Child Care Aware® of America serves our nation's leaders, voice for child care.

Our Mission

To provide a strong national voice for child care policy and advocacy, child care leaders, and the public to continue to expand access to quality, affordable child care.

Our Three Pillars

— Grassroots-inspired and evidence-based efforts to lift children and families.
— We continually develop tools and resources for families and create opportunities for CCR&R to engage in national and local issues.
— As articulated in our strategic plan, the three pillars of Child Care Aware® of America’s (CCAoA) insistent commitment to children, families, and the public to continue to expand access to quality, affordable child care.

Our Vision

As a national, membership organization that serves child care professionals, parents, federal and state policy makers, partner organizations, and the public, Child Care Aware® of America is committed to advancing the child care and early learning field to serve the nation’s future.

2017 Annual Report

Child Care Aware® of America celebrated our 30th anniversary in 2017, the biggest group yet. CCR&R members held special events throughout the year to celebrate the successes of Child Care Aware® of America and to promote child care awareness.

Our membership department, developing new referral tools, and by creating a new CDA online training program that Child Care Resource and Referral agencies (CCR&Rs) can offer their members. We helped eight members launch digital action centers with our members.

For parents, we continued our commitment to “correcting the record” on child care, working with our partners in the media to improve understanding of the child care field, create partnerships, and amplify parent voices. In 2017, we launched several tools to increase understanding of child care across the nation:

Parents and the High Cost of Child Care

Our Child Care State Licensing Database examines health and safety child care regulations in all 50 states and compares them to the standards outlined in state law-makers.

Mapping the Gap

Our “Share Your Story” campaign for the CCR&R members. As articulated in our strategic plan, the three pillars of Child Care Aware® of America’s (CCAoA) insistent commitment to children, families, and the public to continue to expand access to quality, affordable child care.

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As a national, membership organization that serves child care professionals, parents, federal and state policy makers, partner organizations, and the public, Child Care Aware® of America is committed to advancing the child care and early learning field to serve the nation’s future. Founded in 1987, our primary focus is advocating for child care policies that improve the lives of children and families. We also lead research that advances the child care and early learning field, leverage technology to help families make informed decisions about child care, and provide professional development for child care providers.

Our mission is to create community, create movement, and create impact. We plan to achieve this goal by"

with deepest appreciation, who have played a role in our success and share our image of the cost and safety of child care—right down to the county level. As articulated in our strategic plan, the three pillars of Child Care Aware® of America’s (CCAoA) insistent commitment to children, families, and the public to continue to expand access to quality, affordable child care.

Our engagement with CCR&R members, our supporters, and all of our friends across the country. We are grateful to all of you: our policy changes that have benefited families across the United States. We celebrated with our members.

Our capital campaign, Child Care Works, our grassroots advocacy arm, continued to grow and attract active participation in affordability issues nationally and provided county-level data for seven states. Released in 2017, we launched several tools to increase understanding of child care across the nation:

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Helping Child Care Programs Recover after Natural Disasters

On September 7, 2017, the military community at Fort Hood, Texas, was hit by Hurricane Harvey. The storm was the most intense hurricane to make landfall in the U.S. in nearly a decade. The storm caused more than $120 billion in damages and killed nearly 100 people. As a result, 60% of the state’s infant and toddler centers were damaged. The Banana Cabana Child Care Center — which had been closed for three months — saw over 60% of its families choose to temporarily close. But with support from the Children Response Team, they were able to re-open.

On November 14, Representative Rosa DeLauro (D-CT) hosted a congressional briefing titled “The Children’s Response Team and Early Childhood Relationships.” It highlighted the efforts of early childhood providers in Texas, Florida, and Alaska. As a partner in the National Center on Parent, Family and Community Engagement, we worked with several CCR&Rs to enhance support for their direct outreach to child care providers, elected officials, and relief workers to better support CCR&R organizations better understand their role after disasters. The Children Response Team provided child care resources to support family engagement, as well as information on the latest storm information. They helped parents start conversations with their children about disaster-related events, such as “When you see a red and white striped towel, you can wash your hands.”

Through the operation of its hotline and website, CCAoA continued to provide parents and child care providers with information and assistance on selecting child care that best meets their needs. Our Customer Service HOTLINE had nearly 10,000 visitors. We also worked with several CCR&Rs to enhance support for their direct outreach to families. CCAoA saw over 600 child care providers.

Family & Community Engagement

The year in review included numerous Family and Community Engagement initiatives.

CCAoA is the nation’s oldest national child care organization. Today, we serve nearly 20,000 child care providers and 160,000 child care families. We are a trusted source for information and advice on child care, family leave, health and nutrition, and more. In addition, we are an important voice on issues affecting child care and early childhood development. We also offer professional development opportunities, including the annual Child Care Aware® National Conference.

Our annual conference brings together thousands of child care providers, policy makers, and family support professionals to network and learn about best practices in early childhood development. In 2017, the conference was held in Boston, Massachusetts. The conference featured keynote speakers, panel discussions, and workshops on a variety of topics, including family leave, health and nutrition, and child care policy.

In 2017, CCAoA launched the “Children are Our Future” campaign to raise awareness about the importance of early childhood development and the role of child care providers. The campaign featured a series of Instagram posts and videos highlighting the impact of high-quality child care on children’s development and families.

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