



QUALITY CARE  
for CHILDREN

# 2006 Annual Report

*Learning When It Matters Most*

# Letter from the CEO



2006 offered Quality Care for Children (QCC) more opportunities to focus on our mission to offer parents and child care providers what they need to nurture and educate infants and young children. We implemented new programs such as Play & Learn in the City of Atlanta and a new afterschool initiative in NW Georgia in partnership with the Atlanta affiliate of the Black Child Development Institute. QCC partnered with United Way to help families affected by Hurricanes Katrina and Rita and expanded the work that we do in the Latino community into Northwest Georgia. Finally, QCC collaborated with the National Association of Child Care Resource and Referral Agencies to help active military families find and pay for child care during their deployments.

The years between birth and age five hold the most promise for children and for the future of our community. QCC is committed to helping the community recognize this special time in young children's lives when learning matters most -- and to providing the expertise and resources that parents and child care programs need to nurture and educate young children. We believe that quality early learning opportunities are a right of every child and a critical investment in our future. We appreciate the support of our partners and our donors who share our commitment.

Join me in assuring infants and young children receive the early learning experiences they deserve. With your help, we can uncover the resources, talents, and collaborations required to truly make a difference in the lives of infants and young children. Together we can assure that all children receive the nurturing and education they need to succeed.

A handwritten signature in black ink that reads "Pam Tatum". The signature is fluid and cursive, with the first name "Pam" and last name "Tatum" clearly distinguishable.

Pam Tatum  
Chief Executive Officer



# Our Mission and Values

QCC works with parents, child care providers and communities to nurture and educate infants and young children.

## VALUES

**Expect the best.** QCC takes an asset-based approach to our work. We help children and the people who nurture and educate children identify and build on their strengths. Similarly, we recognize that our staff is our greatest asset and investing in their professional development to build on their strengths helps them to be the best.

**Earlier is better.** Because children's brains develop most rapidly between birth and age 5, providing enriched learning opportunities for infants and young children is key to their cognitive, emotional, and social development. Similarly, we believe that investing early in the development of child care providers and programs – getting them off to a quality start – yields the greatest return.

**Relationships are key.** QCC recognizes the importance of the relationships between children and the people who nurture and educate them. These relationships provide the foundation for learning. QCC values our relationships with our partners. We value the roles and contributions of the many different people and organizations that help communities provide high quality care for infants and young children.

**Quality is critical.** Because we believe that all children deserve quality learning experiences, QCC raises and helps fulfill parent expectations regarding the quality of child care and early learning opportunities. QCC also has a responsibility to our stakeholders to ensure the highest quality of our programs. We continually evaluate the quality and outcomes of our programs and services to improve and coordinate efforts and to extract important lessons.

**People matter most.** QCC embraces and honors the insight and involvement of our staff, volunteers, child care providers, parents, caregivers, and community partners who regularly contribute on behalf of children.



# Partnering with Child Care Providers

Child care providers need a trusted resource for ongoing education and assistance so that they can provide high quality early learning experiences for infants and young children. QCC works with child care providers by offering on-site consultation and training on a wide array of topics and by providing educational toys, materials and equipment necessary to support early learning. We work with child care providers from start-up through achieving national accreditation, the highest standard in quality child care.

Good nutrition also plays a key role in supporting early learning. It is important for child care programs to have a resource for advice and counsel when planning menus for children. Quality Care for Children'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.

## In 2006, Quality Care for Children

- Delivered 35,246 training hours for 8,433 child care providers.
- Provided 10,073 on-site consultation sessions to child care providers.
- Assisted 154 child care programs in meeting high quality standards.
- Distributed \$417,128 in enhancement grants to child care programs to support quality improvement efforts.
- Created 1,910 new child care spaces for communities in need.
- Distributed Spanish language child care resources and materials to more than 1,100 Latina child care workers.
- Ensured that more than 10,000 children in over 1,100 family child care homes received nutritious snacks and meals through the Child Care Food Program.
- Offered resources and consultation to 202 child care providers caring for children with special needs.



## Stepping Stones Day Care Center

Quality Care for Children works with child care programs in 36 Georgia counties to improve the quality of care provided to infants and young children. Stepping Stones Daycare Center in Putnam County received a mini-grant, intensive on-site consultation, and support from Quality Care for Children in Macon. QCC helped to ensure that teachers were well-prepared and could provide the care and education that young children need and that the environment was safe and supported early learning. By providing teacher training, new toys and equipment, and assisting in the redesign of the center, Quality Care for Children partnered with Stepping Stones to meet the educational needs of 96 central Georgia children. Stepping Stones Day Care Center is committed to providing an environment that supports children's learning and Quality Care for Children was pleased to be able to help.

*"I am very proud of the progress we have made in improving the care we offer our children. Staff from Quality Care for Children helped me in so many ways - from helping me purchase age appropriate furniture, toys and materials to arranging them all in the room. QCC offered training and on-site consulting to my staff also. We could not have completed these improvements without the assistance of Quality Care for Children."*

*Denise Carmichael, Director  
Stepping Stones Child Care Center*

Pictured above: Nicole Whaley, teacher of the infant class at Stepping Stones Daycare Center, and parents Alicia Bailey and Denise Hill. The group is enjoying the new Infant Play Area provided through a Quality Care for Children mini-grant.

# Partnering with Parents

Choosing child care is one of the most important decisions a parent can make. Parents need a trusted source of information and support so that they can make the best decisions for their children and families. Quality Care for Children offers parents information on how to choose child care that supports early learning and that meets their families' needs. 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 in 36 counties. 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 addition, QCC offers parenting education and support to parents, grandparents, relatives or friends who care for infants and young children, including children with special needs.

In 2006, Quality Care for Children:

- Assisted 12, 838 parents in finding child care for 18,195 children.
- Helped 1,087 parents of children with special needs find appropriate child care.
- Facilitated 82 Play & Learn groups for 185 children.
- Provided 5,286 nights/days of emergency child care for 393 children whose families were in crisis, serving 216 families.
- Assisted 429 families affected by Hurricanes Katrina and Rita find and pay for child care for 418 children 0-5 and 168 school-age children.
- Produced and distributed 60,000 child care directories.
- Offered 294 parent education workshops.




## Assisting Families Affected by Hurricanes Katrina & Rita

2006 was a very difficult year for many Gulf Coast families affected by Hurricanes Katrina and Rita. Thousands of those families made their way to Atlanta, many with little more than the belongings in their cars. Families were experiencing loss, under extreme stress, unsure about the future, and unfamiliar with Atlanta. Children needed a sense of normalcy and a nurturing environment. Parents needed to know their children were safe and loved while they addressed the crisis. Helping parents find and pay for quality child care was one way Quality Care for Children could assist in this devastating situation. With 20 years of experience helping families in crisis, we knew we could assist. With funding from United Way, the Atlanta Women's Foundation, Audrey and Jack Morgan Family Foundation and an anonymous donor, QCC helped 429 evacuee families with 418 children 0-5 and 168 school-age children find and pay for child care. QCC's child care referral counselors helped parents meet their child care needs and connect to other services in the community. Often staff just listened as families told their stories, tried to process what had happened to them and come to terms with their current situation.

*"Thank you so much for paying Brandon and Loren's child care. This has allowed us to work, feel secure about the safety of our children, and accumulate funds to continue child care while adjusting to a new city and dealing with the aftermath of Hurricane Katrina. Thank you for showing our family such kindness in this time of need. I can finally say that our lives have started to get back to normal." Hurricane Katrina Survivor*

# Quality Care for Children Highlights

- **Quality Care for Children launched Nancy's Circle to honor Nancy Travis, the founder of Quality Care for Children (then called the Save the Children Child Care Support Center), and to provide an opportunity for individuals to support our work.** Nancy's Circle is a wonderful way to honor Nancy Travis and ensure that young children and their families continue to benefit from the work she began.
  - **Quality Care for Children's Northwest Georgia office joins Metro Atlanta in becoming "Quality Assured" by the National Association of Child Care Resource and Referral Agencies.** The "quality assurance" designation means that parents who use Quality Care for Children get the most accurate and comprehensive information on child care choices available. Parents also receive information on how to evaluate child care for quality and speak with a knowledgeable child care counselor who helps them make the best choices for their child and family. This high quality service is critical for a parent making a decision that will impact their child for years to come. Congratulations to the Northwest Georgia CCR&R for this wonderful achievement!
  - **On July 26th, Quality Care for Children hosted a reception for family child care providers who were on their way to the International Family Child Care Conference held this year in Florida.** Visitors were from Australia, England, Ireland, and New Zealand. They requested a visit with Quality Care for Children because of QCC's history and reputation for providing training and support to family child care. The visit was an interesting exchange of ideas about international best practices. Representatives from Bright From the Start: Georgia Department of Early Care and Learning, professional provider associations in Atlanta, and several of our friends and colleagues in the child care field attended the event.
  - **Quality Care for Children's Child Care Food Program was pleased to represent the Southeast Region in a national study on family child care.** The National Food Service Management Institute Applied Research Division embarked on the study to assess the needs and issues associated with the training of family child care providers participating in the USDA Child Care Food Program. This research confirms much of what we at Quality Care for Children already know --- Family child care providers play a vital role in the delivery of quality early care and education to our youngest children.
  - **QCC joined child care organizations across the state of Georgia to declare May 19th, 2006 Afterschool Day In Georgia.** Quality afterschool programs keep children safe and provide an environment for children to excel socially and academically.
  - **Quality Care for Children collaborated with the National Association of Child Care Resource and Referral Agencies (NACCRRA) to provide assistance finding and paying for child care for Army families in the Metro Atlanta area.** Military families face many challenges and strains during times of deployment. With one parent away, the need for quality child care that is responsive to the needs of the child and family becomes paramount.
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## Play & Learn

Young children do not come with instructions. Yet research has shown that supporting their learning in the early years will impact their performance in school and beyond. This is why Quality Care for Children launched Play & Learn. With funding from the Annie E. Casey Foundation and the Arthur M. Blank Family Foundation, this program uses facilitated play to give parents and other caregivers a hands-on opportunity to learn how to best support children's early learning.

This year QCC conducted a total of 82 Play & Learn groups with more than 185 children and 118 adults participating. The evaluation results showed that 96% of caregivers learned one or more of the following:

- Different ways to talk to and with children
- Ideas for educational activities to do at home with children
- Positive ways of guiding/disciplining children effectively
- New/more information about children's development and learning

As one parent put it, *"My ways have changed because I never thought about teaching my child. I am interacting with my kid every day now and I read to them and take them outside."*

Quality Care for Children is excited about Play & Learn and the opportunities it offers parents and child care providers as they work to nurture and educate infants and young children.

# Financial Report

## Oct. 1, 2005-Sept. 30, 2006

Total Revenues \$10,968,052

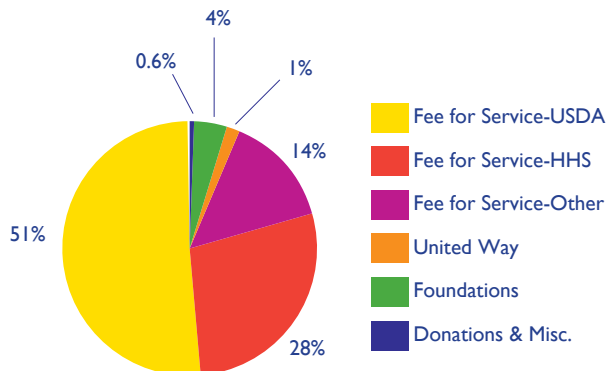
Total Expenses \$10,408,030

Net Results \$560,022

### Revenue by Source:

Fee for Service - USDA	\$5,629,211	51.32%
Fee for Service - HHS	\$3,061,349	27.91%
Fee for Service - Other	\$1,570,746	14.32%
United Way	\$179,051	1.63%
Foundations	\$456,815	4.16%
Donations & Miscellaneous	\$70,880	0.65%
<b>Total</b>	<b>\$10,968,052</b>	<b>100.00%</b>

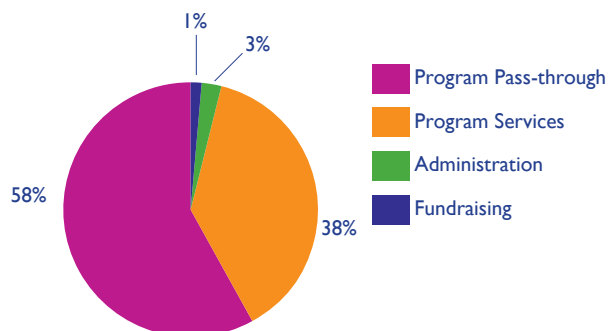
### Financial Support \$10,968,052



### Functional Expenses:

Program Pass-through	\$6,019,132	57.83%
Program Services	\$3,980,343	38.24%
Administration	\$264,280	2.54%
Fundraising	\$144,275	1.39%
<b>Total</b>	<b>\$10,408,030</b>	<b>100.00%</b>

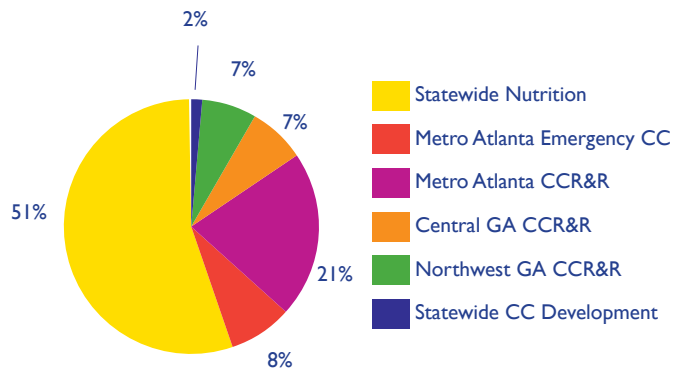
### Functional Expenses



### Program Expenses:

Statewide Nutrition	\$5,629,211	55.03%
Metro Atlanta Emergency CC	\$833,866	8.15%
Metro Atlanta CCR&R	\$2,161,832	21.13%
Central GA CCR&R	\$739,028	7.22%
Northwest GA CCR&R	\$708,249	6.92%
Statewide CC Development	\$157,359	1.54%
<b>Total</b>	<b>\$10,229,545</b>	<b>100.00%</b>

### Program Expenses



# Special Thanks to our Supporters

## **\$500,000 and Above**

Bright From the Start:Georgia Department  
of Early Care and Learning  
United Way of Metro Atlanta  
United States Department of Agriculture

## **\$100,000 - \$499,999**

Arthur M. Blank Family Foundation  
The Annie E. Casey Foundation  
The Goizueta Foundation  
Smart Start Georgia  
United States Department of Health & Human  
Services

## **\$25,000 - \$99,999**

The Atlanta Women's Foundation

## **\$7,500 - \$24,999**

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Born Learning  
Carter  
Center for Working Families  
Children's Trust Fund of Georgia  
The Community Foundation of Metro Atlanta  
DeKalb County  
DeKalb Workforce Development  
Fulton County Human Services  
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Wachovia Foundation

## **\$1,000 - \$7,499**

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## **Inkind Donations**

Atlanta Bonded Warehouse  
JK Harris Publications  
King & Spalding  
PM Publicidad  
Sacchi/Marane Fundraising  
Professionals  
Starbucks

## **The Following Companies Matched Donations their Employees Made to QCC**

Bank of America  
Arthur M. Blank Family Foundation  
Carter  
The Clorox Company

## **\$100 - \$249**

Andrews Chapel United Methodist Church  
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Elise Eplan & Robert P. Marcovitch  
Lavoris Finney  
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