



# ANNUAL REPORT

JULY 2018 - JUNE 2019



## Letter from Deeann

Annual reports highlight the important impacts nonprofits have in their communities. At Child Care Aware of Washington, our community includes all of our state's child care providers – family home programs, centers and the informal Family, Friend and Neighbor caregivers we support through our facilitated play and learn groups. It also includes the families statewide who count on us to direct them to options for their children's care and to sources that will help them pay for care. We do this by partnering with six regional, creative and dedicated community-based agencies. Together with these agencies, we work shoulder to shoulder every day to ensure that all

of Washington's families will someday soon have access to their choice of quality, local child care.

Since becoming the chief executive officer of Child Care Aware of Washington in December 2019, I have had the opportunity to celebrate the successes we have earned for children and families in the last fiscal year, and to focus on the future so our organization can meet the needs of families and providers in meaningful new ways. We look forward to announcing new programs to better meet the needs of young children and families with a focus on those that are too often marginalized, and to leading efforts to strengthen and stabilize Washington's economically essential child care system.

Thank you for being partners in this important work.

*Deeann Burtch Puffert*



## Provider Story

When Olympia-area provider Chris Simpson first heard about Early Achievers, she thought it was just "one more thing" that the early childhood field came up with. But, she graciously accepted the binder full of materials her regional

Child Care Aware of Washington office gave her and took it home where she runs a small child care program to take care of children for over 30 years. Later, she read everything in that binder and realized that Early Achievers could really help her and the families and children she cares for.

She joined Early Achievers and learned the importance of a high-quality early learning environment and rich, back-and-forth interactions with children. She began to set and meet new quality goals for her program, and rated a Quality Level of Excellence. She says Early Achievers helped her realize she is a true professional. You can watch more of Chris's story online here: <https://childcareawarewa.org/providers/early-achievers-success-stories/>



## Services for Families experiencing Homelessness

Fiscal 2019 was the second year that Child Care Aware of Washington managed our state's child care services for families with young children experiencing homelessness.

Our homeless navigation team, run by our King and Pierce counties partner Child Care Resources in Seattle, served nearly 700 families, and found licensed child care at no cost for up to four months for more than 1,100 young children.

When young children experiencing homelessness have access to quality child care, they get to experience playtime and friendships with peers, the security of stable routines, great early learning and nutritious mealtimes. All of this helps mitigate the trauma of homelessness, leading to happier, healthier children, families and communities.

## Advocacy

Child care and early learning advocates saw modest gains this past legislative session. Lawmakers passed and funded several small steps forward that provide some stability for the child care market, but there is more to do to solve the child care crisis.

The new budget provides funding for:

- Legislation that makes enhancements to Early Achievers (HB 1391), and the WA CAN Act (HB 1344), which lays out a vision and process for realizing access to affordable child care for all families who need it by 2025
- Working Connections Child Care (WCCC) rates to be increased to the 55th percentile of the child care market for Early Achievers Level 3 participants
- Investment of \$6 million into additional supports and professional development for Early Achievers programs
- An expansion of Family, Friend and Neighbor play and learn groups
- \$28.5 million to match private and other public funding to buy, build or modernize facilities to add capacity for early learning programs, including ECEAP and programs participating in Early Achievers



## Employer Engagement

In fiscal 2019, CCA of WA actively engaged with employers across the state who benefit from child care every day when their employees arrive at work on time and ready to be productive. Some of the highlights include partnering with business organizations to share strategies for increasing access to quality child care and inviting business leaders to a screening of the documentary No Small Matter. We look forward to continuing these efforts on behalf of Washington's economy.



### Data

Child Care Aware of Washington's data on child care supply, demand, costs and trends are frequently used by government agencies, lawmakers, our early learning partners, researchers from around the country, the media and others who want a clear understanding of the state of child care in Washington. <https://childcareawarewa.org/advocacy/#data>



In 2019 we launched a new, free jobs posting service for our Washington Child Care Business Edge users. Washington Child Care Business Jobs allows Edge users to post child care jobs for free on our job board and nine other job posting services. Jobs and Edge are free to Early Achievers providers. Together they save providers both time and money.



Early Achievers is Washington's quality rating and improvement system - a framework for improving the quality of child care and early learning programs across the state. Designed, administered and implemented by the Washington State Department of Children, Youth, and Families, Child Care Aware of Washington and the University of Washington, Early Achievers serves more than 74,000 young children. At the end of FY19, 70% of Washington's licensed child care providers were participating in Early Achievers, and 55% of them were rated at Level 3 or above, indicating a Quality Level of Excellence.



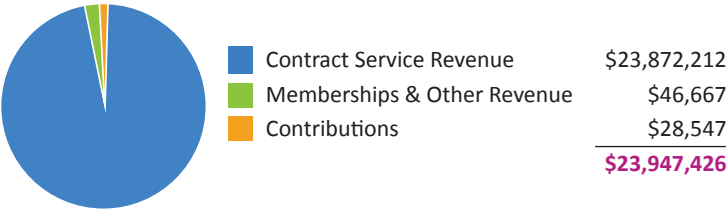
## Family, Friend and Neighbor Care

Nearly 75 percent of children who live in homes where all adults work do not attend formal child care programs. Many of these children are cared for by trusted family members, friends and neighbors while their parents work. These care arrangements are called Family, Friend, and Neighbor care (FFN) and they are important to keeping thousands of parents in the workforce. Child Care Aware of Washington supports FFN caregivers by supporting all six of our regions in delivering free play and learn groups around the state. These informal groups invite young children and their caregivers to participate in a facilitated play group, where they experience great social emotional learning through play. Their caregivers get tips on how to boost early literacy and early numeracy at home.

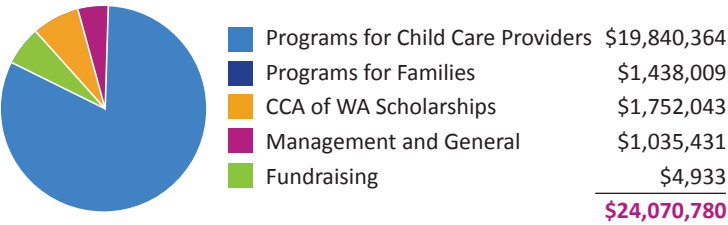


Child Care Aware of Washington has been helping children, families and child care providers for more than 30 years. We are a nonprofit network working with six child care resource and referral programs serving all 39 counties. We connect families to licensed and/or regulated child care near them, help child care providers improve their quality, provide scholarships to early learning professionals and advocate for policies and funding to increase access to quality child care.

### Revenue



### Expenses



### Child Care Aware of Washington Scholarships

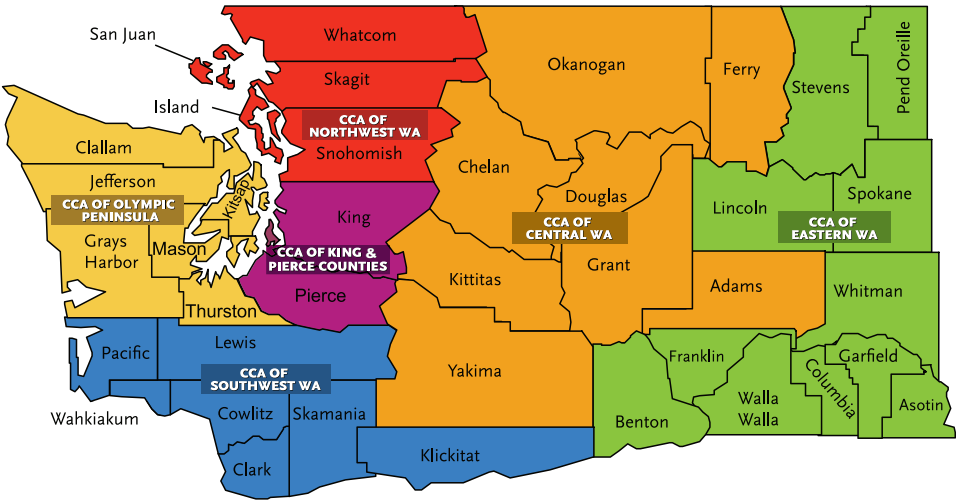
Child Care Aware of Washington Scholarships offers scholarships to early learning professionals to enrich their expertise. Our goal is to advance the early learning field by increasing educational achievement and helping child care and early learning professionals achieve their goals.



347  
number of scholars



6,537  
college credits



### Child Care Aware of Washington Family Center

Connecting families to high-quality child care for over 30 years



12,076  
families seeking care



17,400  
children needing care



16,756  
referral searches

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