Who’s Watching the Children?

2014 Annual Report

ChildCare Aware®
OF VIRGINIA

Virginia’s most trusted child care resource
It’s Time to Protect Children in Child Care!

As Executive Director of Child Care Aware of Virginia, I know first-hand how important it is that children are safe in child care. Every day, my staff throughout the state work with parents to find child care and train child care providers to improve the quality of child care.

It was heart-breaking to read the August Washington Post news account of 60 deaths of children in child care. Since that time, fires in unlicensed care have caused 3 additional deaths of children in Lynchburg and Midlothian.

The death of any child is a tragedy. However, it is an even greater tragedy when such deaths can be prevented. Virginia is one of 8 states that do not license child care home providers until six unrelated children are in the home. Licensing is important. It means that a provider has had a background check, some minimum training in health and safety, annual training in important topics like child development, and inspections to ensure that children are safe.

Minimum health and safety protections for children are important. That’s the difference between licensed and unlicensed care. I work with child care providers to help them offer the best care possible, to keep them abreast of best practices, and to plan for emergencies. The reality is that people don’t know what they don’t know. Licensing is a pathway to promote the safety of children. It benefits children, parents, and providers. Parents have enough to worry about when juggling jobs and a family. They shouldn’t have to worry about whether their children will be safe in child care.

The current licensing threshold in Virginia has not been changed in 38 years. More mothers are working now compared to 38 years ago. We know more now about child safety and child development from decades of research.

The licensing threshold is a legislative loophole putting children at risk! It’s time to close the child care loophole and protect children in child care.

Sincerely,

[Signature]

Sharon R. Veatch, Executive Director
Child Care Aware® of Virginia

Child Care Aware of Virginia Staff:
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Jodi Roberts, Professional Development Specialist
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Sarah Stevens, Child Care Aware of Western VA Manager

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*Kandy Hilliard
*Ipek Taffe
*Membership Council Representatives
Child Care Aware® of Virginia assists families in their search for child care. We provide families with a list of referrals based on their unique needs. In the past year, over 5,800 referrals to families who called our KIDS-TLC service or accessed our referral database through online self-searches. Over 2,400 unduplicated families with 3,125 children in need of child care were served. High quality consumer education information and materials were provided to all families who call KIDS-TLC.

With over 800,000 children under the age of 12 with working parents in Virginia, there are only 364,000 identified child care slots/spaces available. This means that there are over 400,000 potentially in need of child care being cared for in non-regulated child care settings.

There are limited spaces in licensed child care settings for infants and toddlers, causing long waiting lists. Parents need care so that they can work, so there are often few choices for parents with young infants.

20% of parents looking for care need odd-hour care.

41% of parents looking for care need infant/toddler care.

“I wasn’t able to find care for a child under the age of 30 months. Everything was either full or too far.”

Parent, Harrisonburg, VA

Achieving Quality through Professional Development

CCA-VA provides child care professionals with convenient, online training and distant learning training opportunities on topics ranging from literacy, child health and safety to a full CDA credential training program.

- 324 Online courses and 187 distant learning certificates were issued in FY13/14.

Provider Technical Assistance

CCA-VA delivers technical assistance to child care professionals statewide, offering individualized guidance and consultation to assist with quality improvement on topics such as child development, nutrition, health & safety, child care regulations and accreditation.

- 2,141 technical assistance contacts were delivered in FY13/14.

Child Care Training/Coaching

CCA-VA delivers high quality training and coaching opportunities to the child care community through two grant funded collaborative projects:

- Nemours and the Virginia Early Childhood Foundation partnered with CCA-VA to provide obesity prevention training/coaching to 200 child care centers.
- 377 hours of Preventing Child Abuse & Neglect: Promoting Responsive Relationships training was delivered to 15 child care programs and 137 parents.

Accreditation and Quality Improvement and Rating Systems help child care meet higher quality standards through state and national benchmarks. These child care programs have exceeded standards established by state licensing including: standards for curriculum, staff and parent communication, and more.

Only 4 family child care providers, and fewer than 290 child care center programs, are accredited by a national association in Virginia.

The Virginia Star Quality Initiative has 341 child care programs participating in Virginia’s quality rating and improvement system (www.smartbeginnings.org).
Cost: The cost of child care in Virginia is high. The average annual cost of center-based child care for an infant is over $10,000. The average annual cost of center-based care for a preschool-age child is $7,696. The average cost for care in a family child care home is slightly less, but still hard to afford for many families – particularly for families with more than one child.

State subsidy: In Virginia, over 25,000 children each month receive a subsidy to help their families better afford the cost of child care. But, in many communities, the rates paid by the state are far below the market rate for quality care. This means that either families are forced to choose lower quality care or child care programs are left trying to operate a quality program without the resources to invest in staff and quality settings.

Child care is often as expensive for families as college tuition. Higher education institutions are supported by public funds; child care is not! There is very limited assistance for families who cannot afford child care.

The cost of full time infant center-based child care as a percentage of median family income:
- 10.4% of income for two-parent family
- 35.6% of income for single mother family
  *based on average infant rates in a child care center

Who needs help paying for child care?
- 17% of families with a child under age 5 are living in poverty
- 41% of children under age 5 from a single female headed household are living in poverty.
- 25,000 children per month receive a child care subsidy

Advocating for Quality

Parents are united in their desire that children are safe in child care. Parents look for caregivers who will be warm and loving with their children but they don’t always have a lot of choices. CCA-VA is an advocate for high quality child care in Virginia. Child Care Aware of Virginia was instrumental in passing legislation to create a workforce to develop an implementation plan to require all regulated child care providers in Virginia to receive a comprehensive fingerprint background check. Child Care Aware of Virginia provides parents access to advocacy tools and encourages individuals to become advocates for themselves and their communities by joining the Virginia Education and Action Center.

1,043 parents subscribe to the Virginia Education & Action Center
http://cqrcengage.com/earlylearningpolicygroup/Virginia

“Virginia’s high licensing threshold leads to children in unlicensed care where providers may be well intentioned but not knowledgeable about basic safety or trained for emergencies.”
- Child Care Aware of Virginia: Child Care Safety in Virginia, Home-Based Child Care Businesses, January 2, 2015
OUR MISSION
We advance child care quality and access through a statewide child care resource and referral network that develops the child care workforce, provides a single source of comprehensive child care data, empowers parents, and advocates for Virginia’s children.

OUR VISION
High-quality child care is available and accessible to families throughout Virginia.

Child Care Aware® of Virginia, a statewide network of child care resource & referral (CCR&R) agencies, promotes statewide access to quality child care through parent education, comprehensive data collection, provider workforce development, and advocacy.

CCR&R supports the positive development of all children, especially those in out-of-home learning environments. Network members consist of local CCR&R agencies providing services to families, early childhood professionals, and communities.

What We Do
♦ We educate families about quality child care and link them with qualified providers in their choice of settings
♦ We recruit, train, and support a skilled provider workforce throughout Virginia to meet the demand for child care
♦ We advocate for child care quality, availability, and resources with stakeholders at community, statewide, and national levels

Regional Service Areas (Call 866-KIDS-TLC to contact the Child Care Resource Center in your Region):
2. Child Care Aware of Eastern Virginia: Lead agency: The Planning Council Collaborative Partners: Child and Family Connection and Smart Beginnings of Virginia Peninsula
5. Child Care Aware of Western Virginia: Lead Agency: Child Care Aware of Virginia, Collaborative Partner: Appalachian Community Action & Development Agency

Child Care Aware of Virginia
Service Delivery Areas

[Map showing service delivery areas: Central, Eastern, Northern, Piedmont, Western]
**Revenue and Support**

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
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<tr>
<td>Government Grants</td>
<td>1,611,051</td>
<td>83%</td>
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<td>Contributions &amp;</td>
<td>151,049</td>
<td>8%</td>
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<tr>
<td>Foundations</td>
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<tr>
<td>Other Income</td>
<td>178,064</td>
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<tr>
<td>Total Income</td>
<td>1,940,164</td>
<td>100%</td>
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**Expenses**

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<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
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<tr>
<td>Personnel</td>
<td>528,792</td>
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<tr>
<td>Professional Services</td>
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<tr>
<td>Operating</td>
<td>205,996</td>
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<td>Flow Through</td>
<td>833,850</td>
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<td>Deferred Expenses</td>
<td>120,060</td>
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</tr>
<tr>
<td>Total Expenses</td>
<td>1,940,164</td>
<td>100%</td>
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