



Two-Thousand Days to Make a Difference

FY 2022 YEAR IN REVIEW

Influencing Change



LETTER FROM THE CEO

Wow! What a year it was! Child Care Aware® of Missouri worked hard to help those who serve children, particularly while we were all still faced with challenges from COVID-19. We believe every child deserves a safe, equitable, and quality early childhood education experience, which is critical to maximizing their future well-being, therefore even with challenges we forged ahead.

We spent a lot of time this year continuing to improve our listening. We learned this lesson the year before and have made intentional efforts to invite others to influence the development of some of our programs, the development of the Family Child Care Network, the development of some of the solutions to the child care crisis, and the development of some of our future services we wish to deliver to child care professionals and communities. We can only be influencers of change when we hear from families in need of child care, child care professionals who continue facing sustainability challenges, and business leaders who are faced with hiring challenges because of lack of child care.

Child Care Aware® of Missouri prides itself on high quality service delivery, results driven accountability, and excellence in all we do. We are not perfect, and we do not have all of the answers, but we lead with a servant mind set to influence change so that all children have strong foundations to be successful in their lives.

Child Care Keeps Missouri WorkingSM so we must all work together to influence change!

Working Together to Make a Difference,
Robin Phillips
Chief Executive Officer



Robin Phillips
CEO

ABOUT US

Child Care Aware® of Missouri (CCAMO) stands as the foremost hub for child care information, referrals, and industry development in the state. With over two decades of dedicated service, CCAMO has spearheaded workforce development efforts and has helped bring to light how the lack of child care has impacted our economy. Our unwavering commitment is to advocate for families, child care providers, businesses, and community stakeholders. Recognizing the profound impact of a child's early years, we help elevate the quality of early childhood education across Missouri through training, education, standards enhancement, coaching, and policy influence.

As a recognized leader in Missouri's child care and early education sectors, CCAMO's strategic scope encompasses projects like the T.E.A.CH. Missouri Scholarship Program, the Child Development Associate Scholarship project, business leadership services, and consulting collaborations at local, state, and national levels. Our service impact is regularly assessed, while at the same reviewed and discussed to leverage our impact in addressing the ongoing challenges in the child care system.

In the past year, CCAMO fervently advocated for policies enhancing child care access, affordability, and quality in Missouri. We also championed safer practices within family child care settings, safeguarding both providers and the families they serve. Throughout the fiscal year 2022, our services positively impacted over 10,000 early childhood educators, 8,000 families, and an impressive 175,000 children statewide.

In recognition of our steadfast commitment to financial transparency and excellence, CCAMO received distinguished accolades from GuideStar and the Better Business Bureau. This coveted recognition, attained for the second consecutive year, places CCAMO among the esteemed top 3% of nonprofit organizations.



OUR SERVICES

As a leading partner of Missouri's Child Care Professional Development System, CCAMO engaged in local, state, and national efforts to continuously improve the professional development system. Our services are focused on four main areas, each with its own unique set of supporting programs and initiatives: 1) Resources & Referrals, 2) Trainings & Scholarships, 3) Business & Leadership Support, and 4) Advocacy & Policy.

RESOURCE & REFERRAL

1

- Child Care Referral Services with Online Search Portal
- Child Care Consumer Education
- Start-up Information for Potential Providers
- Coaching, Support and Resources for Child Care Professionals
- Statewide Directory of Community Resources
- CCAMO Family Child Care Network
- Data and Analysis

WORKFORCE DEVELOPMENT

3

- Child Care Educator Training
- T.E.A.C.H. Early Childhood® Missouri Scholarship Program
- Child Development Associate (CDA) Scholarship Project
- Health & Wellness Initiatives
- Missouri Workshop Calendar



BUSINESS & LEADERSHIP SUPPORT

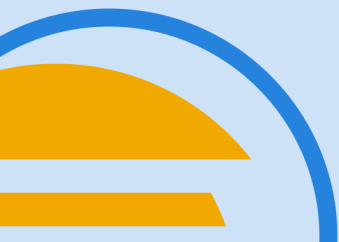
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- Business Consulting
- Technical Assistance for Federal Relief Grants
- Show Me Child Care Resources
- Professional and Personal Development, Including Leadership training

ADVOCACY & POLICY

4

- Advocacy & Policy Work To Benefit Children & Families
- Partnership with State & Local Nonprofits, Private, & Public Organizations
- Advocacy Ambassador Academy





RESOURCE & REFERRAL

CHILD CARE REFERRAL SERVICES

Child Care Aware[®] of Missouri operates the statewide child care referral database. This year 6,096 Missouri families accessed CCAMO's referral database through email, online searches, and/or by phone to receive referrals to child care programs, reaching 89% of the state. Consumers also had access to educational materials which include information to help families identify types of child care, indicators of quality care, and questions to ask when they call and visit child care programs. This service helps connect families to the care options in their community, so families are empowered to enter the workforce, pursue educational opportunities, or maintain their employment, all contributing to the social and economic well being of our communities, making a better tomorrow for the children we're serving.

Of the surveyed families, 52% report finding child care within the first week of accessing referral services. Those remaining families who are not able to secure child care in a timely manner highlight the importance of capacity building work in our state. CCAMO provided capacity building support through child care start-up guidance and technical assistance to child care programs. These services help potential providers overcome barriers to starting a child care business in order to build child care capacity in our state and meet the needs of more families.

In addition to the direct services to families and child care programs provided through the Child Care Resource and Referral service, this database also provides important data to help inform communities, policy makers, legislators, and other decision makers on the state of the child care landscape in Missouri to ensure decisions are being made that are informed by data and in the best interest of Missourians.

DATA & ANALYSIS

In the past year, CCAMO undertook comprehensive data analysis, aiming to optimize internal resources to better serve the community's needs. This encompassed a meticulous examination of CCAMO's influence on local children and families. Our capabilities extend to crafting tailored data reports and analyses, encompassing demographic and economic insights, as well as geographical mapping services available upon request.

Prominent media outlets, including newspapers, television stations, and radio, sought our expertise and data to enhance public awareness. The demand for our data-driven insights has been on a steady rise, spanning 23 counties within Missouri and even extending beyond the state's borders. Notably, 31 individuals and organizations repeatedly reached out for data-related support including the Governor's office.

CCAMO and its own resources actively engaged with the issue of child care accessibility, dedicating substantial efforts to address child care deserts—geographic areas lacking adequate child care options. These deserts can have adverse repercussions, impacting families and the economy as parents face challenges in accessing suitable child care. A significant finding revealed that 71 out of Missouri's 115 counties are child care deserts. By pinpointing these gaps, CCAMO empowers decision makers to devise strategies aimed at alleviating supply shortages, particularly for vulnerable populations.

"Many on the list you sent will work for my client and we found a couple promising openings. Thank you SO much for all the assistance!!"

—Alison, Social worker

""This information is FANTASTIC!!

Thank you so much. We will be discussing this data at our HUB Leadership Team Meeting!"

- Kim Weakley , Director, Farmington Parent as Teachers



RESOURCE & REFERRAL

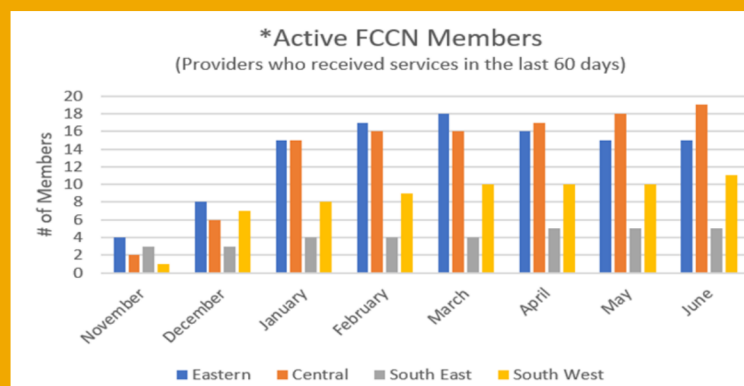
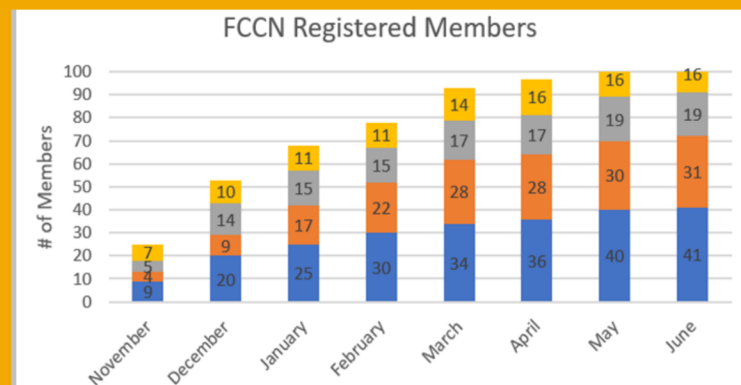
FAMILY CHILD CARE NETWORK

Across the State of Missouri, families seek out and choose Family Child Care (FCC) to care for their infants, toddlers, and preschoolers. These families recognize the benefits of a home-like environment; however, the closing of a substantial number of child care programs during the pandemic, along with the restrictions on operating capacities and severe staffing shortages, means that these same families are competing over limited child care spots. In 2021, Child Care Aware® of Missouri created the Family Child Care Network (FCCN) Pilot Project in response to raising quality child care by providing support and services to help sustain, build capacity, and elevate their value in the early childhood workforce industry and the overall child care system. Many family child care owners have said they feel isolated, lack companionship, and feel left out. The Network aimed to increase providers' networking opportunities for support and encouragement while reducing isolation.

Educators that are members of the FCCN received resources, mentoring and coaching, and networking opportunities. This pilot ended in December 2022, but will be reimaged next year to support a network for family child care educators.

"I really enjoy being a part of FCCN because I have learned a lot on how I go about achieving my goals at my daycare and setting a plan to execute my plans. I like the idea we can share different ideas between one another (provider) experiences on a daily basis. FCCN has a lot of resources that can help you achieve your goal and help you as a provider help your parents in many ways."

- Chassidy M., Eastern Ambassador



BUSINESS & LEADERSHIP SUPPORT

TECHNICAL ASSISTANCE FOR FEDERAL RELIEF GRANTS

Child Care Aware® of Missouri delivered Grant Technical Assistance (TA) to 226 child care directors and business owners. Grant TA provided webinars on completing state grants, answers to business questions, and links to other resources. TA was provided both in group and individual sessions. This level of personalized assistance resulting in child care businesses applying for and receiving more than \$10 million in grant funds to support high-quality early childhood education and the sustainability of their businesses.

SHOW ME CHILD CARE RESOURCES

Child Care Aware® of Missouri has provided the early childhood community with Show Me Child Care Resources (SMCCR) since 2014. SMCCR is a on-line, comprehensive resource platform for child care educators, directors, and owners. This platform provides access to tools, information, and support for child care programs and classrooms. The early childhood focused resources can save time, money, and stress for Missouri's child care educators, directors, and business owners. SMCCR provides weekly webinars and one-on-one support to navigate the site. SMCCR allows child care professionals to focus more on the children and less time on finding resources. Owners and directors have resources that can help them operate a more successful child care business. Memberships are purchased for individual child care educators or child care businesses. Currently a variety of funding sources support subscriptions to child care businesses and educators at no cost.

LEADERSHIP TRAINING

CCAMO offered Live2Lead: Leadership Passion Hosted by Child Care Aware® of Missouri (L2L), a John Maxwell Leadership training, to child care educators and other business participants. This world class professional development speaker series was delivered in multiple formats to meet the needs of attendees. L2L helped leaders and team members create personal visions and influence changes to help them realize their goals. Attendees gained new perspectives on relevant topics and practical tools to implement in both their professional and personal lives. Informed leadership is an essential component in the early childhood education field, and all personal development directly impacts professional leadership provided in the child care setting.



"These sessions are great! I don't think we would have been able to apply without them. It certainly reduced my stress level about applying after sitting through. I attended two. After the first I knew what my questions were. After the second I had most of them answered. Thank you to Misty and Micha for doing such an amazing job!!"

-Anonymous, TA Grant Recipient

"As a center director, I use Show Me Child Care Resources as one of my "go-to" sources of best practices for good program management. The Forms, Policies, and Templates section is a favorite, giving me a starting point that I can tweak to meet our needs."

-Ingrid, Child Care Director

"Live2Lead provided the incentive to look closer at myself and my actions and to make sure I am a leader. The sessions are INSPIRING!"

-TS, Child Care Director



SCHOLARSHIPS

T.E.A.C.H. MISSOURI SCHOLARSHIP PROGRAM

The T.E.A.C.H. Early Childhood® Missouri Scholarship Program funded by DESE 00C, is part of a national effort to increase quality in early child care and education programs by increasing the education, compensation, and retention of educators through scholarship. A T.E.A.C.H. MISSOURI Scholarship Counselor supports scholarship recipients and their sponsoring employers in navigating the higher education process as recipients earn their early childhood degrees. In 2022, 208 scholarships were awarded to educators throughout Missouri with 1522 college credit hours earned. T.E.A.C.H. MISSOURI recipients had an average 12% increase in wages with 95% retention at their sponsoring child care program. 100% of surveyed recipients and sponsoring employers recommend T.E.A.C.H. MISSOURI as a way to advance a career in early care and education.

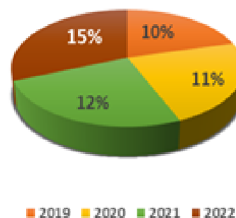
"The T.E.A.C.H. MISSOURI Scholarship has changed my life! I just completed my Master's certificate in Early Childhood Business and Leadership. I can hardly believe it! I owe this scholarship everything!"

-Chelsey Wright

"I am so excited that I decided to pursue my CDA. I believe in doing so that I have shown my parents and the community my commitment to early childhood education. I have become more confidence when working with the children and providing parents with information related to childcare. My knowledge on child developmentally appropriate practice has grown, and I am so excited that I am now able to look at certain behavior and know what I should do. I would like to thank Child Care Aware® of Missouri for this opportunity and for helping me on this journey."

-Vivian Collins

Annual Average Wage Increase for T.E.A.C.H. MISSOURI Recipients

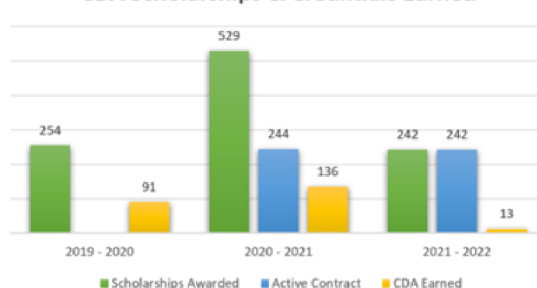


- The chart indicates that based on increased education and retention at work recipients experience at least a 10% increase in compensation

CDA SCHOLARSHIP

The CDA is often a first formal step in education for child care educators who do not choose to begin with a college degree. This scholarship supports completing a CDA credential through training or college courses making it available to all who want to advance their education and career. Upon earning their CDA Credential, the participant is awarded a completion bonus and commits to stay at least six more months at their current child care program. In 2022, 398 early care and education educators were served. The CDA Scholarship Project increases the quality of child care provided through education, compensation and retention of child care educators. Participants interested in continuing their education after earning their CDA are encouraged to move into the T.E.A.C.H. MISSOURI Scholarship to earn an early childhood degree.

CDA Scholarships & Credentials Earned



- The chart indicates the number of CDA Credentials and CDA Scholarships earned between 2019 to 2022



HEALTH & WELLNESS & TRAINING

HEALTH AND WELLNESS

Health and Wellness focused on strengthening social, emotional and physical health of Missouri's young children and their educators through two initiatives that supported center-based and family-based, licensed and license-exempt child care programs. The GO NAPSACC (Nutrition and Physical Activity Self-Assessment for Child Care) project funded by the Missouri Department of Health and Senior Services looked to increase healthy practices, policies, and environments while establishing habits to support lifelong health and well-being for young children. CCAMO provided virtual technical assistance (TA) to 50 child care programs to support healthy changes in classroom and policies. These new practices implemented by the educators increased their health and nutrition as well as created a home-school connection for healthier habits for the whole family.

Emotional Foundations for Early Learning Plus (EFFEC+) served 81 Kansas City area educators over the two-year project funded by the Kauffman Foundation. As the second initiative, it was designed as an early learning collaborative to assist child care educators in increasing their understanding and application of social and emotional development in young children. Childcare educators examine their own practices and create changes to help young children strengthen their emotional intelligence and resilience. One hundred percent of the educators that completed EFFEC+ reported an increase in understanding of children's social and emotional development. Educators that participated in EFFEC+ have children in their classrooms that are more resilient, can better identify and speak about their emotions, and are better able to calm themselves in stressful situations. These are life skills that prepare children for their academic journey into elementary school and beyond into adulthood.

MISSOURI WORKSHOP CALENDAR

The Department of Elementary and Secondary Education Office of Childhood (DESE OOC) contracts with Child Care Aware® of Missouri (CCAMO) to offer a wide range of training topics statewide. The contract year begins in July and ends in June of the following year. Training is provided in-person and online in real-time. All sessions delivered are two hours, free to participants and approved for clock hours in Missouri. CCAMO contracts with nine highly skilled and experienced trainers to deliver the material. Due to COVID-19 restrictions, only online in real-time trainings have been offered since March 2020.

DESE OOC contracts with CCAMO to offer and update the curricula annually to ensure high-quality and impactful session content. Over 30 training topics are offered that cover a broad range of categories.

"The knowledge you passed on to me is priceless. With everything costing so much, you gave so freely from the heart for my success. I truly appreciate how you paid it forward and will not ever forget it."

-Tamyra G., Child Care Educator

"It's wasn't just information or training. It was the support and resources that made all the difference."

-Debraniah H., Child Care Educator

"We improved our meal time and our outdoor time activities! By participating I learned much more from the resources provided on the NAPSACC website. The information provided supports the child care community and allows us to provide quality child care."

-Renate Z., FCC Educator

ADVOCACY & POLICY

POLICY WORK

Child Care Aware® of Missouri is a “systems influencer” organization. One way we influence is by taking stances on advocating for safe, high-quality early learning experiences for young children as well as ways to better support the child care workforce. We regularly advocate for increased federal funding to support families and the child care workforce.

The child care system was fragmented well before COVID-19 so as we moved through the year we identified opportunities to use our voices and expertise to create momentum and fight for improvement for the child care system. One example of that momentum was actively advocating for local investment of American Rescue Plan Act (ARPA) dollars to support the child care workforce. Our team engaged in several St. Louis County Council meetings to compliment the voices of local child care professionals about the importance and value-add wage supplements create to address wage parity, staff turnover, and staff retention. We started our advocacy for St. Louis County to invest ARPA funding for WAGES, a salary supplement paid to a provider based on their education level. Many months of attending Council meetings and presenting specific information about WAGES to the Council resulted in the County Council passing legislation that allocated \$5.6M to fund WAGES for CCAMO to administer.

PARTNERSHIPS

We know we cannot influence the system alone and many times making a difference for children through policy change means we must all work together. CCAMO has close working partnerships with a variety of partners such as Kids Win Missouri, Children’s Trust Fund, The Missouri Budget Project, Child Care Aware® of America, child care professionals, and many other entities serving child care providers and families. We sit at a handful of state tables to influence decision making and being invited to those tables demonstrates we are a valuable partner.

This past year we have increased our engagement with economic development directors, local Chambers, and local business and community leaders to help them understand how they can influence legislative decision making to increase state investment to support families accessing child care subsidy and potential tax incentives for employers to support the child care industry. There is much more work to do in these areas, but partnering and working together is how we will make progress.

ADVOCACY AMBASSADOR ACADEMY

The Advocacy Ambassador Academy was established to enhance the voices of providers by involving them in dialogues concerning meaningful partnerships, thereby activating decision makers, influencers, and family support networks to address pertinent issues affecting the current child care landscape. The Academy equipped child care professionals with essential skills to advocate effectively, as well as to demystify the federal legislative process through approved clock-hour training, pertinent activities, and comprehensive discussions. The curriculum was crafted to bolster participants’ comprehension of policies at local, state, and federal levels. The post-webinar surveys administered to participants to assess their advocacy knowledge demonstrated a 19% enhancement, elevating the group average from 67% to 86%. Impressively, 97% of respondents either agreed or strongly agreed that their confidence and proficiency in advocacy had significantly improved after completing the Advocacy 101 training. Additionally, all survey participants who completed both the 101 and 201 sessions expressed their desire to progress to the next level of advocacy. This project allowed CCAMO the invaluable opportunity to cultivate personalized relationships with providers, enabling the organization to facilitate the implementation of practical action plans while creating an environment of trust and collaboration.



FINANCIAL DATA SUMMARY

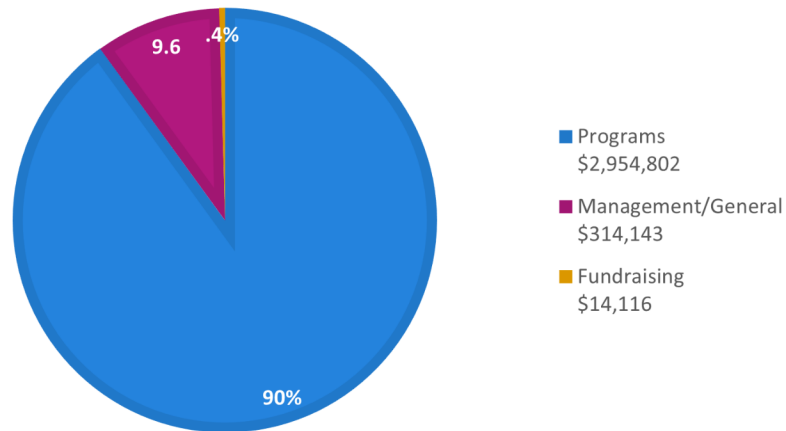
OCTOBER 1, 2021- SEPTEMBER 30, 2022

Revenue

\$3,094,890

100%

EXPENSES

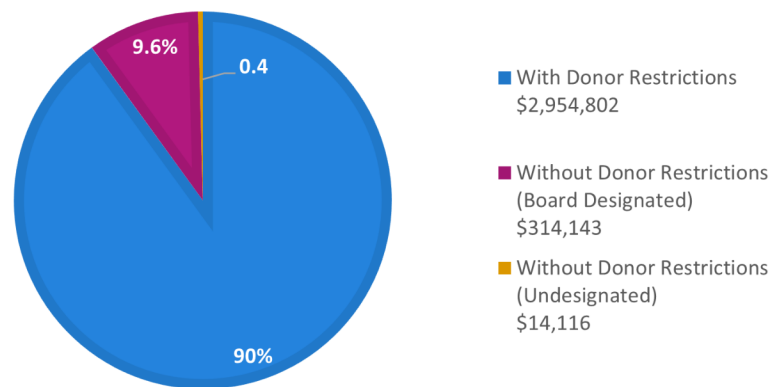


Total
Expenses

\$3,283,061

100%

NET ASSETS



Total Net
Assets

2,682,653

100%



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Katelyn Mayer, Community Impact Coordinator
Lauri Choate, Director of Wellness Initiatives
Mary Dobson, Senior Accounting Coordinator
Micha Gust, Community Impact Specialist
Michael Austrin, Director of Data & Analysis
Misty O'Keefe, Chief Business Officer



SUMMARY

2022 ANNUAL WALK

The 3rd annual Two-Thousand Steps to Make a Difference Walk took place at Millennium Park in Creve Coeur, Missouri, and is another example of our commitment to our mission. This event propelled numerous projects, and enabled us to champion families, child care providers, and the next generation in Missouri. We are proud to share that the third annual walk raised \$8530 with 131 participants. Each year, we continue to raise more funds and strengthen our cause. We extend our heartfelt appreciation to everyone who took steps and supported families across the state.



FINAL THOUGHTS

Fiscal year 2022 was a busy year for Child Care Aware® of Missouri (CCAMO). The year proved to be one of adding even influence and value to those we serve so Missouri's children can reach their maximum potential. The year continued to be a stressful time in our state and in our nation for children, families, child care professionals, and businesses trying to recruit a workforce. The importance and impact of organizations like CCAMO is that we serve with our heart full of passion while also being bold and innovative to push for change and stabilization of the child care system. Our work in FY23 will continue to build upon what we have learned in FY22 and we will continue to making listening a priority so we can best serve communities around the state. After all, it is about the children. They are our future!

