



# LAYING THE FOUNDATION FOR SUCCESS

TWO-THOUSAND DAYS  
TO MAKE A DIFFERENCE



## 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.



# OUR 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



“I love coming to see Miss Alex each day. She’s my new favorite teacher.”

William said his teacher, Miss Alex, used to be sad and cranky every day, and now she’s not. He looks forward to going to her class each day. Miss Alex is more engaged and interactive with the children, helping them reach their fullest potential, after receiving professional development training and coaching from Child Care Aware® of Missouri.

# IMPORTANCE OF EARLY CHILDHOOD EDUCATION

Child care is the backbone of Missouri's economy, ensuring families can work and businesses are productive. Child Care Aware® of Missouri serves more than 17,000 families and 3,900 child care programs (employing over 35,000 Missouri taxpayers) per year.



Research shows that high-quality birth-to-five programs for children can deliver a 13% per year return on investment. Significant gains are realized through better outcomes in education, health, social behaviors, and employment.

The overwhelming evidence shows that children who enter kindergarten behind are likely to remain behind throughout their educational careers and beyond. These gaps in achievement are difficult and expensive to close with K-12 education alone.

We help ensure children enter kindergarten ready to learn by providing our youngest learners with options to access high-quality early childhood programs from ages zero to five, where they can develop the full range of skills necessary to be successful in school and life.



# CHILDREN ARE BORN READY TO LEARN

A child's future success is highly dependent on the first two-thousand days – a period of exponential brain development. How the brain grows is strongly affected by the child's experiences with other people and their environment.

Trained and supported educators positively affect children's brain development and give them the best possible start, leading to future success.



## **CHILD CARE AWARE® OF MISSOURI HELPS IMPACT DEVELOPMENT**

We are a 501(c)(3) nonprofit that delivers services focusing on the improvement of a child's experiences and environment in their first two-thousand days. Our work targets four main groups throughout Missouri: 1) families, 2) child care professionals, 3) businesses, and 4) community stakeholders.

1

### **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.

### **IMPACTING CHILD CARE PROGRAMS**

We work with child care programs to enhance their professional development and provide additional knowledge to help improve interaction with children. 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.

2

### **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, and implement health and wellness practices to increase physical activity and access to better nutrition within early childhood settings. We are engaged in local, state, and national efforts to continuously improve the professional development system.

3

### **COLLABORATIVE COMMUNITY PARTNERS**

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 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.

4

# COMMUNITY IMPACT



"I wish I would have found this help sooner. It's so quick and has friendly service. I was able to find child care for three children within one day."

– **Anna**, *referral source*

"I love visiting the 'Show Me Resources' website, because I can get all the new updates to the forms I use as well as new forms. I also see other topics of interest such as trends in my industry, activities, other resources, and training."

– **Maya**, *child care business owner*

"I couldn't have worked full time with two children and a family and kept up with classwork without this scholarship. It allowed me to work, attend college, and pay next to nothing to go to school and accomplish my dream. I recommend it to everyone."

– **Ashanti**, *T.E.A.C.H. MISSOURI scholarship recipient*

# FINANCIAL DATA SUMMARY

July 1, 2017 – June 30, 2018

## REVENUE

|                      |                    |
|----------------------|--------------------|
| <b>Total Revenue</b> | <b>\$2,027,828</b> |
|----------------------|--------------------|

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## EXPENSES

|          |              |             |
|----------|--------------|-------------|
| Programs | <b>87.9%</b> | \$1,841,218 |
|----------|--------------|-------------|

|                    |              |           |
|--------------------|--------------|-----------|
| Management/General | <b>10.6%</b> | \$221,015 |
|--------------------|--------------|-----------|

|             |             |          |
|-------------|-------------|----------|
| Fundraising | <b>1.5%</b> | \$32,114 |
|-------------|-------------|----------|

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|                       |                    |
|-----------------------|--------------------|
| <b>Total Expenses</b> | <b>\$2,094,347</b> |
|-----------------------|--------------------|

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|                          |                  |
|--------------------------|------------------|
| <b>Ending Net Assets</b> | <b>\$354,072</b> |
|--------------------------|------------------|

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## FISCAL YEAR 2018 BOARD OF DIRECTORS

Julia Reinbold, *Chair*

Diana Vuylsteke, *Secretary*

Jennifer Wright, *Treasurer*

Amy Jackson, *Director*

Hope Whitehead, *Director*

Lisa Howe, *Director*

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## EXECUTIVE STAFF

Beth Ann Lang, *Interim CEO;*  
*Chief Program Officer*

Robin Phillips, *CEO*

Misty O'Keefe, *Chief Business Officer*



# WHERE WE'RE HEADED

## 2019-2021 STRATEGIC INITIATIVES

### **SOLUTIONS FOR TALENT MANAGEMENT**

We will launch tools for hiring and retention solutions for staff and teachers including identifying additional resources for benefits and professional growth opportunities.

### **LEADERSHIP DEVELOPMENT**

We will develop tools and strategies to address team building, employee feedback and coaching, and personal development opportunities for growth in leadership abilities.

### **QUALITY BUSINESS STANDARDS AND COACHING**

We will create and educate on a set of business standards to assist child care programs in increasing the quality and sustainability of business practices.

### **CAPACITY BUILDING**

We will continue to identify and work with new and existing partners on the local, state, and national level to influence change within the early childhood education system in Missouri. We will leverage these partnerships to build awareness of the importance of high quality early childhood education experiences, to propose policy change to increase safety and quality of child care, and to identify additional funding opportunities to expand services.

### **BACK OFFICE SUPPORTS**

We will create and launch solutions for child care business owners to develop or build upon their knowledge of business practices with the goal of increasing their abilities in accounting, budgeting, legal issues, fiscal and management of daily operational challenges.

# 2019 BOARD OF DIRECTORS

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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](http://mo.childcareaware.org)**

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[mo.childcareaware.org](http://mo.childcareaware.org)

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