



Child Care Aware® of America
2019 Annual Report



Dear Friends of Child Care Aware® of America,

It's a little disconcerting to be releasing this report in the midst of the coronavirus pandemic, which will change – has already changed – so much about the child care field and the work we do. But we're all in this together, and it's important to take on this challenge with resolve and humility. Through crisis comes innovation and opportunity if we demonstrate strong and shared leadership.

Yet I realize that many of the things CCAoA accomplished or put in place in 2019 positioned us to be able to step up quickly to guide and support our members, providers and families during the current crisis.

One of those accomplishments is that we improved our capacities and capabilities as a data-driven organization. That was true throughout the year-long process to develop the 2020-2022 Strategic Plan. We deepened our process to solicit input – data – from staff across the organization and from many external stakeholders as we developed our strategic priorities. We also relied on data from users and stakeholders as we re-designed our website – from colors and other branding elements, to organization, navigation and the search function.

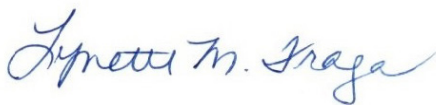
Another major shift we made in 2019 was to embrace human-centered design (HCD). That's an approach to designing products or systems based on what people (users) want, rather than designing something first and expecting users to adapt.

Our IT Department has led the way on HCD, but it's an approach we're beginning to use across the organization. One important example is our consumer education resources. In 2019 we took a deep look at what our core audiences – CCR&Rs, providers, families – really wanted and needed, and used that information to start developing new resources. We now have a selection of materials we've never had before, including a toolkit for those thinking about opening a child care program.

There's one more accomplishment, among many, that I want to acknowledge. We hosted a couple of very successful events in 2019, demonstrating that convening and networking are critical to our work. We had an unprecedented number of attendees at the Leadership Institute, and the Child Care Works summit drew more than 150 advocates from 32 states to Capitol Hill.

CCAoA came out of 2019 with strong data and strong relationships that allowed us to lead through this unexpected and unprecedented time. The credit goes to all CCAoA staff for their hard work, commitment, flexibility and willingness to embrace change.

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



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



OUR THREE PILLARS

This report provides a “snapshot” of select highlights of Child Care Aware® of America (CCAoA's) work in 2019 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.



Public Policy and Advocacy

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



Family and Community Engagement

We continually develop tools and resources for families and create opportunities for them to engage with us and with providers.



Membership

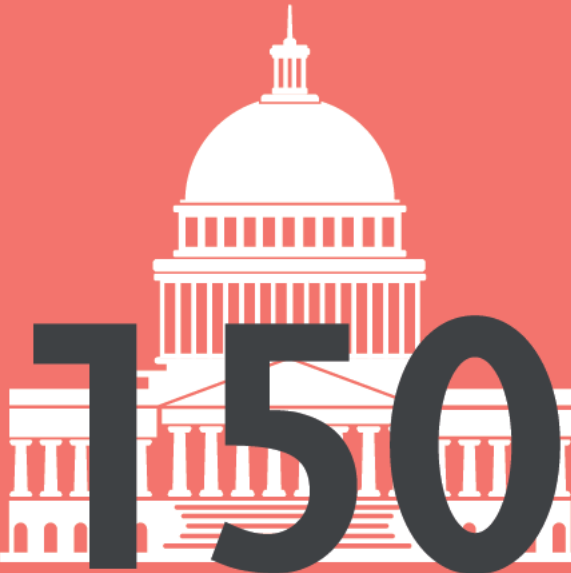
Our members help us advocate for child care policies that improve the lives of children and families, fund programs that increase the quality and availability of child care, and support our ongoing efforts to raise awareness of child care in America.

2019

BY THE NUMBERS

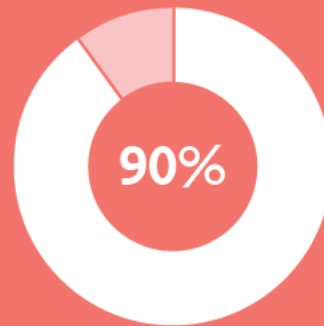
40 

states were represented at the Child Care Works Summit in April.

 150

meetings were held with legislators on Capitol Hill during the Child Care Works Summit.

NCPFCE WEBINAR SERIES



More than 90% of participants reported that the “Learn, Share & Plan with the Relationship-based Competencies: A Facilitated Series for CCR&Rs” webinar Series deepened their knowledge of relationship-based competencies and that they learned new information they plan to use in their work.

THE RESEARCH TEAM PUT OUT THREE REPORTS IN 2019.

It’s About Time: Parents Who Work Nonstandard Hours Face Child Care Challenges

Closing the Gap: How CCR&Rs Can Help Communities Meet Their Child Care Supply and Demand Needs

The U.S. and the High Price of Child Care: An Examination of a Broken System

We worked alongside NAEYC, FFYF, CAP and the Bipartisan Policy Center on a  **7** million grant to increase equitable access to high-quality child care

28,454 | 7,000

children were enrolled in our Military Fee Assistance Program.



Navy and Air Force children received Exceptional Family Member Program Respite Care.

“I would be remiss if I don’t take this opportunity to once again thank you for your tremendous and endless support that has been given to me and my family. We will be forever grateful to you all.”

- Fee Assistance Family

NATIONAL CHILD CARE CONSUMER EDUCATION AND REFERRAL CENTER



152,292

visitors located their CCR&R agency via our website search tool.

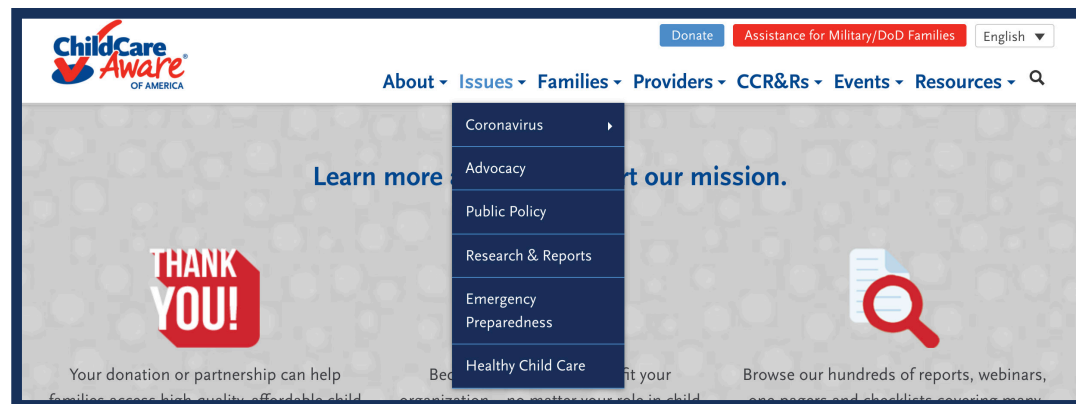
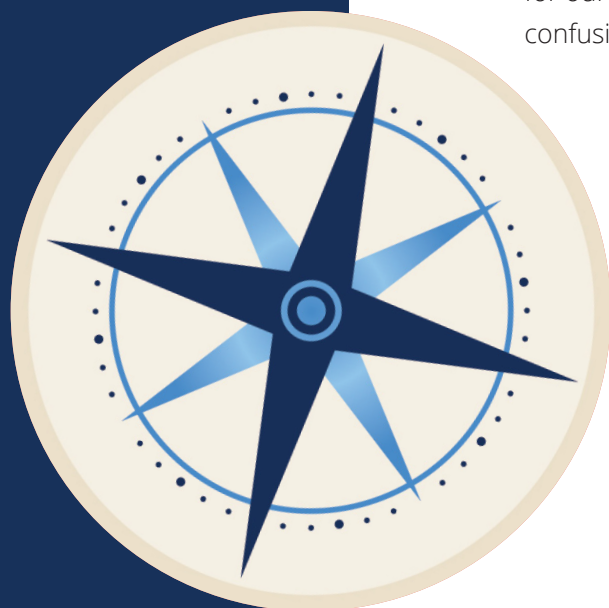
294,925

visitors to our website viewed our state resources



2016-2019 STRATEGIC PLAN

2019 marked the culmination of CCAoA's 2016-2019 strategic plan. Together with our child care resource and referral (CCR&R) agency members and partners, child care providers, families and children, we celebrated four years of accomplishments on behalf of children and families. CCAoA took significant steps toward its vision of every family having access to a high-quality, affordable child care system. But much remains to be done, and in January 2020 CCAoA launched its 2020-2022 strategic plan, continuing our work on programs, practices and policies that are equity-driven, child-centered, family-engaged and community focused.



NEW AND IMPROVED CHILDCAREAWARE.ORG

On Dec. 20, 2019, CCAoA launched its newly redesigned website: www.childcareaware.org. The new site combined our two previous sites: childcareaware.org, which focused on helping families find quality child care, and on offering helpful resources for providers, and usa.childcareaware.org, which highlighted our advocacy and public policy work, the military fee assistance program and other priorities for our organization. With one consolidated site, we eliminated redundancy and confusion, while offering visitors to the site a much improved user experience.

Some of the improvements included:

- A clean, contemporary design featuring our signature brand colors;
- A much-improved navigation system and search tool; and
- A searchable Resource Library that contains 500+ pieces of content CCAoA has developed: reports, checklists, webinars, etc.



White House Summit on Child Care and Paid Leave

CCAoA Executive Director Lynette M. Fraga joined parents, families, providers and other stakeholders in the early childhood education community at the White House Summit on Child Care and Paid Leave on December 12, 2019.

Release of Deregulation Paper

CCAoA responded to growing interest in deregulation as a means to increase the supply of child care providers by collaborating with child care resource and referral agencies (CCR&Rs) to develop a new one-pager. The resource describes why deregulation is not the answer to the undersupply of quality child care, but resources and support are.

April CCW Summit and State Snapshots

At the 2019 Child Care Works Summit, nearly 130 advocates participated in at least 140 meetings with legislators. They delivered CCAoA's State Snapshots and shared their stories about struggling to access high-quality child care.

Robert Wood Johnson Foundation

In 2019, CCAoA worked alongside the National Association for the Education of Young Children (NAEYC), the First Five Years Fund, the Center for American Progress and the Bipartisan Policy Center on a \$1 million, one-year grant to support a unique, multi-organizational advocacy and action strategy designed to increase equitable access to high-quality child care. This generous support from the Robert Wood Johnson Foundation has been renewed for a second year, with an emphasis on family outreach for subsidy.

W.K. Kellogg Foundation

CCAoA is working with organizations in eight states to enhance state advocacy capacity with the support of the W.K. Kellogg Foundation. Over the course of this two-year project, state organizations receive targeted grants, ongoing support and other resources to build their capacity to advocate for policy change.

Child Care Data Center

CCAoA and NORC at the University of Chicago continued their work to build a standardized data repository about child care, the Child Care Data Center. The interactive website and data center, which will launch in fall 2020 with data from pilot states, allows users to tell the story of child care in their state or local community and advocate for change.





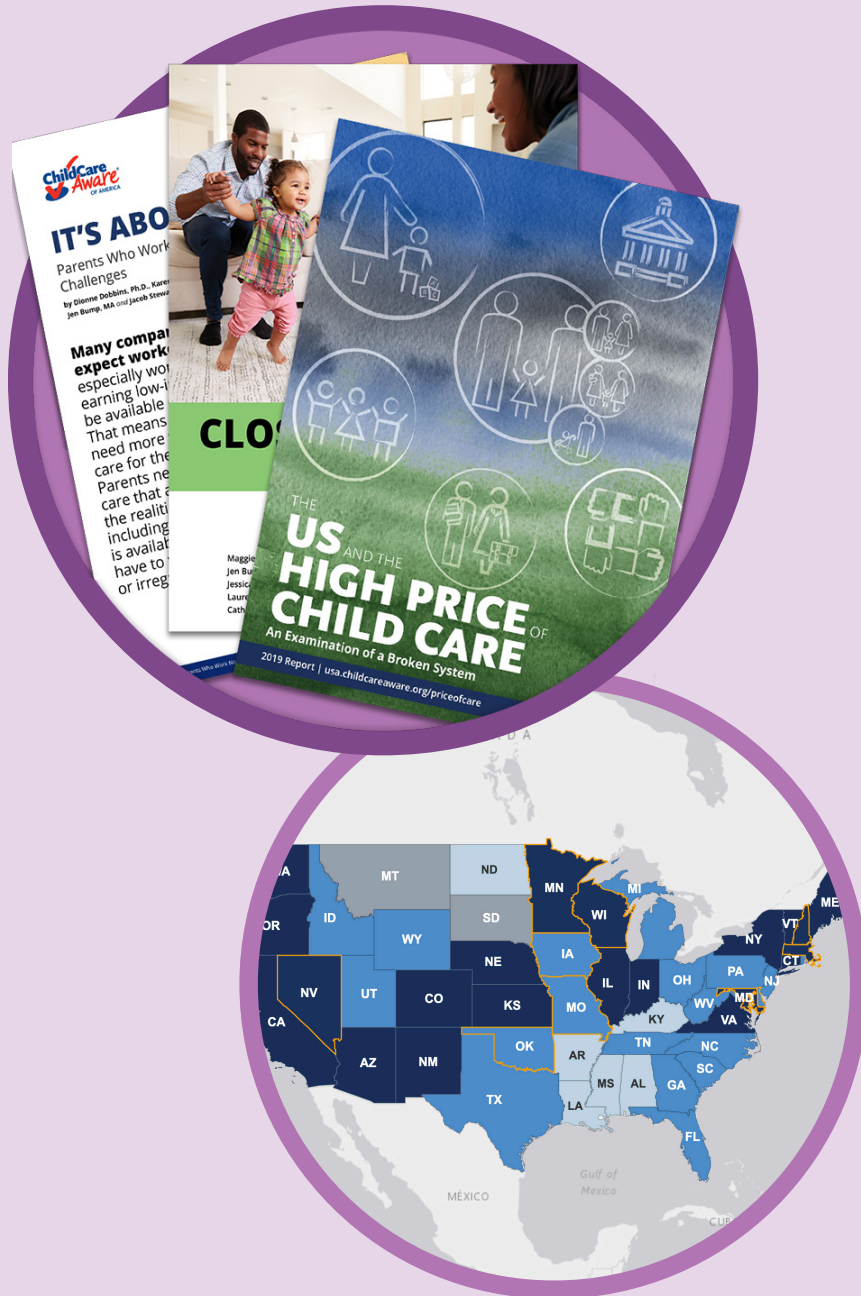
RESEARCH

The research team put out a number of well-received reports in 2019. First, we released *It's About Time: Parents Who Work Nonstandard Hours Face Child Care Challenges*, which examined how many families are affected by jobs with nonstandard hours and are often left without quality child care, as well as what Child Care Resource and Referral (CCR&R) agencies can do to support families and providers find solutions.

We also released *Closing the Gap: How CCR&Rs Can Help Communities Meet Their Child Care Supply and Demand Needs*. This report examined 15 examples of CCR&Rs and other policy-focused organizations to understand their approaches to closing the gap in child care supply and demand at state and local levels. The Mapping the GapTM project included story maps with 10 target states to explore child care supply gaps at the county and community level.

This year we renamed our marquee report *The U.S. and the High Price of Child Care* (switching from "Cost of Care") because we wanted to clarify that we are reporting states' best estimate of the amount that parents are charged, on average, across the state for child care, not the actual costs to parents. Throughout our report, we also highlight how CCR&Rs are helping to fix a broken child care system and offer an array of potential policy solutions.

CCAoA developed a new Child Care Licensing Benchmarking Tool. These benchmarks exemplify what CCAoA believes to be requirements for child care state licensing and represent health and safety minimum requirements as outlined in CCDBG, *Caring for Our Children Basics*, and in our previous *We Can Do Better* and *Leaving Children to Chance* reports. Our overall process will be described in a white paper and the first five state benchmarking reports will be released in summer 2020. We will eventually benchmark and rank all 50 states.



PROGRAMS

Margaret A. Cargill Philanthropies awarded CCAoA a second phase of funding through 2021 to expand emergency preparedness with CCR&Rs. The Emergency Preparedness Team surveyed child care providers to learn how they meet the needs of infants and toddlers during emergency evacuations. Information gathered from more than 2,200 survey participants was used to create resources for child care providers, presentation information, articles and blog posts.



National Center on Early Childhood Development Teaching and Learning (NCECDTL) “Spotlight on Innovative Practices” webinar series: Child Care Development Fund (CCDF) Funding for Supporting the Infant and Toddler Workforce, provided an overview of CCDF funding and how states have used the infant toddler quality set-aside to support infant toddler initiatives, as well as an overview of workforce data from the National Survey of Early Care and Education (2012).

The National Center on Early Childhood Health and Wellness (NCECHW) created custom-designed trainings on nutrition, active supervision and emergency preparedness, response and recovery for CCR&R partners in Oregon and Montana.

The Health Team celebrated the acceptance of a manuscript into the Peer Health Reviews journal entitled “The health status of the early care and education workforce in the USA: A scoping review of the evidence and current practice.” The article was published on Jan. 8, 2020.

The National Center on Parent, Family and Community Engagement (NCPFCE) team held a webinar series—Learn, Share & Plan with the Relationship-based Competencies: A Facilitated Series for CCR&Rs. More than 90% of participants reported that the series deepened their knowledge of relationship-based competencies and that they learned new information they plan to use in their work, e.g., coaching and professional development.



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 28,954 children were enrolled in our Fee Assistance Program, which resulted in more than 244,966 payments made and the use of more than 7,315 providers to care for our Military's children. In addition to administering this subsidy, our Child Care Specialists assisted a total of 96,456 military callers last year.

“I would be remiss if I don't take this opportunity to once again thank you for your tremendous and endless support that has been given to me and my family. We will be forever grateful to you all.”

— Fee Assistance Family

In addition, CCAOA administered Exceptional Family Member Program (EFMP) Respite Care for more than 7,000 Navy and Air Force children last year, offering up to 40 hours of respite care each month from nearly 2,000 providers.

“Of all the services our EFM child receives, respite care has the ability to improve quality of life for every member of the family.”

— EFMP Respite Care Parent



CONSUMER EDUCATION & FAMILY ENGAGEMENT

The Family Voices Driving Quality Child Care Choices report was disseminated. It offers a contemporary snapshot of how families find child care, what they look for and where they go for information about child care.

More than 4,300 families and providers were served via our National Child Care Consumer Education and Referral Center, helping them locate child care resources within their communities and states. Nearly 500 were connected directly to their local child care resource and referral agency (CCR&R) for further assistance.



152,292

visitors located their CCR&R agency via our website search tool



294,925

visitors to our website viewed our state resources

Over 300 family referral specialists and frontline staff who help families locate child care participated in a three-part consumer education best practices webinar series.



CCAOA's Vroom Partnership Project with Bezos Family Foundation added cohort 2 and cohort 3 for a total of 30 Vroom Ambassadors. Seven Vroom Ambassadors have been selected to mentor other agencies to help them share the brain building science behind Vroom. All the previous Vroom Ambassadors want to stay connected with the work and continue to implement Vroom and early brain science.

MEMBERSHIP

CCAoA launched a partnership with Sesame Street in Communities to offer two member-exclusive professional learning cohorts around trauma-informed care topics. More than 100 CCR&R frontline professionals from 24 different states participated.

Ernie's Educators (70 participants) are CCR&R team members who partner with early childhood care and education providers to offer services such as coaching or professional development in support of the implementation of best practices within child care settings. Ernie's Educators will join peers in a semi-structured online training course covering three critical trauma-informed care topics over the course of 12 months. Through participation in Ernie's Educators, CCR&Rs will expand their own array of information, resources and multimedia assets and make them available to child care providers in their area.

Burt's Buddies (31 participants) are CCR&R team members who provide direct consumer education, information and referral services to families. Burt's Buddies will gain access to Sesame Street resources and engage in a virtual community of practice with cohort peers, Sesame Street and CCAoA. Three trauma-informed topics will be covered over the course of 12 months. Multimedia resources for each topic will be shared so that CCR&R staff may, in turn, offer them to families. Participants will expand their library of family resources exponentially with high-quality, no-cost Sesame materials.



NATIONAL DATA SYSTEMS

In February 2019 CCAoA began a National Data Systems (NDS) discovery process and announced that it would be making no further enhancements to NDS. Discovery was a very thorough process that involved speaking directly with agencies in all states that had licensed users. It also included a detailed evaluation process of other products that did similar work to our NDS product. In October 2019, CCAoA, with the full support of the board of directors, announced our recommended solution: Child Care Aware® of America's National Data System powered by Work Life Systems. Founded in 2002, Work Life Systems' team brings decades of experience creating and delivering technology to agencies. Creating a collaboration for the great work being accomplished at CCR&Rs and state systems, we will be stronger together to accomplish our mission.



EVENTS

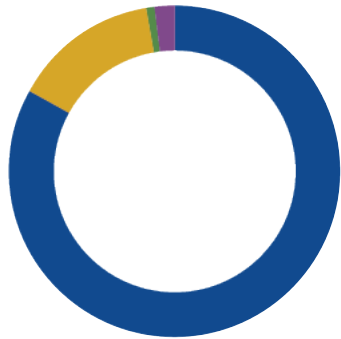
2019 was a strong year for our events. Forty states were represented at the Child Care Works Summit, and participants had 150 meetings on Capitol Hill. The 2019 Leadership Institute, held in Minneapolis, Minn., saw record attendance and exceeded our goal by 25%.

"No Small Matter," a documentary film and national campaign designed to kick-start a public conversation about child care and early childhood education, was released. CCAoA was a partner in production and development, and Executive Director Lynette M. Fraga was featured in the film. Multiple members hosted screenings of the film in their communities.

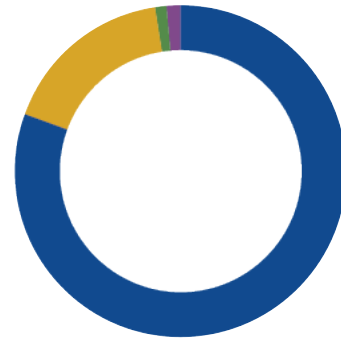
FINANCIALS

The financial information below is based on the audited financial statements for the fiscal year ending on September 30, 2019.


REVENUE





2018



2019

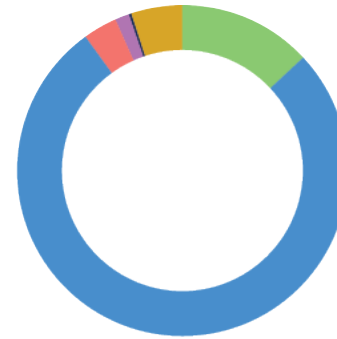
	Earmarked Payments for Providers
	\$111,512,230
	Federal Contracts/Grants
	\$23,763,922
	Membership/Products and Services/Meetings/Other
	\$1,422,925
	Foundation Grants/Other Contributions (Private Grants and Contributions)
	\$1,674,368

Total:
\$138,373,445

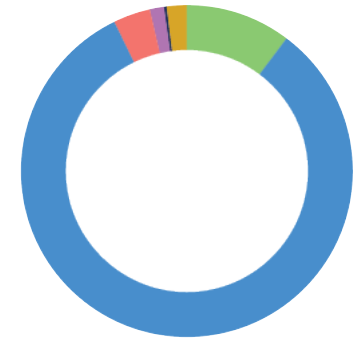
	Earmarked Payments for Providers
	\$116,974,928
	Federal Contracts/Grants
	\$20,220,078
	Membership/Products and Services/Meetings/Other
	\$1,161,569
	Foundation Grants/Other Contributions (Private Grants and Contributions)
	\$2,449,442

Total:
\$140,806,017





EXPENSES









2018



2019

	Child Care Supports
	\$18,297,332
	Payments to Providers (Passthrough Payments)
	\$107,755,178
	Advocacy and Research
	\$4,776,944
	Child Care Solutions
	\$1,847,456
	Fundraising
	\$584,603
	General & Administrative
	\$6,685,306

Total:
\$139,946,819

	Child Care Supports
	\$14,887,500
	Payments to Providers (Passthrough Payments)
	\$116,974,928
	Advocacy and Research
	\$5,254,567
	Child Care Solutions
	\$2,115,650
	Fundraising
	\$321,596
	General & Administrative
	\$2,468,105

Total:
\$142,022,346

BOARD OF DIRECTORS

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President**

Mears/Jameson Professor of
Child Psychiatry & Psychology
Child Study Center – Yale
University

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Program Manager
Southwest Tennessee CCR&R

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Children's Service Society

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Administration
INCCRR

Ann McCully

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Child Care Aware® of Minnesota

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Buffett Early Childhood Fund,
Founding President (Retired)

Tonja Rucker, PhD

Program Manager, Early
Childhood
The National League of Cities

Taran Schneider

Executive Director
Healthy Child Care Colorado

Laurie Tarpey

Chief Financial Officer
Public Interest Registry

Barbara Thompson

Public Administration and
Leadership Consultant



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.



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

Government Agencies

- 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
- W.K. Kellogg Foundation

Organizational Supporters

- 3M
- AdvancED
- American Heart Association
- Amazon Smile
- Bluestone Process Dynamics
- Branagh Group
- Business Integra
- Chevron
- Community Playthings
- Kaplan Early Learning Company
- KinderCare Education
- McCormick Early Learning Center

- NAEYC
- Nemours
- PepsiCo
- Raffa Financial Services
- Scholastic
- Sesame Street in Communities
- Smartcare
- ZERO TO THREE