Our Mission:

What We Do:

Intermediary Roles
- Quality Assurance
- Outreach/Engagement
- Technical Assistance
- Training & Coaching
- Case Management & Oversight
- Research & Evaluation
- Public Policy Advocacy

Service Delivery
- Child Care Aware of Missouri
- Early Childhood Education
- Family Support Services
- Early Learning
- Health

Organization Profile
- Statewide Organization
- Linking families to early care and education
- Data collection and analysis

Resource & Referral
- Linking families to early care and education
- Data collection and analysis

Long-Term Outcomes
- Improved school readiness

Empowerment in Specific Areas
- Educator effectiveness
- Parent involvement
- Family support services

Our Funders:
- Child Care Aware of Missouri Board of Directors and Staff
- Children's Trust Fund of Missouri
- Missouri Department of Social Services
- Missouri Department of Elementary and Secondary Education
- Nemours/Children's Hospital
- Project LAUNCH
- United Way of Central Missouri

Financial Position:

Assets & Liabilities

<table>
<thead>
<tr>
<th>Total Assets</th>
<th>Total Liabilities</th>
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<tbody>
<tr>
<td>$2,534,668</td>
<td>$2,170,216</td>
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<table>
<thead>
<tr>
<th>Net Assets, Beginning of Year</th>
<th>Change in Net Assets</th>
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<tbody>
<tr>
<td>$506,157</td>
<td>($141,705)</td>
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<table>
<thead>
<tr>
<th>Net Assets, End of Year</th>
<th>Total Assets</th>
<th>Total Liabilities and Net Assets</th>
</tr>
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<tbody>
<tr>
<td>$364,452</td>
<td>$2,534,668</td>
<td>$2,534,668</td>
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Our title is much more than rhetoric on the front cover of an annual report; it perfectly and succinctly describes this year. With vision, intention, daring, and grit, our board and staff began paving a new path for Child Care Aware® of Missouri. We are doing so at the leading edge of change in the child care resource and referral sector, as well as in early care and education, both as a profession and an industry.

In the first quarter of FY14, the board completed its strategic planning process and, building on our many strengths, took the first steps into a broader mission and some bold, innovative strategic directions. A significant commitment of reserves launched our new path to the future. At the same time, we achieved renewal of our largest state contract, which the Department of Social Services had competed for the first time in our 13-year history.

Enthusiasm for our new strategic priorities and contractual commitments didn’t change the landscape of the new economy. In the language of Good to Great: Why, by James C. Collins, constrained Some Companies Make the Leap...and Others Don’t, by James C. Collins, constrained the resources and new goals required us to ensure the right seats on our “bus” and the right people in those seats. In the second and third quarters, we undertook a significant restructuring of our staff, eliminating nine positions and adding seven new ones. In this process, we opened our work to fresh influences and still retained good talent, with a third of those from previous positions re-hired into new ones.

The fourth quarter saw us synchronizing our reconfigured staff and taking the first bold steps down our new path, with vigorous efforts in development of funding and board strength. We’re seeing that vigor rewarded in FY15...but that’s for next year’s report!

From this year, the key lesson came also from James C. Collins’s groundbreaking book: “Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice.” Thank you for your interest in our work and your support as we continue to strive for increasing greatness. I am grateful and proud to continue speaking...

For Missouri’s Most Trusted Child Care Resource,

Dr. L. Carol Scott
CEO, Child Care Aware® of Missouri
Our Leadership:

Board of Directors

- Jandra Carter, Chair
  Retired
- Dan Isom, Vice Chair
  UMSL
- Dr. Barton Wechsler, Vice Chair
  Harry S Truman School of Public Administration
- Kathy Fridge, Secretary
  Springfield Kids Directory
- Jennifer Wright, Treasurer
  Arsenal Credit Union
- Hollye Stolz Atwood
  Bryan Cave
- Jeanne Jarrett
  Ameren
- Ryan Mortland
  MB Technology Solutions
- Heather Riley
  Wells Fargo Advisors
- Hope Whitehead
  Whitehead & Associates
- Dean Olson
  Child Care Aware® of Western Missouri
- Margo Heger Smith
  Child Care Aware® of Eastern Missouri
- Nicole Piper
  Child Care Aware® of Southern Missouri

Staff

(Staff Restructured in 2014)

- Dr. L Carol Scott
  Chief Executive Officer
- Misty O’Keefe
  Chief Operating Officer
- Beth Ann Lang
  Chief, Quality Improvement
- Megan-Elyjia Green
  Chief, Data & Communications
- Cindy Dehner
  Director, Training
- Megan Kienke
  Director, Wellness Initiatives
- Shelly Lock
  Director, Program Services
- Janet Robison
  Assistant Director, Program Services
- Penny Mosher
  T.E.A.C.H. MISSOURI, Program Manager
- Joyce Hoffman
  Accounting Specialist
- Sue Kuda
  Resource Specialist
- Melissa McAlpine
  T.E.A.C.H. MISSOURI, Program Specialist
- Jonna McCauley
  Training Coordination Program Specialist
- Katie Orr
  Resource Specialist
- Emily Sims
  Resource Specialist
- Robin Zellers
  Chief, Community Engagement
- Mary Grasse
  Director, Data Quality
- Joanne Nelson
  Director, Central Region
- Trinette Brewer
  Early Childhood/After School Specialist
- Terri Feltz
  Early Childhood/After School Specialist
- Melissa Schulte
  Referral Specialist
- Rebecca Garmann
  Resource Specialist

Our Programs:

T.E.A.C.H MISSOURI Scholarship

- Education
  - 123 Contracts served in 2014
  - Over $165,000 paid to Missouri colleges
  - 1229 credit hours in 2014

- The Heart of the Matter
  - 1771 Recipients with...
  - 3101 Contracts for...
  - 33,988 Credits since T.E.A.C.H. MISSOURI started 15 years ago.

- Partnership
  - 72 Centers and family care programs working with T.E.A.C.H. MISSOURI to improve early childhood education.

- Compensation
  - Average GPA for recipients completing contracts = 3.28
  - Recipients attended 20 Missouri colleges and universities.

- Quality
  - 4.73% increase in salary for completed contracts.


95% retention of early childhood teachers in the scholarship
Our Programs:
Taking Steps to Healthy Success

Program Goals

Physical Activity
Screen Time
Fruits & Veggies
Breastfeeding Support
Family Engagement
Meet Programs' Health & Wellness Goals

Learning Collaborative Model for Success

6 Facilitators Statewide, in Pairs
90 Programs in Cohorts of 30
90 Training Hours
514 Participants
695 Coaching Hours
6,000 Missouri Children Impacted

2014 Outcomes

90 Participating ECE Programs
80% Participant Attendance
5 Learning Sessions
7 Individualized Coaching Sessions
71% Meeting Nutrition Best Practices
83% Meeting Physical Activity Best Practices
14% Change
15% Change

Our Reach:

Child Care Aware® of Missouri
1000 Executive Parkway, Suite 103
St. Louis, MO 63141
314-535-1458

Child Care Aware® of Eastern Missouri
A Program at LUMI Institute
6646 Vernon Avenue
St. Louis, MO 63130
314-469-9805

Child Care Aware® of Western Missouri
A Program of The Family Conservancy
444 Minnesota Ave., Suite 200
Kansas City, KS 66101
913-342-1110

Child Care Aware® of Southern Missouri
An Operating Agency of the Council of Churches of the Ozarks
1710 E. Chestnut Expressway
Springfield, MO 65802
417-887-3545

Child Care Aware® of Central Missouri
105 East Ash, Suite 102
Columbia, MO 65203
573-445-KIDS (5437)

Funders

Nemours
CDC
Our Programs:

2014 Total Training & Coaching

1,624
Hours of Training & Coaching

More than 90% of participants are satisfied with the training they received from Child Care Aware® of Missouri and its Regional Agencies.

5,476
Professionals Trained Face-To-Face

607
Clock Hours of Training Provided

170
Professionals Trained On-Line

“The presenter was by far the best presenter of child related information I have ever encountered.” — 2014 Training Participant in St. Louis, MO

11%
Increase in Knowledge

219
Customized Training Resources Provided to Programs

98%
Of Learning Goals Completed

81,176
Children Impacted

7%
Increase in Knowledge

1,129
Children Impacted

Preventing Child Abuse & Neglect

17
Participating Programs

232
Hours of Coaching Provided