

We make quality child care happen.

**childcare
resources**

*Quality Care and Education
for our Next Generation*



2009-2010 ANNUAL REPORT

Leadership Message



Willie Chriesman
Chairman of the Board



Joan Wright
Executive Director

Dear Friends,

We live in a world where the future is undefined. We cannot know what misfortunes or successes may lay ahead. The environment, governments, investments, technology, and foreign relations are each all challenged by an uncertain future. Among this ambiguity one thing is beyond question - children are one quarter of our population and all of our future.

This truth is more than a cliché. It is the very foundation of the work done daily at Childcare Resources. It is the reason this agency provides the services and programs that offer children the best opportunity for future success.

During the past year Childcare Resources' objectives were to improve the lives and futures of those we serve and raise community awareness about the importance of early care and education including children's health and nutrition and parenting support.

Childcare Resources was represented at the Alabama Business Leaders' Summit on Early Childhood Investment. We advocated for licensing and oversight for child care centers resulting in a City of Vestavia Hills resolution recommending state licensure for all child care programs within their city limits. We joined hands with 18 other agencies as part of the Health Action Partnership to promote prevention of childhood obesity.

At the 20th annual Children's Advocate Award Luncheon, Childcare Resources

and guests paid homage to 21 individuals and agencies who are dedicated to improving children's lives. Mrs. Patsy Riley accepted the Margie Curry Lifetime Achievement Award on behalf of her and Governor Riley. Cedric D. Sparks, Sr., Susan Swartz and the Toyota Family Literacy Program were honored with the 2010 Children's Advocate Award.

When the Children's Trust Fund of Alabama held a rally at the Statehouse in Montgomery to honor of the Month of the Young Child, Childcare Resources was there. Childcare Resources spoke out when local government budget cuts for nonprofits were announced. Last summer Childcare Resources presented the Childcare Resources' Expo providing information and education to hundreds of parents.

A major outreach effort was accomplished during Childcare Resources' inaugural Resource and Referral call-in program when staff and volunteers fielded calls from parents wanting more information about identifying quality child care and selecting a program for their child. The event was featured on CBS 42 evening news and streamed lived from their website throughout the two hour program.

In August, the Junior Board of Childcare Resources presented its most successful 4th annual Fairy Tale Ball. Over 750 people attended and 350 first-time guests were given the opportunity to learn about our mission.

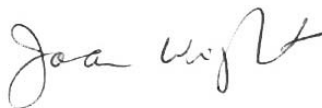
The reasons for these efforts are clear: the positive outcomes of high-quality early childhood education are that children are more likely to stay in school, more likely to go to college, and more likely to become successful, independent adults. They are less likely to need remediation, be arrested, or commit violent crimes. As early as the 19th century, American social reformer Frederick Douglass knew this when he said, "It is easier to build strong children than to repair broken men."

Thank you for your support and your commitment to today's children - our best hope for a successful future.

Cordially,



Willie Chriesman
Chairman of the Board



Joan Wright
Executive Director

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Our Mission

To make quality care and education of children happen by providing information, education and assistance to families, providers of child care and the community.

Our Vision

Quality child care will be available and affordable to all families who need it.



Our Story

For over 25 years, Childcare Resources has helped thousands of children get the best start in life. We continue to serve communities in Blount, Jefferson, Shelby and Walker counties as the front line organization for parents, businesses and child care professionals seeking the keys to our children's future success.

Our programs help businesses prosper, parents nurture their children's growth and development and communities stay strong. At the center of this work, we help children succeed in life.

Thanks to the many contributors and champions of quality early care and education for children, we are proud to continue the important work that began in 1984. We look forward to carrying on for years to come so that today's children grow into happy, healthy solid citizens of tomorrow.

Training and Support Services for Child Care Professionals

We provide training to child care teachers and directors in central Alabama — training them on a variety of subjects including administration, curriculum, health and safety, literacy, discipline and everything in between.

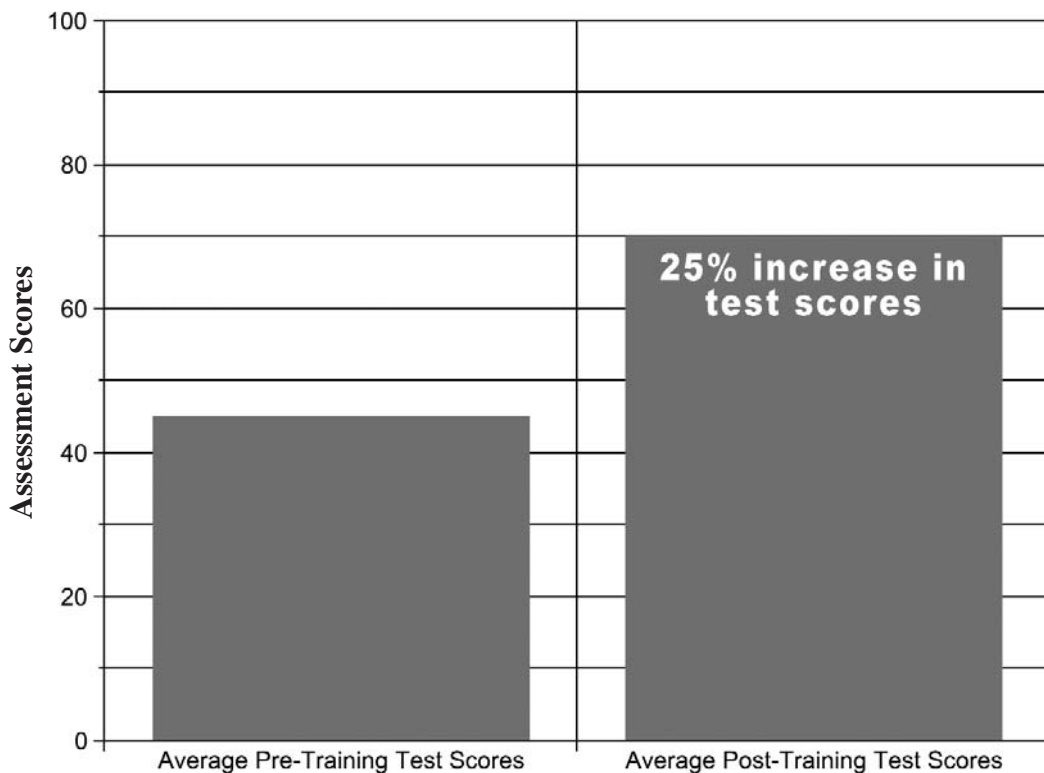


*"I learned to be the best teacher I can be
in my classroom."*

*"There was so much great material presented
in so many creative ways."*

Training Sessions, Courses and Conferences

Increased Test Scores



The Results

- Approximately 98% of training participants rated their increase in knowledge after training as good/excellent.

The Numbers

- 235 training sessions
- 741 hours of training
- 4,652 training participants



"I feel that I've learned so much to take back to class with me."

Training and Support Services for Child Care Professionals

The Infant Toddler Outreach program provides on-site assessment, consultation and training to improve the quality of care in infant and toddler classrooms.

During the 2009-2010 year, the program also provided on-site assessment to 10 preschool classrooms.

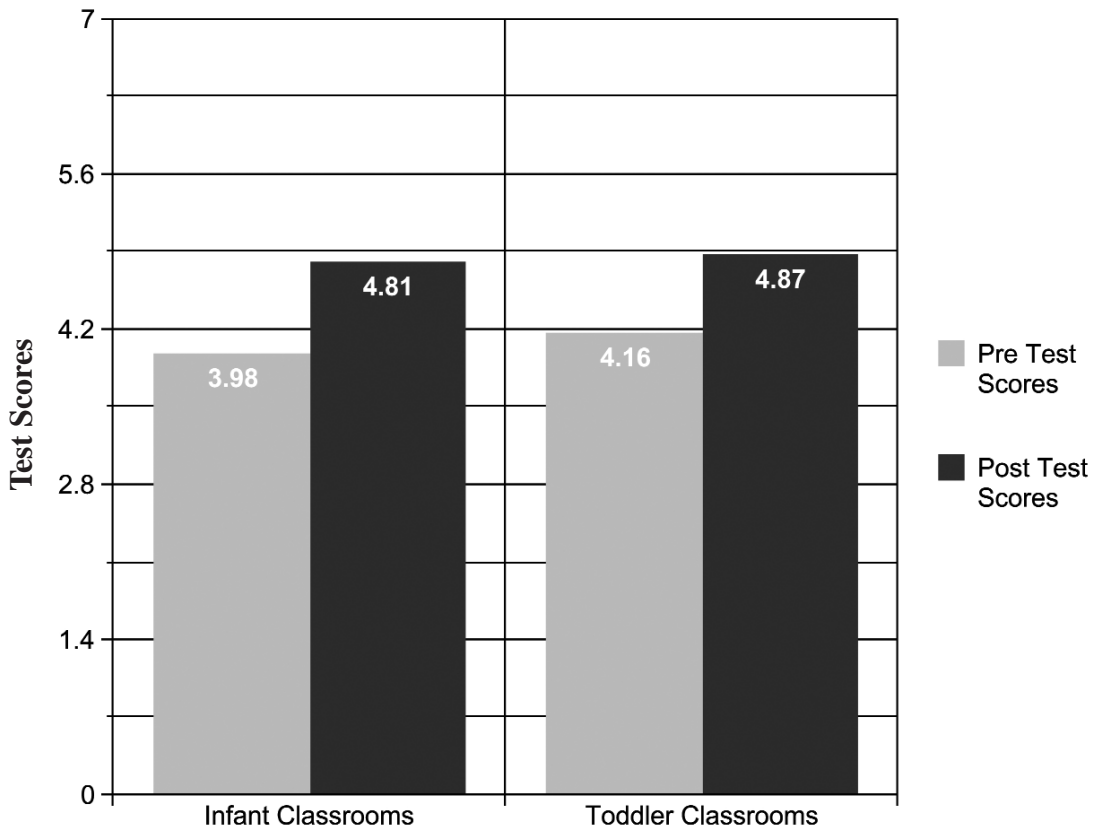


“One of the most gratifying aspects of this work is the opportunity to offer children a safe, loving and nurturing place to learn.”

“Childcare Resources...helped us to better the classrooms and the center overall.”

Infant Toddler Outreach

Increased Test Scores in Classrooms



The Results

- Post-Assessment scores showed an average score of 4.84 out of 7 in all classrooms.

The Numbers

235 classrooms participating in **9** centers
114 center visits
81 classroom assessments

Training and Support Services for Child Care Professionals

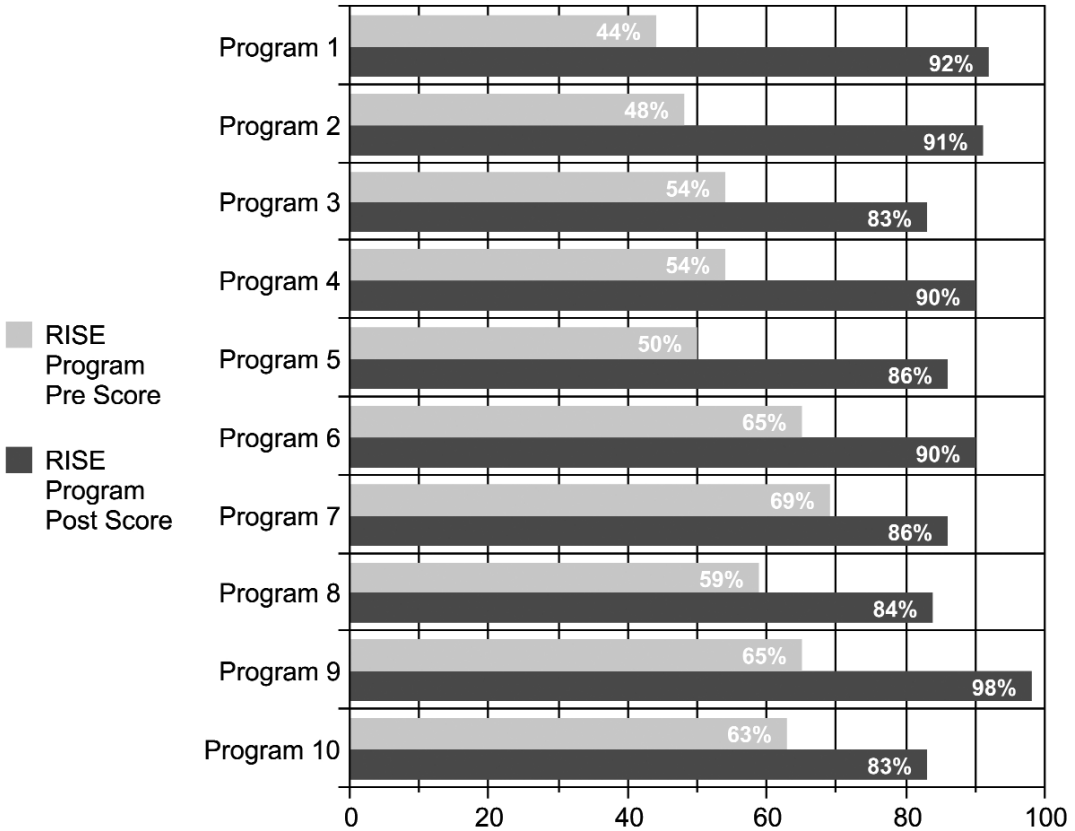
The RISE program uses a process of evaluation, improvement plans, goals and action steps to help child care centers achieve higher quality, including national accreditation.

“An important part of RISE is the self-assessment. It helps you focus on areas that need improvement and is also a good indicator of the strengths of your Center.”



“My staff has been enthusiastic about RISE. They have especially appreciated the time spent with them during observations and consultations concerning their teaching methods, classroom arrangements and materials available.”

Reaching Improvement Through Self Evaluation



The Results

- 100% of child care programs participating in RISE had an increase in their classroom assessment scores, which measures National Association for the Education of Young Children standards. The average increase for all ten programs was 31%.

The Numbers

- 10 number of child care centers enrolled
- 208 center visits
- 8 group quality impact meetings with participants from all enrolled centers



Training and Support Services for Child Care Professionals

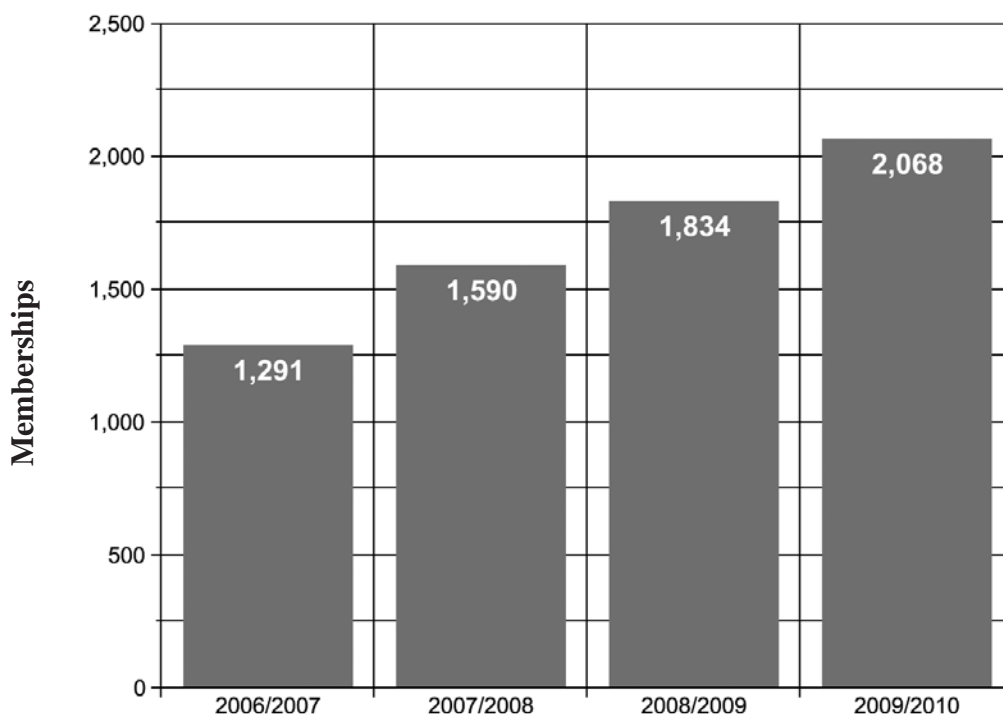
We lend resources - books, puppets, music CD's, educational games and activities — through our Early Learning Resource Center at our Birmingham office and our Resource Van, which travels to child care facilities throughout the area.



"It's nice to have different books, resources, and CD's to use every month. It gives us a variety of good teaching tools and the kids love getting new music, books and puppets too!"

Early Learning Resource Center Teacher Resource Van

Increased memberships



The Results

- The Early Learning Resource Center memberships have increased 62% in the last four years.

The Numbers

1,819

van/library visits

10,325

van/library resources circulated

"It is a wonderful resource to us! We are in Shelby County and don't have the opportunity to go downtown to the library location. All of my teachers love being able to get new books each month."

Parent Education

All Parents as Teachers (PAT) services aim to help parents understand and support their children's development, keys to helping them get a good start in life.

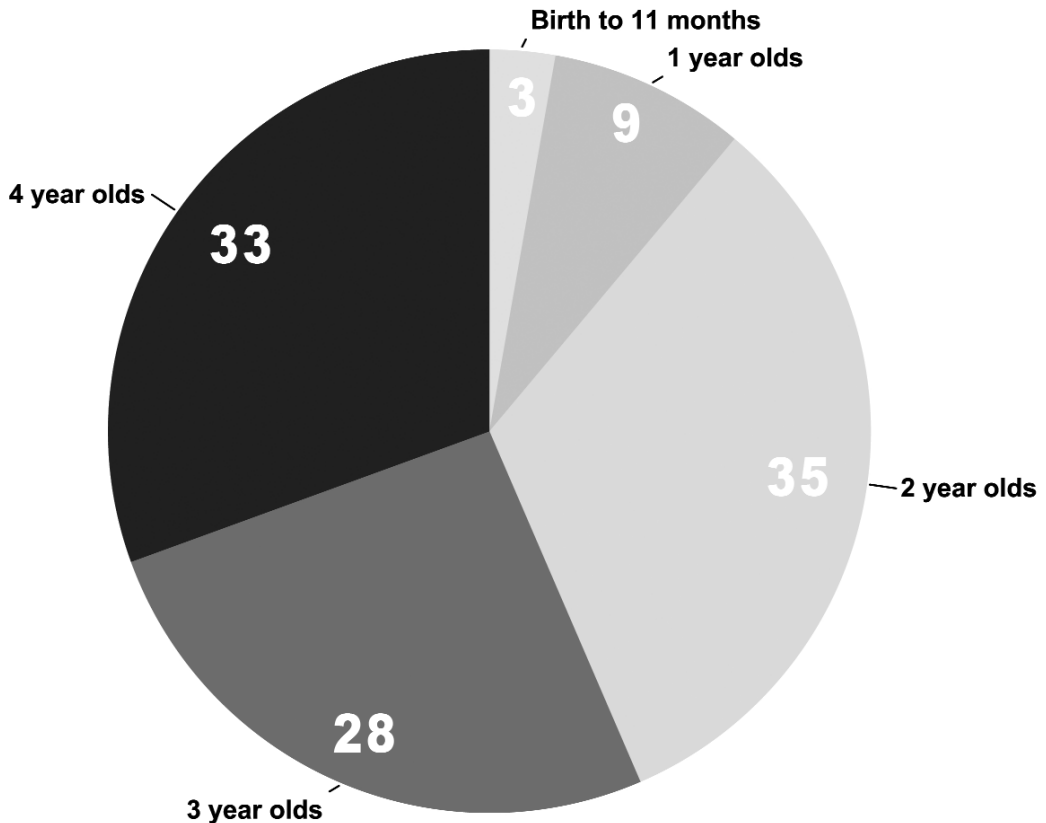


"Parents as Teachers allowed me as a parent to better understand how my child was developing. My Parent Educator provided me with wonderful resources to enhance my daughter's learning. Both my daughter and I gained practical knowledge from our experience in this wonderful program!"

"Parents as Teachers gave me the parenting tools necessary to become a better parent."

Parents as Teachers

Age breakdown of children enrolled in PAT



*“The youngest children are the most vulnerable to maltreatment. One-third of all victims in 2009 were younger than 4 years.” **

The Results

- PAT is designed to positively influence families before abuse and neglect occurs through establishing relationships, increasing parent knowledge of early childhood development and improving parenting practices.

The Numbers

108	children enrolled from 96 families
718	individual meetings with parents
10	parent group meetings
348	child development and health screenings



* Source: U.S. Department of Health and Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau. (2010). *Child Maltreatment 2009*.

Family and Community Services

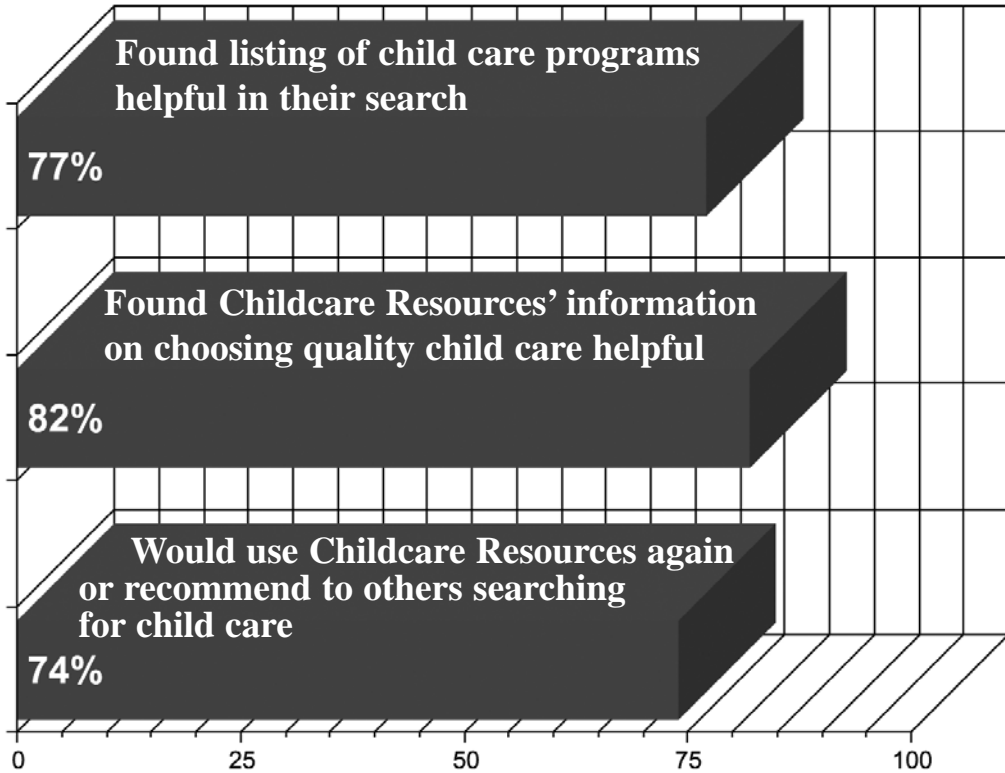
We help parents identify child care that is best suited for their individual needs through phone consultations or our online child care search service available on our website — www.ccr-bhm.org.



“The resource and referral program helped me to locate a child care program that met all my individual needs. I have peace of mind at work knowing that my child is well cared for in a quality environment.”

Resource and Referral

Satisfaction Survey Results



The Results

- Families who contacted Childcare Resources were satisfied with the services received.

The Numbers

1687 families requesting child care searches

5940 searches completed

Family and Community Services

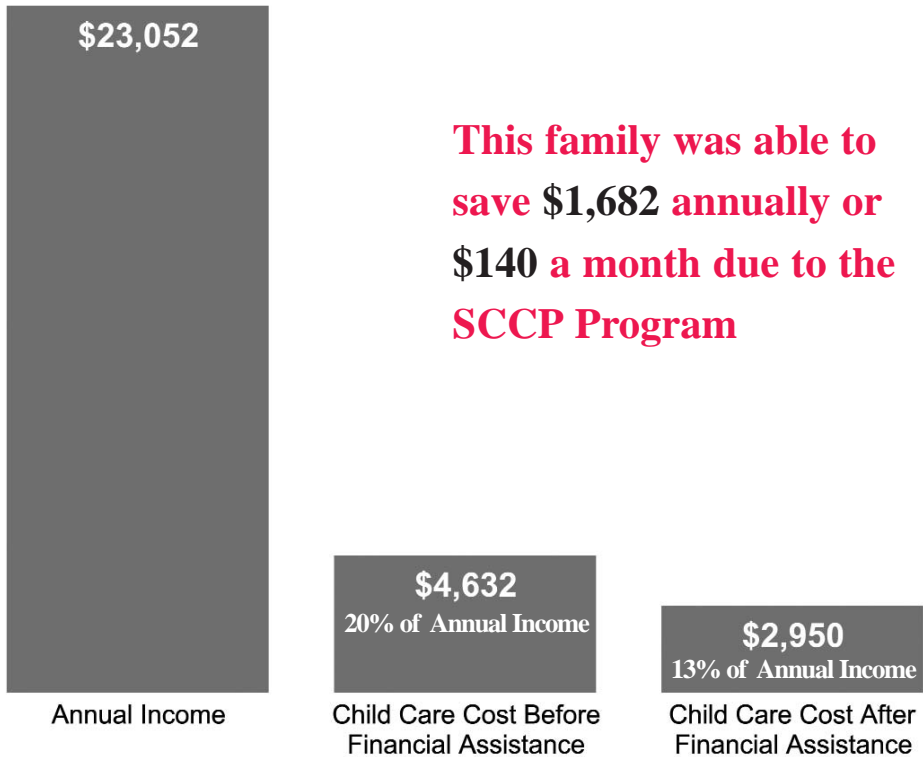
We help low-income, working families by paying a portion of their child care tuition. Payments are made directly to the child care provider of their choice. This helps parents meet other pressing financial obligations and is often a major factor in the selection of their child care provider. Our financial assistance program helps give parents peace of mind that their children are receiving reliable care while they work.



"It is organizations like yours which are so wonderful because they allow assistance for parents who are working hard to provide for their child but still need some additional help to make it through."

Supplemental Child Care Program

One Example of SCCP Savings for a Family



The Results

- Thanks to supporters of this program, low-income working parents remained in the work force, had an increase in income, took advantage of training and education opportunities and improved their lives.

The Numbers

325	families served
378	children served
340	children on the waiting list (as of freeze date, August 1, 2010)*
\$310,225	funds disbursed



*Due to funding reductions, program is on hold until funding is restored.

Community Information

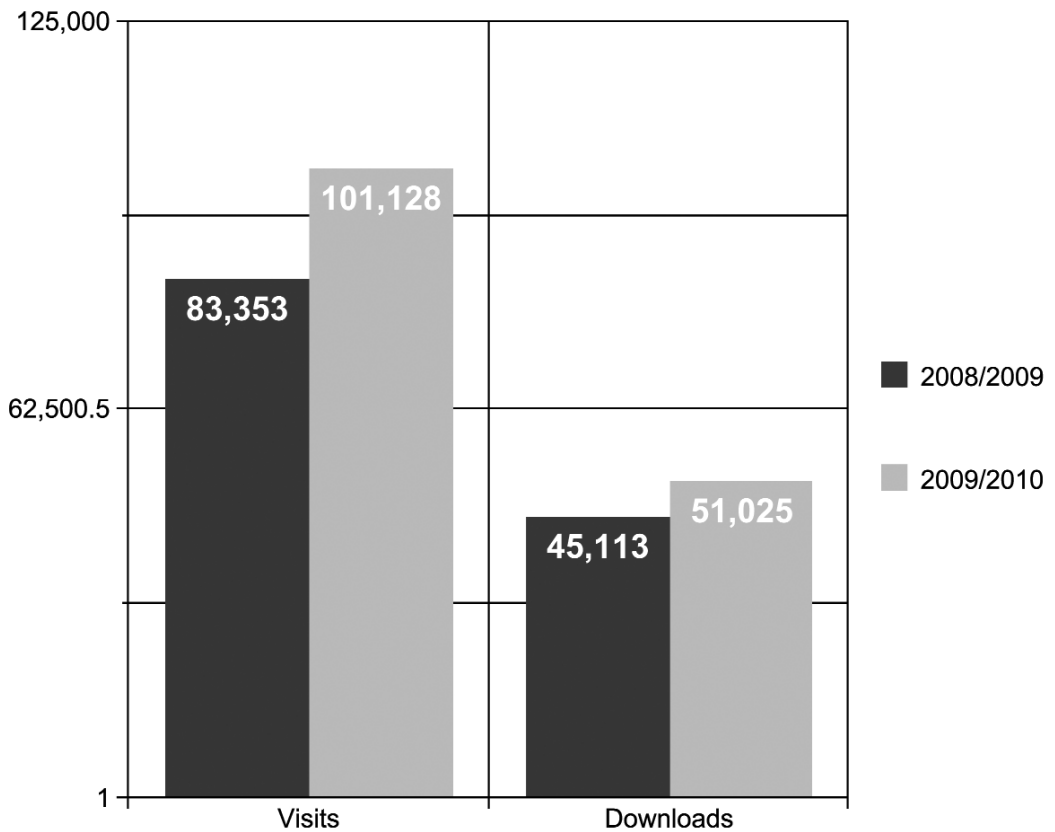
Our website — www.ccr-bhm.org, provides information about our programs, events, news, donor and volunteer opportunities. The site also provides valuable early child development information as well as links to other organizations committed to the well being of children. The website continues to be a vital part of our communication network as the overall number of visits increases each year.



“Please don’t take it lightly, you help families when they feel they have no where to turn. ”

Childcare Resources Website

Website Usage Increase



The Results

- Website visits increased 21% from 2008/2009 to 2009/2010
- Document downloads increased 13% from 2008/2009 to 2009/2010

The Numbers

1,705,614	website hits
101,128	website visits
51,025	documents downloaded

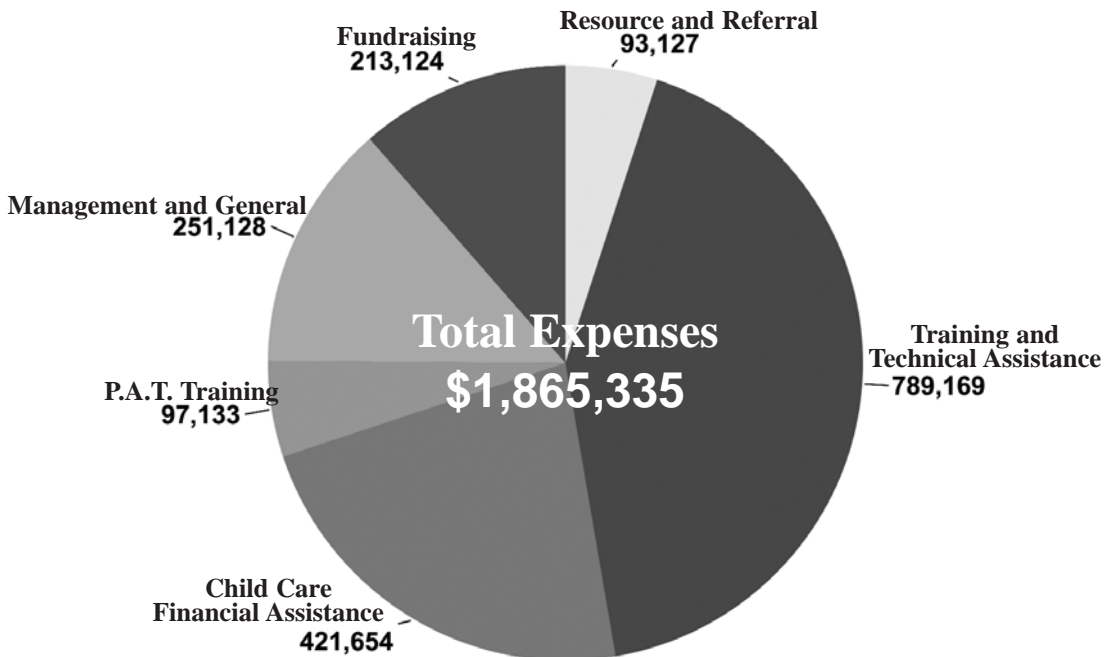
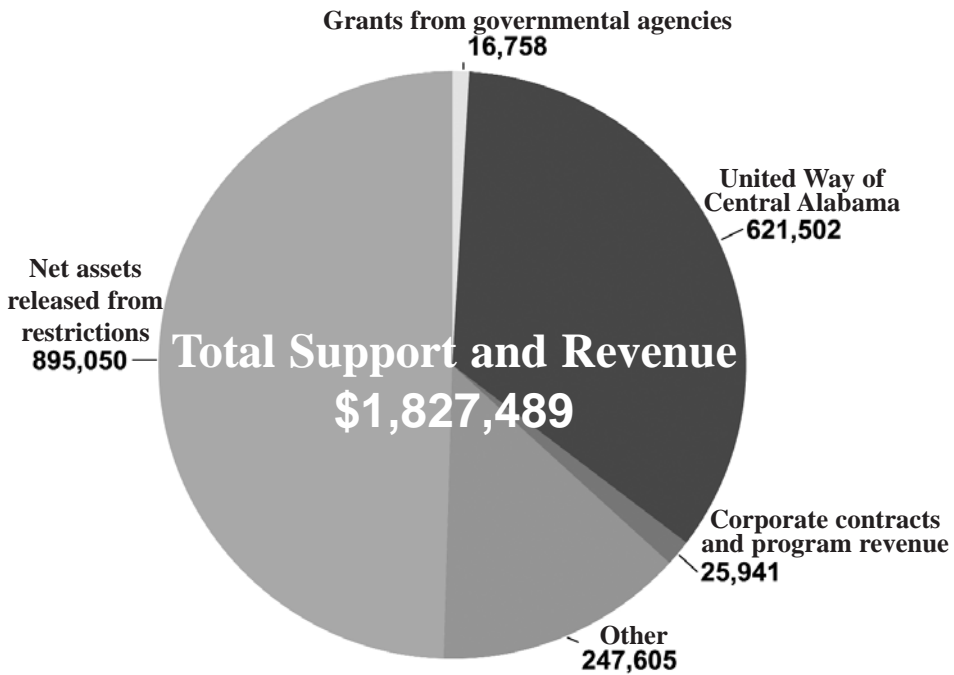
Financial Information

We Appreciate

all the generous support of individuals, businesses, foundations and government organizations that helped us provide the services outlined in this report. On behalf of our Board of Directors, Junior Board, staff and the children and families we serve, thank you for your 2009-2010 contributions. Your partnership is helping make quality, affordable child care happen in our community.



Statement of Activities for the year ending September 30, 2010



DONORS



Donors Listed

are for fiscal year October 1, 2009 through September 30, 2010. Donations made after September 30, 2010, will appear in the 2010-2011 Annual Report.

We have made every attempt to include each of our generous friends. However, if we have inadvertently failed to list your gift, please notify us at (205) 252-1991, ext. 305 so we may correct the omission.

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Major Funders

United Way of Central Alabama
Alabama Child Caring Foundation
City of Birmingham
Community Foundation of
Greater Birmingham
State of Alabama Department of
Human Resources

Generous Supporters

Motion Industries
The Thompson Foundation

Child Care Provider Training and Support

Major Funders

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Robert R. Meyer Foundation
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Wachovia Wells Fargo Foundation

Parents as Teachers

Major Funders

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Supplemental Child Care Program (SCCP)

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Fairy Tale Ball

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