



QUALITY CARE  
*for* CHILDREN

# EDUCATION

when it matters most



2003-2004 ANNUAL REPORT

In the United States, most children under the age of three have working parents. They spend part or all of their day in some form of child care. In Georgia, there are more than 400,000 children in child care. There is an **85% probability that the child care provider has little or no training** in how children learn and grow, or that the child care provider cares for the children in an environment that might be detrimental to their health and safety. As a result, many of Georgia's children will enter school without the skills and preparation they need to succeed.

An all-in-one resource for and about child care, **Quality Care for Children works to improve the quality, accessibility and affordability of early care and education in Georgia.** We work with parents to find appropriate child care for their children, and with child care providers to improve the quality of their programs. This assistance includes providing training and educational brochures in both English and Spanish, serving as the largest sponsor in the Southeast for the Federal Child Care Food Program, assisting families in crisis with child care needs and case management, and advocating on behalf of Georgia's children for higher standards in child care.

**Quality Care for Children works to ensure that every child gets the education they need - when it matters most.**



# LETTER FROM THE CEO

I am proud of the long-standing history Quality Care for Children has in improving early care and education. As only the third CEO of the organization, I am humbled by the passion of those who served in this position before me and excited about the opportunity to continue their work.

Many of you know that my predecessor, Donna Overcash, made the decision to retire in June. Donna's knowledge of and passion for early care and education led the organization to independence from "Save the Children." Her vision that every child in Georgia would benefit from quality early learning experiences helped cement the organization as Georgia's leader in child care resource and referral.

Education occurs from the very beginning of a child's life. Research indicates that children who receive high quality early education are better prepared to succeed in school. Further research tells us that **90% of a child's brain development occurs by the age of three**. Education always matters, but research tells us that we have a unique window of opportunity between birth and five when quality education can have the greatest impact – when it matters most.

In spite of these facts, 95% of our public education investment occurs for children after the age of six. This is why Quality Care for Children's work is so important. **Quality early care and education easily costs more than a 4-year degree at a public university**. It costs more than most parents can afford to pay. And even with wages for child care workers below the average wage for a parking lot attendant, quality remains too expensive for most child care programs to achieve and maintain without help.

The resources Quality Care for Children brings to bear are often the difference needed to ensure a quality early learning experience for young children. Through information and referrals we help parents become wise child care consumers, choosing quality for their children and advocating for higher child care standards for all children. We help families in crisis pay for child care. Through training, technical assistance and mini-grants, we help child care programs improve quality without incurring additional expenses that must be passed on to parents in higher fees. By helping faith-based groups and other non-profits start quality child care programs, we help ensure that all children have access to quality child care in their own communities.

**Child care is no longer about just keeping children safe while parents are at work. It is about seizing the largest window of opportunity to support children's learning and guarantee their success in school and beyond.**

Please join me in making Georgia a leader in early care and education by supporting Quality Care for Children financially. In addition, you can assist by advocating for higher quality child care standards, increased financial assistance to parents in paying for child care, and workplace policies that support the important role parents play in their young children's lives.



Pam Tatum  
Chief Executive Officer



*“I am so proud to be a ‘Home of Distinction,’ one of Georgia's highest honors for Family Child Care Providers. This goal would not have been accomplished without the support, motivation and encouragement of one of Quality Care for Children's Technical Assistance Specialists. She did whatever it took to prepare me for the process. I could not have achieved this honor without her guidance.”*

**Terri Smith from Decatur**

# CHILD CARE RESOURCE AND REFERRAL

## **Quality Care for Children has Resource & Referral programs in two regions of Georgia: Metro Atlanta (10 counties) and Central Georgia (11 counties)**

Quality Care for Children's *Child Care Resource and Referral* program is committed to increasing the quality, quantity and affordability of child care throughout Georgia. We accomplish this in two ways: by helping parents locate and choose quality child care and by working with child care providers to improve the quality of their program. By doing these things, we understand both the needs of parents searching for child care and the needs of child care programs striving to provide quality care. This knowledge enhances our work and contributes to our public policy efforts on issues related to early childhood and working families.

### **Provider Services**

Child care providers need a trusted resource for ongoing education and assistance so that they can provide high quality child care. Quality Care for Children's *Child Care Resource and Referral* program offers providers training and technical assistance on a wide array of subjects, from the time of the program's start-up through accreditation.

### **Child Care Resource and Referral Achievements in Training and Technical Assistance for 2003-2004**

- \* Delivered more than 15,000 training hours to 4,622 child care providers
- \* Provided 8,460 technical assistance visits for child care providers
- \* Assisted 112 child care programs in meeting high quality standards, including national accreditation, the highest standard in quality child care
- \* Distributed more than \$650,000 in 450 mini-grants to child care programs to support quality improvement efforts
- \* Increased the number of child care spaces by 1,978 where supply did not meet demand
- \* Trained 51 Spanish-speaking child care providers
- \* Distributed Spanish language child care resource material to more than 1,200 Latino child care workers



*“As a new mom, I wasn't sure whom I could trust when it came to child care. Thanks to Quality Care for Children, I knew which questions to ask child care providers. By using their online search I was able to find child care for my daughter right in my neighborhood. Quality Care for Children made this important decision easier by giving me the right tools.”*

**Tami Willadsen from Atlanta**

## Parent Services

Quality Care for Children is the largest child care referral service in Georgia. We educate parents about how to choose quality child care that meets their families' needs. We then assist parents in locating appropriate child care for their children by searching our extensive child care database. We offer information on more than 3,500 child care programs including child care centers, family child care providers, Head Start, Pre-K and after-school programs. Services are offered in English and Spanish through an online child care search and by speaking with a child care counselor on the telephone.

## Child Care Resource and Referral Achievements for Parent Services for 2003-2004

- \* Assisted 36,523 parents in finding child care for 49,306 children
- \* Served more than 200 parents of children with special needs
- \* Provided 1,957 days/nights of emergency child care for 215 children whose families were in crisis
- \* Produced and distributed 45,000 child care directories to Metro Atlanta parents



*“My daughter gets breakfast, lunch and an evening snack while she is in child care from 7:15 am until 4:45 pm. I am grateful that she gets well-balanced meals everyday. Thank you for your program.”*

**Tyrik from Augusta**

# CHILD CARE FOOD PROGRAM

**N**utrition plays a key role in the health and well-being of our children. That is why it is important that child care programs 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. This program offers nutrition training, sample menus, technical assistance and meal reimbursement to those enrolled in the program. As a result, children who participate in the Child Care Food Program receive well-balanced meals and snacks.

Findings from a recent study conducted by the Food Assistance and Research Program show that the "Child Care Food Program appears to make an important and positive contribution to participating children's intake of key nutrients." Many children in the United States do not meet or exceed the daily Recommended Dietary Allowances for protein, vitamins A and C, calcium, iron and zinc, while children who receive meals through the Child Care Food Program did meet or exceed these guidelines according to this study. Further, children of working mothers who participate in the Child Care Food Program consume less soda and other soft drinks than not-in-care children. They also consume less added sugar from all other sources. With childhood obesity quickly becoming an epidemic in this country, the findings from this study show that Quality Care for Children's Child Care Food Program is working to address this very critical health issue in young children.

2004 was the year for reauthorization of the USDA funded Child Care Food Program. Hundreds of our child care providers and the children in their care sent testimonials of how valuable this program is in meeting their nutritional needs each day. Each statement sent a powerful message of how this federal program is a key source of support for child care in Georgia. The Child Care Food Program was fully authorized with no cuts in funding.

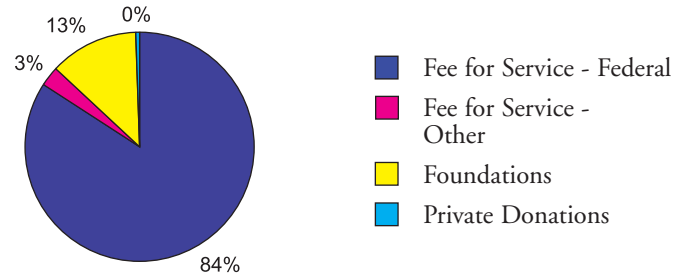
## **Child Care Food Program Highlights of 2003-2004**

- \* Assured that as many as 10,000 children in child care received nutritious meals and snacks across Georgia
- \* Met or exceeded all federal Integrity Initiatives as a participant in the USDA National Child Care Assessment Project
- \* Maintained our status as the largest child care food program in the Southeast

# FINANCIAL REPORT OCT. 1, 2003 - SEPT. 30, 2004

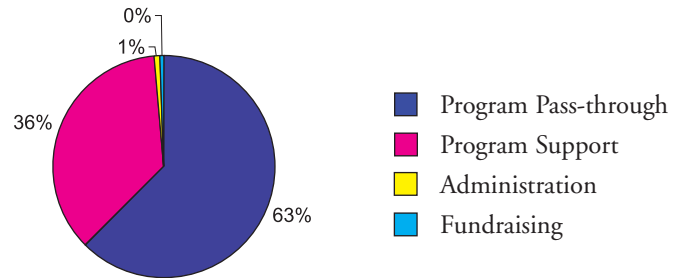
Total Revenue	\$8,877,024	
Total Expenses	\$8,892,342	
Net Deficit	(\$15,318)	
Revenue by Source:		
Fee for Service - Federal	\$7,476,098	84.22%
Fee for Service - Other	\$229,747	2.59%
Foundations	\$1,131,770	12.75%
Private Donations	\$39,409	0.44%
Total	\$8,877,024	100.00%

**Financial Support**



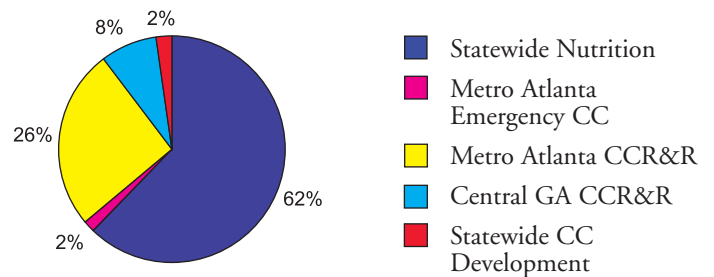
Functional Expenses:		
Program Pass -Through	\$5,555,255	62.47%
Program Support	\$3,210,032	36.10%
Administration	\$88,955	1.00%
Fundraising	\$38,100	0.43%
Total	\$8,892,342	100.00%

**Functional Expenses**



Program Expenses:		
Statewide Nutrition	\$5,448,166	62.16 %
Metro Atlanta		
Emergency Child Care	\$150,841	1.72%
Metro Atlanta CCR&R	\$2,271,694	25.92%
Central GA CCR&R	\$709,220	8.09%
Statewide Child Care		
Development	\$185,366	2.11%
Total	\$8,765,287	100.00%

**Program Expenses**



# SPECIAL THANKS TO OUR SUPPORTERS

## \$100,000 and Above

Georgia Child Care Council  
The Goizueta Foundation  
Smart Start Georgia  
The Office of School Readiness  
United Way of Metro Atlanta  
US Department of Agriculture  
US Department of Health &  
Human Services

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

Annie E. Casey Foundation  
Atlanta Women's Foundation  
AT&T  
The Community Foundation  
for Greater Atlanta, Inc.  
Cobb/Douglas MH/MR/SA  
DeKalb County  
Emory Family Links  
Fulton County

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

Virginia Benham  
Livingston Foundation  
Gertrude & William Wardlaw  
Foundation

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

The Besse Johnson & George Blanton  
Allen Foundation  
Glen & Stuart Alston  
Jerry Boerner  
Helen & Wayne Cease  
First Pro, Inc.  
Gannett Foundation  
Mary Gellerstedt  
Amanda & Greg Gregory  
Jeri & Leon Herron  
The Kibler Foundation, Inc.  
Beth Tabor



## \$250 - \$999

Alternative Life Paths  
The Architectural Studio  
Cheryl & Shannon Brinson  
Margaret Conant Reiser  
Elite Financial Staffing, Inc.  
J. Lewis Glenn  
Sabrina & Vincent Green  
Miranda & Sam Jones  
Lockheed Martin Aeronautics Employees  
Reaching Out Club  
Maureen Quilligan & Michael Malone  
Eather & Robert L. Melson Sr.  
Donna Overcash & Stephen Ranslow  
Ellen & Guido Sacchi  
Jo Ann & James L. Tuttle  
Susan Wilkerson

## The Following Companies Matched Donations Their Employees Made to Quality Care for Children:

Bank of America  
Arthur M. Blank Family Foundation  
Carter & Associates  
The Clorox Company, Inc.

## \$100 - \$249

Linda Adams  
Elizabeth J. Antoine  
Andrews Chapel United Methodist  
Church  
Kathy Ashe  
Kendrick Brown  
Faye & Henry Bullard  
Catholic Social Services, Inc.  
Chenlock Lim  
Circle of Life Child Development Center  
Ann Q. & James L. Curry  
Dan Martin Flowers, Inc.  
Dave A. & Lisa D. Dawson  
Elise R. Eplan & Robert P. Marcovitch  
Willie Fannin  
Emily Gilead  
Joann Glass-Williams  
Georgia Association on Young Children  
JK Harris Publications  
Chris Hester  
Klara & Dennis Kelly  
Charles F. MacCormack  
Carolyn C. & William M. McClatchey  
Kareen Malone  
Cathy & John Moore  
Linda A. Parrish  
Judy Pittman  
Judy Hollis & J. Allen Poole  
Theresa Prestwood & Gary Falcon  
Sandra & Randy Ramsey  
Regina's Daycare  
Pam & David Runkle  
Kim Schoening  
Teresa Smith  
Jean Stephenson  
Nan & Pickney Straughn  
Mary Summers  
Pamela S. Tatum  
Mfon Ufot  
Lucy & William G. Vance  
Elizabeth P. & Thomas W. Ventulett III



## BOARD OF TRUSTEES

Beth Tabor, President  
Cherry, Bekaert & Holland

Stuart J. Alston, Vice President  
Carter & Associates

Rev. Robert Melson, Secretary  
Dodd Sterling United Methodist  
Church

Helen Cease, Treasurer  
Bank of America

Linda Hassan-Anderson  
Black Child Institute

Jerry Boerner  
Cingular Wireless

Jay Cohen  
Monterey Financial Partners

Sabrina Green  
Home Depot, Inc.

Leon Herron  
UPS

Eduardo Perez  
Perez Montalbetti Advertising, Inc.

Debbie N. Qaqish  
Knowlagent

Ellen Sacchi  
Helm Consulting

## BOARD OF ADVISORS

Ben Boswell  
Ruth F. Claiborne  
Ann W. Cramer  
Elise Eplan  
Gail Campbell Hayes  
Joia M. Johnson

Kathleen P. Klatt  
Carolyn C. McClatchey  
Linda A. Parrish  
Margaret Conant Reiser  
Ann Stallard  
Susan Wilkerson

**50 Executive Park South  
Suite 5015  
Atlanta, GA 30329  
Phone: 404-479-4200  
Toll Free: 877-722-2445  
Fax: 404-479-4166**

**[info@qualitycareforchildren.org](mailto:info@qualitycareforchildren.org)  
[www.qualitycareforchildren.org](http://www.qualitycareforchildren.org)**