plan was launched in January 2020, and shortly thereafter the COVID-19 pandemic struck. In spite of that, it became apparent that our strategic plan would hold strong. In fact, we saw an acceleration toward achieving our targets.

In 2020, guided by a commitment to be equity-driven, child-centered, family-engaged and community-focused, CCAoA led the charge to support and transform child care by:

- Advancing state and federal policy
- Expanding comprehensive child care services available to children and families
- Supporting and re-envisioning the child care system and infrastructure
- Strengthening a healthy, equitable and thriving organization

PRIORITY 1

Advance state and federal policies that support high-quality, affordable and accessible child care for all

Learn more: CCAoA's 2020-2022 Policy Agenda

- Successfully secured billions of dollars in federal relief for the child care system during the COVID-19 pandemic by shaping the public narrative, connecting with policymakers and empowering advocates.
- Strengthened the capacity of state partners, CCR&Rs and advocates by delivering resources, targeted technical assistance and digital advocacy opportunities.
- Ensured CCAoA's research and recommendations were front and center with state and federal policymakers as child care remains a priority.



QUICK FACTS



21,052 advocates (a 92% increase)



Over 56,000 messages to lawmakers



9,600 unique views of reports

PRIORITY 2

Expand comprehensive child care services available to children and families.



Parent and Provider Services (Military Fee Assistance Program)



22,016 families enrolled



13% increase in the number of children served



155,000+ service touchpoints

National Child Care Consumer Education & Referral Center



5,789 families served by staff



283,862 served via self-service resources



106,471 visitors linked to CCR&Rs

PRIORITY 3

Strengthen the child care system and infrastructure through innovative solutions and practices

While the country closed, we stood up, delivering:

- Thought leadership: we influenced the national landscape and culture within the field
- Innovative solutions to engage membership, data governance and systems
- Technical assistance to enhance the knowledge, skills and practices of the field through training and technical assistance

\$682,062

In pass-through grants to CCR&Rs

303

Average number of members monthly

- 23% increase across all member types since January 2020
- 42% increase in nonprofits
- 42% increase in individuals
- 11% increase in CCR&Rs

1,001

Technical assistance consultations

81

Peer-networking opportunities

57

Trainings

- 51,292 participants
- 190% increase from 2019
- 61% repeat attendees

PRIORITY 4

Organizational excellence in service to our mission

We leveraged our ability to attract a pool of talented staff and optimize their capacity.

- ☐ Captured funder confidence, raising more than \$1 million in grant funding in two weeks
- Increased the number of contacts in the CCAoA database by more than 600%, including a 273% increase in child care provider contacts
- ☐ Mobilized a 100% remote workforce

2 Million+

Website views, 74% increase

800,000+

Website users, 12% increase

64,000

New contacts, 662% increase

14,723

Media mentions

From the Field

“ Thank you for creating this great resource for parents trying to figure out if they should keep their children in child care or not. Many states have closed K-12 but kept child care programs open. It’s a confusing situation, so thanks for giving us some guidance!

“ Providing professional development, resources and support to this community of helpers was a much-needed shot in the arm toward recovery.

Special Projects



COVID-19 Response and Recovery

In March 2020, CCAoA responded swiftly to the virus and became an all-remote workplace. Staff worked tirelessly to provide needed resources and support to CCR&Rs, providers and families.

COVID Response

From March 11 - December 2020, we developed:

- Suites of [COVID-related resources](#) targeted to child care professionals, policymakers and families.
- **23 [webinars](#)** with a total of **57,305 participants**.
- A [Story Hub](#) with video and audio stories about individual providers and families coping with COVID-19.

New and returning visitors to our website sought us out as a reliable source of information and guidance, resulting in:



2,283,869 pageviews



41,649 new contacts



298,759 blog views

COVID-19 Response and Recovery (cont'd)



We launched the [Emergency Child Care & Technical Assistance Center™](#) to support the child care community during the pandemic. It greatly expanded CCAoA's capacity to respond to COVID-19.

- We provided direct technical assistance and consumer education to 5,358 CCR&Rs, child care providers and parents.

COVID-19 Recovery

Throughout the pandemic, we've been looking forward – re-envisioning our broken child care system through:

- Five remote [Roundtable discussions](#) to solicit the best thinking from CCR&Rs, Providers, Families, Employers and Thought Leaders. Findings published in [reports](#) containing transformative policy recommendations.
- Our [Together Toward Transformation](#) virtual event for CCR&Rs.
- Ongoing efforts by CCAoA leadership to collaborate with other ECE organizations to advocate for a better child care system.

Yale's Study on COVID-19 Transmission in Child Care

A survey conducted by Yale University of more than 55,000 child care providers from May and June 2020 in the United States provided some answers to questions about the safety of child care workers during the COVID-19 pandemic. CCAoA created the executive summary and worked with an external media team to promote the findings in October 2020.

- More than **7,800 pageviews** in the first week
- **34 pieces of media coverage** within the first week after launch had a combined estimated online readership of **1.1 billion people, 1.13 million estimated coverage views** and an **Average Domain Authority of 84**.



EXECUTIVE SUMMARY

A survey conducted by Yale University of more than 55,000 child care providers from May and June 2020 in the United States helps provide some answers to the safety of child care workers during the COVID-19 pandemic.

...were strong preventative measures in place, providing care to and preschoolers didn't seem to pose additional risk to child

...ults of the survey, the Yale team found that during the early U.S. coronavirus pandemic, child care providers were *not* more COVID-19 whether their workplace closed or stayed open. Keep clicking the button below.

Executive Summary

Access Full Report



Forbes

EDITORS' PICK | 375 views | Oct 20, 2020, 05:53pm EDT

New Study Looks At Covid-19 Risk In Child Care Workers



Nina Shapiro Contrib
Healthcare
Dispelling health myths,
misconceptions.



Children with books GETTY

When the pandemic was in full swing, many child care workers were sent home. Day care facilities and preschools across the country were closing precipitously, leaving millions of children at home.

Changing America

Shared Destiny. Shared Responsibility.

Well-Being > Medical Advances

Working in child care does not increase risk of contracting COVID-19, study finds

New data suggests no link between child care operations and COVID-19 transmission.

By Alexandra Kelley | Oct. 15, 2020



ADDITIONAL RESOURCES

Changing America's accompanying resources will help Child Care Resource agencies and child care providers understand and respond to the report findings.



Social Toolkit

Share key findings from Yale University's study and CCAoA's recommendations. Access graphics and posts you can customize for your social media accounts.

Explore the Social Toolkit



Toolkit for CCR&Rs

Child care resource and referral agencies are encouraged to present findings to child care providers, families and community stakeholders using items in this toolkit.

Download the CCR&R Kit

Picking Up the Pieces: Building a Better Child Care System Post COVID-19

On September 24, CCAoA launched its massive [Picking Up the Pieces report](#) that combined data on child care through the [Child Care Data Center](#) and the impact of COVID-19.

- Media coverage in the first 24 hours after the release of our report **reached an estimated online audience of over 120 million**, including a MarketWatch story reposted on Yahoo Finance and a CNBC.com story reposted on MSN Money.
- Within the first month, the report site had been viewed more than **10,000 times**.
- One of the infographics was shared by CNBC and had an additional **6,000 views**.
- In 2020, more **than 2,200 people** accessed the Child Care Data Center



What about a national average price of child care?

Every year, CCAoA calculates the affordability of child care in each state. We are often asked for a national price of child care, which we present here – with reservations. The child care landscape varies widely from state to state, and those distinctive differences are lost when you try to calculate a national figure.

The national average is between \$9,200 and \$9,600 per year.

And that cost grows for families with multiple children in care.

With that caveat in mind, we determined that the national average price of child care for one child is between \$9,200 and \$9,600 a year. That represents more than 10% of household income for a married couple and 34% of household income for a single parent.

Since the Start of the Pandemic

Many providers report that COVID-19 is having a direct and profound effect on the cost of doing business.

”

Everything that we do now costs more. Our food costs have gone up, delivery charges have increased, our overhead expenses have gone up, our insurance – we got a notification the other day that our insurance on the property is going up. So everything that it takes to operate the business has increased in response to the virus.

—Lesia Daniel, child care provider in Mississippi

Media Tour: Lynette M. Fraga, Ph.D.

The COVID-19 pandemic highlighted how essential child care is for working parents and for the economy, which led to increased interest from policymakers and the media. We leveraged this opportunity to advance our strategic goals by working with an agency to arrange a Satellite (TV) and Radio Media Tour for our CEO, Lynette M. Fraga, Ph.D.

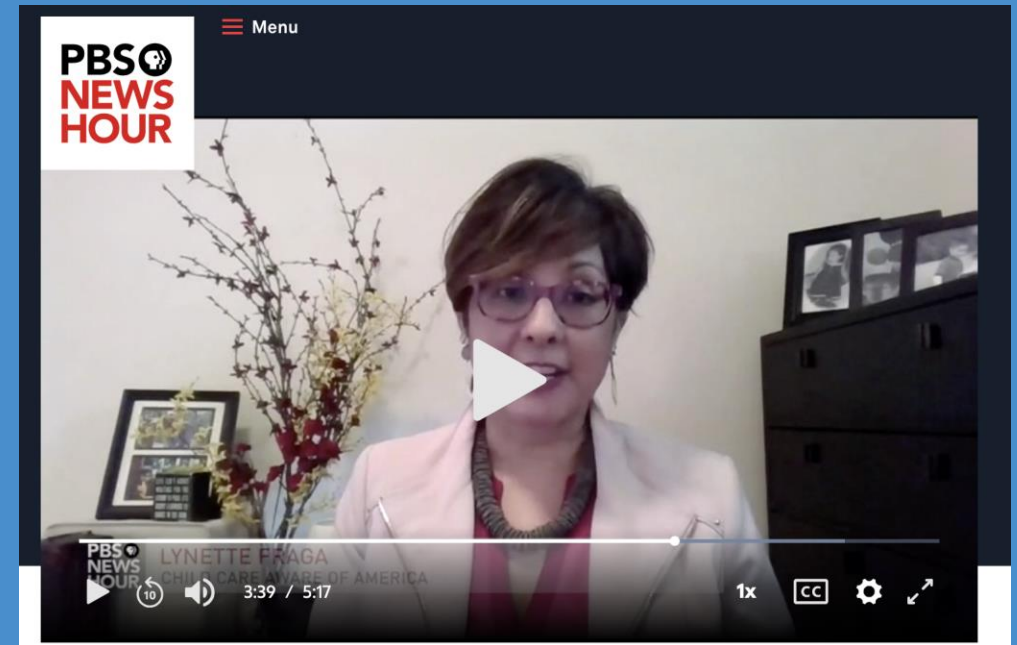
Dr. Fraga participated in 32 interviews (15 television and 17 radio) as part of the Media Tour from April 2-7, 2020.

The interviews generated a total of **2.4 million viewer and listener impressions**,

Three TV interviews were with **national TV groups: Scripps TV, Nexstar TV and Cox Television Group**. One interview was with a statewide TV network, Spectrum News Ohio, and the remaining 11 interviews were with local TV stations.

The national TV interviews aired in all states and the local TV interviews aired in 14 states and the District of Columbia.

Of the 17 radio interviews, three aired live and 14 interviews were taped. The interviews reached **45 radio outlets with a combined audience estimate of over 680,000.**



Learn more: [Read Dr. Fraga's interview with PBS](#)

Video Stories of 2020



Caroline and Daniel

Caroline Reyes talks with her husband Daniel about starting their lives together as a young couple, opening a bilingual child care center, and how COVID-19 impacted their work.



The Aronoff Family

When Kate Aronoff's child care center closed due to COVID-19, she enrolled her two young children in another program in the area. Sadly, only a couple weeks after that, that program closed permanently as well.



Pamela Steele

Pamela Steele's family child care program had to shift their health policies to keep children safe during the pandemic. They also now provide care for school-age children who are doing virtual instruction.

Quality Child Care: An Investment in our Children and their Future

Quality care provides the emotional and academic support children need to be school-ready by the time they enter kindergarten. Research shows that children who attend high-quality early childhood programs have more positive long-term outcomes, including higher rates of graduation from high school, higher income, better physical health and stronger families. The outcomes also benefit the country as a whole, because they're associated with lower crime rates, a stronger economy and healthier communities.

To support this work, CCAoA:

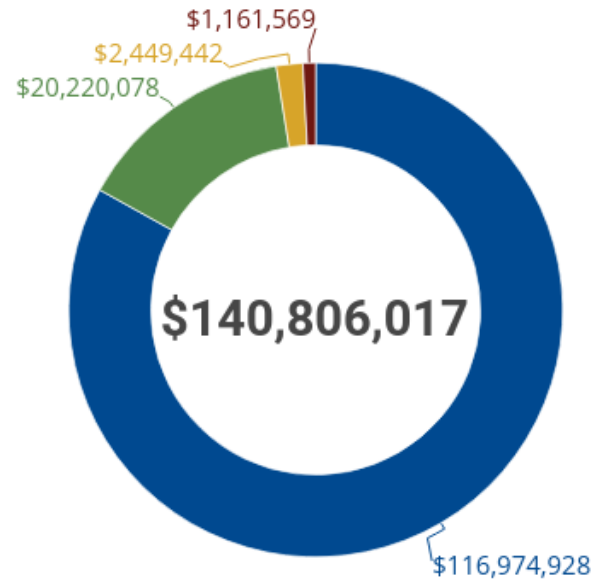
- Developed a revised set of child care licensing standard benchmarks, a scoring rubric and a shareable state snapshot resource: the [Child Care Licensing Benchmark Project](#). In the first month after launch, more than **3400 contacts** viewed the Project and **44 people from 21 states** requested more information on how to join.
- Updated and promoted a series of [consumer education brochures](#) explaining quality child care. These resources have been **viewed more than 11,000 times in 2020**.



Financials

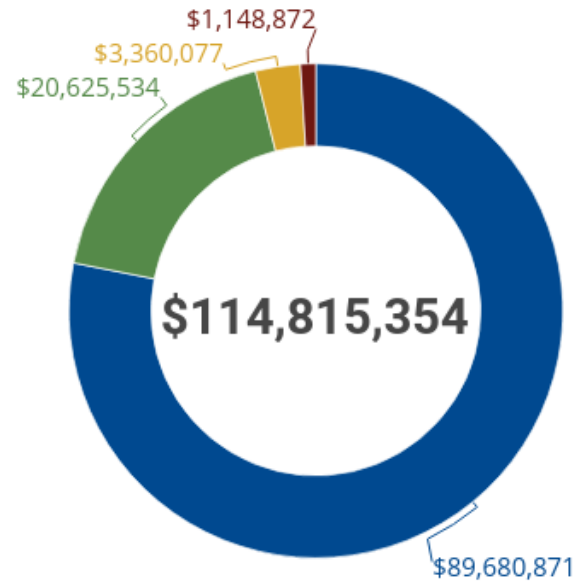


2019 Revenue



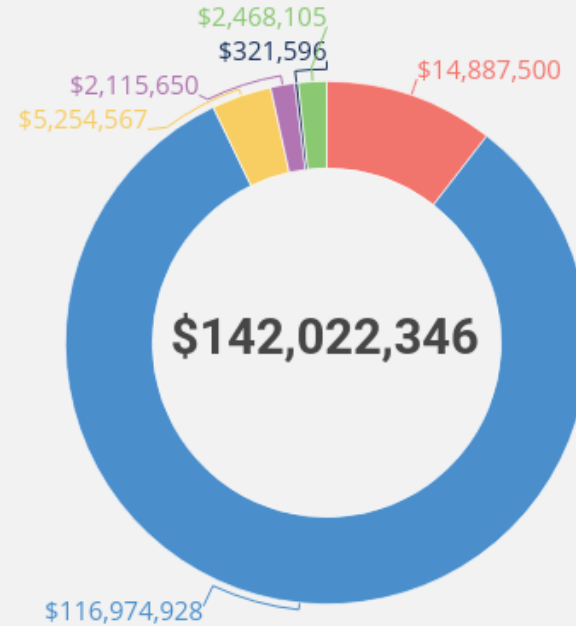
- Earmarked Payments for Providers
- Federal Contracts/Grants
- Foundation Grants/Other Contributions
- Membership/Products & Services/Meetings/Ot...

2020 Revenue



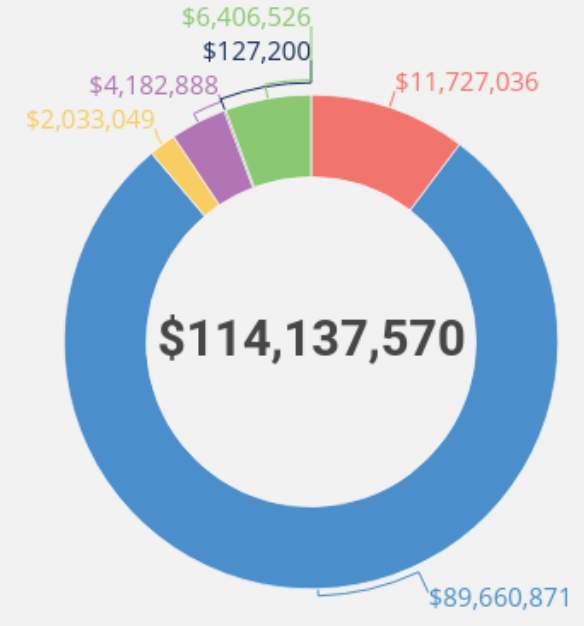
- Earmarked Payments for Providers
- Federal Contracts/Grants
- Foundation Grants/Other Contributions
- Membership/Products & Services/Meetings/Ot...

2019 Expenses



- Child Care Supports
- Passthrough Payments to Providers
- Advocacy and Research
- Child Care Solutions
- Fundraising
- General & Administrative

2020 Expenses



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2020 Board of Directors



Patricia (Patty)
Barron



Stephanie
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Jarrett



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Dan Pedersen



Tonja Rucker



Taran Schneider



Laurie Tarpey



Roxanne Tashjian



Barbara A.
Thompson

2020 Supporters

Child Care Aware® of America is appreciative of the generous support provided and entrusted by these organizations.

Government

- United States Department of Defense
- United States Department of Health & Human Services

Foundations

- Alliance for Early Success
- Bezos Family Foundation
- Irving Harris Foundation
- Margaret A. Cargill Foundation
- Richard W. Goldman Family Foundation
- Robert Wood Johnson Foundation
- Ballmer Group
- Heising-Simons Foundation
- W.K. Kellogg Foundation

Organizational Supporters

- American Heart Association
- Amazon Smile
- Amazon Web Services Inc.
- Care USA
- Chevron
- Kaplan Early Learning Company
- Lakeshore Learning
- Sesame Street in Communities

- Network for Good
- The BlackBaud Giving Fund
- Turrell Fund Grants
- OrangeTheory Ballston
- Corning Incorporated
- Nyle Maxwell Family of Dealerships
- Compeat

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 other diverse members and partners.

Thank You to our 2020 Champion Members

Champion-level memberships are available for organizations and individuals interested specifically in supporting child care public policy and research. Become a champion member today!

- ✓ Lane Community College Family Connections
- ✓ Child Care Aware of New Hampshire
- ✓ COAD Early Care & Education Division
- ✓ Child Care Resource Center, Inc (CA)
- ✓ Illinois Network of CCR&R Agencies
- ✓ Crystal Stairs, Inc
- ✓ Child Care Resources
- ✓ Action for Children
- ✓ Baltimore City Child Care Coalition
- ✓ Las Animas County Colorado
- ✓ OMEP-USA
- ✓ The Family Conservancy