

Child Care Resources

Report to the Community

2010



Since being founded in 1990, the child care needs of our region have grown more complex.

Population growth and a sagging economy, plus increasing cultural diversity have significantly changed the

services Child Care Resources must offer to meet families' child care needs.



In the last ten years alone, the county's population has grown by more than 11%, while the number of children under the age of five has increased 15%. The region has also experienced significant growth in cultural diversity; enriching our community with new cultures and languages. Economic concerns have caused families to seek a mix of informal and formal care for their children. At every step of the way CCR has been actively adapting our services to support and meet the community's evolving child care needs.

There has also been an increasing awareness that a successful education system is a decades-long endeavor; starting when children are born and continuing through post secondary education. This view has led to the creation of several cradle to career initiatives focused on supporting improvement and innovation across the fields of early learning, K-12, and higher education. CCR is actively involved in these initiatives; insuring that improving the quality of early care and education is recognized as a central part of children's long term educational success.

We are excited to report that Child Care Resources continues to grow and change - going through our own 'cradle to career' in these 20 years- always focused on the goal of improving the quality of child care to meet families' and, most importantly, the needs of children so they can be successful in school and life.

Thank you for your ongoing partnership through your support of CCR. We have many stories to share; take a read and let us know your thoughts. For more regular updates please friend Child Care Resources on Facebook.



Laura Midgley

Laura Midgley
Board President



Deeann Burtch Puffert

Deeann Burtch Puffert
Chief Executive Officer

Quality, availability, and affordability of child care have continuously been at the core of all that we do. We have been flexible in expanding and adapting our programs to ensure that families receive the types of care that they need in the way that they need them, and that child care providers receive the support they need to be able to deliver their services well.



In 1993, we were a key partner in the development of a culturally-relevant training program for refugee providers and child care center teachers. Today, our Child Care Careers program, delivered in partnership with the Refugee Women's Alliance, offers a premier training curriculum that at once supports dozens of refugee and immigrant women in entering the child care field each year and, subsequently, expands the availability of culturally-competent care for our diversifying communities. For many of the program's graduates, the Child Care Careers program gives their families important opportunities for economic stability that were not previously available to them. Since the program was formed, over 500 people have enrolled, 420 have found jobs in child care centers and nearly 100 have opened a family child care business.

In 2003, recognizing that homeless children have distinct needs that child care providers were not equipped to address, we started the Homeless Child Care Program, which combines case management services for homeless families who have young children alongside support for the child care providers who care for homeless children. In 2010, we served 503 homeless families with 1,047 children.

Since our founding in 1990, Child Care Resources has been vitally interested in improving the quality of child care, and assisting parents to find and access quality care for their young children.

Seeds to Success, a research-based system, was piloted in White Center and Yakima. We learned a lot in the two year field test of *Seeds to Success*, and look forward to continuing the implementation of improvement activities including coaching, technical assistance, professional development, and training with a cohort of early-adapting King County providers.

We have a strong, collaborative relationship with the University of Washington who will lead evaluation and assessment efforts, as well as the Department of Early Learning who will take the lead in systems development and integration.

So it is with great pleasure that we welcome the Department of Early Learning's implementation of Washington's Quality Rating and Improvement System (QRIS) slated to begin in 2011.



Over the years, we have evolved the way we deliver support services to providers from a more conventional teacher-student model to interactive trainings. Bringing trainings and workshops onsite to providers, and intensive support for accreditation are just a few ways that we help providers. Today, CCR delivers over 10,000 hours of technical assistance and trainings to more than 2,200 child care providers annually.

Our success in working with providers lies in the coaching approach we use in virtually all of our quality improvement work. Our approach is informed both by research and by our own intensive practices, and is guided by the International Coach Federation's definition of coaching: **partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.**

Whether we are giving ongoing support over a series of visits to a child care center or family child care home, or speaking with a provider on the phone for the first time, the elements of coaching help our staff meet the provider where they are, and form a partnership to identify with them areas for further quality improvement.

Evidence of the effectiveness of our coaching model was revealed when, in 2010, CCR coaches participated in the rigorous Mathematica study that found that our coaching model has a significant impact on observed quality.



Because we know that one size does not fit all, Family, Friend and Neighbor (FFN) program development has been critical to ensure that families have quality options for child care that suits their needs and priorities.

CCR has long recognized that family, friend and neighbor caregivers hold an important role in contributing to children's development, school readiness, and ultimate success in school. These caregivers allow parents to go to work and school, but do so in a way that is an extension of family.

In 2000, we established the Family, Friend and Neighbor program to support these often isolated caregivers in building their early education skills. We do this by forging collaborative partnerships with a wide range of community organizations. Sharing our expertise with them through technical assistance that helps them reach out to and serve FFN caregivers within their respective geographic or cultural communities.

An important way that FFN caregivers receive support is through Play & Learn, facilitated play groups that provide an opportunity for young children to socialize and play with developmentally-appropriate materials. By participating in Play & Learn, caregivers discover that children learn through play and daily activities, and they gain understanding about how to support children's early learning at home. CCR provides support for FFN Network members through facilitator training, curriculum development, technical assistance to start and run Play & Learn groups, promotion and publicity, evaluation, and advocacy.

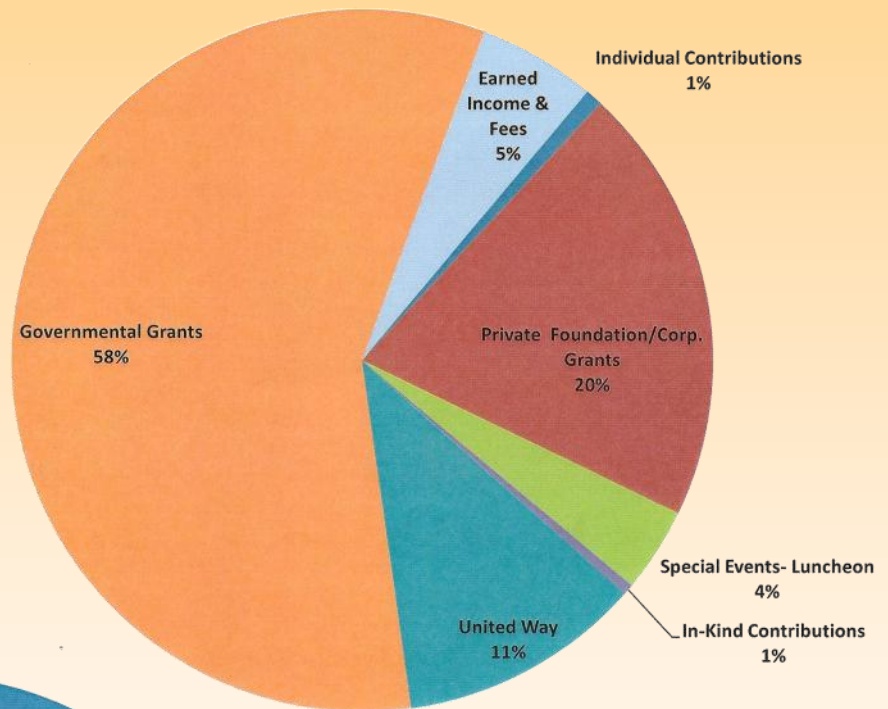
Earlier this decade, we began developing Kaleidoscope Play & Learn, now recognized as the most highly developed model of the Play & Learn approach in the country. After thorough testing, evaluation and refinement, Kaleidoscope is now utilized broadly by FFN caregivers throughout King County and is being implemented by family, friend and neighbor caregiver networks across the country.



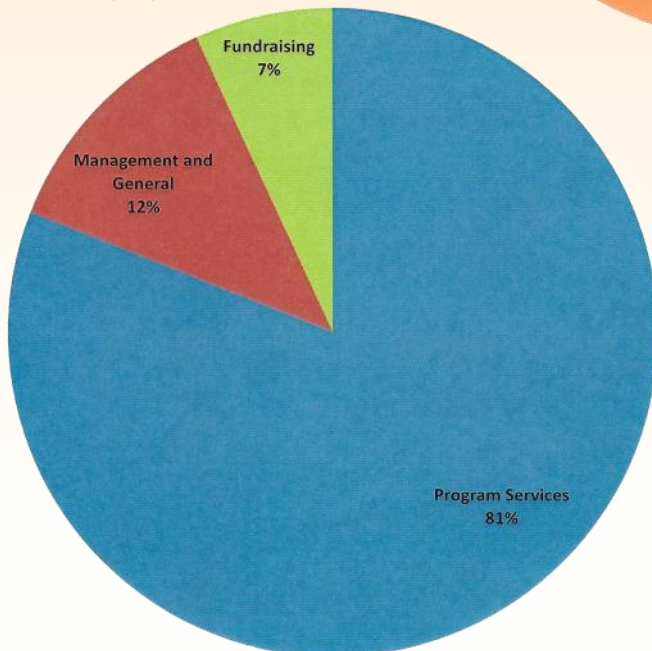
As we have focused on strengthening our programs so that families and child care providers have the support they need, we have also worked internally to ensure that our agency is well-run and healthy.

We have met ever-growing expectations of individual donors, foundation and government funders by improving our internal controls, bolstering our evaluation efforts and increasing accessibility to our services. Our clean audits for every one of our 20 years of operation reflect the sound financial management of our agency. Over the last decade, we have made extensive improvements to our phone systems, database systems, and management information technology so that we can more efficiently provide better services at lower costs.

2010 UNRESTRICTED REVENUE \$5,704,136



2010 TOTAL EXPENSES \$5,641,583



We are deeply grateful to everyone who has entrusted us with their support and we continue to take seriously our responsibility to hold ourselves accountable to all our stakeholders – families, child care providers, financial supporters, children's advocates and the community at large.

**CHILD CARE RESOURCES
STATEMENT OF UNRESTRICTED ACTIVITY
YEAR ENDED DECEMBER 31, 2010**

Unrestricted Public Support and Revenue	
Unrestricted Public Support	
Government contracts and grants	\$ 3,304,268
United Way of King County	156,644
Contributions and private grants	440,632
In-kind contributions	28,285
Total Unrestricted Public Support	\$ 3,929,829
Revenue	
Employer fees	73,762
Program services fees	189,681
Investment income	33,601
Other income	11,937
Total Revenue	\$ 308,981
Net Assets Released from Restrictions	
United Way of King County	483,122
Others	982,204
Total Net Assets Released from Restrictions	\$ 1,465,326
Total Unrestricted Public Support, Revenue, and Other Support	\$ 5,704,136
Expenses	
Program services	4,570,251
Management and general	683,369
Fundraising	387,963
Total Expenses	\$ 5,641,583
Change in Unrestricted Net Assets	\$ 62,553

Child Care Resources received an unqualified audit opinion on our 2010 financial statements as a whole from the independent auditing firm of Jacobson Jarvis & Company, PLLC.

To see the full audited financial statements, the audit opinion, and the IRS 990 filing, please visit www.childcare.org.

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When Child Care Resources opened in 1990, understanding about early childhood education was just emerging.

Since then, studies about brain development, social and emotional growth, and academic learning are informing the work of all of us who support the growth of our youngest community members.

CCR has been at the forefront of these conversations in Washington State, serving as a key member of statewide coalitions focused on formalizing standards and curriculum related to early learning, and establishing a child care quality rating and improvement system that both strengthens the delivery of care and supports parents in being able to make informed decisions about where to place their children. We wholly embrace our role as a leader in our field, and in decades to come will continue to advocate for quality care for children and to support providers in delivering that care.

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2011 Luncheon October 7 at the Westin - 206-329-1011

Some Milestones in Child Care Resources' History

- 1990 . Child Care Resources is founded. Nina Auerbach is named as Executive Director.
. Staff hired for the newly-incorporated statewide Child Care Resources and Referral (CCR&R) Network to support Child Care Resources and its sister agencies with best practices, data analysis, fundraising advocacy and policy.
- 1991 . CCR starts Family to Family Initiative to train family child care providers and promote accreditation.
- 1993 . In partnership with community agencies, CCR starts the Refugee Women's Early Childhood Training to develop a culturally-relevant training program for refugee providers or child care center teachers.
- 1996 . CCR establishes the Child Care Careers program.
- 1998 . CCR is the first among over 700 resource and referral agencies across the nation to offer an online searchable database of child care programs. Today, this directory has information about 2,200 child care providers located throughout King County.
- 1999 . CCR helps pass the Early Childhood Education Career and Wage Ladder Pilot Project in the Washington State Legislature, funding wage increments based on education, experience and responsibilities.
- 2000 . CCR starts the Family, Friend and Neighbor program, which expands statewide in 2004.
- 2004 . CEO Nina Auerbach receives the Washington Home-based Business Leadership Award from the Seattle District Office of the US Small Business Administration.
- 2005 . CCR receives the Bank of America Neighborhood Builders Award.
. CCR receives the Outstanding Agency Award from the Seattle Department of Human Services.
- 2005-06 . The Washington State Department of Early Learning and Thrive by Five Washington are created.
- 2006 . CCR receives an award for Outstanding Organization/Program (for both CCR and the Homeless Child Care Program) from the Seattle Human Services Coalition.
- 2007 . CCR receives the Puget Sound Coaches Association Prism Award (for the CCR leadership team)
. CCR receives the Alfred P. Sloan Award for Business Excellence in Workplace Flexibility.
- 2008 . CCR receives the Giving Together Partner Award from *ParentMap Magazine*.
. Deeann Burtch Puffert is named Chief Executive Officer.
- 2009 . CCR develops Kaleidoscope Play and Learn.
- 2010 . CCR celebrates its 20th Anniversary.

