



# 2023

## Annual Report



Dear Colleague,

As we reflect on our work in 2023, I am struck repeatedly by all that sets Child Care Aware® of America apart. As the only national organization that supports every part of the child care system, we know what it takes to make child care work for children, families, providers, communities, and our nation.

Together, with our on-the-ground network, we are working to make America child care strong. We do that by providing research that drives effective practice and policy, building strong child care programs and professionals, helping families find and afford quality child care, delivering expertise and partnership to the military and direct service to its families, and providing a real-world understanding of what works and what doesn't to spur policymakers into action and help them build solutions.

Ultimately, though, we do that through people—from our network of experts doing the hard work in states every day to help families find quality care, help child care providers build businesses that can succeed, and support skilled teachers; to our military partners who make sure families have the child care they need; to our incredible staff who are national thought leaders driving effective practice and policy.

This year's annual report demonstrates the essential role CCAoA plays in making America child care strong. Together with our national partners and network across the country, we increased public funding for child care so more families could afford quality child care, recruited more advocates to take action, helped military families find and afford child care, provided actionable research that positioned us as a go-to source for media and policymakers, strengthened child care programs and supported teachers in building their skills, and grew our network.

As we look ahead, we know Americans are behind us. They know that we have a child care crisis, they want it solved, and they are ready to invest significant public funds to create a system that works. That's where we come in. At a moment when America has never been so child care aware, it is up to us and our network to make it child care strong. There is no better group of people to do that than those who do the work of building quality child care and ensuring that families have access to it. Together, we know first-hand what's working, what isn't, and how to fix it.

We are gaining momentum. Americans recognize child care as a winning strategy for growth and prosperity for all of us. I look forward to our continued work together to make America child care strong—because that makes everyone stronger.



A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

**Susan Gale Perry**  
Chief Executive Officer  
Child Care Aware® of America



America has a broken and inequitable child care system that is holding us back and hurting everyone. But it doesn't have to be that way. As the only organization that supports every part of the nation's child care system, we know what it takes to make child care work:

- Families that can find and afford quality child care.
- Child care providers who can build businesses that succeed.
- Skilled teachers that partner with parents to support children's healthy development and learning.
- Employers who prioritize reliable, quality child care for their workers.
- Policymakers and community leaders that act to make affordable, quality child care available to all families.

It is this vision that guides our work and spurred the development of our 2023-2025 strategic plan. This annual report marks the first year of the plan's implementation and shares our progress on four ambitious priorities:

- **Demanding Quality.** We leverage our state and local network, voice, and expertise to advance policies so all families have access to affordable, quality child care.
- **Building Systems.** With a strong network of state and local partners, we mitigate the complexity, maximize the value of care, and build the connections to turn a patchwork of resources into a system so that families, child care providers, businesses, and communities thrive.
- **Transforming the Field.** We provide real-world research on child care demand, supply, and quality, and thought leadership to create solutions that work equitably for children and families.
- **Strengthening Our Organization.** We strive to be purposeful partners, courageously capable, and change seekers and makers. These principles are the non-negotiable foundation that make it possible to achieve our strategic priorities and our vision.

As the nation continued to face a child care crisis that has been decades in the making and was exacerbated by the pandemic, CCAoA focused on solutions.



## Never before has America been more child care aware. Together with our national partners and network across the country, this is how we are making it child care strong:

Increased public funding for child care so more families could afford quality child care, classrooms could stay open, teachers could earn more, and families could go to work.

- Kept pressure on Congress that resulted in an increase of \$725 million for the Child Care and Development Block Grant over fiscal year 2023.
- Supported state advocacy efforts that increased child care funding and advanced policy change.
  - CCAoA helped advocates in Montana make a strong case to make child care subsidy available to more families. Working with RAISE Montana, CCAoA leveraged its policy, research, and data expertise to provide state data and talking points for testimony before the legislature and a review of eligibility policies in other states to inform bill drafting. In June 2023, the state increased eligibility for subsidy to up to 185% FPL, capped family copayments at 9%, and changed payment to providers based on enrollment and not attendance.

### 2023 By the Numbers



**Increased \$725 million** for the Child Care and Development Block Grant

**Recruited more people to advocate for access to affordable, quality child care, reaching 332 federal policymakers. As compared to 2022:**

## 2023 By the Numbers



Increased advocates' reached by **11%**

### Increased actions taken by 4%

- CCAoA hosted an Advocacy Day at the Annual Symposium where 266 child care advocates – including parents, providers, and Child Care Resource & Referral (CCR&R) agency leaders – met with lawmakers and staffers from 150 congressional offices to prioritize long-term investments in child care.
- In February 2023, West Virginia hosted the state's first legislative Child Care Day – a success with support from CCAoA's policy, advocacy, and research teams. Advocates walked state legislators through a CCAoA-developed map of supply and estimated demand of child care in the state. The map, which is now available as a regularly updated dashboard, has generated ongoing discussion about how to increase the supply of child care to meet the demand.



## Assisted more than 22,500 military families to find and afford child care so they can serve our country. As compared to 2022:

### 2023 By the Numbers



Increased military families served by **7%**



**500K hours** of respite for military children with special needs



- The Military Child Care in Your Neighborhood-Plus program helps military families find and afford quality child care when it's not available on base. Four states joined the program — Arkansas, Kentucky, New York, and North Carolina — adding 559 providers to the program and serving over 1,500 more children.
- Caring for children with special needs is a full-time job which is physically and emotionally challenging. The Exceptional Family Members Respite Care program provided 500,000 hours of care so military parents could rest and rejuvenate with peace of mind, and reached an average of 6.2% more families per month.



## Looked to as a national thought leader for providing actionable research, demanding change, and galvanizing solutions.

- Increased media reach by 167% from 2022 as CCAoA experts, research, and data were cited by nearly 500 news outlets, including *Child care advocates seek solutions as pandemic-era federal funding winds down*, which aired on PBS News Weekend, and *Child care crisis could worsen for millions of families across the country*, which aired on Good Morning America.
- Bylined op-eds for publications that reached policymakers, such as *America 2023: When even members of Congress don't have child care* in The Hill.
- Produced 15 reports on topics ranging from the cost and supply of child care, to a 50-state review of licensing standards, increasing the reach of data and research reports by 48% over 2022.

### 2023 By the Numbers



Increased media reach by **167%**



Increased the reach of data and research reports by **48%**



## Strengthened programs and professionals supporting the child care system by providing 15,000 CCR&R attendees with one or more of CCAoA's skill-building, training, coaching, and technical assistance sessions.

- Increased reach of skill-building supports by 90%, with 91% of survey respondents reporting an increase in knowledge, skills, and practices.
- Increased attendance led to a sellout at both keystone events for the first time: *Leadership Institute: Building Wellbeing and Connections for the Child Care Community* and *Symposium: Stand Up. Stand Together. Stand for Child Care.*

### 2023 By the Numbers



Increased reach of skill-building supports by **90%**



## Enhanced the role of national, state, and community partners in strengthening the health and wellbeing of children and teachers in child care.

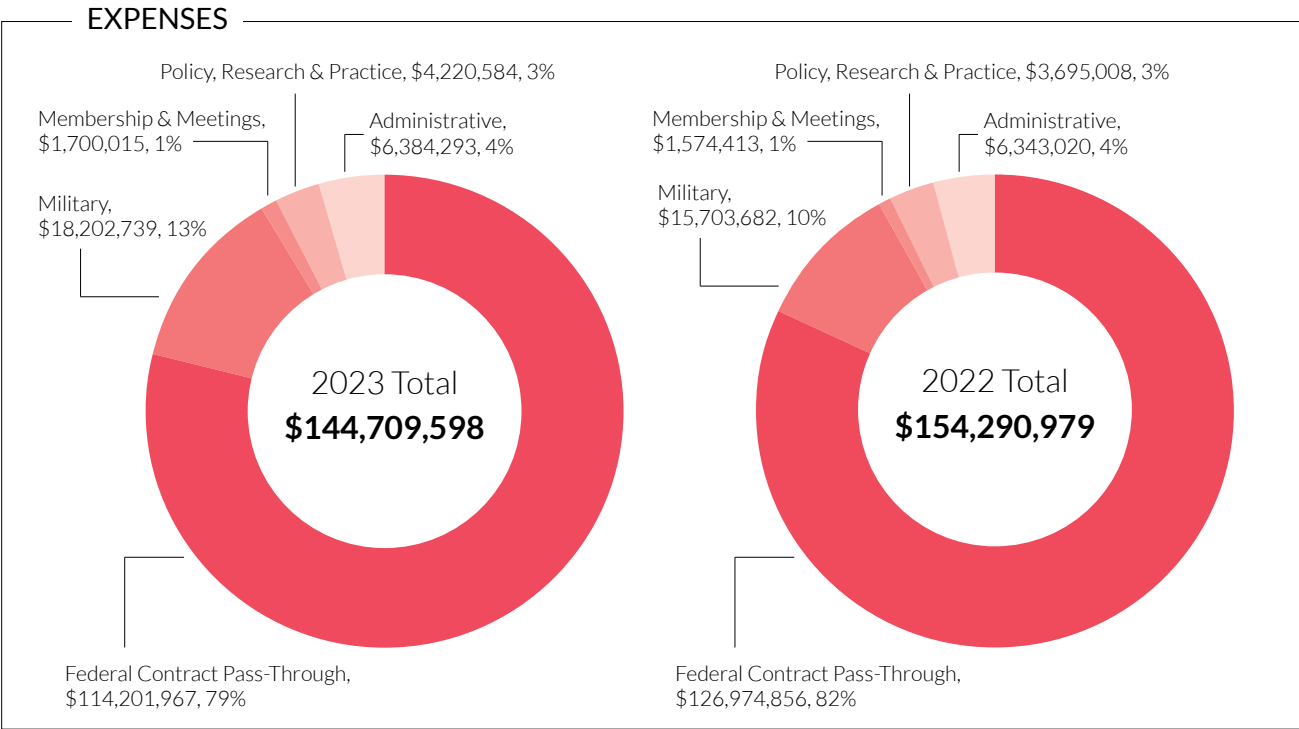
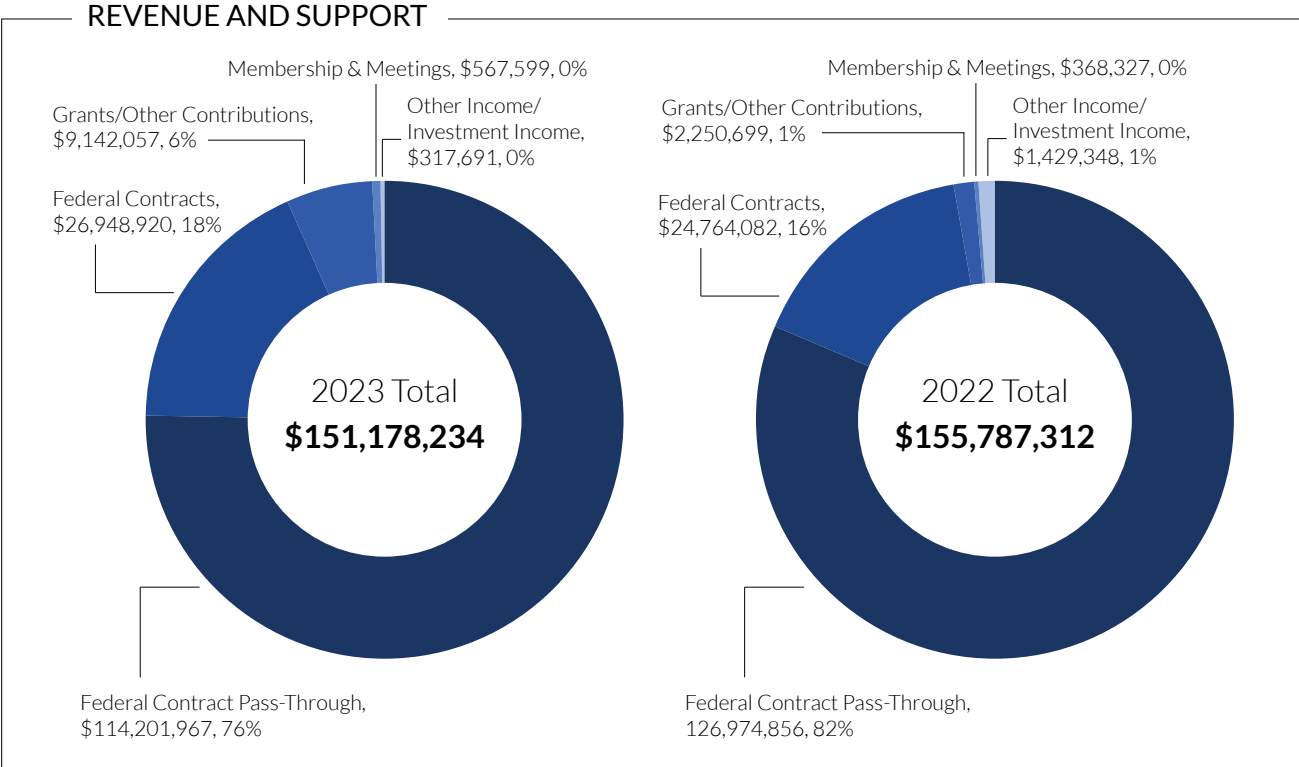
- Convened experts on mental health and wellness within child care with support from the National Association of County and City Health Officials (NACCHO). Speakers included experts in child care workforce well-being, health equity, and CCR&R representatives who shared practical applications of best practices. The event included robust conversations on emerging issues and potential solutions to address social emotional wellness in the child care space.
- Provided time-sensitive information and resources on vaccines to over 200 child care stakeholders. The *Staying Healthy and Up to Date on Vaccines* webinar featured experts from the Centers for Disease Control and Prevention providing much-needed information about flu, COVID-19, and RSV vaccines.

## Expanded our member network by 12%, with organizations from 46 states, Washington, D.C., and Puerto Rico joining the CCAoA network to support the child care system.



CCAoA 2023 Fiscal Year Financials

Financial Breakdown



## 2023 CCAoA Board of Directors

### **Renee Boynton-Jarrett, MD, ScD, President**

Associate Professor  
Boston Medical Center

### **Encarni Gallardo, Vice President**

Executive Director  
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Certified Public Accountant  
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Executive Director  
Black Family Philanthropies

### **Stephanie Berglund**

Alaska CCR&R Network  
thread

### **Fannie Glover**

Former Senior Director, Equity & Inclusion  
Early Care and Learning Council

### **Catherine Lester**

Associate Director  
Annie E. Casey Foundation

### **Beverly Lynn, EdD**

Former Chief Executive Officer  
Programs for Parents, Inc.

### **Meredith Lozar, MHR, ACF**

Senior Director, Strategic Engagement  
U.S. Chamber of Commerce Foundation,  
Hiring Our Heroes

### **Steven McCullough**

Chief Operating Officer  
Share Our Strength

### **Patina Park, JD**

#### **(Mnicoujou Lakota-Cheyenne River)**

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Office of Minnesota Governor Tim Walz and  
Lieutenant Governor Peggy Flanagan

### **Junlei Li, PhD**

Saul Zaentz Senior Lecturer in Early Childhood  
Education  
Harvard Graduate School of Education

### **Robyn Lopez Melton**

Director  
The Research Institute at Western Oregon  
University

### **Sandy Maldonado**

Director of Early Learning  
Child Care Aware of Washington

### **Dannette Smith**

Commissioner  
Colorado Behavioral Health Administration

### **Terri Helms**

Program Director  
Child Care Aware of West Central Arkansas

### **Susan Gale Perry, ex officio**

Chief Executive Officer  
Child Care Aware® of America

## 2023 Supporters

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

### Government

- Centers for Disease Control and Prevention
- Florida Department of Health
- United States Department of Defense
- United States Environmental Protection Agency
- United States Department of Health & Human Services

### Foundations

- Alliance for Early Success
- Arkansas Community Foundation
- Atlassian Foundation
- Ballmer Group
- Bezos Family Foundation
- Margaret A. Cargill Philanthropies
- Center for Disaster Philanthropy
- Richard W. Goldman Family Foundation
- Heising-Simons Foundation
- W.K. Kellogg Foundation
- Lily Endowment
- Meryle and Fred Rothman Charitable Fund
- National Philanthropic Trust
- The Synopses Foundation
- Turrell Fund Trustee
- Advised Fund of U.S. Charitable Gift Trust

### Organizational Supporters

- Abilities Network
- All Our Kin
- &Mother
- Bertelsen Education
- The Blackburn Giving Fund
- Branagh Group
- Bright Funds
- Chevron
- Civitas Strategies

- Cloud9World
- Council for Professional Recognition
- Enquizit
- GlassWallet
- Good Street Inc.
- HINGE Early Education Advisors
- iCarol
- KABOOM!
- Kaplan
- Kaymbu
- Lakeshore Learning
- Learning Beyond Paper
- LENA
- McCormick Center
- National Association for the Education of Young Children
- National Association of County and City Health Officials
- National CACFP Association
- National Gallery of Art
- Nemours Children's Health
- NORC at the University of Chicago
- Penn State Better Kid Care
- Playground
- ProSolution Training
- Rayz Kidz
- Research for Action
- ROCS Grad Staffing
- StepAhead
- University of Kansas Center for Public Partnerships and Research
- Up Bup
- U.S. Charitable Gift Trust
- Voices for Healthy Kids
- Waldinger Creative
- Saul Zaentz Early Education Initiative

## Thank You to our 2023 Champion Members

- ABC - Coffeyville's Christian Preschool & Childcare, LLC
- Action for Children
- Annandale Play-Care
- Arco Iris Bilingual Children's Center
- Asociación de Servicios a la Niñez
- Bergen County Office for Children
- Birdsall House
- Burlington Community Action Partnership, Inc.
- Care About Childcare at Utah Valley University
- Child & Family Resource, Inc.
- Child Care Action Council
- Child Care Answers
- Child Care Aware of Kansas
- Child Care Aware of Minnesota
- Child Care Aware of New Hampshire
- Child Care Aware of Northwest Arkansas
- Child Care Aware of Washington
- Child Care Connections, Inc.
- Child Care Network
- Child Care Resource Center (NC) - Work Family Resource Center
- Child Care Resource Center, Inc. - Ohio
- Child Care Resource Center, Inc. - California
- Child Care Resources, Washington
- Children & Families First
- Children's Resource Center
- Community Action - CCR&R
- Community Service Council of Tulsa
- County of Maui
- Early Childhood Council - Yuma, Washinton & Kit Carson Counties
- Early Education and Care Connections, Inc.
- Education Station Academy
- Families First of MN
- Family Child Care Association of San Francisco
- Family Enrichment Newtork, Inc.
- Grow in Peace Child Care Center
- Harvard Park Children's Learning Center North
- Howard County Office of Children and Families
- Hyer Street Preschool
- Illinois Network of CCR&R Agencies
- Joyful Tots Childcare and Learning Center
- Kids Comprehensive Services, LLC
- Lakes and Prairies Community Action Partnership
- Lane Community College Quality Care Connections
- Little Blossoms Childcare
- Little Moon Child Care
- Little Playschool

### Member/Non-Member - Organization

- Milestones
- National Association for Family Child Care
- National Child Care Association
- NC CCR&R Council
- Oklahoma Partnership for School Readiness
- Patchwork Terrace Montessori Community
- Pathways LA
- Programs for Parents
- Quality Care for Children
- Rhode Island Association for the Education of Young Children
- South East Education Cooperative
- Southeast Alaska Association for the Education of Young Children
- Stepping Stones Learning Center of Littleton
- The Child Care Resource Network
- The Childcare Network
- The Children's Cabinet, Inc.
- The Family Conservancy
- The Oaks Children's Academy
- The Rock @ Stony Point Learning Center
- Tina's Tender Love & Care Daycare
- Washington County Child Care Foundation
- Western Oregon University
- Women's Business Development Council (WBDC)
- Wu Yee Children's Services

