



Our Mission:

Strategic Direction

A Letter From Our CEO



The opening weeks of the 2012-2013 fiscal year saw us in an apparent fight for our very life as an organization, after disastrous budget changes were pushed through in the final minutes of the 2012 legislative session. Almost in the blink of an eye, state programs that had for years buoyed quality for thousands of Missouri children were gone: Accreditation Facilitation, gone; Early Head Start-Child Care Partnerships, gone; support for stay-at-home parents, gone; grants to start-up or expand new spaces for infants and toddlers, gone. Parents As Teachers sliced to a third of its former funding, and the Missouri Preschool Project left with remnants of its former funding, which also eliminated state funding for our T.E.A.C.H. MISSOURI program.

Together with our regional agencies—Council of Churches of the Ozarks in Southern Missouri, the LUME Institute in Eastern Missouri, and The Family Conservancy in Western Missouri—and other partners like Missouri Head Start Association, First Chance for Children, and Missouri Coalition of Children's Agencies, we rose up and shouted, "NOT ON OUR WATCH!"

Our advocacy efforts with these partners gained additional traction from other activities across the state. Columbia voters passed a special sales tax levy to generate \$6.5 million annually for children and youth. Governor Nixon publicized early care and education in his inaugural address. A public awareness campaign in St. Louis engaged the community with the *Are You Smarter than a Preschooler* quiz? Kansas City business leaders partnered with associates in other communities to advance early care. Springfield began development of its *Every Child Promise* initiative. The Missouri Chamber of Commerce and Industry elevated early education in its policy platform.

Within this landscape, in which so much had been lost, the Child Care Aware® of Missouri Board of Directors began development of a new strategic plan. We celebrated our history and also turned in new directions, seeking to simultaneously retain the best of what we have been and build a new vision for our future work. The results included:

- First-time funding for T.E.A.C.H. MISSOURI from the PNC Bank Foundation
- A prestigious opportunity for national pilot funding from the Centers for Disease Control, to implement *Taking Steps for Healthy Success*, a program to promote healthy environments and policies at early care and education centers
- Addition of new assets to the database we use to help families find programs for their children
- Publication of our first report on the supply of early care and education in Missouri
 - More community requests for our data, and more requests from first-time users
 - The validation of our success through a 100%-compliance monitoring of our Department of Social Services (DSS) contract

A handwritten signature in blue ink, appearing to read "Carol Scott".

2013 BOARD OF DIRECTORS

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Child Care Aware® of Eastern Missouri

Sarah Kirschner

LUME Institute

Carol Mertensmeyer

*ParentLink and MU School of Education,
School and Counseling Psychology*

Dean Olson

100%
Board

G
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V
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Partners and Collaborators

NETWORK MEMBER AGENCIES

Child Care Aware® of Central Missouri,
1715 W. Worley
Columbia, MO 65203
(573) 445-5437 or (800) 243-9685
www.mo.childcareaware.org

Child Care Aware® of Eastern Missouri,
a program at LUME Institute
6646 Vernon Avenue
St. Louis, MO 63130
(314) 726-0148 or (855) 244-5311
www.lumeinstitute.org

Child Care Aware® of Southern Missouri,
an Operating Agency of Council of Churches
of the Ozarks
1710 E. Chestnut Expressway
Springfield, MO 65802
(417) 887-3545 or (800) 743-8497
www.ccochildcare.org

Our Programs:

Preventing Child Abuse & Neglect

By the Numbers:

1184

HOURS OF
TECHNICAL
ASSISTANCE



144

HOURS OF
TRAINING



This is one of the best trainings that I have experienced. The instructor and participants were sharing ideas that were so thought provoking. The small group size allowed for extra sharing and training.

- Columbia, MO Training Participant

Developing college curriculum based upon the Strengthening Families™ Framework:

17
COLLEGES SURVEYED
FOR NEED

9 COLLEGES PARTICIPATED
IN THE CURRICULUM
DEVELOPMENT



Three Rivers College
State Fair Community College
Jefferson College
East Central College
St. Louis Community College
Moberly Area Community College
Missouri State University—West Plains
St. Louis Community College—Meramec
North Central Missouri College
Moberly Area Community College

5 STRENGTHENING
FAMILIES™ PROTECTIVE
FACTORS:

- ⇒ Parental Resilience
- ⇒ Social Connections
- ⇒ Knowledge of Parenting and Child Development
- ⇒ Concrete Support in Times of Need
- ⇒ Social and Emotional Competence of Children

PILOTED BY
12
INSTRUCTORS

MORE THAN
150
TEACHERS

TRAINING

AT
8
COLLEGES

Our Programs:

T.E.A.C.H. MISSOURI

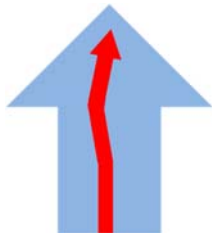
By the Numbers:

EDUCATION:

124 CONTRACTS
SERVED

RETENTION:

98% RETENTION
OF EARLY CHILDHOOD
TEACHERS IN THE
SCHOLARSHIP



PARTNERSHIP:

71 CENTERS AND FAMILY
CHILD CARE PROGRAMS
WORKING WITH T.E.A.C.H.
MISSOURI TO IMPROVE EARLY
CHILDHOOD EDUCATION

SCHOLARSHIP:



MORE THAN
\$138,000
TO MISSOURI COLLEGES

COMPENSATION:

8.21% INCREASE
IN SALARY
FOR TEACHERS

COMPLETION:

RECIPIENTS ATTENDED

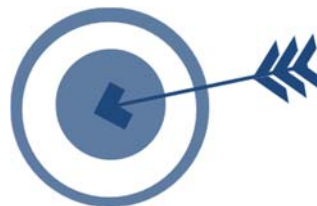
26 MISSOURI

COLLEGES AND
UNIVERSITIES

WITH **16** EARNING DEGREES



QUALITY IMPROVEMENT:



IMPROVING QUALITY
FOR
MORE THAN
1750



The Goals of the T.E.A.C.H. MISSOURI Scholarship:

- To improve the *quality* of early childhood care and education **BY**
- Increasing the *education* level of early childhood educators **AND**
- Increasing the *compensation* for early childhood educators **THEREBY**
- Increasing the *retention* rate of early childhood educators **THUS**

2013 College and University Partners

2-Year Colleges

Crowder College
East Central College
Jefferson College
Metropolitan Community College
Mineral Area College
Missouri State University—West Plains
Moberly Area Community College
North Central Missouri College
Ozarks Technical Community College
St Charles Community College
State Fair Community College
Three Rivers Community College

4-Year Colleges and Universities

Central Methodist University
Fontbonne University
Harris-Stowe State University
Lincoln University
Missouri Baptist University
Missouri Southern State University
Missouri State University
Missouri Western State University
Park University
Southeast Missouri State University
University of Central Missouri
University of Missouri—Kansas City
University of Missouri—St. Louis
Webster University

"Over the past 8 years, the T.E.A.C.H. MISSOURI scholarship has helped me achieve my CDA credential, Certificate of Specialization, Certificate of Proficiency, and Associates Degree in Early Care and Education (graduating with Academic Honors). None of this would have been possible if it were not for the financial assistance, support and career advising this scholarship brings."

– Jennifer Boston, T.E.A.C.H. MISSOURI recipient

Our Programs:

Resource Requests and Referrals

Child Care Aware® of Missouri maintains current data on the supply of and demand for child care and early learning programs in Missouri. These resources are available for use by parents, programs, and local planners, and made possible with funding from the Missouri Department of Social Services.

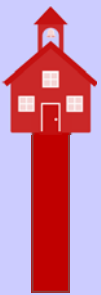
By the Numbers:

CONSUMER EDUCATION & PROGRAM REFERRALS:



13,588

ON-LINE AND PHONE
REFERRALS TO EARLY CARE
AND EDUCATION AND
AFTER SCHOOL PROGRAMS



14%

AVERAGE INCREASE IN
PARTICIPANT
KNOWLEDGE



98%

OF PARENTS
USED OUR
INFORMATION ON QUALITY
TO CHOOSE PROGRAM

WHAT DATA WE COLLECT:



Professional Development



222 WORKSHOP SESSIONS



542 HOURS OF TRAINING



4,356 PARTICIPANTS

RESULTS:



71%

OF PARTICIPANTS
REPORTED CHANGING
THEIR DAILY PRACTICE



Our Financial Position:

FUNDING

By the Numbers:

2013 STATEMENT OF FINANCIAL POSITION:

Total Assets	\$ 2,872,189
Total Liabilities	\$2,366,032
Net Assets	\$506,157
Total Liabilities and Net Assets	\$2,872,189

Net Assets, Beginning of Year	\$722,874
Net Assets, End of Year	\$506,157
Change in Net Assets	(\$216,717)



Thank You!

A very special thank you to all of our supporters of our Annual Campaign, our volunteers, and our staff for all of your support in 2013!

TOP FUNDERS

The Child Care Aware® of
Missouri Board of Directors

The Children's Trust Fund

The Department of Social
Services

The Department of Elementary
and Secondary Education

Nemours/Centers for Disease
Control

PNC Bank

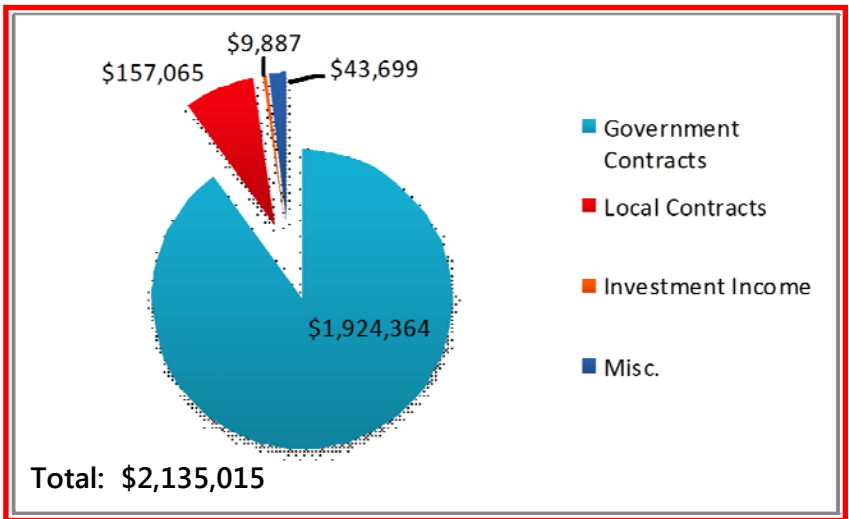
Project Launch

The United Way of Central
Missouri

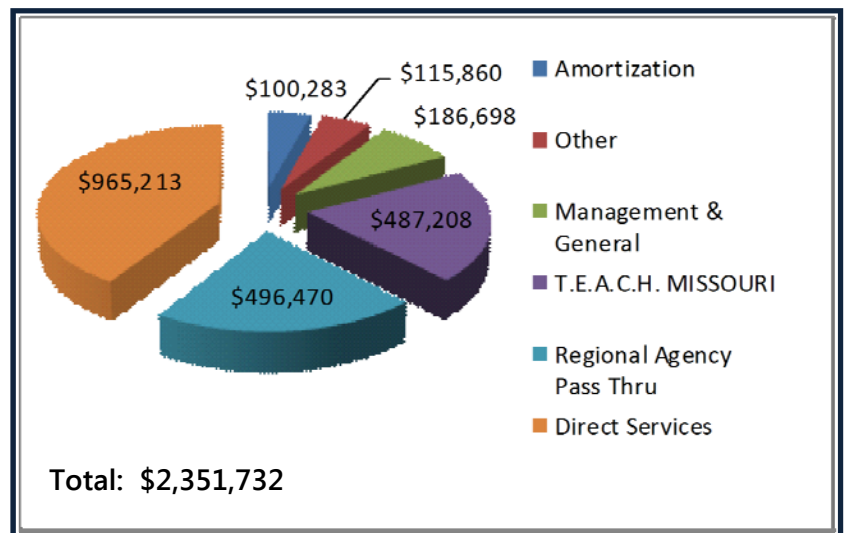
89%

OF EXPENSES SPENT
ON PROGRAM
SERVICES

2013 REVENUES:



2013 EXPENSES:





Missouri's most trusted child care resource.

1000 Executive Parkway Drive, Suite 103

St. Louis, MO 63141-6369

800-200-9017 • www.mo.childcareaware.org

Mission

Child Care Aware® of Missouri's mission is to connect families to child care, early learning and after school programs; improve the quality of those programs; and to collaborate with business and civic leaders to make child care safe and enriching for children.