



ANNUAL REPORT

JULY 2019 - JUNE 2020



Letter from Deeann

Annual reports, much like annual letters to friends and family, provide the opportunity to reflect on the past year's challenges and accomplishments. It's a time to remember where we have been and where we hope to go. And what a year it has been! As a small nonprofit we are lucky to have the ability to be nimble and responsive to changing needs, but no one could have imagined the ways our world was turned upside-down by the COVID-19 pandemic. We have truly tested the limits of our staff's ability to stretch and flex to meet communities' needs. I am proud to share what we have been up to this year.

As the virus and shut-down orders spread, Child Care Aware of Washington immediately activated and supported both our early learning coaches and our Family Center specialists. Our coaches stepped

up to help providers in deciphering the new and constantly changing guidance for safely meeting the needs of the children in their care, and our Family Center specialists ramped up operations and retooled their information and approach to support calls from worried parents and employers trying to make child care decisions in an ever-changing world. Within several weeks, the State of Washington designated our Family Center as the state Child Care COVID-19 Communications, Response and Referral Center.

Our coaches quickly pivoted to provide vital virtual coaching to our state's providers, whom Governor Inslee deemed essential. Thousands kept their doors open despite the risks of being exposed to COVID-19. Within a month our coaches were hearing from providers that they were finding it hard and sometimes impossible to find the essential supplies they need to keep their doors open. Things like toilet paper, bleach and hand soap had become priceless commodities as people rushed to local markets and emptied shelves. Faced with little time to drive from store to store on weekends, Washington's providers were desperate for supplies we all once took for granted.

CCA of WA scoured the internet until we found a reputable source of supplies of these items for the restaurant industry, which, due to stay-at-home orders, no longer needed as much of them. We were able to raise funding to purchase essential supplies and deliver them straight to providers' doorsteps.

Meanwhile, our data team tracked child care program closures and vacancies to help our Family Center better connect families with open programs, and to inform state agencies about the constantly changing child care landscape. Our scholarships team provided important support to our early childhood education scholars, and our advocacy team made sure state leaders were aware of what families and child care providers were experiencing and needed. Our communications team kept statewide media informed with accurate information so journalists could accurately cover the impacts of COVID-19 on child care in Washington.

This work continues every day while we also look to the future to prepare for what families and child care providers will need as the economy reopens with the arrival of new vaccines. We know the road ahead is not going to be easy, but our journey this far has strengthened our determination and fueled our creativity. We will continue to be here for Washington's children, families and child care providers and caregivers. I am immensely proud of what we have accomplished this past year and thank you for joining us.

Deeann Burkh Puffert



Services for Families Experiencing Homelessness

Fiscal 2020 was the third 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 623 families, and found licensed child care at no cost for up to twelve months for 992 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

Fiscal year 2020 was a remarkable year for child care and early learning advocates. Significant victories were achieved during the 2020 Washington State Legislative Session, including:

- Increased subsidy reimbursement rates for child care programs
- Expanded assistance for low-income families who rely on child care
- Extended child care assistance for families who are experiencing homelessness
- Creation of community-based pathways for providers who need to meet state educational requirements
- Investments in child care facilities and dual language programs

However, all these victories were overshadowed by the onset of the COVID-19 global pandemic. Immediately Child Care Aware of Washington and child care advocates went to work to ensure the survival of our state's child care system. Enrollment plummeted and the cost of providing safe care skyrocketed, so we worked closely with federal lawmakers to ensure that child care was a priority in COVID-19 relief funding, and with state policymakers to ensure that federal dollars were invested in the programs, families and communities most in need. These efforts were critical to helping keep thousands of child care programs open to serve the families of essential workers. By the end of the fiscal year, many programs were still struggling to stay open, and we remained committed to helping them.



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 are cared for by trusted family members, friends and neighbors while their parents work. These informal 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 helps FFN caregivers by supporting all six of our regions in delivering free play and learn groups. In FY 2020 we served nearly 75,000 children in FFN care via three play and learn group models, all of which moved to virtual platforms with the onset of the pandemic. The three models are community and culturally-based programs, elementary school-based programs and programs in DSHS Community Service Offices.



Provider Story

Berta Artiga, of Pasco, has owned her in-home child care program for 19 years, and worked in a child care center for seven years before she opened her own business. Her Child Care Aware of Washington coach describes Berta as one of the Early Achievers “pioneers” because she joined when the program started in 2011. She has been rated a “Quality Level of Excellence” twice and credits Early Achievers with helping her to learn how to be “more professional.” Recently, Berta has both overcome a difficult challenge and experienced great joy. The challenge was when she was diagnosed with COVID-19 and had to close her program for six weeks. Thankfully she had mild illness and did not have to be hospitalized. None of the children or families in her care became ill.

The joy was when one of “her” children who is now in college visited and shared that she is currently enrolled in a nursing program. She credits Berta with inspiring her to become a nurse, and remembers a particular circle time when Berta asked her if she wanted to be a nurse because she frequently played with a toy doctor’s kit. She is now on her way to making her dream come true.

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>



Our child care shared services work continued to grow in fiscal 2020. Our online child care small business portal Washington Child Care Business Edge now serves 1,540 child care programs across Washington, providing them with free resources and supports like form templates, health and safety information, discounts and more. <https://www.childcarebizedge.org>



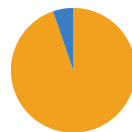
Early Achievers is Washington’s quality rating and improvement system - a framework for improving the quality of child care and early learning programs across the state. Designed, administered and implemented by the Washington State Department of Children, Youth, and Families, Child Care Aware of Washington and the University of Washington, Early Achievers served 75,845 young children at the end of FY20, and 74% of Washington’s licensed child care providers were participating in Early Achievers. Ninety-five percent of them were rated at Level 3 or above, indicating a Quality Level of Excellence.



74%
Licensed providers
statewide now
enrolled in Early
Achievers



5,598
Providers served
with pandemic
supports, 66% Early
Achievers, 34% non-
Early Achievers



95%
Meeting quality
thresholds with a
Level 3 or higher

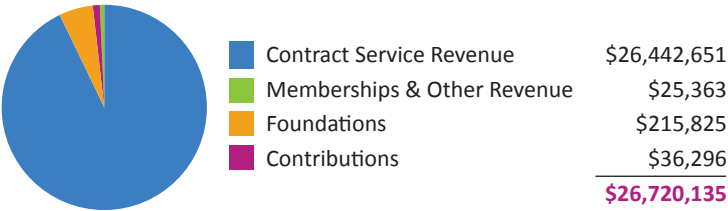


\$100,000+
Safety and other
supplies distributed
by CCA of WA and
regional partners

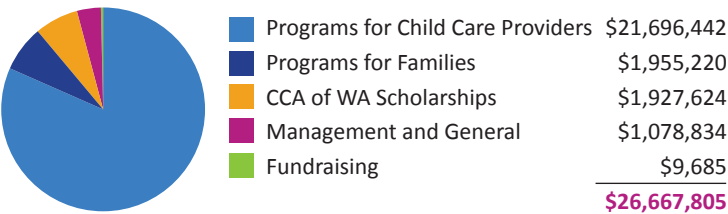


Child Care Aware of Washington has been helping children, families and child care providers for more than 30 years. We are a nonprofit network working with six child care resource and referral programs serving all 39 counties. We connect families to licensed and/or regulated child care near them, help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

Child Care Aware of Washington Scholarships has “lifted many financial burdens off my shoulders, like textbook costs and college tuition. This scholarship has eased my stress allowing me to better serve young children and their families.”

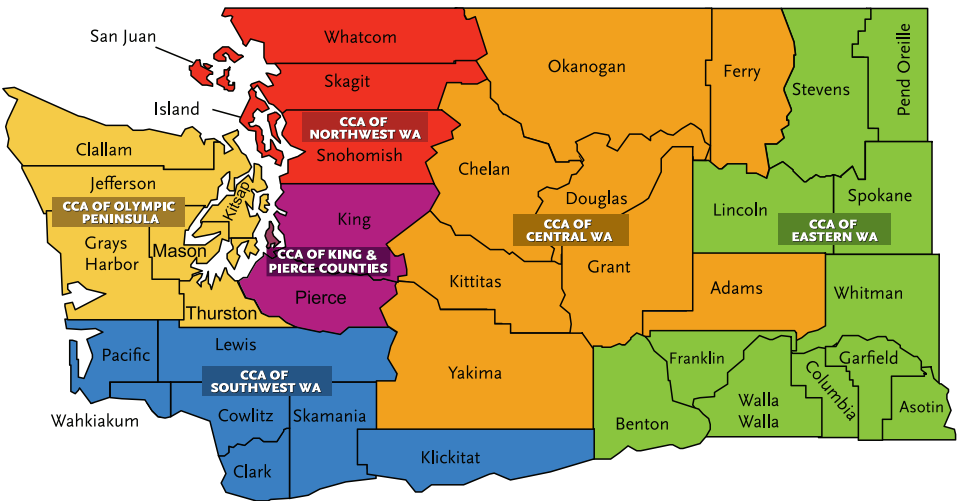
~ Cassandra Englehart, CCA of WA scholar



348
number of scholars



6,157
college credits



Child Care Aware of Washington Family Center

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



15,617
families seeking care



21,013
children needing care



17,969
referral searches

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