

*Making a  
Difference  
in Difficult  
Times*

2008-2009  
Annual Report



CHILD CARE  
SERVICES

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# Making a Difference in Difficult Times



Dear Friends,

In the 35 years Child Care Services Association (CCSA) has been providing services, the country has gone through many ups and down. 2008-2009 has been a difficult year by any standards, but it has also been one of the most rewarding.

In *The Impact of the Recession on North Carolina Child Care Centers*, a study recently conducted by the North Carolina Child Care Resource and Referral Council, child care centers were asked to indicate all areas in which their programs had been affected by the recession between April 2008 and April

2009. Over half of the programs indicated an increase in the number of families who were unable to make child care payments or who were falling behind in their payments. Of the 424 centers polled, 77% responded that the impact was also felt in regards to staffing. Due to increased costs to programs, 41% had reduced staff hours, and 39% said that they are not hiring staff as needed. Facing decreasing revenue, 32% of the centers indicated that they can no longer buy the materials or equipment they need to provide high-quality care.

While both families and child care providers have had to adjust to new challenges, CCSA has been able to act as a lighthouse to help and guide those seeking assistance in the early care and education community. For many families and teachers, we have been the beacon they needed to remain successful in these difficult times. This year we were able to help thousands of families navigate obstacles to ensure quality child care for their children. Despite the trials many child care programs are facing, we have been able to help teachers continue to grow professionally and help programs continue to provide first-rate care.

The reward is in the stories we hear each and every day. From the mother who now has peace of mind knowing that she doesn't have to worry about her children while she works or how she'll pay her child care bill to the teacher who has finally been able to fulfill her dream of earning a higher education degree. Despite the hardships our country is facing, each day we encounter new stories and new successes.

In this next year, we look forward to helping families and teachers face new challenges with creativity and fervor. While positive change is happening, it takes time and is incremental in nature. And the demand for our services and programs is growing! But through collaboration, direct services, research and advocacy, CCSA's board and staff are committed and poised to take the next steps toward ensuring high-quality child care for all children. We appreciate the support you have given us in the past and hope we can count on you again.



*Providers and advocates from across the state gather to honor North Carolina's outstanding early childhood professionals at CCSA's Annual Awards Celebration and Auction.*

Sincerely,

Sue Russell  
President

Ned Brooks  
Chair, Board of Directors

# Family Support

*My child has received a better quality education and is better prepared for school. I am very happy. CCSA has been great – very helpful and very nice.*

—Orange County scholarship recipient

It is important that families have access to consistent child care so they can work. Families who struggle to find child care also struggle at work, having to take time off or come in late when no care is available. When families have access to quality care, it benefits parents, children and employers. CCSA's family support counselors guide parents through the sometimes overwhelming task of finding the best child care setting for their family. Counselors provide families with information about the types of child care in our community and the features of quality care. They offer information about program size, child to teacher ratios, star rating, violations and compliance history, and more. Families are given detailed information about child care centers and homes that best match their needs and a checklist to follow when visiting these facilities. CCSA also counsels families on how to access financial assistance and tax credits for child care, and provides direct scholarships to families in Orange and Durham counties.

*I would like to personally acknowledge the hard work and diligence that the Family Support Counselor has demonstrated in helping my husband and I find child care for our six month old daughter. I am sure that I have been one of her most "particular" clients, however, she has been very patient and accommodating to our needs. This is our first child and we wanted to ensure we found the best provider for her. My husband and I definitely felt that the Family Support Counselor had our best interest at heart through the entire process. In our eyes, she has gone above and beyond by making our experience personable and as stress free as possible. I wanted to send this brief note to show our appreciation as good customer service is hard to find nowadays.*

-Parent, Wake County



## By the Numbers

### In FY 2008-09

- 5,578 families received child care referral services, impacting 8,021 children.
- 71% of children were in families where all parents were working.
- 9% of children were in families where the primary language was not English.
- 333 children ages 6 weeks to 12 years in Orange County received a child care scholarship from CCSA.
- 91% percent of the children receiving a scholarship were enrolled in child care programs with either a 4- or 5-star rated license (5-star is the highest rating available in North Carolina).

# Training & Technical Assistance

## By the Numbers

### In FY 2008-09

- 2,400 directors, teachers and family child care providers increased their knowledge and understanding of early childhood education issues and topics by attending the 330 professional development workshops organized by CCSA.
- Child care professionals participating in CCSA-organized workshops earned an estimated 815 in-service credit hours, which allow them to maintain their child care licenses.
- 301 child care programs received technical assistance services, which helped to improve the care for 13,459 Triangle children.
- 64 early childhood educators received educational release time through the T.E.A.C.H. AmeriCorps program, allowing them to earn 436 credit hours.

*Technical Assistance has been an invaluable service to me. While starting two new centers during tough economic times, my Technical Assistance Associate was able to help me with needed consultation and low-cost program solutions that helped to meet the needs of my children.*

—Director/Owner, Durham County

Children who receive quality early care and education are more likely to graduate high school, pursue secondary education and go on to contribute to a viable workforce. To ensure that teachers are life-long learners themselves, and that classrooms provide the kind of environments children need to thrive, CCSA's Training and Technical Assistance Departments offer a wide range of services to early educators and program administrators including:

On-site Assessments and Technical Assistance – Technical Assistance staff provide services tailored to the needs and challenges of each center, home and teacher.

Substitute Services – Resource teachers model best practices and offer time off so that early educators can attend college.

T.E.A.C.H. Early Childhood® AmeriCorps Members – Young men and women work on early literacy with young children and provide child care teachers in school with release time for professional development.

Quality Improvement Grants – Money available to help child care centers and homes improve classroom resources.

• *The workshop I attended helped me learn so many ways to enhance the activities to promote learning in our class.*

• -Teacher, Wake County



# T.E.A.C.H. Early Childhood® Project

*The expenses to operate a licensed child care center are very high, especially with the education component. The cost of education has increased for our teachers. The T.E.A.C.H. program has enabled our center to have at least one staff member on scholarship to earn their AAS in Early Childhood Education.* —Director, Mecklenburg County

Many adult students looking to continue their education are finding that there are fewer and fewer resources available to help cover the rising cost of higher education. Teachers working in the early childhood arena not only have few financial resources, they often struggle to find the time away from their child care programs to attend classes. To help these teachers access education and ensure that children are being educated by qualified professionals, the T.E.A.C.H. Early Childhood® Project awards early educators currently working in the field with scholarships to enroll in college courses, buy textbooks and receive paid release time from work to attend classes and study.

## T.E.A.C.H. Early Childhood® Technical Assistance & Quality Assurance Center

Created in 1990, CCSA's T.E.A.C.H. Early Childhood® Project has grown from a pilot project serving 21 teachers in the Triangle into a nationally replicated program. T.E.A.C.H. is currently licensed in 20 other states and is helping thousands of teachers throughout the country access education.



### By the Numbers

#### T.E.A.C.H. Early Childhood® North Carolina in FY 2008-09

- 5,368 child care providers throughout North Carolina received T.E.A.C.H. Early Childhood® scholarships.
- Participants completed more than 35,000 credit hours at North Carolina colleges and universities.
- 99,588 children benefited from increased teacher education.
- 98% of directors in participating child care facilities said that they were planning to continue sponsoring T.E.A.C.H. scholarship recipients next year.
- 3,111 participants received help paying for their health insurance through the T.E.A.C.H. Early Childhood® Health Insurance Program.

### By the Numbers

#### In FY 2008-09

- 21,256 T.E.A.C.H. Early Childhood® scholarships were awarded to teachers, directors and family child care providers in 21 states.
- T.E.A.C.H. participants completed 125,820 credit hours.
- Participants working on an associate degree in early childhood education had an average GPA of 3.2.
- Participants enrolled in early childhood education courses at 329 two-year and 169 four-year institutions of higher education.

- *Through the T.E.A.C.H. program I have been able to go back to school. I graduated high school over 30 years ago and was not able to attend college because of finances. I am now almost finished with my degree in Early Childhood Education, all paid for by the T.E.A.C.H. program.*

• -Family Child Care Provider, Wayne County

# Child Care WAGE\$<sup>®</sup> Project

As children grow and learn, the relationships they form with the adults in their lives are critical to their healthy development. Children need to have stable relationships with their teachers so they can build trust and confidence to explore the world around them and gain the skills they need to be successful throughout their schooling and life. But with one of the nation's lowest-paid workforces, retention remains an ongoing issue facing child care programs. By providing education-based salary supplements, the Child Care WAGE\$<sup>®</sup> Project helps reduce turnover in early care and education facilities and encourages teachers to pursue higher education.

*If I was not receiving WAGE\$, I would not be able to afford to continue working in child care. The only thing I have ever wanted to do is teach young children, but with salaries as low as they are, I would be struggling to pay bills. WAGE\$ helps me enjoy working each day.* —Teacher, Catawba County

• *WAGE\$ has helped me keep my home and have funds for my children. It has helped me to make it everyday. Thank you for saving my home, giving us food and keeping me from being homeless. Thank you from the top and bottom of my heart.*

• —Teacher, Wake County



## By the Numbers

### In FY 2008-09

- WAGE\$ provided salary supplement to 8,193 participants in 2,986 early care and education programs serving approximately 107,206 children.
- The turnover rate for WAGE\$ participants was 15%, compared to a pre-program rate of 31% statewide.
- 31% of active participants submitted documentation to verify their ongoing pursuit of coursework, and 19% reached a new level as a result of those efforts.
- For the past four years, retention has been better among the more highly educated participants. Of the 4,196 WAGE\$ participants with an associate degree in early childhood, its equivalent or higher, 14% left their programs this past year. Of all participants with less education, 16% left their programs.
- 98% said that WAGE\$ either encourages them to stay in their child care programs or to continue their education.

# Statewide Infant-Toddler Project

*Having an Infant-Toddler Specialist has supported our growth in providing more social and emotional development with our infants and toddlers. The continuous information she shares with us is very helpful, and having her observe and make recommendations on implementing new strategies helps us continue to provide a high-quality environment. We love having the “fresh pair of eyes” to look at our practices and introduce us to different ways to support this important growth.*

—Teacher, Orange County

A study conducted by CCSA in 2008 indicated that infants and toddlers have significantly less access to quality child care than 3- to 5-year-olds. Though quality of care has improved for infants and toddlers over the years, it has not improved as much as care for 3- to

5-year-olds. To address this issue, CCSA coordinates the work of 25 regional infant-toddler specialists as part of the Statewide Infant-Toddler Enhancement Project, funded by the N.C. Division of Child Development. As the project's statewide manager, CCSA conducts ongoing monitoring and provides support and feedback to specialists who provide training and technical assistance to help infant and toddler teachers throughout North Carolina improve their classrooms.

*In the fall, two infants were enrolled in our class who were never in child care before and needed a lot of our attention. Our specialist worked with us on supporting the children's individual needs and focusing on the social and emotional strategies they needed to be provided so they both could develop a healthy ability to self-regulate and self-sooth. As of today, these two children are well adjusted and show confidence in everything they do. They have blossomed into confident and well rounded toddlers that love to explore new opportunities whenever they can. This is a true success!*

—Teacher, Orange County

## By the Numbers

### In FY 2008-09

- 1,148 classrooms in 92 counties received on-site technical assistance.
- 1,604 infant toddler spaces showed measurable improvement in quality from pre- to post-assessment following technical assistance and training.
- 100% of classrooms post-assessed demonstrated improvement. The number of infants and toddlers in classrooms with scores in the “good to excellent” range increased from 1% to 52% from pre to post. The number of infants and toddlers in classrooms with scores in the “inadequate to minimal” range decreased from 46% to 1% from pre to post.
- 99.4% of standardized infant toddler trainings resulted in increased participant knowledge of the training topic.
- 6,212 providers of infants and toddler care attended at least one training provided by an infant-toddler specialist.



# Early Nutrition Matters

*After going for a physical, one of our students found out he was overweight. The mother requested a menu from CCSA's meal program for the physician to review. The mother called very excited that the physician thought the menus were extremely nutritious. He told her that she could use our menu as a guide when preparing meals at home.* —Director, Durham County

According to the Centers for Disease Control and Prevention, over 12% of children between the ages of 2 and 5 years old are obese, and this number only increases as children get older<sup>1</sup>. Recent studies have suggested that the path to childhood obesity can begin in infancy<sup>2</sup>. Another study found that 25% of obese adults were overweight as children<sup>1</sup>. With statistics such as these, it is more important than ever to ensure children form healthy eating habits early in life. CCSA's meal service program provides two nutritious meals and one snack five days a week to children in participating child care centers. This program ensures that children are receiving fresh fruits, vegetables and whole grains on a daily basis and that their salt, sugar and fat intake is limited.

## By the Numbers

### In FY 2008-09

- CCSA served 520,815 nutritiously balanced meals to 1,025 children in 22 child care centers.



<sup>1</sup> <http://www.cdc.gov/obesity/childhood/index.html>

<sup>2</sup> [http://www.msnbc.msn.com/id/35352934/ns/health-kids\\_and\\_parenting](http://www.msnbc.msn.com/id/35352934/ns/health-kids_and_parenting)

# Thank you to our 2008-2009 funding partners!

Our work is made possible through the contributions of many public, private and individual supporters.

## Businesses

Bank of America  
Blackman & Sloop, CPA's P.A.  
Capitol Broadcasting Company, Inc.  
CaptiveAire  
CEI  
Essence Commercial Cleaning  
GoodSearch  
IBM  
Kaplan Early Learning Company  
SunTrust  
The Williams Group  
Workplace Options  
Work/Family Directions, Inc.  
WRAZ-TV  
Verizon

## Foundations

Blue Cross Blue Shield of North Carolina Foundation  
Charles T. Beaird Foundation  
F. B. Heron Foundation  
Fox Family Foundation  
The Navillus Foundation  
The Pew Charitable Trusts  
The Picower Foundation  
The W. Clement & Jessie V. Stone Foundation

## Government

Durham County  
NC Commission on Volunteerism and Community Service  
NC Department of Health and Human Services  
NC Department of Juvenile Justice and Delinquency Prevention  
NC Division of Child Development  
NC Office of Early Learning  
Orange County  
Town of Carrboro  
Town of Cary  
Town of Chapel Hill

## Individuals

Chinedu Eucharia Akamelu  
Peggy Ball  
Patricia A. Bartell  
Marsha Basloe  
Judy Batten  
Farley and Roger Bernholz  
Jennifer Boger  
Vickie Brinkley  
Brenda and Keith Brodie  
Ned and Ginny Brooks  
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Vertina Webb  
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Chris and Janet Willett  
Diana Jones Wilson and Keith Wilson  
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Whitney Antoniette Wright  
Cindy Young  
Adam Zolotor

## Nonprofits

Child Care Resources Inc.  
Church of St. Thomas More  
NACCRRA  
NC Early Childhood Association  
Southwestern Child Development Commission  
Triangle United Way

## Universities

Duke University  
University of North Carolina at Chapel Hill  
Wellesley College

## Partnerships

Alamance Partnership for Children  
Alleghany Partnership for Children  
Avery County Smart Start  
Beaufort-Hyde Partnership for Children  
Bladen County Partnership for Children  
Brunswick County Partnership for Children  
Catawba County Partnership for Children  
Chatham County Partnership for Children  
Children & Youth Partnership for Dare County  
Children's Council of Watauga County, Inc.  
Chowan-Perquimans Partnership for Children  
Cleveland County Partnership for Children  
Columbus County Partnership for Children  
Craven Smart Start, Inc.  
Down East Partnership for Children  
Duplin County Partnership for Children, Inc.  
Durham's Partnership for Children  
Guilford County Partnership for Children, Inc.  
Halifax-Warren Smart Start  
Harnett County Partnership for Children  
Iredell County Partnership for Young Children  
Lee County Partnership for Children  
Martin-Pitt Partnership for Children  
Mitchell-Yancey Partnership for Children, Inc.  
Northampton Partnership for Children  
Onslow County Partnership for Children  
Orange County Partnership for Young Children  
Partners for Children and Families of Moore County  
Partnership for Children of Johnston County  
Partnership for Children of Lincoln and Gaston Counties  
Partnership for Children of Sampson County  
Pender County Partnership for Children  
Randolph County Partnership for Children  
Region A Partnership for Children  
Rockingham County Partnership for Children, Inc.  
Rutherford/Polk Smart Start Partnership  
Smart Start of Davidson County, Inc.  
Smart Start of Davie County  
Smart Start of Forsyth County  
Smart Start of New Hanover County  
Smart Start of Transylvania County  
Smart Start of Yadkin County  
Smart Start Rowan  
Stanly County Partnership for Children  
Stokes Partnership for Children  
Surry County Early Childhood Partnership  
The Franklin-Granville-Vance Partnership for Children  
The Partnership for Children of Cumberland County  
The Partnership for Children of Wayne County, Inc.  
Union County Partnership for Children  
Wake County SmartStart, Inc.  
Wilkes County Smart Start  
Wilson County Partnership for Children

*\*This list represents charitable gifts and grants made to Child Care Services Association between July 1, 2008, and June 30, 2009. While we have made every effort to be accurate and thorough, it is possible to accidentally omit or misspell a name. Please contact the Development Manager at 919.967.3272 with any additions or correction.*

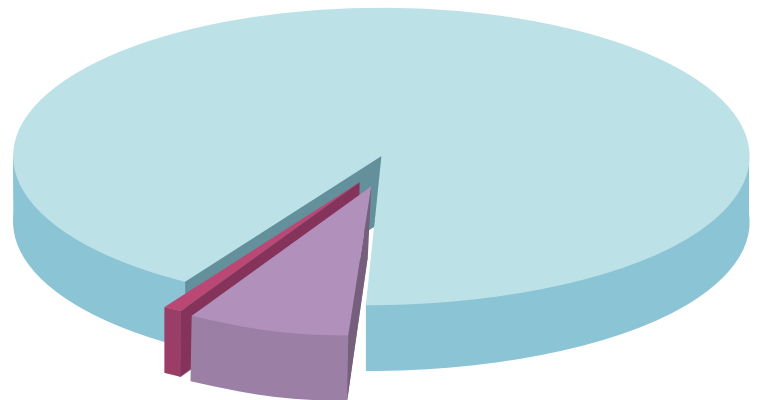
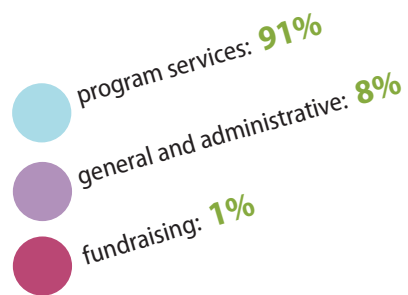
# 2008-09 Financials

Child Care Services Association stewards its resources with the same high-quality standards as its programs.

## Statement of Functional Expenses

		Fiscal Year 2009	Fiscal Year 2008
<b>Grants and Assistance</b>	Grants and Awards	\$14,685,972	\$14,537,705
	Scholarships - T.E.A.C.H.	4,064,801	3,912,449
	Scholarships - child care	1,818,724	1,838,237
	Subcontracts	2,773,688	2,770,931
	<b>Total Grants and Assistance</b>	<b>\$23,343,185</b>	<b>\$ 23,059,322</b>
<b>Operating Expenses</b>	Salaries and Fringe Benefits	\$7,269,920	\$ 7,109,327
	Program and Office Supplies	451,285	352,325
	Contracted Services	186,601	158,775
	Occupancy	163,990	152,825
	Travel and Meetings	252,774	239,580
	Depreciation and Amortization	288,719	296,663
	Postage and Telephone	188,107	177,637
	Printing and Publications	69,708	58,111
	Dues and Subscriptions	73,741	84,758
	Interest Expense	209,748	212,286
	Insurance	22,817	27,417
	Advertising	9,904	13,596
	Other Expenses	6,241	11,021
<b>Total Operating Expenses</b>	<b>\$ 9,193,555</b>	<b>\$8,894,321</b>	
<b>Total Expenses</b>	<b>\$32,536,740</b>	<b>\$31,953,643</b>	

## Allocation of Expenses





*...ensuring affordable, accessible, high-quality child care  
for all young children and their families*

# *Making a Difference in Difficult Times*

## **2008-2009 Annual Report**

Child Care Services Association  
P.O. Box 901  
Chapel Hill, NC 27514

For more information about CCSA or  
to make a donation,  
visit [www.childcareservices.org](http://www.childcareservices.org)

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