



Two-Thousand Days to Make a Difference



## **FY2020 YEAR IN REVIEW**

# **Innovation & Crucial Leadership in Adverse Times**









## WHO WE ARE

**Child Care Aware® of Missouri (CCAMO)** has been the state's leading source of child care information, referrals, and child care industry workforce development for nearly 20 years. CCAMO focuses on education and advocacy for families, child care programs and educators, businesses, and community stakeholders. We believe that the first two-thousand days of a child's life makes a difference. Our mission is to raise the quality of early childhood educational experiences in Missouri by improving child care services – through training, education, quality standards, coaching, business support, and policy work.

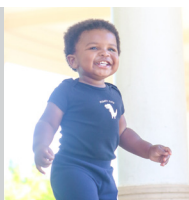
CCAMO advocates for policies to improve the access, affordability, and quality of child care in Missouri. Serving families and child care programs statewide, our services positively impacted more than 10,000 families, 8,000 early childhood educators, and 138,000 children in 2020.

CCAMO is recognized as a leader in the early childhood education sector in Missouri. Our current strategic direction has expanded to include the Child Development Associate Scholarship Project, Show Me Business and Leadership Services, and consulting projects for state and national partners. We evaluate our service delivery impact on a regular basis and continue to offer the core services that founded the organization in 2000 such as the T.E.A.C.H. MISSOURI Scholarship, child care resource and referral, and training services for child care professionals.

As an organization, CCAMO achieves the highest level of financial transparency and best practices from GuideStar and the Better Business Bureau. In 2020, CCAMO earned GuideStar's Platinum Seal of Transparency, the newest and highest level of recognition which less than three (3) percent of nonprofit organizations achieve.

**138,000+ CHILDREN | 10,000+ FAMILIES**  
**8000+ EARLY CHILDHOOD EDUCATORS**

**SERVED IN FY2020 BY CCAMO**



# OUR SERVICES

**As a leading partner** of Missouri's Child Care Professional Development System, CCAMO is 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) Resource & Referral, 2) Training & Scholarship, 3) Business & Leadership Support, and 4) Advocacy & Policy.

## Resource & Referral

- Child Care Referral Services
- Child Care Resources
- Grants for Child Care Programs (FY20)

## Training & Scholarship

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

## Business & Leadership Support

- Show Me Business & Leadership Services

## Advocacy & Policy

- Advocacy and Policy work to benefit children & families
- Partnership with state & local nonprofits, private, & public organizations





# COVID-19 RESPONSE

As the pandemic swept through Missouri in 2020, CCAMO responded immediately and accomplished our objectives to:

- Help families find appropriate child care among the many programs that were closing due to COVID-19;
- Assist child care programs in dealing with the pandemic giving them a place to voice their frustrations and challenges; and
- Work with local government entities keeping them informed of the changes in available child care programs that affected first responders and other essential personnel.

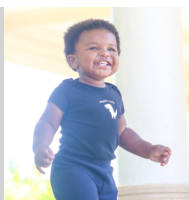
CCAMO adapted how we traditionally provide services to include:

- Referral materials distributed to hospitals and other first responder organizations.
- Enhanced child care referrals (customized list of programs with known openings) for first responders and essential personnel in the St. Louis region.
- Developed and maintained an interactive map tracking Missouri's open or closed child care programs and capacity in real-time.

CCAMO was sought as subject matter experts to collaborate and coordinate with state and local government officials and expanded consumer education for families on what to expect during the COVID-19 crisis. To better understand the ramifications of the pandemic in Missouri, CCAMO analyzed demographics and data to determine:

- the impact on the number of open child care programs in Missouri,
- “child care deserts” created because of child care program closures, and
- the potential economic consequences on affected population.

From this analysis, the [Child Care Landscape in Missouri](#) report was created. This report was shared with the media, community, and governmental entities as a statewide resource emphasizing the essential nature of child care to Missouri's economy and recovery from the pandemic.



## RESOURCE & REFERRAL

**With a focus on** parental choice, CCAMO connects families to child care through our resource and referral services. Families receive referrals to child care programs online, via phone, or with assistance from a Resource Specialist through online chat. Through community outreach and a robust website, we provide families with information to be savvy child care consumers, providing educational materials to identify types of child care, indicators of quality care, and questions to ask when calling or visiting child care programs.

*“I’ve always been able to care for my grandchildren. Now that I am no longer able to do so, Child Care Aware® of Missouri helped me feel at ease during this difficult time and find child care that supports both of my grandchildren’s needs.”*

*“When a caseworker reached out needing to find child care for a family where both parents were visually impaired, Child Care Aware® of Missouri was able to search by the family’s home address to find programs that would be within walking distance for them.”*

**10,000+ REFERRALS COMPLETED**

**20,000+ CHILDREN SERVED**

**3,000+ CHILD CARE PROGRAMS REFERRED**

### GRANTS FOR CHILD CARE PROGRAMS

As part of CCAMO’s COVID-19 response, we awarded mini-grants to qualifying child care programs in St. Louis County and St. Louis City. A total of \$43,650 in grants were awarded to 97 child care programs.







*“This mini-grant was extremely helpful. The check arrived just in time to help us meet our increased payroll cost. The mini-grant positively impacted our program by easing some of the financial burden of meeting CDC guidelines for health and safety. As a result of this stipend our parents are free from the worry that we will not be here for them tomorrow because we cannot meet our operating expenses today. Our staff can work confidently knowing they will be compensated for the hard work they are doing.”*



# RESOURCE & REFERRAL

Child care programs used grant funds to pay for food, rent, salaries, transportation for children, tuition, utilities and bills, operations and infrastructure costs, other Personal Protective Equipment (PPE) supplies and materials, and for resources necessary to adhere to the CDC guidelines to operate their child care programs safely. Funding supported not just the child care programs, but indirectly served the children of essential workers across City of St. Louis and County who needed child care to do their jobs at a very critical time.

*“Our program was so excited to receive the mini-grant from Child Care Aware®. Since COVID-19 lowered attendance which then lowered tuition income and with the added expenses for COVID-19 supplies like hand sanitizer and face masks, our center was stretched thin. When we heard about the mini-grant, we thought this is unexpected income and that could be used to purchase supplies for art and science experiments for the children for the summer; we also bought PVC pipe to create fun sprinklers for the children. Thank you Child Care Aware®! The children seem to be enjoying the sprinklers and the art and science activities too!”*



## WE ARE ALL IN THIS TOGETHER

In response to the need for support expressed by child care business owners, directors, and educators, CCAMO created a live, virtual meeting space. Offered statewide, child care programs were invited to share successes and challenges created by the pandemic and discussed solutions and resources available. Weekly meetings were attended by as many as 30 participants. We Are All in This Together was created to inform and became a shared space of support and innovation. These meetings have been so popular, they continue on a monthly basis.





# WORKFORCE DEVELOPMENT

## CHILD CARE EDUCATOR TRAINING

Professional development for the early childhood workforce is delivered across the state through training partners. Training is ideally delivered in both face-to-face and online in real time methods, but the COVID-19 pandemic made face-to-face sessions unfeasible. Since March 2020, all training shifted to an online format.

CCAMO's training model provides child care educators access to quality professional development across the state with multiple curricula delivered. CCAMO delivered training to 2,000+ child care educators, which impacted 30,600+ children. Curricula included Basic Knowledge Curriculum for both Early Childhood and Infant/Toddler, Social and Emotional Foundations for Learning, and Supervision of Children.

*"This class is amazing. Loved the instructor. Thanks for providing child care workers with these amazing online classes. I can't wait to take more of them." - Tracy Overstreet, participant*

## MISSOURI WORKSHOP CALENDAR

CCAMO administers and maintains the Missouri Workshop Calendar for Early Childhood and Youth Development Professionals, as an integral part of the Missouri Professional Development System. All clock hour training for child care licensure is submitted and approved through the Calendar. Scheduling and attendance are completed within the system with data exchange weekly with the Missouri Professional Development Registry. The Workshop Calendar is instrumental in helping to document the completed annual training required of professionals working in licensed child care.

*"Our organization would be lost without the Missouri Workshop Calendar!! We recently started submitting our own trainings. I am waiting to hear back on a training submitted last week. What a benefit you are to us!! Thank you!!" - Missouri Workshop Calendar User*



# WORKFORCE DEVELOPMENT

## T.E.A.C.H. EARLY CHILDHOOD® MISSOURI SCHOLARSHIP

T.E.A.C.H. MISSOURI 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. Child care educators saw an average wage increase of 12%, through increased promotion, salaries, and a completion bonus due to participation in the scholarship while sponsoring employers had 95% retention in their scholarship participants. Building into the education of child care professionals leads to a more prepared and better educated workforce guiding Missouri's youngest citizens.

- **\$437,177 in scholarships awarded for 277 educators**
- **42% of recipients started with a high school diploma**
- **32% of recipients are a person of color**
- **30% of recipients are single parents**
- **53% of recipients are the first generation in their families to attend college**

*"I have had a great experience with T.E.A.C.H. MISSOURI and know that without this program many would not have the opportunity to go to school. The scholarship has become a life changer."*

- Carmi Dudash, T.E.A.C.H. Recipient and Sponsor, Mary Margaret Day Care and Learning Center





# WORKFORCE DEVELOPMENT

## CHILD DEVELOPMENT ASSOCIATE SCHOLARSHIP

The Child Development Associate (CDA) Scholarship Project was launched by CCAMO in 2019 and assists child care educators in earning their national Child Development Associate Credential for absolutely no cost. The scholarship increases the quality of child care provided through education, compensation, and retention of child care professionals.

The CDA Scholarship Project is designed to support a participant through the entire CDA process – training hours, portfolio creation, application, verification visit and testing, and credential attainment. Participants can earn or renew their CDA through either clock hours (training based) or credit hours (college classes). Upon earning the national CDA credential, the participant fulfills a six-month retention period at their child care program and is awarded a completion bonus. Increasing marketability and preparing child care educators through attainment of a national credential, 84% of scholarship participants would not be able to complete the credential without scholarship assistance. The CDA Scholarship Project creates a prepared workforce ready to educate and care for Missouri's children and families.



**580 PARTICIPANTS ENROLLED | 70 CDA CREDENTIAL GRADUATES**

*"I'm very appreciative of the fact that I had the opportunity to receive this scholarship. I really enjoyed this experience. I liked the fact I could work at my own pace. Even after having 20 plus years of child care experience, I still learned so much from this program. Thank you for allowing me this opportunity! I will use all the knowledge I have learned in my classroom." - Cheryl Stallings, CDA Recipient, Christian Academy*



# HEALTH & WELLNESS INITIATIVES

## ***Taking Steps to Healthy Success - Missouri***

*Taking Steps to Healthy Success – Missouri* is an early learning collaborative focused on the prevention of childhood obesity through increased nutrition and physical activity. 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, breastfeeding friendly spaces, increased water access for children throughout the day, and reduced screen time. The initiative impacted approximately 1,700 children.

*“I was ready to give up and quit my child care business before participating in Taking Steps to Healthy Success. Through the project, I have learned so much and feel excited again about what I do every day for the children and families in my care.” - Aleta Tate, participant*

## ***Nutrition and Physical Activity Self-Assessment for Child Care (NAPSACC)***

The Go NAPSACC initiative works with child care programs to improve the health of young children through practices, policies, and environments that instill habits supporting lifelong health and well-being. The project provides free resources to equip child care programs with the education, skills, and tools necessary to achieve their goals and earn points related to health, nutrition, and physical activity. The NAPSACC initiative impacted more than 1,200 children.

*“We increased the amount of time children had physical activity as well as teacher-led structured activity. The children are learning to move their bodies appropriately in a variety of ways. We are very proud to have written policy so the parents can see that their children are getting a balance of structured and unstructured play throughout the day. Participating in the project confirmed our knowledge of keeping young children active and assisted in ideas to support increased physical activity. This program is worth the effort and time and completely worth it for the children and keeping them moving!”*

*- Teri Switzer, Owner/Director, All Aboard Learning Center*





A young child with blonde hair is peeking through a hole in a wooden wall. The child is smiling broadly, showing their teeth. They are wearing a blue and red striped shirt. The background is a rustic wooden wall with vertical planks. The lighting is warm and natural, suggesting an indoor setting with a window nearby.

## ***Emotional Foundations for Early Childhood Plus (EFFEC+)***

EFFEC+ is an early learning collaborative focused on curriculum and learning to help child care programs understand how to support children on a social emotional level. EFFEC+ combines training and technical assistance to create change in child care classrooms through a focus of social and emotional development in young children. EFFEC+ impacted approximately 700 children.

Overall, the three Health & Wellness initiatives served 310 child care educators impacting more than 4,600 children.

*“Participating in EFFEC+ enhanced my teaching skills and helped me to view the families and children in a more positive way.”*

- Ronneka Foster, Little Steps Preschool and Learning Center 4



# BUSINESS & LEADERSHIP SUPPORT

## SHOW ME BUSINESS AND LEADERSHIP SERVICES

Show Me Business and Leadership Services is an evolving line that offers business and professional development training to individuals and child care programs. Consultations are available that include review of financial data and business policies. Multiple CCAMO staff are John Maxwell Team Certified to provide professional and personal development opportunities statewide.

### ***Live2Lead: St Louis***

*Live2Lead: St Louis (L2L)*, a professional and personal development training offered by The John Maxwell Company, LLC, brings world class leadership development. CCAMO presented this program in-person and virtually to individuals and child care programs across Missouri. L2L helps leaders and team members create personal vision and change to realize one’s goals. Attendees gain new perspectives on relevant topics and practical tools to implement in their professional and personal lives. Informed leadership is an essential component in the early childhood education field and all personal development directly effects professional leadership provided in the child care setting. This opportunity is also made available to early childhood business owners, directors, and educators to receive Missouri training clock hours.

*“This is my second Live2Lead training. Every time I have attended, I have gotten many things out of it. The new knowledge helps me shift my mindset and helps me become a better person and leader.”*

- Danielle D., Live2Lead attendee

### ***Show Me Child Care Resources***

*Show Me Child Care Resources (SMCCR)* 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. Regularly scheduled webinars offer on-demand and technical assistance.

*“This is what we need! In family child care we rarely have the time to find resources and forms for our businesses. The Show Me Child Care Resources site brings it all together!” – SMCCR subscriber*





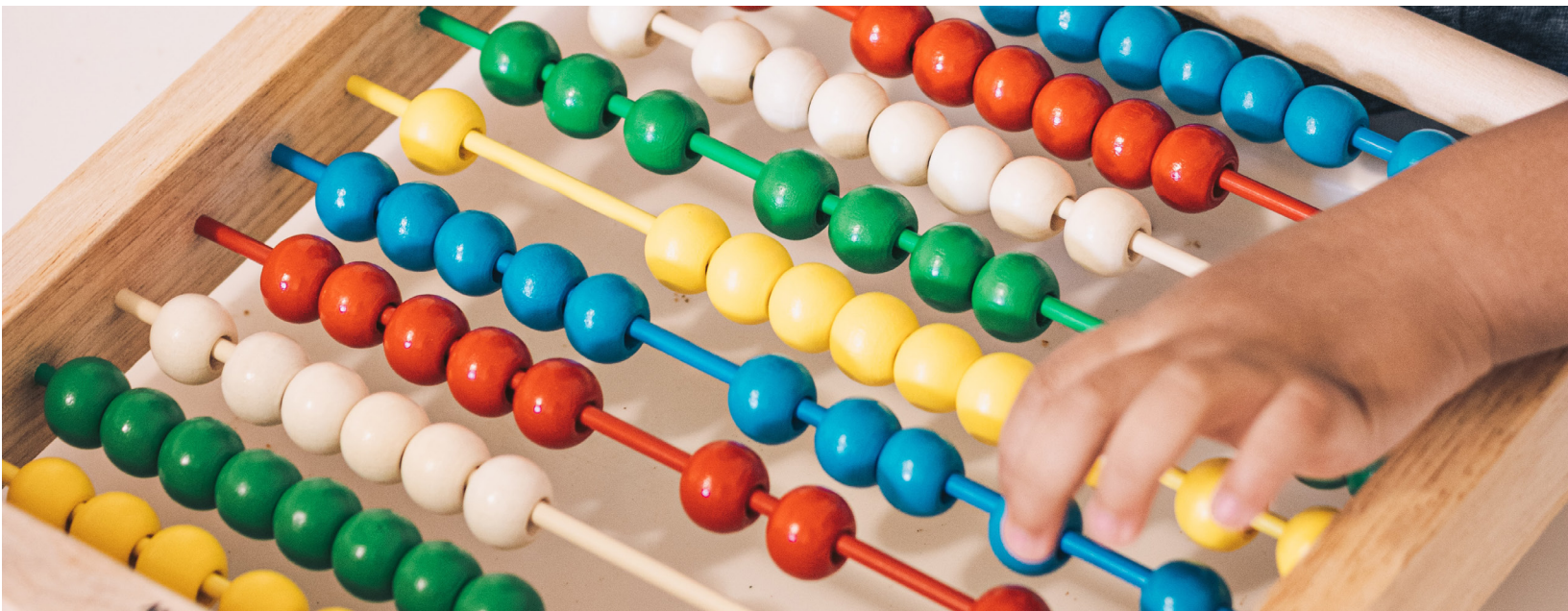
# BUSINESS & LEADERSHIP SUPPORT

## ***Data and Analysis Services***

Data and Analysis Services assists all funded programs to conduct in-depth analysis leveraging resources to maximize impact meeting the needs of the community. CCAMO's team offers customized data reports and analysis, demographics, and geographic mapping services to other organizations. By using data from the Departments of Social Services, Children's Division and Health and Senior Services, Section for Child Care Regulation and combining it with additional publicly available data, our team interprets and visualizes data, measures performance, and communicates the story of child care in Missouri. Our Data & Analysis team provided much needed ground work to help define the true child care landscape for multiple local and national studies, was a major contributor for studies performed by other organizations for the Kansas City and St. Louis regions, and supported national organizations' efforts to accurately frame the child care situation.

*"The data Child Care Aware® of Missouri shared saved me from having to call all of the licensed centers in our area when they were too stressed to answer the phones due to COVID-19. Thank you!"*

*- Hilary Aid, Daniel Boone Regional Library*



# ADVOCACY & POLICY

**CCAMO believes every child deserves** a safe, quality early childhood education experience, which is critical to maximize their future well-being. CCAMO partners with state and local governments, nonprofits, and private and public organizations to improve a child's experiences and environment in their first two-thousand days.

Various organizations and early childhood education leaders across Missouri are currently working to advocate for widespread change in the child care industry. CCAMO has contributed to policy changes in numerous ways, including drawing critical attention to issues via op-eds and public relations opportunities, serving as a media contact for those seeking information about the child care landscape, partnering with and educating legislators, and informing and influencing policymakers and state department leaders.

In 2020, CCAMO continued working with Kids Win Missouri, a children's policy and advocacy coalition, to promote high quality child care and advance the profession of child care educators in Missouri. In June, we joined with Kids Win Missouri and Child Care Aware® of America in national efforts calling for Congress to invest additional resources through the Child Care & Development Block Grant (CCDBG) to stabilize the child care industry via the creation of a Child Care Stabilization Fund to support programs across the nation.

CCAMO was an active member of the National Governors Association (NGA) Team selected for Missouri. The Missouri team met monthly and received technical assistance and support from NGA team members to develop and carry out action plans focused on one or more specific state policy priorities related to integrating and advancing prenatal to age three policies. Missouri team members had the opportunity to learn from peers and national partners to better advance policy opportunities. This experience and engagement led the team to identify the critical need of having a streamlined and integrated a cohesive child care data collection system.

CCAMO is also an engaged member of the Zero To Three team in Missouri, which is focused on influencing state level policies that would create change and have an impact on increased quality learning opportunities for babies and toddlers in our state. During Fiscal Year 2020, the team addressed infrastructure in early childhood education and child care in the state, creating an improved lens to examine the successes and barriers of the child care infrastructure in Missouri.

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 levels, ensuring education and communication through our Action Center messaging and our social media platforms, and continue to respond to requests of state leaders to help transformational change to the child care and early childhood education system in Missouri.







**TO ALL OF OUR SUPPORTERS:**

Our thanks to an inspiring community of child care programs, families, government representatives, foundations, and donors. In a time of a pandemic and economic uncertainty, it is encouraging to see everyone coming together for our communities.

**TO OUR DONORS & CONTRIBUTORS:**

Thank you for making an investment into the future of child care and early childhood education in Missouri. We appreciate your continuing support to our mission and for changing the lives of those we serve together.

**TO OUR BOARD OF DIRECTORS:**

Thank you for your continued and enthusiastic leadership and support. Your unwavering belief in our work mirrors our own vision of Child Care Aware® of Missouri.





# FINANCIAL DATA SUMMARY

## OCTOBER 1, 2019 - SEPTEMBER 30, 2020

<b>REVENUE</b>	<b>\$2,869,401</b>	<b>(100%)</b>
<b>EXPENSES</b>		
Programs	\$2,186,317	(83.5%)
Management/General	\$412,234	(15.7%)
Fundraising	\$19,483	(0.7%)
<b>TOTAL EXPENSES</b>	<b>\$2,618,034</b>	<b>(100%)</b>
<b>NET ASSETS</b>		
With Donor Restrictions	\$45,528	(1.6%)
Without Donor Restrictions (Board Designated)	\$2,416,991	(84.9%)
Without Donor Restrictions (Undesignated)	\$384,149	(13.5%)
<b>TOTAL NET ASSETS</b>	<b>\$2,846,667</b>	<b>(100%)</b>





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# ChildCare Aware<sup>®</sup> OF MISSOURI

Two-Thousand Days to Make a Difference

