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## Network Member Agencies

### Child Care Aware® of Central Missouri

2503 W. Ash Street, Suite A  
Columbia, MO 65203  
573-445-5437 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  
314-469-9805 855-244-5311  
www.lumeinstitute.org

### Child Care Aware® of Southern Missouri

An Operating Agency of the Council of Churches  
of the Ozarks  
1910 E. Meadowmere  
Springfield, MO 65804  
417-887-3545 800-743-8497  
www.ccochildcare.org

### Child Care Aware® of Eastern Kansas and Western Missouri

A Program at The Family Conservancy  
444 Minnesota Ave, Suite 200  
Kansas City, KS 66101  
913-342-1110 800-755-0838  
www.thefamilyconservancy.org

## Donate

Your financial support of Child Care Aware® of Missouri will help ensure that we can continue to promote, advocate and support quality child care for all of Missouri's children. Easy ways to provide support include

- Schnucks e-Scrip Community Card
- GoodSearch.com
- GoodShop.com
- iGive.com

Visit our website to learn more about these donation tools. Contributions can be made on the website or by sending a check to our St. Louis office.

### Child Care Aware® of Missouri

1000 Executive Parkway Drive, Suite 103  
St. Louis, MO 63141  
314-535-1458 • 800-200-9017  
mo.childcareaware.org

## Agency Highlights

### Central Region

Child Care Aware® of Central Missouri continues to expand on its success by building relationships and providing resources in 46 counties. The agency is very active in the Columbia Cares for Kids initiative, aimed at bringing the community together to support emotionally healthy environments for children. Dr. Gerald Newmark, author of *How to Raise Emotionally Healthy Children*, visited Columbia and presented workshops to over 1,000 families and child care professionals. Child Care Aware® of Central Missouri also started a partnership with Project LAUNCH in 2010 to provide social and emotional training and onsite coaching to child care providers.

### Eastern Region

Child Care Aware® of Missouri selected LUME Institute to serve the Eastern Region (St. Louis City, St. Louis County, St. Charles, Warren, Franklin, Jefferson, Ste. Genevieve and St. Francois Counties) effective July 1, 2011. LUME Institute, as Child Care Aware® of Eastern Missouri, offers professional development to approximately 3,700 child care and early learning programs, family child care programs, and out-of-school-time programs throughout the eight-county region. Steve Zwolak, CEO at LUME, has more than 35 years of experience in early childhood education as a teacher, parent/family educator, program and school administrator, and a community leader. LUME Institute has demonstrated an innovative approach to developing teachers, children and families. Zwolak projects that the partnership with Child Care Aware® of Missouri will change the face of early childhood and youth development in the Eastern Region.

### Southern Region

Child Care Aware® of Southern Missouri and Ambassadors for Children, both Operating Agencies of the Council of Churches of the Ozarks, teamed up to implement the Comfort Kits for Kids Project after the May tornado in Joplin. The Comfort Kits focused on social and emotional health for children and families, including specific stress relieving activities, information and resources. Staff delivered Comfort Kits in June to child care programs, elementary schools and child-serving organizations, for distribution to children and families, and again in September. More than 10,500 kits reached kids in the Joplin area.

### Western Region

Child Care Aware® of Western Missouri, a program at The Family Conservancy, is committed to promoting quality early education for the children and families within our region. To honor the accomplishments of early childhood professionals who have achieved a degree or credential in the early childhood field or a program that has received accreditation or reaccreditation, we were pleased to co-sponsor the 15<sup>th</sup> Annual Quality Celebration in Kansas City and the 6<sup>th</sup> Annual Early Care and Education Quality Celebration in St. Joseph. The Kansas City event honored 24 individuals for their professional development achievements and 18 programs were recognized for achieving accreditation or reaccreditation. The St. Joseph event honored 14 individuals for their professional development accomplishments and 5 programs were recognized for achieving accreditation or reaccreditation.



Missouri's most trusted child care resource.

Dear Friends,

After a dramatic restructuring of our organization in 2010, 2011 was a productive year. We enhanced our service delivery in all areas, after starting the fiscal year with a new dba, Child Care Aware® of Missouri. This new branding is effectively building greater awareness of our services throughout the state. Our name has changed but our three-part mission remains the same, and has guided our efforts throughout the year:

**1. Connect families to child care, early learning and after school programs**

In November 2010 we opened our statewide Referral Center in a new Jefferson City office and consolidated 8 online databases into one, allowing parents and families to search for programs anywhere in the state.

**2. Improve the quality of those programs**

We created new course curricula for the child care, early education and after-school workforce, improved the Missouri Workshop Calendar, and introduced online clock-hour courses, to ensure child care providers have appropriate and accessible professional development opportunities.

**3. Collaborate with business and civic leaders to make child care safe and enriching for children**

We added new leadership roles on the Children's Services Commission, Missouri Coordinating Board for Early Childhood, Center for Education Safety, and Missouri Child Advocacy Day to advance access to quality programs for children and youth.

2011 saw us expand the visibility and reach of our services and program offerings through increased marketing and social media. We launched a new website, promoted the new Referral Center with a comprehensive marketing campaign, launched a Facebook page, began distributing a quarterly newsletter statewide, created new training curriculum brochures and workshop registration catalogs, and sponsored the Missouri Workshop Calendar.

It is our vision that all children in Missouri have access to healthy, safe, nurturing, enriching and respectful early childhood care and education and out-of-school time care. We wholeheartedly thank you for your support in everything we do to make our vision a reality.

Chief Executive Officer

[www.mo.childcareaware.org](http://www.mo.childcareaware.org)

2011 Annual Report

## Families



*"I was so desperately trying to find the right day care while working. It is so hard to know what to ask, what to look for etc. It is also hard to do the research yourself to find excellent care when you are a busy mom! I was able to find a wonderful place for my son immediately and couldn't be happier! I never would have known they existed if not for your service. But more than anything, thank you so very much for caring about parents too, because this service also helps us have peace of mind, knowing my child is safe."*

**Missouri Parent**

Connecting families to child care that meets their specific needs continues to be at the heart of what we do. This year we provided referrals to 3,705 callers, serving 5,456 children. An additional 15,903 referrals were generated by online searches, serving 11,319 children. Some families received enhanced referral services from military or inclusion specialists at our network member agencies. With over 19,000 total referrals throughout the state, we continue to be a trusted resource for families looking for child care in Missouri.

In 2011 we increased our services to military families by partnering with the National Association of Child Care Resource and Referral Agencies (NACCRRA) and the U. S. Army Child, Youth & School (CYS) Services to offer the "Give Army Parents a Break" project.

## Care and Education Programs

*"I and several members of my teaching staff were fortunate to participate in the Center on the Social and Emotional Foundations for Early Learning (CSEFEL) training provided by Child Care Aware® of Western Missouri. I have seen a number of positive changes in my program as a result of the training. Not only have the teachers changed their attitude, but also they are more equipped to educate parents about the importance of social and emotional development."*

*Due to the training and visits, the teachers now have the language and tools to assist in the healthy social and emotional development of the children. My center, teachers, parents, and most importantly the children that we serve are benefiting from the CSEFEL project provided by Child Care Aware® of Western Missouri."*

**Center Director, Kansas City**



Child Care Aware® of Missouri offers a full range of technical assistance and professional development opportunities, from clock-hours through our face-to-face and online workshops, to credit hours through the T.E.A.C.H. MISSOURI Scholarship Project. This year we have also helped more than 150 programs pursue or achieve accreditation, improving the quality of early care and learning across the state.

With the use of American Reinvestment and Recovery Act (ARRA) funds we developed special projects such as the Social Emotional Competency project. Child Care Aware® of Missouri trained more than 270 child care professionals on social and emotional competencies, improving the classroom quality for more than 1,500 children in Missouri.

## Business and Communities



*"Quality early education is a top priority for me. I will focus on early childhood education for the 2011 legislative session by supporting quality early childhood education programs, funding options, and universal pre-Kindergarten. Child Care Aware® of Missouri strives to prepare children for early education. They also provide data reports on child care supply and demand, community needs assessments, family and work consulting, and [connecting families with assistance programs that help pay for child care]. With our children safe and well-educated, Missouri will have a bright future with brilliant leaders."*

**Missouri State Senator**

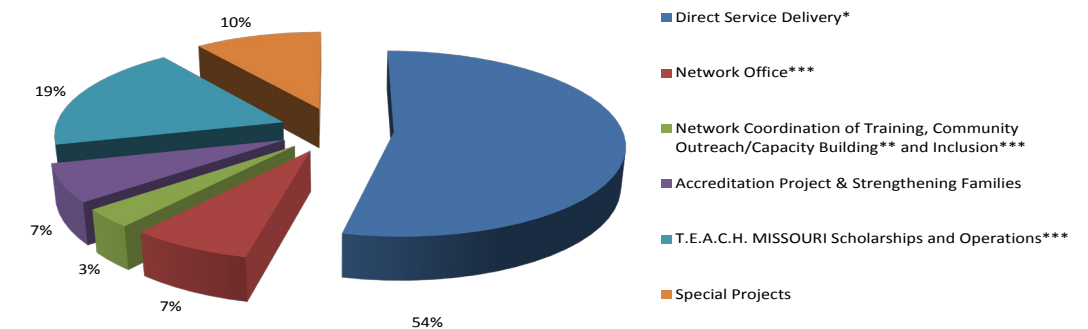
Nationally-recognized research studies have demonstrated that quality child care has a positive impact on a region's economy, its quality of life, its appeal to new business, and its ability to attract and retain skilled labor. Child Care Aware® of Missouri has filled almost 200 requests for data needs assessments from the business community to help in supply building, systems planning and research.

We serve as advocates for policy development, to ensure families have access to high-quality child care options, through participation in statewide groups and initiatives such as the Missouri Coalition for School Readiness and the Early Childhood Comprehensive System Steering Committee.

### Joplin Tornado Recovery

After a devastating tornado struck Joplin on May 22nd, we responded immediately to determine the impact on child care in the area. Working in partnership with our network member agency in Springfield and the Department of Health and Senior Services Section for Child Care Regulation, we were able to assess the damage to the child care community and determine the availability of child care that remained. Working with several partners throughout the state, we distributed materials and information to parents needing to find alternative child care during what was already a difficult time. We also raised donations and provided information to parents and providers on how to help themselves and the children in their care to cope with the trauma. We continue to work with local planners to ensure child care is part of the economic recovery in Joplin.

### Fiscal Year Ending 9/30/2011 Expenditures



**Child Care Aware® of Missouri is primarily funded by the Missouri Department of Health and Senior Services and the Missouri Department of Social Services.**

\*Direct Service Delivery includes the Referral Center plus Eastern and Central Regions  
 \*\*Capacity Building includes "Give Army Parents a Break" project  
 \*\*\*Includes ARRA Funding