



2022

Annual Report





Dear Friends,

It truly has been an honor to step in and serve Child Care Aware® of America as the [Interim Chief Executive Officer](#). I continue to be grateful for who came before, particularly our former CEO Dr. Lynette M. Fraga, for her incredible service and dedication. Under her leadership, CCAoA evolved and strengthened into the thriving national organization we are today. I'd also like to thank the CCAoA Board of Directors, whose diverse expertise guides the organization, our community of child care leaders across the nation, our network of more than 500 Child Care Resource and Referral agencies, the child care providers who do such vital work every day, and the funders and partners who make it all possible.

At the end of 2022, CCAoA closed out our 2020-2022 strategic plan. We executed the strategic priorities of this plan in the midst of an unprecedented global pandemic, which both focused and accelerated our work. The results of that journey are chronicled in the pages of this report. Some of these critical highlights include:

- Mobilizing advocates and partners to help shape policies and investments on the state and federal level that are equitable and responsive to the needs of children, families, the child care workforce and their communities;
- Providing thousands of families with direct assistance and support and connecting hundreds of thousands of individuals with valuable resources; and
- Continuing to engage CCAoA staff in our mission and again being designated as a Great Place to Work.

Equity is at the center of our work. We constantly ask the question: How do we share power with the communities we serve that are the most marginalized? In 2022, the results of this focus were wide-ranging – from new human-centered products and programs, to professional development opportunities for members, to more military families receiving quality child care, to advocacy that will elevate family voice and experience.

Our mission has never been more relevant or essential, and we have proven that we all possess the resilience and strength for the journey ahead. Moving forward, the future holds hope and opportunity for the child care system to be so much stronger. We truly were unstoppable – and because of you, we will elevate child care stories in communities across the nation and continue to be guided by their charge.

Thank you and be well.

Michelle McCready
Interim Chief Executive Officer
Child Care Aware® of America

Renée Boynton-Jarrett
President
CCAoA Board of Directors

2020 – 2022 CCAoA Strategic Plan

Child Care Aware® America's 2020-2022 strategic plan provided the road map for our journey toward a high-quality, equitable and affordable child care system for all. Built on four priorities, the plan ensured that our work was equity-driven, child-centered, family-engaged and community-focused.

As CCAoA charted a bold path toward achieving our mission and vision, we were dedicated to holding ourselves accountable – to children, their families, the early care and education community, and our partners and funders. Under this strategic plan, data-driven decisions and effective and efficient allocation of internal resources maximized our impact and propelled us toward our desired results.



✦ Priority 1

Advance State and Federal Policies that Support High-Quality, Affordable and Accessible Child Care for All

✦ Priority 2

Expand Comprehensive Child Care Services Available to Children and Families

✦ Priority 3

Strengthen the Child Care System and Infrastructure through Innovative Solutions and Practices

✦ Priority 4

Organizational Excellence in Service to our Mission

This strategic plan was the backdrop for our performance in 2022, which was the third and final year of that plan.

Priority 1

Advance State and Federal Policies that Support High-Quality, Affordable and Accessible Child Care for All

CCAoA continued to champion the child care conversation and equipped advocates and partners to advance state and federal policies centered around the lived experiences of families, providers and communities. Our contributions are proof that we bring a powerful team of diverse advocates, partners and thought leadership to federal and state policy makers to shape equitable policies and investments that are responsive to the needs of children, families, the child care workforce and their communities.

In 2022, CCAoA advocates engaged with opportunities ranging from garnering policymaker proclamations on [Provider Appreciation Day](#) to pushing Congress to [increase the annual appropriations](#) for the Child Care and Development Block Grant and other early learning programs. Eight state organization partners received sub-granted funding and tailored advocacy technical assistance to support projects focused on outreach and education efforts in their state and local communities.

On May 4, CCAoA hosted an in-person [Advocacy Day at the CCAoA Symposium](#) for the first time since 2019. Attendees met with over 80 Congressional offices from 29 states to discuss the impact of pandemic relief funding in their states and the importance of continued federal investments in child care.

CCAoA shaped state utilization of the American Rescue Plan Act (ARPA) funding. Our [hub page on the](#)

[CCAoA website](#) provides a wealth of information to equip advocates and stakeholders in conversations with state and federal policymakers. This includes our unique ARP Act tracker, provider video testimonials, and a quarterly blog series, which provided salient information to be shared with policymakers on relief funding administration and its impact.

In February 2022, CCAoA released [Demanding Change: Repairing Our Child Care System](#), which showed that nearly 16,000 child care providers permanently closed from December 2019 to March 2021, a 9% decrease in child care providers. The survey data also showed that the national annual average price of child care in 2020 was around \$10,174, a 5% increase from 2019 and at a rate faster than the increase in the price for consumer goods over the same time period.

In September, CCAoA released its [Annual Child Care Landscape Analysis: 2021 Supply and Quality Trends](#), part of a comprehensive research series entitled [Catalyzing Growth: Using Data to Change Child Care](#). The report provides detailed information about the child care system in the United States, including longitudinal supply data to increase understanding of how the supply of child care has changed since 2019, prior to the start of the COVID-19 pandemic. Nationally, CCAoA found that while there was an increase in the number of child care centers from 2020 to 2021, the total number of centers remains slightly lower than the number open in 2019.



In October, CCAoA released [Price of Care: 2021 Child Care Affordability](#), another in the Catalyzing Growth research series. The report highlights survey data that shows that child care prices outpaced inflation in 2021 for the third consecutive year. In 2021, the average annual inflation rate was higher than usual at 4.7%, but child care prices rose by an average of 5% when compared to 2020 prices. This means families with children were more likely to struggle to afford child care on top of essentials such as food, housing and transportation.

In addition, CCAoA completed [Child and Adult Care Food Program \(CACFP\) mapping](#) in 2022 for several states through our collaboration with Nemours Children’s Health. CACFP is a federal program that reimburses child care programs for serving nutritious meals and snacks to eligible children in their care. CCAoA creates Geographic Information Systems story maps for several Nemours state partners participating in Healthy Kids, Healthy Future Technical Assistance Program and state recipients of State Physical Activity and Nutrition (SPAN) funding to visualize CACFP participation and highlight communities that could be considered for CACFP expansion. We continued to progress on the [Child Care Licensing Benchmark project](#), completing scoring for several additional states. The project includes child care licensing database, a revised set of child care licensing standard benchmarks, a scoring rubric and a shareable state snapshot resource.

2022 By the Numbers



20,319 advocates engaged



12,141 messages sent to lawmakers



92,949 engagements with research and reports

Priority 2

Expand Comprehensive Child Care Services Available to Children and Families

CCAoA strengthened our position as a top child care advisor and thought leader for the nation’s largest employer, the Department of Defense (DOD), allowing our impact on families, the child care workforce and communities to multiply beyond the reach of our direct services as measured in the metrics below. In 2022, CCAoA signed a new agreement to continue our strong and successful partnership with the Army.

We continued to implement strategies to expand the model we’ve established under our DOD programs to a broader audience of employers by building awareness among the business community.

We expanded our menu of comprehensive child care resources. CCAoA co-authored the paper *“Equity is Quality, Quality is Equity: Operationalizing Equity in Quality Rating and Improvement Systems”* with the Children’s Equity Project at Arizona State University. The paper put forth strategies to revise systems to be equitable, resulting in higher quality child care programs.

In addition, we launched *“Listen Up: Tell Us What Quality Child Care Means to You,”* a project to gather videos to showcase families’ voices sharing what quality child care means to them. CCAoA will share the videos with policymakers and the media, helping them understand what families value most in a quality child care setting.



2022 By the Numbers



581,907 touchpoints connecting individuals to community-based resource



26,611 families and community members received direct assistance

Priority 3

Strengthen the Child Care System and Infrastructure through Innovative Solutions and Practices

CCAoA's on-the-ground reach to the most diverse array of stakeholder perspectives remains unmatched in our field. Our members, a network of Child Care Resource and Referral agencies (CCR&Rs) and other community partners, are central to the development and sustainability of child care infrastructure and systems. Our leadership, deep subject expertise, consultation and responsive support to community needs has had a transformational impact on areas of their work and the early childhood field overall.

We worked to ensure CCR&Rs and child care programs have information they need to support the health of the people they serve and continue to address the long-term impact of COVID-19 pandemic on the child care system.

To assist CCR&Rs in accessing their own capacity to prepare for, respond to and recover from a disaster, we created a self-paced [Disaster Ready CCR&R Toolkit](#). This toolkit supports CCR&Rs in their efforts to be better prepared to continue vital services and operations in case of a disaster or emergency.

CCAoA provided capacity building and professional development to almost 9,000 recipients. These opportunities were aimed at developing the competencies and capacities necessary to address today's most pressing child care challenges, while fortifying an equitable future for children and families. CCAoA dedicated approximately \$2 million in subgrants to CCR&Rs and other intermediaries to seed and augment local capacity and deployed resources to help ensure that federal funds are distributed equitably and efficiently.

CCAoA provided sub-grants to six CCR&Rs supporting family child care, family, friend and

neighbor care, and local businesses with [brain building resources](#) that promote the importance of early brain development through everyday moments with young children.

We launched [Mind in the Making Train-the-Trainer](#), a series of eight modules, to CCR&Rs who began providing trainings to child care providers and families in their community. MITM focuses on essential life skills that help adults understand and encourage important executive function-based skills children need to thrive.





We launched our [Learning Management System](#) to provide professional development opportunities to the field. We have carefully curated courses that include both industry practices and standards for child care. Our LMS includes webinars, downloadable content and information on upcoming events. In 2022, we had a total of 131 users who took a total of 229 courses.

In May 2022, CCAoA hosted its first in-person event since the onset of the pandemic. The 2022 Symposium, “Stand Up, Stand Together, Stand for Child Care,” drew a diverse audience of 333 individuals from across the United States and Territories. In November, our Leadership Institute sold out in record time. A total of 135 individuals from across the United States and Territories joined us to “Partner for Child Care Change.”

2022 By the Numbers



8,620

participants engaged in capacity-building and professional development



59%

membership renewal rate



Priority 4

Organizational Excellence in Service to our Mission

CCAoA continues to deliver on our commitment to nurture a healthy, equitable and thriving organizational culture capable of sustaining an industry-leading brand presence, attracting top talent, gaining strategic partnerships and deploying quality services, programs and thought leadership.

CCAoA's investment in leadership, staff capacity and brand-raising efforts have led to increased awareness of CCAoA, our national network and membership. It has elevated and strengthened our credibility as a thought leader and strategic partner, prompting increased investment in our mission and high-quality media attention, including outlets like CNN, Good Morning America and The Daily Show.



CCAoA was proud to carry our designation as a Great Place to Work into 2022.

2022 By the Numbers



3.4 million total webpage views



7,800 media mentions, up 5% from 2021

2023 – 2025 CCAoA Strategic Plan

Building on the momentum of the last three years, in 2022 CCAoA engaged in a transformative strategic planning process. The goal was to both expand CCAoA's ability to advance our mission and deepen our commitment to focus on the lived experience of families struggling to access high-quality, affordable and accessible child care.

Throughout the process, it was critical to authentically connect with and enlist families, the child care workforce, partners, CCAoA members, the military, our Board of Directors and CCAoA staff while ensuring cohesion and strategic alignment with our direction.

To ensure our focus on parent voice, CCAoA convened a Parent Listening Team. These parent leaders represented the diverse spectrum of families across the nation while prioritizing the voices of those that faced the greatest personal barriers to accessing affordable, quality child care in their communities. They surveyed and interviewed over 500 parents/caregivers, focusing on this question: "What are the greatest barriers to quality child care for those who have been historically marginalized and systematically denied access to it?" As a result of their work, the team provided a recommendations report that will be central to our push for quality child care in the years to come. In addition, the team will now transition to be known as the Parent Accountability Team, where they will continue to offer their input over the course of the plan.

Over the course of 10 months, CCAoA developed the 2023-2025 strategic plan, which includes four strategic priorities:

Strategic Initiative 1 – Demanding Quality

CCAoA will advance policies that demand quality child care for all.

Strategic Initiative 2 – Building Systems

CCAoA will influence and architect the national infrastructure that delivers quality, affordable child care.

Strategic Initiative 3 – Transforming the Field

CCAoA will deliver innovative thought leadership that transforms the field of child care.

Strategic Initiative 4 – Strengthening our Organization

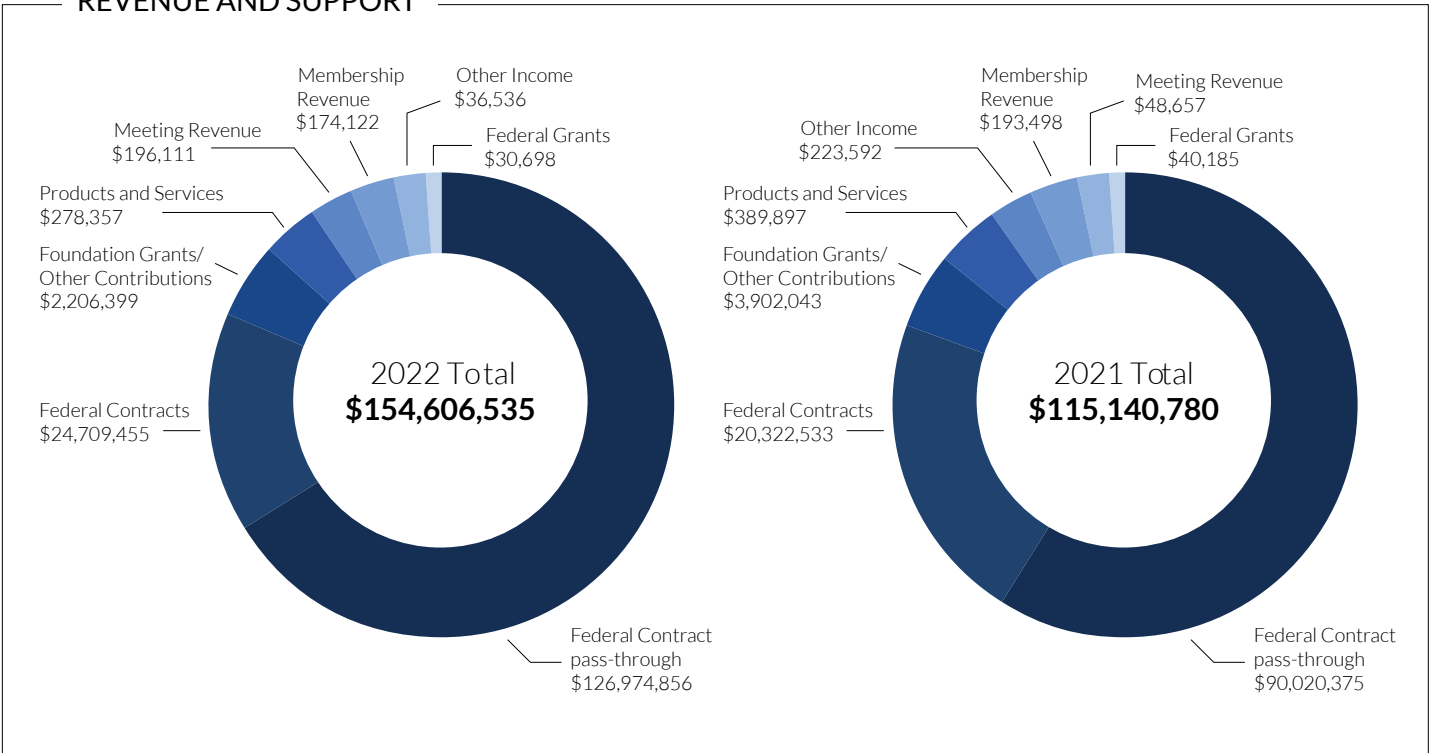
CCAoA will strengthen human capital and organizational excellence.

CCAoA 2022 Fiscal Year Financials

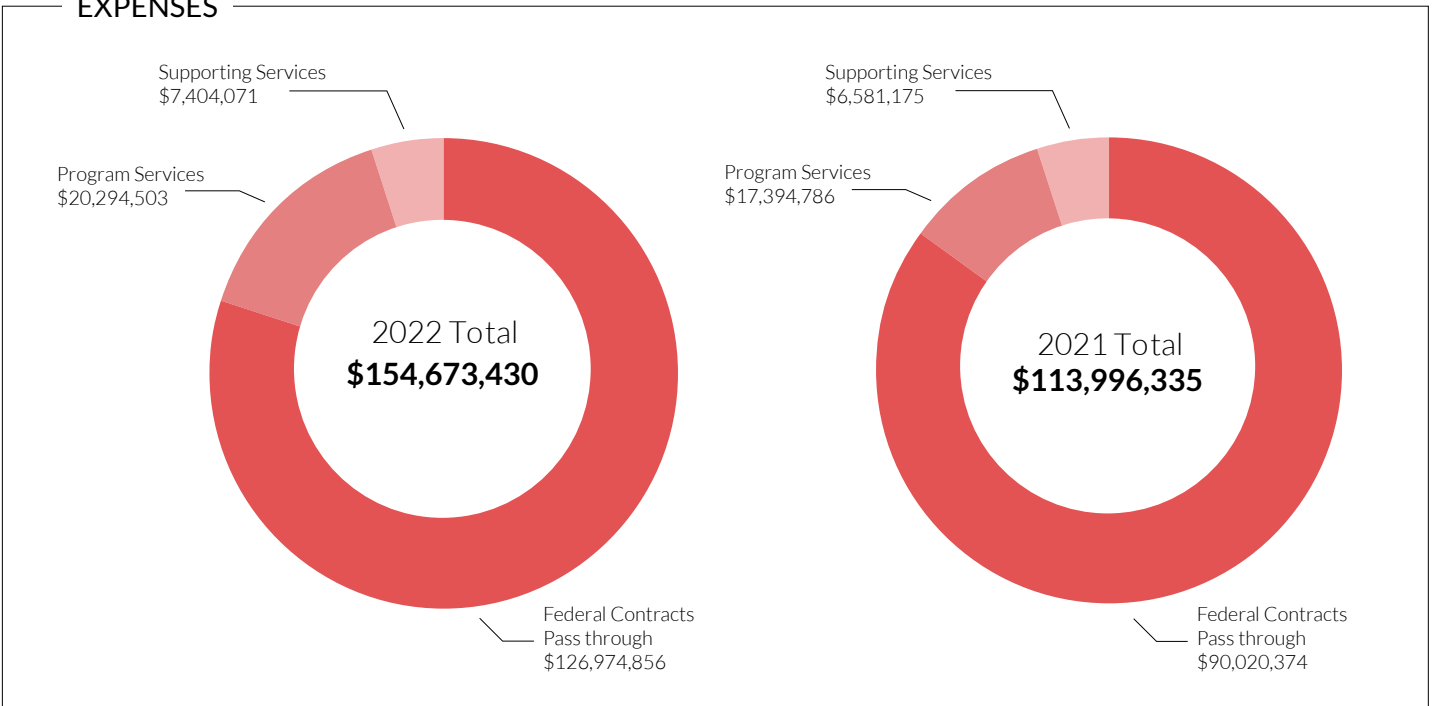
Financial Breakdown

October 1, 2021 - September 30, 2022

REVENUE AND SUPPORT



EXPENSES



This financial information reflects preliminary results and will be updated when FY2022 audited financials are released.

2022 CCAoA Board of Directors

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2022 Supporters

CCAoA offers special thanks to the community of donors, philanthropies and strategic partners who stand with Child Care Aware® of America in advancing an equitable child care system.

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Center for Disaster Philanthropy
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Government

United States Department of Defense
United States Environmental Protection Agency
United States Department of Health and Human Services

Plus, CCAoA appointment on numerous government-supported councils, advisory boards, steering committees and collaboratives

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National Association for the Education of Young Children
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NORC at the University of Chicago
Penn State Better Kid Care
ProSolution Training
Research for Action
ROCS Grad Staffing
StepAhead
University of Kansas Center for Public Partnerships and Research
US Charitable Gift Trust
Voices for Healthy Kids
Waldinger Creative
Saul Zaentz Early Education Initiative

Thank You to our 2022 Champion Members

Champion-level memberships are available for organizations and individuals interested specifically in supporting child care public policy and research. Visit childcareaware.org/about/become-a-member to learn more.

Organizational Champion Members

The Academy of Early Learning
Action for Children
AEYC SEA
ASENI
Birdsall House
Burlington Community Action Partnership, Inc.
The Butterfly House
CAPLP
Central Valley Children's Services Network
Child & Family Resource, Inc.
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Child Care Aware of Washington
Child Care Connections, Inc.
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Child Care Resource Center (NC) - Work Family Resource Center
Child Care Resource Center, Inc. (CA)
Child Care Resource Center, Inc. (OH)
The Child Care Resource Network
Child Care Resources
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Children & Families First
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Oklahoma Partnership for School Readiness
Opportunity Council - CCA of Northwest Washington
Patchwork Terrace Montessori Community Pathways LA
Programs for Parents
The Right Turn, Inc.
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Western Oregon University
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Individual Champion Members

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