



Making A Difference When It Matters Most

2008-2009 Annual Report



Executive Summary: A letter from Pam Tatum

As the recession continues to wreak havoc on working families in Georgia, high quality child care centers and providers also are feeling the pain. High vacancy rates, more parents falling behind on payments and parents opting for less costly care all have contributed to substantial numbers of closings. Those child care centers and family child care providers that remain need all the support they can get.

At Quality Care for Children, we have stepped up our efforts to provide resources to help high-quality child care centers and providers survive and thrive – and support them as they continue to provide enriching and educational experiences for children. We know that 90 percent of a child’s brain development occurs before age three. We realize that in times like these, QCC’s role in supporting high quality child care is more important than ever.

“The child care system in Georgia is at big risk,” said Pam Tatum, CEO of QCC. “In response, we have continued to keep children’s needs as our top priority and have expanded our programs and increased our investment in quality child care.”

QCC takes a broad view of the child care system – taking into account parents, children, child care providers and the larger community – and works to strengthen each part.

Thanks to generous support from The Joseph B. Whitehead Foundation and individual supporters, QCC has been able to expand its Emergency Child Care assistance to reach a growing number of families who need short-term help paying for child care while they look for a job, recover from illness or face a crisis.

In addition, we are providing more scholarships for qualified child care providers to further their education with a Child Development Associate (CDA) credential. In the past year, 150 people have received scholarships to pursue this credential, which ultimately will result in better quality care for many children.

At QCC, we also have realized the need to address the business concerns of child care centers and family child care providers.

“One of the lessons we’ve learned from the recession is that child care programs have to succeed as businesses,” said Tatum. “The reality is that child care programs are small businesses – their financial stability and the quality of care they provide to young children are linked.

So QCC will soon launch a pilot program that will allow child care programs to use their group purchasing power to lower the costs of goods and services – food or cleaning services, for example. “When you can’t bring in more money, you need to find ways to make the money you do have go farther,” said Tatum.

Another way QCC helped children get the best care possible last year was by launching the statewide referral service – the first of its kind in the nation.

“It used to be that there were 14 different numbers you’d call in Georgia, depending on where you lived,” said Tatum. “You might live in one area, but have child care in another. People definitely see the benefits of this new statewide number. It has increased referrals and parents tell us they appreciate it.”

In this way, QCC is helping make the pieces of the child care puzzle fit together – by providing training and other assistance so programs can offer high-quality care; by helping providers and centers stay financially viable; and by ensuring that parents can find and afford good care for their children.



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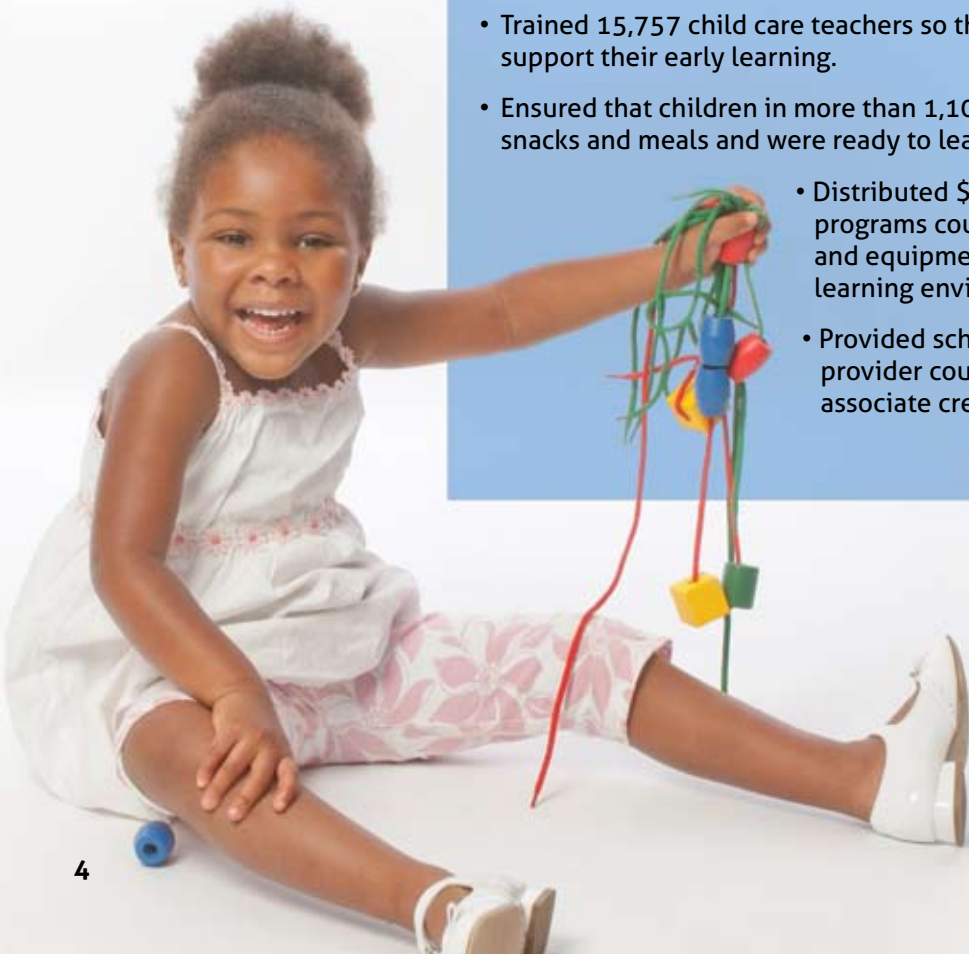
Improving Early Learning for Children by Assisting Child Care Programs

Child care providers work with parents to ensure our young children have the care and education they need to learn and succeed in life. QCC partners with child care providers as a trusted resource for ongoing education and assistance so they can provide high quality early learning experiences and care. QCC offers child care providers on-site consultation, training, educational toys, materials and equipment necessary to support early learning. We assist child care providers from start-up to achieving national accreditation, the highest standard in quality child care.

Since a child who has nutritious meals will have greater success in learning, QCC's statewide Child Care Food Program works to ensure children receive nutritious meals and snacks while in the care of a family child care provider. The program offers nutrition training, sample menus, on-site consulting and meal reimbursement to providers enrolled in the program. As a result, children who participate in the Child Care Food Program receive well-balanced meals and snacks and are positioned to have educational success.

In 2009, Quality Care for Children:

- Helped 108 child care programs to achieve high quality standards, including national accreditation, so that children have access to high quality early learning and support.
- Trained 15,757 child care teachers so that children have caregivers who can support their early learning.
- Ensured that children in more than 1,100 child care programs get nutritious snacks and meals and were ready to learn.
- Distributed \$193,146.00 so that child care programs could purchase much-needed materials and equipment—so that children have improved learning environments
- Provided scholarships so that 100 child care provider could acquire their child development associate credential.



Provider Spotlight: Brenda Spencer “My Mother’s Helper”

As a paramedic for the New York City fire department, Brenda Spencer was among the early responders to the 9/11 terrorist attacks. She is proud of her service but like so many of the emergency personnel who worked in lower Manhattan amid dust and smoke, she developed respiratory problems and had to retire about five years ago.

Spencer moved to North Fulton and a couple of years later decided to go into a much safer line of work – running a home child care. Just as she aimed to be the best paramedic possible, she now dedicates herself to providing a superior experience for the six children she cares for. She has two part-time assistants and focuses on teaching age-appropriate skills and concepts.

“I have a yoga teacher that comes on Thursdays and I’m looking into having a foreign language teacher,” she said. “I strive to make my program the best and to provide additional educational opportunities. Quality Care for Children is helping me do that,” said Spencer.

QCC awarded Spencer a grant to cover most of the expenses involved in earning her Child Development Associate (CDA) credential. It is a rigorous training program that involves 120 hours of classes in such subjects as creating a safe and stimulating environment, and ways to support children’s physical, intellectual, social and emotional development. Candidates must pass exams, undergo an interview and have a site visit from an expert during what is typically a one-year process.

In addition to the financial support, QCC is helping to ensure Spencer’s success by assigning a technical advisor who visits her home about once a month. So far, Spencer says she has learned a lot through the program. She learned about the scholarship program because she had previously done her licensing orientation through QCC.

Spencer’s child care program is called “My Mother’s Helper,” and it started because she decided to home-school her son after moving to Georgia, she said. “One of my friends wanted her son home-schooled too, and then it spread by word of mouth and was a natural progression,” Spencer said.

Before she was a paramedic, Spencer had worked as a teacher’s assistant at a special needs school in Whitestone, N.Y., where she gained experience with autistic children. Spencer charges \$105 a week for ages 3 and up, and \$110 for 2-year-olds. She has a waiting list of 12 families who want to switch from other child care providers, she said.

Spencer has been flexible with families who are suffering from job losses or other financial setbacks due to the recession. Two of her children have gone part-time because their parents couldn’t afford full-time care, and another father recently lost his job and is deciding whether to opt for part-time care.

Thanks to support from the Joseph B. Whitehead Foundation, QCC is able to support 150 family child care providers from around the state who desire to earn the CDA credential. It’s just one of the many ways QCC is helping enhance the quality of child care in Georgia.



Helping Parents

As children's first educators, parents provide and are a vital link to our efforts to prepare children for success in school and life. Quality Care for Children strives to support parents in this important role.

Choosing child care is one of the most important decisions a parent can make. Parents need a trusted source of information and support to make the best decisions for their children and families. Quality Care for Children (QCC) offers parents information on how to choose child care that provides early learning and meets their families' needs. In 2009, Quality Care for Children was chosen by Bright from the Start: Georgia Department of Early Care and Learning to provide child care referrals to parents across the state. We assist parents in locating appropriate child care for their children by searching our extensive database of more than 4,500 child care programs including child care centers, family child care homes, Head Starts, Pre-K programs, after-school programs and summer camps. Our services are offered in English and Spanish through an online child care search and by speaking with a child care counselor on the telephone.



In 2009, Quality Care for Children:

- Provided assistance to 15,637 families in finding and choosing quality child care.
- Increased the capacity of 655 parents/caregivers to support the development of over 1,000 children through Quality Play.
- Supported 1,000 parents through educational workshops.
- Provided safe, stable emergency child care for 400 children whose families were in crisis.

One of QCC's most vital services is the Emergency Child Care Project, which helps families in crisis pay for child care. Families might have become homeless, experienced a death of a parent or had a parent hospitalized. These circumstances could easily lead to family breakdowns and in some cases can result in a child placed in the foster care system.

Because of the recession, QCC has received requests for assistance from people who never would have asked for help in the past, but now are facing job losses, foreclosures and other major challenges.

Parent Spotlight: Brenden Barclay

One example is Brendon Barclay of Clarkston, who was laid off in June from his job as a graduation coach for the Atlanta Public Schools. In that position, Barclay had counseled at-risk high school students. When he lost his job, Barclay considered taking his four-year-old son Bryce out of the Scottdale Child Development Center – even though he and his wife love the NAEYC-accredited program. Barclay's wife works as a legal secretary and they have three children. The couple felt they just couldn't afford the \$130 a week price without two incomes.

Then, someone at the center told the Barclays about QCC's program. The couple applied and were able to receive enough funds to cover 14 weeks of child care, plus a four-week extension.

"It was tremendous help," Barclay said. "It kept him in a consistent and caring environment. We really love Scottdale – they have an excellent program. Bryce is learning his letters – he definitely knows B for Bryce – and his numbers and is starting to write. He plays a lot and has good social development."

Barclay is now executive director of a nonprofit he started, Sustaining Urban Villages, which advocates for urban forests. He recently helped build an outdoor classroom at an elementary school.

Thanks to generous support from the Joseph B. Whitehead Foundation and Newell Rubbermaid, a total of 400 children were able to access emergency child care assistance during fiscal year 2009.

The Emergency Child Care program is now in its 23rd year. It was started by the Junior League of Atlanta and later adopted by QCC. Since that time, thousands of families have received help paying for child care and resolving their crises. They include hurricane evacuees, people facing overnight hospital stays with no one to care for their children, and single parents starting a new job with no money to care for their children until the first paycheck arrives.





Quality Care for Children Partners with Newell Rubbermaid to Help Ensure Georgia's Children Receive High-Quality Child Care

Newell Rubbermaid may not be a household name, but you can find the company's products in millions of households across America – whether it's a Paper Mate pen, Goody hair barrette, Rubbermaid food storage container or Graco stroller.

The Fortune 500 company is based in Sandy Springs, Ga., and has become an important partner of Quality Care for Children. In fact, QCC is one of the main nonprofits supported by the company's philanthropy program, Investing in Community, said Jackie Parker, vice president of diversity & inclusion and corporate philanthropy.

"We believe in their mission," Parker said. "We find their leadership to be very accountable and to have integrity. They have heart and passion."

Newell Rubbermaid first became interested in becoming a supporter because QCC's work aligns with two parts of the company's three-pronged strategy for charitable giving: "Growing Up" and "Getting Ahead." QCC's work supports those goals by helping to improve the quality of early childhood education and offering training for caregivers to expand their skills and knowledge, Parker said.

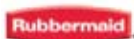
Parker joined with philanthropist Stephanie Blank in April as a spokeswoman in public service announcements for QCC's new toll-free child care referral line, 1-800-ALL-GA-KIDS – the first of its kind in the nation. The number gives Georgia parents one trusted source to find licensed child care.

"The referral service is a blessing for working parents," Parker said. "Even at Newell Rubbermaid, we see the need for it. We have so many employees relocating here and not knowing where to place their child."

877•ALL•GA•KIDS

Georgia's Source for Finding Quality Child Care
(877-255-4254)





Some of those relocating employees work for Graco, one of Newell Rubbermaid's brands and the maker of baby and toddler products familiar to so many parents. Graco relocated to metro Atlanta in 2009 and as soon as the company got settled, its leadership met with QCC and formed a strategic partnership, Parker said. It's a natural fit, considering what Graco makes, she said.

Graco's vice president for human resources, Scott Koenigs, joined the QCC board. Now, Graco is working with QCC to find a child care center that its employees can "adopt" and "do some wonderful hands-on work with," said Parker. "The Graco partnership is expanding. I believe we are going to see a lot of wonderful things come out of that partnership."

Newell Rubbermaid also has made it possible for several family child care providers to pursue additional training.

"Some of these providers can't afford to take courses, so we are helping to pay for scholarships. The more training they receive, the better able they are to provide a good quality environment for the kids," Parker said.

Too often, she said, child care providers don't provide an enriching experience for the children – and yet we know the amount of attention given to young children is a key factor in their development. The early years have a direct impact on workforce readiness, especially for children from low-income neighborhoods, Parker noted.

"Improving quality of child care in our state is important," she added. "That's why what Quality Care for Children does is so important."

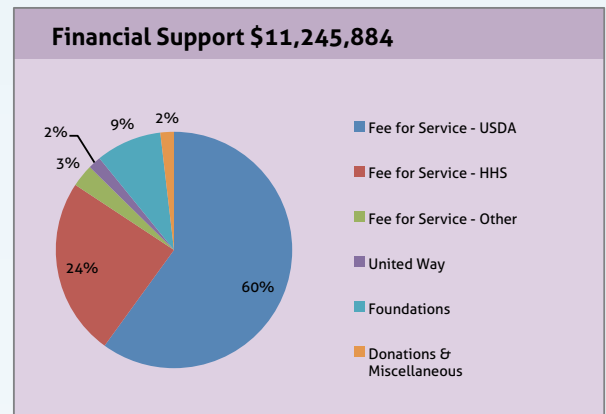


Financials

	Unrestricted	Temporarily Restricted	Total
Revenues	\$10,869,434	\$376,450	\$11,245,884
Expenses	\$10,844,470	\$0	\$10,844,470
Net Results	\$24,964	\$376,450	\$401,414
Prior Year Fund Balance	\$617,221	\$427,037	\$1,044,258
Current Fund Balance	\$642,185	\$803,487	\$1,445,672

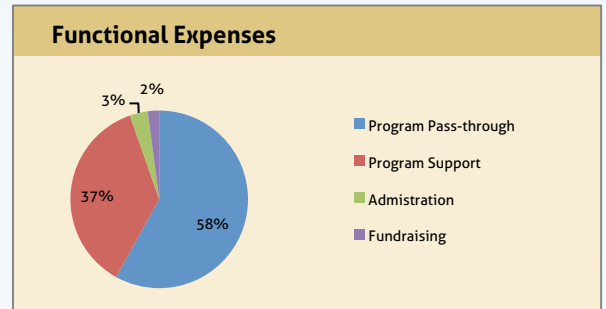
Revenue by Source:

Fee for Service - USDA	\$6,745,918	59.99%
Fee for Service - HHS	\$2,732,193	24.30%
Fee for Service - Other	\$348,093	3.10%
United Way	\$197,775	1.76%
Foundations	\$1,013,500	9.01%
Donations & Miscellaneous	\$208,405	1.85%
Total	\$11,245,884	100.00%



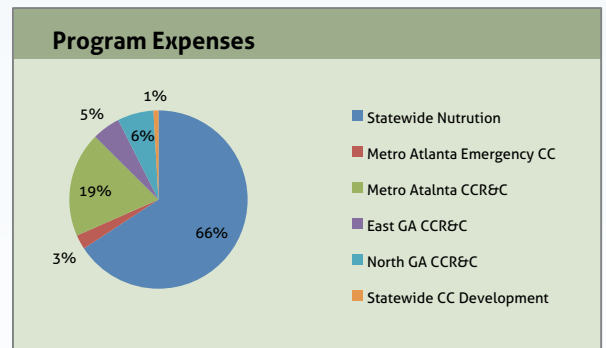
Functional Expenses:

Program Pass-through	\$6,297,537	58.07%
Program Support	\$3,965,634	36.57%
Administration	\$357,455	3.30%
Fundraising	\$223,844	2.06%
Total	\$10,844,470	100.00%



Program Expenses:

Statewide Nutrition	\$6,749,761	65.77%
Metro Atlanta Emergency CC	\$269,055	2.62%
Metro Atlanta CCR&R	\$1,955,838	19.06%
East GA CCR&R	\$523,440	5.10%
North GA CCR&R	\$672,427	6.55%
Statewide CC Development	\$92,650	0.90%
Total	\$10,263,171	100.00%



Contributors

\$500,000 - and Above

Joseph B. Whitehead Foundation
US Department of Agriculture
US Department of Health & Human Services
Bright from the Start: Georgia Department of Early Care and Learning

\$100,000 - \$500,000

The Arthur M. Blank Family Foundation
The Goizueta Foundation

\$50,000 - \$99,999

The Annie E. Casey Foundation
United Way of Metro Atlanta

\$10,000 - \$49,999

DeKalb County
Fulton County Human Services
John H. And Wilhelmina D. Harland Charitable Foundation, Inc.
Newell Rubbermaid*
The Pittulloch Foundation
UPS*
The Wachovia Foundation

\$5,000-\$9999

AT&T*
Corporate Community Outsourcing*
Mitchell Meetings*
Gertrude and William C. Wardlaw Fund

\$2500 - \$4999

11Alive*
Atlanta Falcons*
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* A supporter of El Día de los Niños, QCC's annual fundraising event to celebrate and honor all children



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