



Sustainability & Innovation:

*Strengthening Families and
Restoring Communities*

2022 ANNUAL REPORT

Mission:

Create a system that equips families and child care providers with the knowledge and resources to nurture and educate Georgia's infants and young children



Vision:

Every child reaching their full potential

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A Message from our CEO



Dear Friends,

Quality Care for Children (QCC) has always put relationships at the center of what we do. It is our relationships with families and providers that inspire us to accelerate best practices and spur innovation to ensure every child, regardless of zip code or resources, is in a high-quality early learning environment. These relationships drive our new strategic plan focused on the unique needs of our families across Georgia and designed to meet both the system demands of today and the anticipated landscape of future needs.

The tragedies of the COVID-19 pandemic paused the world, spotlighting vulnerable families and child care industry inequalities, affecting the trajectory of our children's development and education. Now is the time to restructure a fragile system to strengthen families, stabilize child care and restore communities.

As a longtime early childhood champion, I believe that with community-driven solutions and collaborative, cross-sector partnerships, a strong, more equitable early childhood system is within reach for Georgia. And it is QCC's pioneering community work across the state and our influence on national advocacy that are leading the way.

Access and affordability are two daunting challenges millions of families face when selecting care for their children. We believe that families should have options when searching for child care programs that meet their needs. QCC is the leading referral agency in the state, but not always able to match families with a perfect fit. More and more families request care they can easily access through limited transportation or night and weekend care to accommodate work schedules or continuing education needs. That's why we helped start new family child care programs in communities with limited options. We also hear from parents who, faced with inflationary food and housing costs, struggle to afford the child care they need to work. That is why our donor-supported Boost child care tuition assistance program is so important.

Quality and sustainability fuel the passion of our child care owners and providers. There is a natural tension between the costs of maintaining high quality and managing the tight profit margins of operating a child care business. This pressure has grown as providers must find ways to maintain their workforce in a competitive market. I am so excited to work with our team to expand our business support services portfolio, QCCworks, so that more providers can benefit from increased resources and automation tools, freeing up funds to make investments where they are most needed to maintain high-quality classrooms.

This work depends on families and providers, government leaders and philanthropy partners, business champions and community leaders to be successful. The future of child care can't wait, and it's going to take us all.



Ellyn Cochran, President & CEO



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Access & Affordability

Access and Affordability are at the center of QCC's mission and vision. We fill the gap between what quality costs and what parents can afford to pay for child care so that every child might reach their full potential.

Whether providing child care referrals to families across Georgia or helping to pay for care through our Boost child care tuition assistance program, QCC is laser-focused on providing Georgia's families with meaningful child care choices that meet their needs.

QCC's child care referral service connects parents with the right care for their families. The 1-877-ALL-GA-KIDS hotline received over 8,000 inquiries from non-English speaking families, essential workers, college student parents, and others last year. When referral specialists build relationships with families, they are able to offer additional resources and support as needed.

In 2022, 470 children received \$1,292,447 in Boost child care scholarships while 354 families worked to resolve short-term emergency crises or reach long-term goals, such as finding gainful employment or completing undergraduate studies. When child care is affordable and fits modern families' needs, it serves as an anchor to uplift strong families and communities.



Natavia Johnson

Boost: Parent-Child Success

Before receiving the Boost child care tuition assistance, Natavia's daughter attended a local program that was not meeting her developmental needs. The program was understaffed, and though it was more affordable, Natavia still struggled to pay each week. Once pregnant with her son, a church member shared resources. **"I was barely making ends meet, and now with two children, I was stressed. The Boost scholarship program saved my life.** My living situation with my children's father became toxic, and Boost gave me the ability to have money to remove my children and me from that situation," said Natavia. With the help of Boost, Natavia's children are thriving in a Quality Rated child care program.



Quality & Sustainability

QCC partners directly with Georgia child care providers to support quality and sustainability. Quality has long been an area of focus for those in the field; QCC understands that sustainability is just as important. After all, it doesn't matter how excellent a program's quality is if it cannot keep its doors to early learners. QCC builds quality through training and technical assistance to providers, and increases sustainability with our suite of business support services we call QCCworks and by helping providers access federal reimbursement for nutritious meals and snacks.

QCCworks offers child care owners personalized coaching and business services needed to operate efficiently with high-capacity enrollment and by ensuring revenues cover per-child costs. In 2022, the QCCworks team helped 200 providers eliminate debt, install automated systems to collect tuition on time, and increase revenue by at least 25 percent. Best of all, providers can reinvest time and money saved on administrative tasks to classroom instruction, staff development, and family engagement.

Additional services offered to child care professionals across the state include Provider Business Exchange, an interactive Facebook group with 1,271 members, and Provider Resource Hub, a web portal offering vendor discounts, human resource templates, staff recruitment support, and more.



Adaeze Ngoddy
Rex Childcare & Early Learning Center
Rex, Ga
Quality Rating: 3 Stars

After owning a child care center for over 28 years, Adaeze's financials were not matching the quality she offered her families. The QCCworks coaches revealed that her annual income was \$4,000, with over \$300,000 in uncollected fees, plus \$2,500 a week in discounts. During our 10-month program we helped her institute new tuition policies, improve financial data skills, recoup almost \$75,000, and save 80 hours each month in labor costs using an automation system. **In one year, Adaeze doubled her enrollment, tripled her revenue, and became a 3-star Quality Rated program**, the highest standard in the state.

Quality & Sustainability

QCC's nutrition services team empowers providers to offer fresh, healthy meals and snacks. It's no secret that adequate nutrition is critical to children's developing bodies and brains. We work diligently with early care and education (ECE) programs to help offer healthy foods in a positive mealtime environment, impacting children's current and future health and well-being.

As a partner of the Child and Adult Care Food Program (CACFP), a federal program that provides reimbursements for nutritious meals and snacks, QCC helps providers with one of their largest expenses.

Nearly 23,550 Georgia children benefited from the 5,222,582 kid-approved, delicious meals QCC's nutrition team helped providers plan and serve. ECE programs also provide an access point to connect families to information and resources that support food resilience and healthy habits at home.



Shannon Moon
Licensed Family Child Care Provider
Columbus, Ga
Quality Rating: 3 Stars

QCC's nutrition services team supported Shannon through CACFP sponsorship and Farm-to-ECE programming. With our support, Shannon provided healthier meals and snacks, including fresh fruits and vegetables from her newly-built garden space. In addition to receiving monthly CACFP reimbursements, she secured grant funds to purchase a freezer to store and serve home-grown produce all year.

QCC also connected Shannon to The West Georgia Farmer's Co-Op to purchase locally-grown fruits and vegetables directly from small farms. The children care for the garden daily and enjoy weekly cooking activities. Shannon told us, "**Gardening has brought my families closer together and allowed many children to learn and experience things they normally would not have a chance to. I have been extremely fortunate to have terrific mentors that always improve and elaborate on our gardening and farm-to-table experiences.**"

Innovative Solutions

QCC innovates for impact by evaluating and evolving our existing programs and developing forward-thinking solutions. Through our interactions with both families and child care providers, we identify gaps in services and work with our network of partners to address those needs.

Helping Georgia families thrive by building their parenting toolbox is one way that we strengthen families. We launched our Georgia Parent Power parent webinar series in 2022 to connect parents directly with leading experts from early childhood industries to inform and address parents' most pressing concerns.

In 2022, QCC's Parent Services team hosted four webinars: *Helping Children Cope with COVID-19*, *Dealing with Grief and Loss with Little Ones*, *Accessing Early Intervention and Special Needs Services*, and *Thriving in Co-parenting*. The timely topics sparked interest in 1,266 parents, child care providers and early childhood advocates.



The Truist Foundation Inspire Awards

The Truist Foundation recognized QCCworks as an innovative solution with **an Inspire Award and a \$25,000 grant to continue building more sustainable child care**. Every day, families depend on child care programs, which are mostly small businesses operated by women who are Black, Indigenous, and people of color (BIPOC), to educate and nurture their infants and toddlers. Without trusted care, parents struggle to maintain employment or pursue educational opportunities. QCCworks helps build Georgia's supply of quality child care while strengthening the business acumen of Black female child care owner-directors.

Impacting Our Communities

2022 Accomplishments by the Numbers

Strengthening Families:

- 1,518 weeks of Emergency Child Care provided to Georgia families experiencing crisis situations
- 23,550 children at 604 programs received nutritious meals through the Child Care Food Program
- 83 Boost child care scholarships provided to college student parents at four Georgia universities
- 40,975 free referrals provided for Georgia parents seeking child care, afterschool, and summer camps
- 36 community events attended throughout Georgia to help parents understand and find quality child care
- 183,061 text messages sent with parenting tips and child development information through Georgia Parent Power

Supporting Child Care Providers:

- \$293,657 in Quality Rated grants distributed to child care providers to improve their facilities and programs
- 888 programs received business resources and discounts through the Provider Resource Hub
- 1,073 child care programs assisted with Quality Rated, Georgia's quality rating improvement system
- 13,986 participant hours of training at 394 classes
- 7,539 on-site consultation visits
 - 2,813 of visits included a focus on language and literacy
- 25 child care providers supported with intensive Farm-to-ECE training, curriculum support, and garden resources



2022 Donor List

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Quality Care for Children is grateful for the support of our donors, without whom our work on behalf of Georgia's early learners, families, and child care providers would not be possible.

Our sincerest apologies for any inadvertent omissions. Please contact Development Director Satyam Barakoti at satyam.barakoti@qccga.org or 404-479-4221 with questions or for information about how to support QCC.



Financials

Revenue

Government Contracts and Grants: \$18,461,616

Grants and Contributions: \$2,450,614

Earned Revenue: \$56,594

Total: \$20,968,824

Expenses

Meal Reimbursements: \$7,929,738

Child Care Fees: \$1,248,087

Other Provider Support: \$705,568

Program Operating Expenses: \$9,357,406

Administrative Costs: \$1,515,470

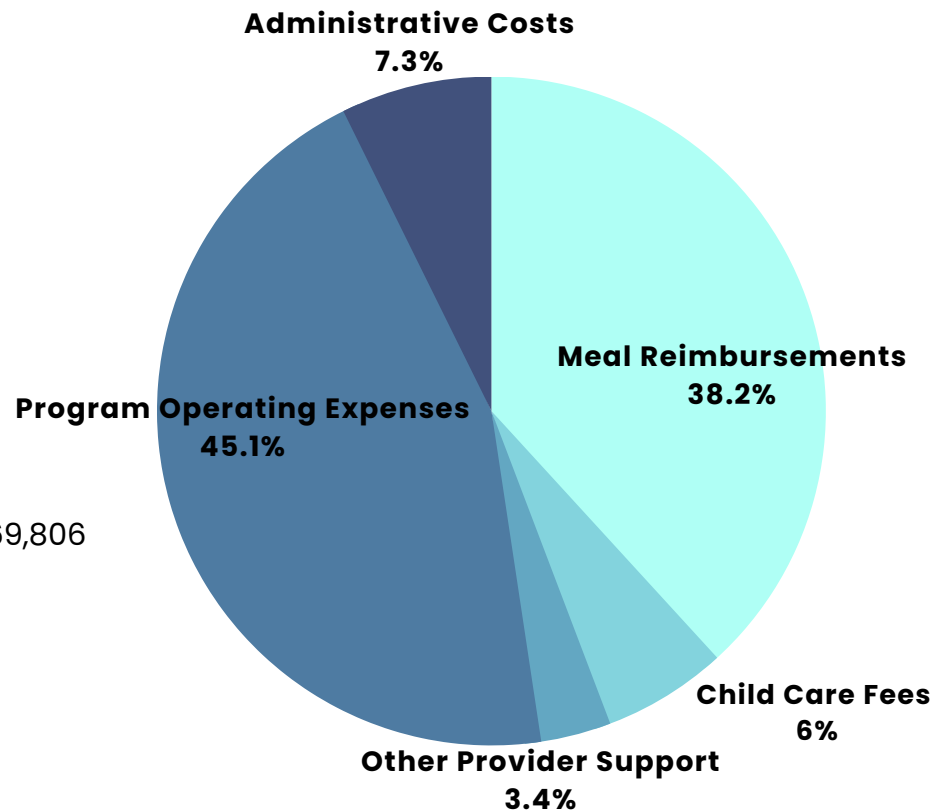
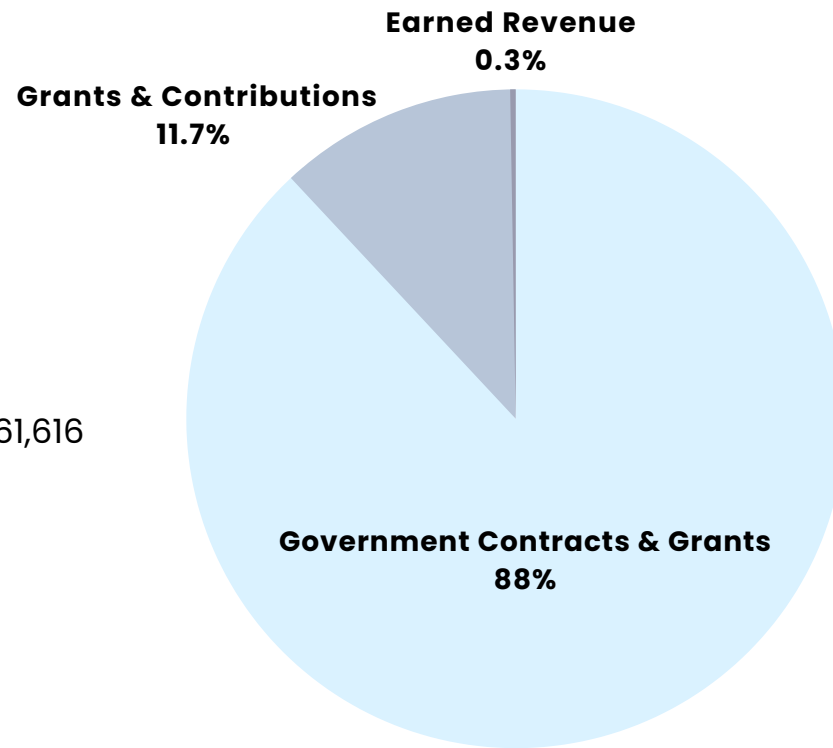
Total: \$20,756,269

Surplus: \$212,555

Temporarily Restricted Revenue Net Change: \$169,806

Operational Surplus: \$42,749

Preliminary numbers pending audit



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