

A photograph of three young children sitting together outdoors. On the left is a young girl with light brown hair, wearing a white knit sweater. In the center is a young girl with dark curly hair, wearing a red and blue plaid shirt. On the right is a young girl wearing a grey hijab and a light green long-sleeved shirt with small star patterns. They are all smiling at the camera. The background is a blurred outdoor setting with colorful objects.

LAYING THE FOUNDATION FOR SUCCESS

**TWO-THOUSAND DAYS
TO MAKE A DIFFERENCE**



FY2019
Year in Review

WHO WE ARE

Child Care Aware® of Missouri believes that the first two-thousand days of a child's life makes a difference. We offer a variety of programs to inform and assist families, child care programs and the community so every young child receives safe, quality learning experiences. Child Care Aware® of Missouri raises the quality of early child care educational experiences in Missouri by improving child care services – through training, education, quality standards, coaching and business support.

Our work targets four main groups throughout Missouri...



Families



Child Care
Professionals



Businesses



Community
Stakeholders



MISSION

To raise the quality of early child care educational experiences in Missouri by improving child care services through training, education, quality standards, coaching, and business support.

VISION

Every young child receives safe, quality learning experiences.

VALUES

Passion: dedication to the cause that sets our organization apart.

Results Driven: measure our success by what is being accomplished; track our success by outcomes, not inputs or outputs.

Thought Leadership: lead as informed opinion leaders who are trusted sources that move and inspire others

Community Partnerships: innovative and flexible ways to bring mutual benefits to both partners Integrity – the quality of being honest and having strong moral principles and moral authority.

Financial Stewardship: management of processes and internal health to enable those responsible for the organization's overall performance to execute our strategies.

Excellence: we believe in what we are doing and that the value of what we do warrants the persistent commitment to its betterment.

REFLECTIONS FROM THE CEO

What an exciting year! In 2019 Child Care Aware® of Missouri celebrated 20 years in operation and reflected on all the efforts and accomplishments made during that time to ensure the best possible start in life for Missouri's youngest children. With appreciation for the past and determination for a sustainable future, Child Care Aware® of Missouri brought to life a new strategic plan. Pivotal changes were created, implemented to the organization's operational structure, and is now building the groundwork for enhanced supports and services. We are striving to make an even greater impact for children in their first two-thousand days.

Our organization continues to raise internal processes and transparency, maintaining accreditation through the Better Business Bureau and obtaining Platinum level on GuideStar. Strategically, the organization redefined service delivery partners for capacity building and training with the potential for more than 35 partners statewide and continues to provide service delivery that utilizes current technology while focusing on impeccable customer service.

Child Care Aware® of Missouri continues advocating for sound business practices in early childhood programs and is heavily marketing the organization's web-based platform, Show Me Child Care Resources, a resource for early childhood educators supported by CCA for Social Good. Child Care Aware® of Missouri launched its first business training as the first of many future shared services supports, which will include backbone support services to early childhood businesses as a result of a statewide business needs assessment survey we distributed in the Spring of 2019.

Support for families finding care continues as a core service for the organization. All consumer education materials to support families in their child care search were revamped this year and made available to all families utilizing the referral service. Additionally, the organization began building out a comprehensive list of resources for families, which include parent education and engagement opportunities across the state.

The new strategic direction has Child Care Aware® of Missouri poised to expand business supports through new workforce development programs, such as the Child Care Aware® of Missouri CDA Scholarship Project and innovative shared services while continuing to offer core services that founded the organization, Child Care Resource, Referral, and Training Services and the T.E.A.C.H. MISSOURI Scholarship Program.

In addition to the advancements and enhances internally, Missouri has experienced a great deal of momentum related to increased investments and improvements for early childhood education where Child Care Aware® of Missouri continues to play a collaborative role.

Our current state leadership has demonstrated a commitment to providing safe, quality child care opportunities for Missouri families, specifically our Governor who signed HB 397 enacting Nathan's Law that went into effect August 28, 2019. Child Care Aware® of Missouri. Although Nathan's Law implemented additional changes that were unexpected and abrupt, Child Care Aware® of Missouri will continue to advocate for safe, quality care while taking improved steps to gain better understanding from the perspective of licensed child care programs around the state. We continue working alongside state leaders and the Governor's office on the importance of investing in workforce development, both in our early childhood education workforce and our future workforce - our children. We desire to continue leveraging the momentum that is already occurring in our state around increased quality child care by helping state decision-makers "connect the dots" of early childhood initiatives and best practices through continued engagement on a state and federal level and ensuring education and communication through our Action Center messaging and social media platforms.

The rewards from investments are huge for Missouri families. It will mean better brain development in safer child care settings for children in their first two-thousand days. It will mean families can go to work knowing their infant or toddler is in a safe, nurturing environment with a supported and supportive child care workforce.

We look forward to the continued partnership with early childhood professionals, community stakeholders, and business and civic leaders to make an impact for Missouri's children and families.

Working together to make a difference,

Robin Phillips

OUR IMPACT:

Training Regions



Capacity Building Regions



Our reach is throughout all of Missouri.
In FY2019 we served:



Over
13,000
Families



Over
2,000
Early Childhood
Educators



Over
56,000
Children



OUR IMPACT:

Child Care that Works for Families

With a focus on parental choice, we connect families to child care through our referral services. This ensures families can find care where needed, when needed. Through community outreach and a robust website, we provide families the information needed to be savvy, child care consumers.



Families utilize our referral search through a variety of methods including online search, phone, and live chat. As family circumstances and needs differ, Child Care Aware® of Missouri collects information on child care programs across the state to help families ensure their specific needs are met.

Examples of needs include, but are not limited to:



Weekend or Evening Care



Transportation



Child Care Subsidies, Scholarships, and Discounts



Staff Trained in Different Supports or Curriculum



“I would not have found care for my child had I not utilized this wonderful service!”

“My sister died unexpectedly and my wife and I were left with her two young children. I needed to get back to work to support our expanded family but couldn’t find any child care we could afford. We didn’t qualify for any state assistance so Child Care Aware® of Missouri helped us find care that would fit our budget. I would not have found care for my child had I not utilized this wonderful service!”

OUR IMPACT:

Child Care Solutions for the Workforce

As a leading partner of Missouri's Child Care Professional Development System, we administer a statewide training calendar, provide training to Missouri's child care workforce, manage the T.E.A.C.H. MISSOURI Scholarship Program and the CDA Scholarship Project. We are engaged in local, state, and national efforts to continuously improve the professional development system.

The T.E.A.C.H. Early Childhood® MISSOURI Scholarship Program, funded by the Missouri Department of Elementary and Secondary Education, Preschool Development Grant provides scholarships to child care educators seeking to further their early childhood education through credentials, certificates and college degrees. The goal of T.E.A.C.H. MISSOURI is to increase the quality of child care delivered by educating and empowering the child care professional. The only national scholarship designed to serve child care educators who work full time and are part time college students, T.E.A.C.H. MISSOURI works with the scholarship recipient and sponsoring employer to support up to 15 college credit hours a year. Scholarship Counselors are available to recipients and sponsors as they navigate higher education. This program also helps reduce turnover, as educators who complete the scholarship contract receive bonuses for continuing to work at the sponsoring child care program. Success is measured by completion of education, increase in annual wages and increased retention in sponsoring child care programs.

T.E.A.C.H. Early Childhood® Missouri Scholarship Program Outcomes...

17,343

children directly served by recipients

71%

of recipients started with only a GED or high school diploma

67%

of recipients are single parents

35

average age of recipient

12%

average wage increase after one contract

122

sponsoring employers

34%

of recipients are a person of color

45%

of recipients don't have college graduates in their family

90%

retention rate; recipients remaining in the field

\$206,004

in scholarships awarded

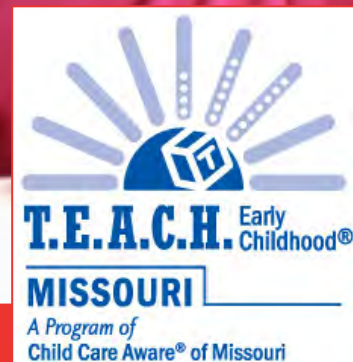
235

scholarships awarded

3.5

grade point average





Shauntel Heskett, who owns a family child care program in mid-Missouri, always wanted to be a teacher when she was younger but never thought about going to college. College was not something that was discussed in her family growing up, so she did not even think it was an option. Through Child Care Aware® of Missouri training, Shauntel learned about the T.E.A.C.H. MISSOURI Scholarship. For the first time, she could do something she never dreamed of as a child, Shauntel could earn her college degree.

The opportunity to attend college afforded to Shauntel through the T.E.A.C.H. MISSOURI Scholarship has empowered her to become a better educator and a stronger woman. She has grown out of a mindset based in trial and negativity to a view of childhood education that is rooted in knowledge and hope. Shauntel knows no limits based on her current accomplishments! She is a competent, confident family child care business owner.

Child Care Aware® of Missouri CDA Scholarship Project



A new and exciting project launched by Child Care Aware® of Missouri in 2019 is the CDA Scholarship Project, which assists child care educators in earning their national Child Development Credential (CDA) for absolutely no cost. Child care educators in licensed and license-exempt programs contracted with the State to accept child care subsidy and who work at least 20 hours a week, for at least three months at the child care program, are eligible for this scholarship. Whether by earning training clock hours or college credit hours in early childhood education, this unique project is designed to support a participant through the entire CDA process – training hours, portfolio creation, application, verification visit and testing, and credential attainment. Upon earning the national CDA credential, the participant is awarded a bonus in two payment over a six month period. The CDA Scholarship Project increases the quality of child care provided through education, compensation and retention of child care professionals.

170

Participants
Enrolled in FY2019

**We look forward to reporting these
outcomes as the program progresses.**



**“I’m so excited to
start working toward
my CDA! This is
unbelievable!”**

- CDA Scholarship Recipient

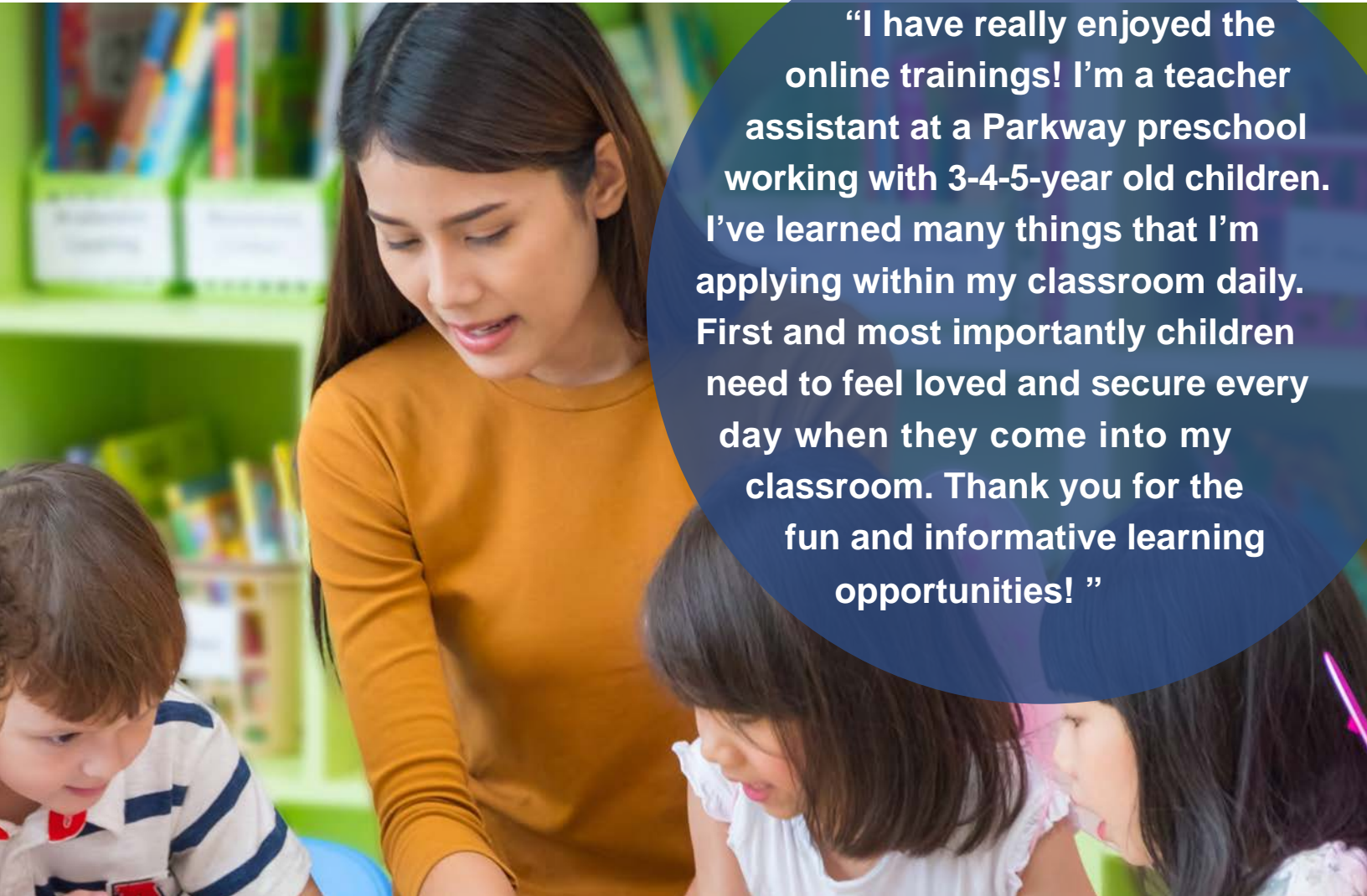
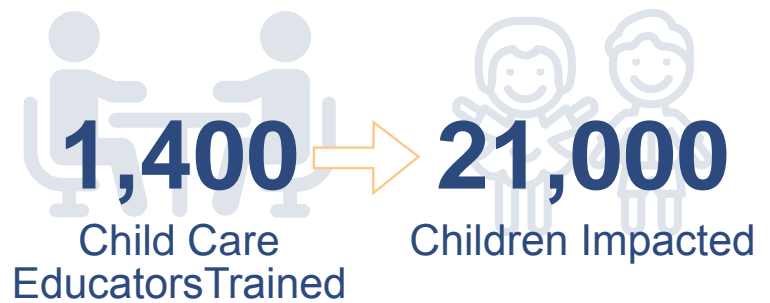
OUR IMPACT:

Supports for Child Care Programs

We work with child care programs to enhance their professional development and provide additional knowledge to help improve interaction with children, and implement health and wellness practices to increase physical activity and access to better nutrition within early childhood settings. We aim to educate on a set of business standards to assist child care programs to increase the quality and sustainability of their business practices.

Training

Professional development for the early learning workforce is delivered across the state through training partners. Training is delivered both face to face and on-line real time. This model ensures that child care educators have access to quality professional development across the state. Multiple curricula are delivered.



“I have really enjoyed the online trainings! I’m a teacher assistant at a Parkway preschool working with 3-4-5-year old children. I’ve learned many things that I’m applying within my classroom daily. First and most importantly children need to feel loved and secure every day when they come into my classroom. Thank you for the fun and informative learning opportunities! ”

Here are some of my takeaways from the training courses:

- ✓ How important safe areas are in the classroom.
- ✓ I take the time to make sure centers are limited to a certain amount of kids based on the activity and materials being used.
- ✓ To evaluate the classroom and playground for safety concerns daily.
- ✓ How a predictable routine can create a secure environment for children. I stick to the same schedule in the afternoon, and make sure I give the kids directions before we transition.
- ✓ Using songs, choosing books to read to the kids which they can relate to, sitting and communicating with them, and really listening to their questions and conversations.
- ✓ How important make-believe play is!
- ✓ That the teacher setting the tone of a classroom is so important. The more excited and interested I am, the more trust is built.

Health & Wellness Projects

Taking Steps to Healthy Success-MO is an early learning collaborative focused on the prevention of childhood obesity through increased nutrition and physical activity funded by the Missouri Foundation for Health, Healthy Schools Healthy Communities. Through a series of training and coaching sessions, child care programs fortify their health and wellness practices and create policies to support their changes. These practices support healthy food that may be locally grown, breast feeding friendly spaces, water access, and reduced screen time.

Health & Wellness Program Outcomes...



70% of participants improved overall policies & practices in physical activity.



76% of participants improved overall policies and practices in outdoor play & learning.



94% of participants improved overall policies & practices in Child Nutrition.



76% of participants improved overall policies & practices for screen time.





“Through this project, I have learned so much. I feel excited again about what I do every day for the children and families in my care.”

“I am very excited about participating in Taking Steps to Healthy Success-MO. I was ready to give up and quit my child care business but decided to participate in Taking Steps to Healthy Success-MO. Through this project, I have learned so much. I feel excited again about what I do every day for the children and families in my care. I was so enthusiastic about creating a healthier environment for the children that I went out and bought supplies for a watering station for the children where they would have access to water throughout the day. With the mini grant that was offered through Taking Steps to Healthy Success-MO, I was able to purchase a new refrigerator. I can now provide more fresh fruits and vegetables to the children during the day and a healthy snack to take home. I do a lot for my children and families so appreciate everything that Child Care Aware® of Missouri has done for me.”

- Aleta Tate, Family Child Care Program - Eastern Missouri

Show Me Child Care Resources

Show Me Child Care Resource is a subscription-based website for child care programs and educators that provides access to 1,800+ resources and discounts. Child care programs gain access to information and material supports related to healthy business practices, staff wellness, children's learning and development, and family engagement all in one place. Show Me Child Care Resource also offers child care professionals access to on demand health care benefits available to all staff and their families at a discounted rate.

178

Users in FY2019

We are exciting to share additional information on savings and user benefits in the future!



“The Show Me Child Care Resources website is hands down one of my child care best resources and we plan to continue using it for a long time.”

- User of Show Me Child Care Resources

“I can buy diapers, wipes, and cleaning supplies in one order! I can't believe how much we are saving and the shipping is FREE!”

- User of Show Me Child Care Resources



Show Me Business & Leadership Services

A developing line of business, Show Me Business and Leadership Services offers business and professional development trainings to both individuals, outer businesses, and child care businesses. Child care business trainings are available to be delivered state-wide. Several staff members are John Maxwell certified and are developing professional development opportunities. Business consultations are available that include review of financial data, business policies and interviewing staff and customers. We look forward to sharing more about the outcomes of these services in the future.

COLLABORATIVE COMMUNITY PARTNERS

Strategically, the organization redefined service delivery partners for capacity building and training with the potential for more than 35 partners statewide and continues to provide service delivery that utilizes current technology while focusing on impeccable customer service.



More than **45** tables where Child Care Aware® of Missouri participates to influence decision making and infrastructure rebuilding



115 Real Time County Level Child Care Supply and Demand Data Reports Available 24/7

More than **40** Enhanced Data Requests Completed Statewide

We engage in conversations with community stakeholders, legislative leaders, and business leaders across the state on the benefits that accrue from high-quality early education for young children. We share child care supply and demand data to help tell the story of the current child care landscape and guide decisions to improve child care quality in Missouri. We are often invited to community tables and initiatives to contribute our expertise on infrastructure building and changes that will impact the early childhood education and workforce systems.

In addition to the advancements and enhances internally, Missouri has had a great deal of momentum related to increased investments and improvements for early childhood education where Child Care Aware® of Missouri played a collaborative role. Increased investments went toward a variety of safety and quality initiatives for child care in Missouri. For example, implementing comprehensive background checks, providing increased professional development for the child care workforce, and along with Missouri's Preschool Development Grant, known as Stronger Together Missouri, supporting the development and implementation of a state wide quality assurance system for all child care providers. Additionally, Governor Parson formed a new task force to study the state's child care regulations after a horrific incident of abuse in St. Louis.



Child Care Aware® of Missouri has and will continue to leverage the momentum that is already occurring in our state around increased quality child care through continued engagement on a state and federal level and ensuring education and communication through our Action Center messaging and social media platforms.

8,000 SOCIAL MEDIA FOLLOWERS

250,000 SOCIAL MEDIA IMPRESSIONS

FINANCIAL DATA SUMMARY

October 1, 2018 – September 30, 2019

REVENUE

Total Revenue	\$2,051,292
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EXPENSES

Programs	\$1,700,522
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Management/General	\$237,709
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Fundraising	\$20,295
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Total Expenses	\$1,958,526
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Net Assets	\$446,838
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WOULD YOU LIKE TO HELP US FULFILL OUR MISSION?

With your generous donation, we make a difference in the first two-thousand days for Missouri's children so they can reach their maximum potential.

Donate online at
mo.childcareaware.org

You can also visit our website for more information about our upcoming events:

- > Two-Thousand Steps to Make a Difference Inaugural Walk
- > Glo-Bingo
- > Live2Lead, A John Maxwell Event

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