



2015 ANNUAL REPORT

FROM THE SMALLEST DETAIL TO THE BIG PICTURE

# FUTURE FOCUSED



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- Vice Chair **DAN ISOM**  
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- NICOLE PIPER**  
Child Care Aware®  
of Southern Missouri
- MARGO HEGER SMITH**  
Child Care Aware®  
of Eastern Missouri

This report looks back on 2015 achievements, then a quick glance towards the future.

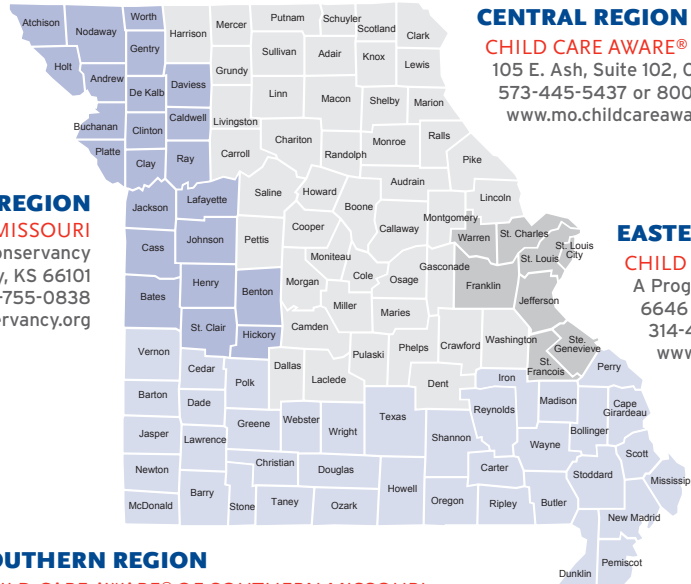
From the smallest detail to the big picture, Child Care Aware® of Missouri remains future focused.



2015 STAFF

- Chief Executive Officer **DR. L. CAROL SCOTT**
- Chief Operating Officer **MISTY O'KEEFE**
- Chief, Quality Improvement **BETH ANN LANG**
- Chief, Data and Communications **MEGAN-ELLYIA GREEN**
- Director, Training **CINDY DEHNER**
- Director, Wellness Initiatives **MEGAN KLENKE**
- Director, Program Services **SHELLY LOCK**
- Asst. Director, Program Services **JANET ROBISON**
- Assistant Director **PENNY MOSHER**  
T.E.A.C.H. MISSOURI
- T.E.A.C.H. MISSOURI **MELISSIA MCALPINE**  
Program Specialist
- Resource Specialist **KELSEY BLACKMAN**
- Accounting Specialist **JOYCE HOFFMAN**
- Resource Specialist **SUE KUDA**
- Training Coordination Specialist **JONNI MCCASLIN**
- Resource Specialist **KATIE ORF**
- Resource Specialist **EMILY SIMS**

# CHILD CARE AWARE® OF MISSOURI AGENCY NETWORK



**WESTERN REGION**  
**CHILD CARE AWARE® OF WESTERN MISSOURI**  
 A Program at The Family Conservancy  
 444 Minnesota Ave, Suite 200, Kansas City, KS 66101  
 913-342-1110 or 800-755-0838  
[www.thefamilyconservancy.org](http://www.thefamilyconservancy.org)

**CENTRAL REGION**  
**CHILD CARE AWARE® OF CENTRAL MISSOURI**  
 105 E. Ash, Suite 102, Columbia, MO 65203  
 573-445-5437 or 800-243-9685  
[www.mo.childcareaware.org](http://www.mo.childcareaware.org)

**EASTERN REGION**  
**CHILD CARE AWARE® OF EASTERN MISSOURI**  
 A Program at LUME Institute  
 6646 Vernon Avenue, St. Louis, MO 63130  
 314-469-9805 or 855-244-5311  
[www.lumeinstitute.org](http://www.lumeinstitute.org)

**SOUTHERN REGION**  
**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 or 800-743-8497 | [www.ccozarks.org](http://www.ccozarks.org)

## FIELD OF VISION

Last year's report cited our key lesson of 2014 as a quote from James C. Collin's Good to Great: "Greatness is not a function of circumstance. Greatness, as it turns out, is largely a matter of conscious choice." Child Care Aware® of Missouri consciously chose new directions in 2014, in the face of some dramatically challenging circumstances. In 2015, those choices generated big mileage gains, as we pave a new path toward a great future!

Our streamlined, re-structured staff worked hard with the board in 2015 to enthusiastically embrace a new strategic plan and a new fund development plan. We launched into the year with some high-quality and dynamic consultation for fundraising and capacity building, which helped us secure three significant investments from new corporate partners, as well as several new board members. This partnership with outside expertise generated significant progress on our strategic priority for a high-functioning board, and on our development goal to diversify sources of revenue for less dependence on government.

Three corporations made investments for the first time in Child Care Aware® of Missouri, with two-year commitments to FERGUSON



EFEC+. Focused on the *Emotional Foundations for Early Childhood*, EFEC+ is a short-term Learning Collaborative intervention, producing positive outcomes for children within six months. Our new partners are invested in the outcome that almost 800 children in North St. Louis County will have teachers who understand the impacts of toxic stress and trauma.

Those investments can directly change these children's life trajectories. The caring adults in their classrooms will have not only new knowledge, but will have learned, in the laboratory of their own classroom, to apply practical tools that relieve these weights in young lives. The first cohort's results are for the 2016 report...and we can promise they are exciting!

Toward our priority for a high-functioning organization, we entered our concept for a *Virtual Child Care Business Center* in the YouthBridge/Skandalaris Social Enterprise and Innovation Competition, where it was a winner, including a grant to support implementation. The first tier of services from this new program area is *Show Me Child Care Resources*, which launched in late spring. This online resource portal saves time, saves money, and increases quality at early education and care programs, and is now used by almost 250 staff at programs across the state. We look forward to reporting many more users of this enormous resource next year!

While we are laser-focused on our strategic priorities and goals, our fund development plan, and our development as an organization, we invite you to look at us from all directions and from varying depths and heights. From the 30,000-foot level, to up close and personal; from the smallest detail to the big picture, you will find us future-focused!

Enjoy the view,

**DR. L. CAROL SCOTT** • CHIEF EXECUTIVE OFFICER

**JANDRA (JAN) CARTER** • BOARD CHAIR



## Zoom in on 2015 wins

- YouthBridge/Skandalaris Social Enterprise and Innovation Competition winner for the *Virtual Child Care Business Center*
- \$400,000 raised for Ferguson-area investments in early education and care, through EFFEC+ and Earliest Impact
- Launched *Show Me Child Care Resources* online portal for program management and administration
- 130 new T.E.A.C.H. MISSOURI scholarship recipients

## Impacts and Benefits

### PROGRAM SERVICES

### REFERRALS & DATA

#### WORKFORCE

Teachers, Managers,  
and Owners in  
Early Education and Care

- Basic Knowledge Curriculum® for basic skills and orientation training
- Learning Collaboratives with applied-skills coaching, for advanced skill development
- T.E.A.C.H. MISSOURI scholarships for achieving college credentials
- *Show Me Child Care Resources*, an online portal of more than 1,200 management and curriculum resources

- No-cost marketing of their openings to families engaged in search and selection process
- Data on neighborhood supply for feasibility studies and marketing needs assessments

#### FAMILIES WITH YOUNG CHILDREN

Parents, Grandparents,  
Foster Parents

- Searchable online database of child care centers and homes, preschools, after-school youth programs, and summer camps
- Online toolkit of consumer education resources to assist with search and selection
- Phone assistance with search and selection, and education to inform consumers

- Referral lists tailored to each family's needs
- Detailed information on programs, such as licensing and accreditation status, hours of operation, ability to care for children with special needs
- Data on market norms, such as average costs of early education and care by County

#### COMMUNITIES

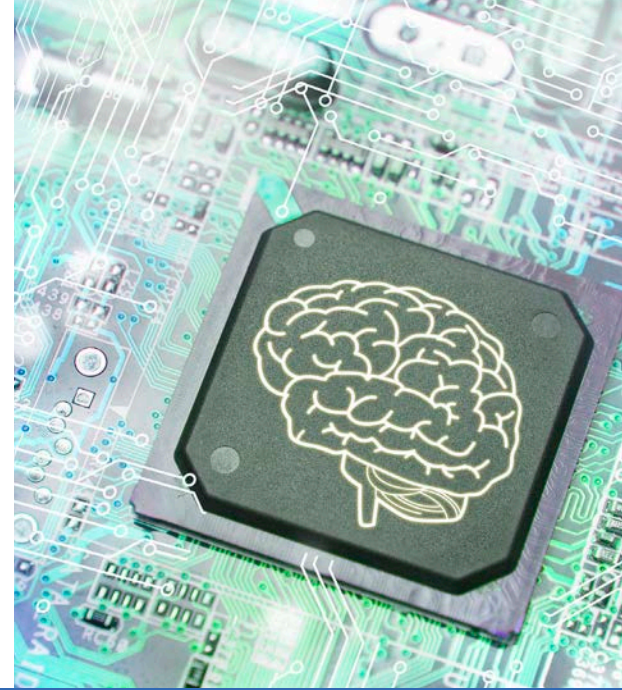
Local, state, and national  
elected officials;  
other business and  
civic leaders

- Comprehensive database of ALL early education and care programs: Licensed, License Exempt, and Exempt
- Systemic solutions for improving quality in early education and care, community-wide
- Evidence-based interventions with documented outcomes

- Online County Data Fact Sheets on supply, demand, and other demographics
- Customized data reports at the County or ZIP Code level, for community needs assessments
- Data from annual statewide survey of the early education and care workforce, on their needs for professional development

# Sharpen the Focus on the Future

- Strengthening our business model: diversifying revenue sources and expanding earned income
- Strengthening the early education and care business model: shared services and business training/coaching
- Continuous quality improvement for all our program services: direct assessment of trainers and coaches
- Expanding our support network: capacity building and board development



## POLICY & FUNDING

- Educate and lobby for higher subsidy reimbursement rates and broader eligibility for families
- Educate and lobby for sustainable, systemic financing and better compensation for the early education and care workforce

## CAPACITY BUILDING

- Assistance with navigation of state processes for becoming licensed and receiving subsidies
- Education and engagement in development of state systems for licensing, subsidy, professional development, quality assurance, and finance

## OUTPUTS & OUTCOMES

- 5,795 training participants
- 128 programs participated in advanced-topic training and coaching
- 93% of participants are satisfied with our training
- 12-14% increase in scores from training pre-test to post-test
- 1,791 college credit hours taken through T.E.A.C.H. MISSOURI
- 6% average increase in wages for and 98% retention of T.E.A.C.H. MISSOURI recipients

- Educate and lobby for objective quality indicators on early education and care programs, with results available to families
- Educate and lobby for stronger health and safety protections for children in early education and care programs

- Assistance with navigation of state processes for receiving subsidies
- Education and engagement in development of state systems for licensing, subsidy, consumer education, quality assurance, and finance
- Education and engagement in advocacy and lobbying for policies that achieve positive child outcomes

- 17,107 referrals and online searches
- 94% of parents reported increased knowledge about types of early education and care programs
- 95% of parents reported increased knowledge about how to choose a quality program

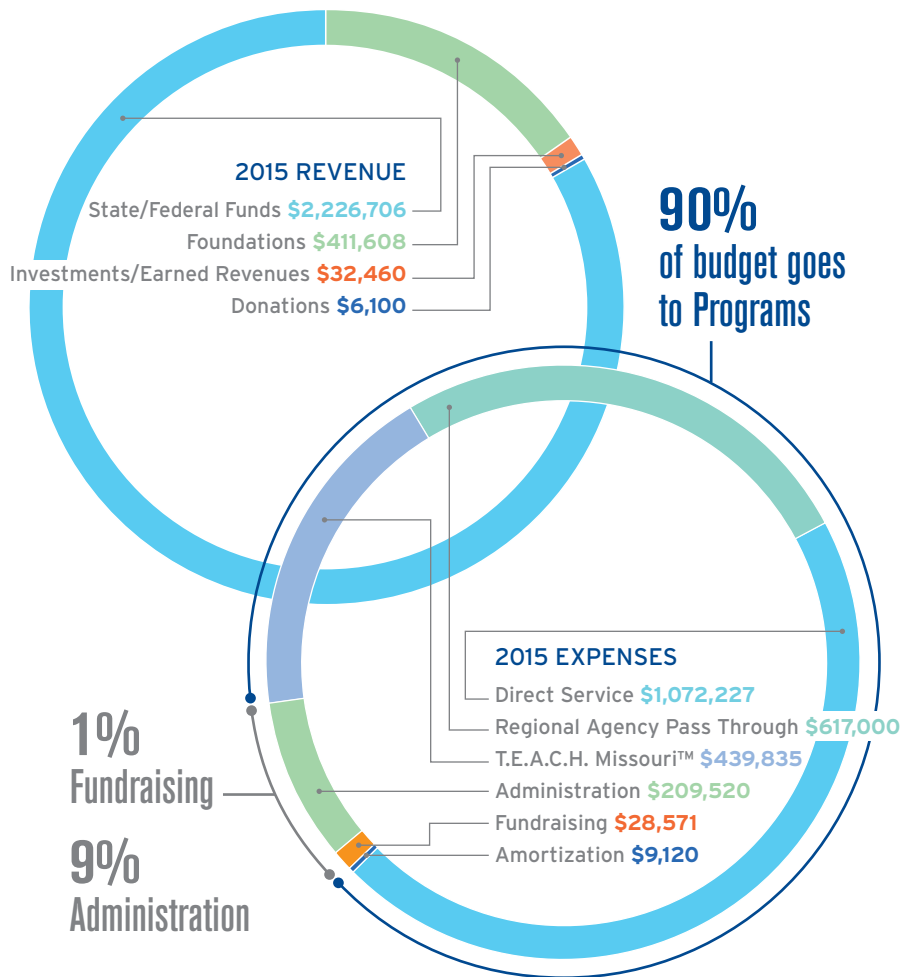
- Educate and lobby for sustainable financing for the system of early education and care
- Educate and lobby for objective quality indicators on early education and care programs, with results available to families, to increase accountability for taxpayer dollars

- Education about engagement in state systems for licensing, subsidy, professional development, consumer education, quality assurance, and finance
- Education and engagement in advocacy and lobbying for policies that achieve positive child outcomes

- 95 data requests from partners fulfilled



Our programs receive close to 90% of funding dollars. This investment makes a long-term impact through scholarships, teacher education, program quality improvements and more.



## FINANCIAL POSITION

### ASSETS AND LIABILITIES

ASSETS .....	\$3,630,935
LIABILITIES .....	\$2,959,904
NET ASSETS, BEGINNING OF YEAR .....	\$364,452
NET ASSETS, YEAR END .....	\$671,031
NET ASSETS, CHANGE .....	+\$306,579
TOTAL ASSETS .....	\$3,630,935
TOTAL LIABILITIES AND NET ASSETS .....	\$3,630,935

FEDERAL GRANTS

STATE CONTRACTS

CORPORATE GRANTS

FOUNDATION GRANTS

INDIVIDUAL DONORS



Top: Ameren supports the St. Louis community with a 2.5 Million contribution, of which Child Care Aware® of Missouri received \$100,000. Pictured are CEO Warner Baxter, Carol Scott, CEO of Child Care Aware® of Missouri; and Director of Diversity and Inclusion, Gwen Mizell.

Middle: Carol thanks Marcella Hawn of Centene Corporation for the Centene Charitable Foundation's generous Gift of \$80,000.

Bottom: Carol Scott thanks Pat Sly from Emerson for their leadership gift and challenge to other corporations.

Zoom in on contributions and you will see generous support by businesses, organizations, and individuals.

**CHILD CARE AWARE® OF MISSOURI CHAMPIONS (\$5,000 AND HIGHER)**

- Ameren Corporation Charitable Trust
- Centene Charitable Foundation
- Child Care Aware® of America
- Emerson
- Lutheran Foundation of St. Louis
- Missouri AfterSchool Network
- Missouri Children's Trust Fund
- Missouri Department of Elementary and Secondary Education
- Missouri Department of Health and Senior Services
- Missouri Department of Social Services
- Nemours Children's Hospital/U.S. Centers for Disease Control
- Save the Children/Margaret A. Cargill Foundation
- Project LAUNCH/University of Missouri
- United Way of Central Missouri

**MVPS - MOST VALUABLE PARTNERS (\$100 TO \$4,999)**

- |                      |                        |
|----------------------|------------------------|
| Lise Bernstein       | Misty O'Keefe          |
| Jandra (Jan) Carter  | Dean Olson             |
| Deaconess Foundation | Julia Reinbold         |
| Kathy Fridge         | Jim Schmersahl         |
| Margaret Green       | L. Carol Scott         |
| Megan Green          | Howard Thornton        |
| Jeanne Jarrett       | Richard Tichenor       |
| Jack Kastman         | Blanche Touhill        |
| Beth Ann Lang        | Marcia Walton          |
| Ryan Mortland        | Patricia (Patty) Wente |
| Lisa Stone Muntz     | Hope Whitehead         |
| Paula Neth           | Jennifer Wright        |

**FRIENDS (UP TO \$99)**

- |                        |                          |
|------------------------|--------------------------|
| Mary Anderson          | Jonni McCaslin           |
| Anonymous              | Penelope (Penny) Mosher  |
| Anonymous              | Benjamin Murray          |
| Ellen Vogt Berzon      | Victoria Myers           |
| Denise Carter          | Leah Patriarco           |
| Cynthia (Cindy) Dehner | Nicole Piper             |
| Elizabeth George       | Nicole Sammons           |
| Daphne Greenlee        | Margo Heger Smith        |
| Derek Haake            | Sherry Taluc             |
| Bernie Hays            | Evelyn Varrelli          |
| Tim Hennessey          | Katherine (Kate) Wangler |
| Janine Hron            | Phillip Weeks            |
| Joyce Hoffman          | Vicky Weimholt           |
| Daniel Isom            | Wendi Whiles             |
| Nancy Kastman-Scott    | Sharon Williams          |
| Jessica Koch           | Dahna Willis             |
| Shelly Lock            |                          |

**CHILD CARE AWARE® OF MISSOURI HALL OF FAME (SUSTAINING SUPPORT FOR FIVE OR MORE YEARS)**

- Missouri Children's Trust Fund
- Missouri Department of Elementary and Secondary Education
- Missouri Department of Health and Senior Services
- Missouri Department of Social Services



## OUR MISSION

To improve outcomes for children and families — especially those who use Missouri’s child care, early education, and after-school programs — ensuring that children and youth are prepared for success in school and for future participation in a globally-competitive economy.



Missouri’s most trusted child care resource.

1000 Executive Parkway Drive, Suite 103 | St. Louis, MO 63141-6369 | 800-200-9017 | [www.mo.childcareaware.org](http://www.mo.childcareaware.org)

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