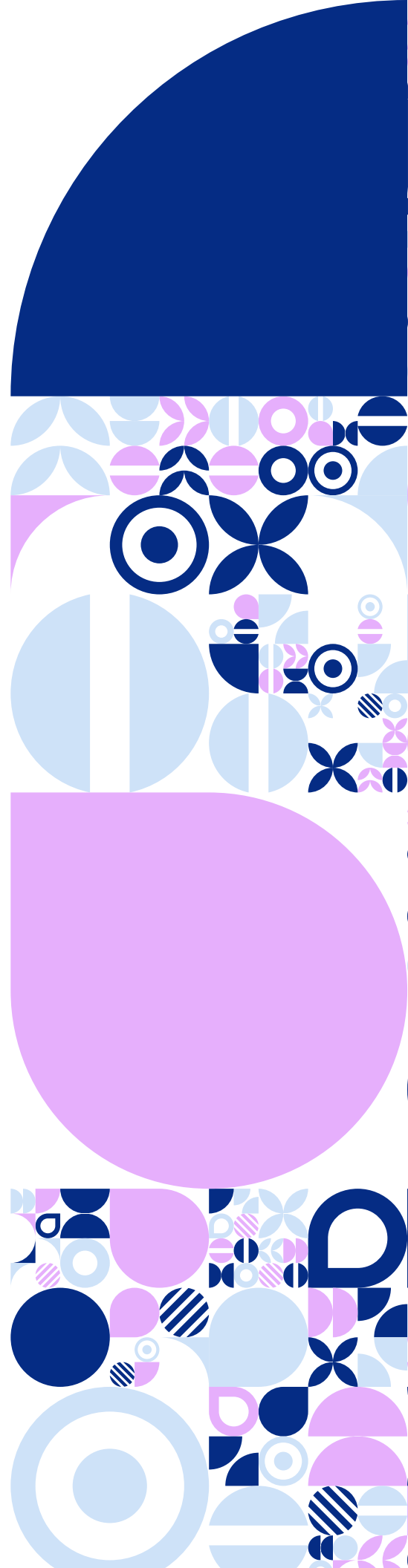


Reimagining Our Future

FY 2023 YEAR IN REVIEW



Two-Thousand Days to Make a Difference



LETTER FROM THE CEO

Well, that's a wrap! Fiscal year 2023 was a momentous year for Child Care Aware® of Missouri (CCAMO). As we continued to fulfill our mission of impacting a child's first two-thousand days by helping those who serve children, we realized in reflection that closing out 2023 was going to be the close of one of our 24-year chapters, yet the continuation of many established chapters along with writing an entire new book for the organization.

What I have learned being the CEO of a nonprofit organization who administers mostly state funding is there are a lot of changes and opportunities that come with that funding, lessons learned, and a fire lit to pursue new funding. What I also know about leading an exceptional organization who has an incredible team is it takes all of us rowing in the same direction and goodness, are we blessed with an amazing team with an amazing mind set. Servant leaders. Dedicated and committed to making a difference. We are not perfect and we do not have all the answers, but we do our best to walk our talk. We do our best to listen to child care providers and business leaders about what they need in this post-COVID world full of stress and workforce challenges. We seek input from partners while returning value to other partners when they ask for help or seek our expertise.

As we are about to embark on our new fiscal year, we will rise up and overcome challenges to add value to conversations and bring innovative solutions to the table. Fiscal year 2024, here we come!



Robin Phillips
CEO

Working Together to Make a Difference,
Robin Phillips
Chief Executive Officer & John Maxwell Certified Leader

ABOUT US

Child Care Aware® of Missouri (CCAMO) is a statewide nonprofit organization dedicated to the improvement of young children's experiences and environment in their first two-thousand days of life. To accomplish this, CCAMO works with families, child care professionals, businesses, and community stakeholders to create lasting and positive change by serving those who serve children. Since 1999, CCAMO has acted on the belief that every child deserves a safe, equitable and quality early childhood education realized through systematic change within the early care and education industry. Through strategic partnerships and long-standing relationships, we create transformational change at local, state, and national levels so Missouri's children have a strong foundation to be successful in their lives.

In 2023, CCAMO continued to reinforce and enhance positive change through various supports. Working with families, we provided statewide child care referrals and consumer education around choosing quality child care. Early care and education professionals benefited from our services through training and technical assistance related to family child care business health, increasing physical activity and nutritional practices and new classroom strategies around guidance and behavior management. CCAMO continued to offer T.E.A.C.H. MISSOURI scholarships to child care educators statewide offering ten scholarship models including the national Child Development Associate credential. In response to the critical child care shortage, CCAMO also worked directly with the business community exploring how communities can influence and build into the supply of child care.

CCAMO continued to lay the groundwork by building relationships with new partners such as employers, economic and workforce development leaders, and Human Resource leaders on how child care and economic recovery go hand-in-hand. Educating businesses and communities about child care solutions was a key focus.

CCAMO is proud to be an Accredited Charity through the Better Business Bureau and maintains a Platinum Seal of Approval on Candid.. We continue to maintain a 4-star rating on Charity Navigator, demonstrating our commitment to transparency and sound fiscal management.



OUR SERVICES

RESOURCE & REFERRAL

1

- Child Care Referral Services with Online Search Portal
- Child Care Consumer Education
- Start-up Information for Potential Providers
- Statewide Directory of Community Resources
- Data and Analysis

WORKFORCE DEVELOPMENT

3

- T.E.A.C.H. Early Childhood® Missouri Scholarship Program
- Child Development Associate (CDA) Scholarship Project
- Health & Wellness Initiatives
- Earliest Impact (EI)
- Missouri Supporting Early Childhood Administrators (MO-SECA)
- Statewide Training

BUSINESS SUPPORT

2

- Technical Assistance for Grants
- Show Me Child Care Resources
- Professional and Personal Development, Including Leadership training
- Child Care Solutions for Businesses and Communities

FUNDRAISING, POLICY & ADVOCACY

4

- Fundraising Efforts
- Policy Work & Advocacy



RESOURCE & REFERRAL

CHILD CARE REFERRAL SERVICES

CCAMO operates the statewide child care referral database. Over the year, 5,709 Missouri families accessed CCAMO's referral database through email, online searches, and/or by phone to receive referrals to child care programs, reaching 91% of the state. Consumers had access to educational materials to help families identify types of child care, indicators of quality care, and questions to ask when they call and visit programs. By connecting families to child care options, they 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.

Of families surveyed, 52% report finding child care within the first week of accessing referral services. Those families unable to secure care in a timely manner highlight the importance of building child care capacity in Missouri. CCAMO provided guidance and technical assistance to 52 potential child care providers, helping them overcome barriers to starting a child care business and expanding capacity to serve more families.

The CCAMO referral database also offers valuable data informing communities, policymakers, legislators, and other decision-makers about Missouri's child care landscape. This data ensures informed decision-making to align with the needs of Missourians.

DATA & ANALYSIS

CCAMO draws on our decades of expertise in data analysis to continuously review and interpret internal and external data sources and information. Our capabilities extend to developing tailored data reports and analyses, encompassing demographic and economic insights, as well as geographical mapping services upon request.

Numerous media outlets, including newspapers, television stations, and radio, sought our expertise and data to enhance public awareness. The demand for our data-driven insights grew serving all 115 Missouri counties and sometimes extending beyond the state's borders. Numerous individuals and organizations, including the Governor's office, sought data-related support on multiple occasions from CCAMO.

CCAMO actively monitors child care accessibility within the state to identify child care deserts—geographic areas lacking adequate child care options. Without accessible child care, families cannot work, and employers cannot find staff. Our research found that 71 out of Missouri's 115 counties are child care deserts. By pinpointing these gaps, CCAMO empowers decision makers to devise strategies to alleviate supply shortages, particularly for vulnerable populations.

"I found this service when I was searching for child care on Google. The fact that I can get one list of all the programs nearby is amazing! This is such a great resource."

— Online Child Care Referral Services User

"This is my first child and I'm nervous about where to send them. This is amazing. Thank you so much for all the information!"

— New mother remarking on the consumer education received during her referral search



BUSINESS SUPPORT

TECHNICAL ASSISTANCE FOR GRANTS

CCAMO delivered Grant Technical Assistance (TA) to child care directors and business owners across Missouri to help them access federal relief grants. Grant TA provided webinars and individualized assistance to assist child care business owners successfully interpret eligibility and complete applications to secure grant funding. TA was provided both in group and individual sessions.

SHOW ME CHILD CARE RESOURCES

CCAMO has provided the early childhood community Show Me Child Care Resources (SMCCR) since 2014. SMCCR is a comprehensive, subscription-based online platform designed for child care educators, directors, and owners. This website offers access to tools, information, and support for child care programs and classrooms. CCAMO staff provided bi-weekly informational webinars and individual support to navigate the site. Memberships are available for both programs and individuals interested in accessing the platform. SMCCR allows child care professionals to focus more on the children spending less time on finding resources while helping child care program owners and directors operate a more successful business.

LEADERSHIP TRAINING

CCAMO offered LIVE2LEAD: A DAY TO GROW YOUR LEADERSHIP (L2L), a John Maxwell Leadership training, to child care educators and business participants. This world class professional development speaker series was delivered in multiple formats to meet the needs of attendees. L2L assists leaders and team members create personal visions and influence changes to realize their goals. Attendees gain 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.

CHILD CARE SOLUTIONS

CCAMO continued building relationships with businesses, economic development, and workforce development leaders to help them better understand the child care landscape and its connection to economic recovery for communities and shared many data points called out in a US Chamber Foundation report specific to Missouri. We helped to educate a variety of business and community leaders statewide. This work continued throughout 2023 which marked our shift to *Child Care Keeps Missouri WorkingSM*



"I didn't have a staff handbook or playground policies. Using the policy templates on Show Me Child Care Resources gave a great framework to write policies that support my business and ensure the health & safety of the children."

- Nancy Major, Child Care Owner

"My coach with MO-SECA introduced me to the platform. I have worked at my current center for one year but needed more training in licensing, HR, family resources, etc. This has been a game-changer!! We are currently working on a staff handbook, and the Employee Handbook template has saved me so much time and given me so much information! As an early childhood administrator, I can't speak more highly about how great these resources are for me!"

-Peyton M., 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

WORKFORCE DEVELOPMENT

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

The T.E.A.C.H. Early Childhood® Missouri Scholarship Program (T.E.A.C.H. MISSOURI) works to increase quality in early child care and education programs by increasing the education, compensation, and retention of educators through scholarship. Participants have access to a Scholarship Counselor to navigate the higher education process while the scholarship removes financial barriers to professional development. In 2023, 210 scholarships earning 1510 college credit hours were awarded to educators throughout Missouri. Scholarship recipients had an average 13% increase in wages with 95% retention at their sponsoring child care program. Feedback from surveyed recipients and sponsoring employers was overwhelmingly positive, with 100% recommending T.E.A.C.H. MISSOURI as a valuable resource for advancing careers in early care and education.

CDA PROJECT SCHOLARSHIP

A Child Development Associate (CDA) credential 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 to advance one's education and career. CDA costs are covered and participants have access to a Scholarship Counselor to assist throughout the process. In 2023, 575 early care and education educators received CDA scholarships working in classrooms serving more than 11,000 children in family child care, infant/toddler, and preschool classrooms. 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.



"My experience with T.E.A.C.H. MISSOURI was exceptional. When I called the T.E.A.C.H. MISSOURI office to discuss my concerns with my Counselor, a wonderful woman assisted me. My Counselor gave me encouragement and helped me be more confident in my role. I am so grateful to the staff at T.E.A.C.H. MISSOURI that helped me through a tough time in my life. Without their support I would not have accomplished my degree. I am so glad that I listened and continued my journey because now that I have graduated, I know it was the best decision for me."

-Alisha Dickson

"Working with children has always been a passion for me. I wanted to do more for the children so I wanted my CDA. The process has been easy and communicating with the people at Child Care® Aware of Missouri has gone well. I was very nervous at first but I learned so much. I have learned better ways to transition the children from one activity to the next and that singing songs is a great way for children to learn. I learned so much that I earned my infant/toddler and my preschool CDAs!"

-Kaylin Oldham, CDA Scholarship Project



WORKFORCE DEVELOPMENT

HEALTH AND WELLNESS

CCAMO Health and Wellness programs had two focuses this year: increasing physical activity and nutrition for Missouri's young children and an increased social and emotional base for educators.

The GO NAPSACC (Nutrition and Physical Activity Self-Assessment for Child Care) project through the Missouri Department of Health and Senior Services offers child care programs assistance to improve their nutrition and physical activity practices. CCAMO Technical Assistance Specialists offered virtual technical assistance to 38 child care programs in 18 counties across Missouri. Participating child care centers and family child homes collectively achieved 349 NAPSACC goals to increase healthy practices and policies while establishing habits to support lifelong health and well-being for the 2,356 young children they serve each day.

The CCAMO Emotional Foundations for Early Learning Plus (EFFEC+) served 81 Kansas City area educators over the two-year project funded by the Kauffman Foundation. EFFEC+ is a learning collaborative designed to assist child care educators increase their understanding and application of social and emotional development in young children. Participants examine their classroom practices to implement changes helping children strengthen their emotional intelligence and resilience. These children are now more resilient, can better identify and speak about their emotions, and are better able to calm themselves in stressful situations. One hundred percent of the educators that completed EFFEC+ reported an increase in understanding of children's social and emotional development.

EARLIEST IMPACT

The Earliest Impact learning collaborative addresses common challenges faced by small child care businesses in budgeting, human resources and maintaining viability in an unstable economy. Over a 10-month period, CCAMO provided training and technical assistance to 41 child care owners/administrators from St. Louis County. While participants had a background in running a business, they sought to enhance their existing knowledge and strengthen their overall business practices. Throughout Earliest Impact, owners/administrators completed 78 action plans and drafted 70 new policies to reinforce their new practices. Upon completion, 100% of participants reported both feeling comfortable creating and revising budgets and financial statements and having a better understanding of budgeting and HR practices in relation to staff retention.

"The NAPSACC website, with all the resources, supports our initiative to constantly improve the quality of our program. It continues to provide us with opportunities to challenge us to increase best practices for the children in our programs."

-Alison Welch, Owner

"I really love and embrace the accountability the NAPSACC project brings! Setting goals and having someone to follow through with you helps a great deal when you are every role in your child care program. The program helped me tweak practices to be even better."

-Tanya Woods Harvey, Owner

WORKFORCE DEVELOPMENT

MISSOURI SUPPORTING EARLY CHILDHOOD ADMINISTRATORS

Missouri Supporting Early Childhood Administrators (MO-SECA), sponsored by the Department of Elementary and Secondary Education (DESE) Office of Childhood, in partnership with the University of Missouri-Kansas City, offers no-cost training, tools, coaching, and program assessments to help licensed and license-exempt child care administrators effectively manage their business operations. As a partner in the MO-SECA project, CCAMO delivered in-person business training to licensed family child care providers through ten cohorts across seven statewide regions. Training topics included creating a business budget, marketing, community engagement, and risk management. Participants also received technical assistance (TA) sessions, 143 in total, to support their change in practice. Additionally, CCAMO facilitated and managed 1068 one-year memberships to Show Me Child Care Resources provided as an incentive to MO-SECA participants to further support their business.

STATEWIDE TRAINING

The Department of Elementary and Secondary Education Office of Childhood (DESE OOC) contracted with (CCAMO) to offer a wide range of training topics statewide and administer the Missouri Workshop Calendar (MWC). Training opportunities were provided in-person and online in real-time. All sessions delivered were two or two and a half hours, free to participants, and approved for clock hours in Missouri. More than 30 training topics were presented, covering a wide range of categories. An overwhelmingly positive response was received, with 99% of educators reporting a satisfactory experience with Child Care Aware® of Missouri Training.



"The MO-SECA program has given me fresh insight and confidence to make policy changes. I increased my paid days off to maintain a better work/life balance. The sessions focused on finances were the most beneficial to me, addressing the breakeven point and budgeting, and providing me with direction for my business. I am grateful for the opportunity to participate in the MO-SECA project. I continue to encourage my child care peers to glean from the training offered."

- Susann Buie, Family Child Care Owner

Lee Furnace, Administrator at Radiant Faith Academy, has operated the child care program for 20 years. He joined the Human Resources cohort because he was having a difficult time with recruiting and retention. He knew something needed to change. Through participating in EI, Lee was able to learn new strategies and ideas that he could immediately implement. He learned to write more compelling job descriptions to get noticed by more candidates and ask better questions during interviews. He is more confident in hiring staff and now trusts the process.

FUNDRAISING, POLICY & ADVOCACY

FUNDRAISING EFFORTS

CCAMO utilizes multiple approaches and channels to meet fundraising goals. Give STL Day is an online fundraising campaign that occurs every year in May. The virtual day of giving allows donors to choose to support more than 600 local nonprofits in the area. Over 200 donors chose CCAMO to receive their gifts. Give STL Day helped us raise over \$10,000.

The annual CCAMO Walk, Two-Thousand Steps to Make a Difference, provides an opportunity for supporters to participate in person or virtually. Participants enjoy a morning of walking, music, auctions, and family fun activities. The walk itself serves as a visible symbol of support for Missouri's families. This in-person aspect adds a personal touch to the fundraising efforts and allows donors to feel more directly connected to CCAMO. Overall, combining these two approaches allows the organization to reach donors through multiple channels, engaging both those who prefer online giving and those who enjoy participating in events and activities.

POLICY & ADVOCACY

CCAMO facilitated the Advocacy Ambassador Academy, a two-part training program focused on amplifying the voices of child care providers. Participants engaged in conversations about creating meaningful partnerships with decision-makers, influencers, and families, allowing CCAMO to build relationships with providers across diverse demographics. These connections helped turn advocacy action plans into reality at both the state and federal levels.

As a member of Child Care Aware® of America (CCAoA), CCAMO engaged Missouri constituents to increase federal funding for child care programs. CCAMO staff attended CCAoA's national symposium and met with federal lawmakers to educate them on Missouri's child care crisis and advocate for increased support.

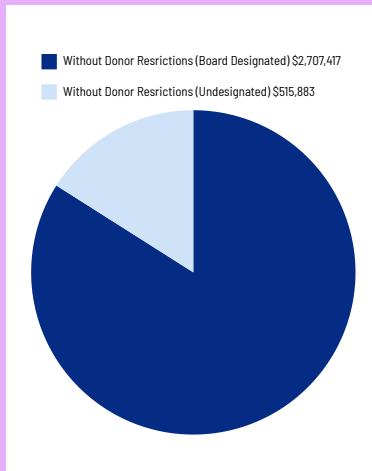
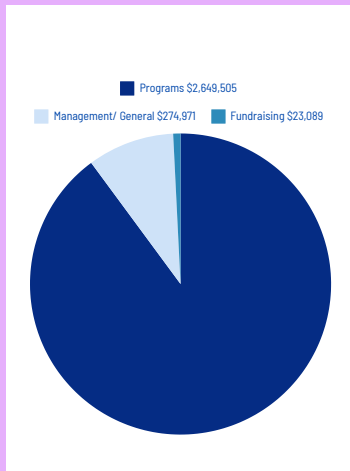
Locally, CCAMO contributed to advocacy efforts in St. Louis County, assisting providers and parents in requesting American Rescue Plan Act funding. By educating advocates, testifying at Council meetings, and presenting at a Council hearing, CCAMO partnered with supporters to pass a bill supporting an education-based salary supplement program.

Additionally, CCAMO led the effort in obtaining a statewide proclamation from Governor Parson to recognize Child Care Provider Appreciation Day on May 12, 2023. Together with Kids Win Missouri, CCAMO brought child care providers to receive the proclamation and be recognized by the Governor for their invaluable contributions.



FINANCIAL DATA SUMMARY

OCTOBER 1, 2022- SEPTEMBER 30, 2023



Revenue	\$3,483,934	100%
Total Expenses	\$2,947,635	100%
Total Net Assets	3,223,300	100%

EXECUTIVE COMMITTEE

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Shannon Weber, Vice-Chair, Renaissance Financial
Katie Mihok, Treasurer, James River Group
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Jordan Wind, Director of Business Operations and Communications
Vicktoria V Zabara, CDA Coordinator

FINAL THOUGHTS

Fiscal year 2023 was an exciting and pivotal year for CCAMO. We were able to serve in ways we always have yet forced to figure out new ways to serve to make an even bigger difference. With the changing political landscape which CCAMO works within, we had to step back and soak up what we were doing to fulfill our mission and how we could expand our services to fulfill our mission at an entirely new level for audiences outside those we typically serve. With that said, we leveraged the groundwork we had been laying with business partners, economic and workforce development leaders and really expanded our network to be a resource to communities desperate for child care solutions.

CCAMO continues to fulfill its work with dedicated and long-term staff as well as a very committed Board of Directors. We pride ourselves on being bold, innovative, and authentic with our approaches to helping to solve problems many are faced with because of the lack of child care options across our state. We believe the child care workforce represents a profession that is often overlooked and undervalued and we are committed to influencing the narrative to shine a brighter light on this valuable workforce. Most importantly, we are committed to doing the work and pushing through politics to make a difference for children in their first two-thousand days.

If you have interest in joining our board and/or funding one of our amazing programs, please email management@mochildcareaware.org.



2023 CCAMO Board and Team Members