



annual report ★ 2003

Oklahoma Child Care RESOURCE & REFERRAL ASSOCIATION, INC.

Ensuring all families have access to quality child care through community-based resource and referral services.

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The Board of Directors as of June 30, 2003:

- Richard Tubbs, President, Tablequah Inn, Yukon, Oklahoma City
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Associate Members

- Michelle Holloway, Cherokee Nation of Oklahoma
- Doe Killorn, Eastern Shawnee Tribe of Oklahoma
- Marti Nicholson, Workers Assistance Program

The Staff as of June 30, 2003:

- Charles Horton, Data and Web Specialist
- Leah Lewis, Office Manager
- Nick Rogers, Community Collaboration Specialist
- Denise Spauld, Program Development Specialist

The Nine Regional Resource and Referral Agencies:

- CHILD Care Enfers, a program of OCSA, Enid
- CHILD Care Enfers, a program of Delaware Tribe, Bartlesville, Ponca City, and Stillwater
- Cherokee Nation Child Care Resource & Referral, Tablequah
- Great Plains Child Care Resource & Referral, Hobart and Lawton
- CHILD Care Connection, a program of Balbar Fleet, Oklahoma City
- CHILD Care Resource Center, a program of Community Service Council, Tulsa
- Deep Fork Resource & Referral, Henrietta
- CHILD Care Resource & Referral, at East Central University, Ada and Ardmore
- CHILD Care Resource & Referral, at Southeastern OSU, Durant and McAlester

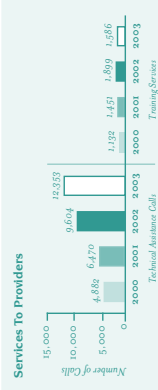
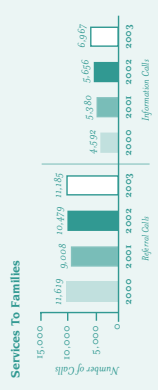
Each organization is accountable to its stakeholders for its activities and use of funds.

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RESULTS
The graphs here depict our most constant actions in support of our clients—responding to calls from families and providers—from July 2002 through June 2003.



★ Combined calls for services from families and providers come to 30,205 in fiscal year 2003, an increase of 19 percent over 2002.

The table illustrates the sources of revenues and categories of expenses for the twelve months of the 2003 fiscal year ending June 30, 2003.

Income	Expenses
DHS Government Support	Administration
Contribution	Program Services
Other	Total Expenses
Total Revenues	\$3,102,911
Total Net Assets, June 30, 2003	\$34,553



In a complex social endeavor, we strive for vision, accountability, and progress. Through analysis of what is, and in collaboration with other informed, dedicated thinkers, we continuously develop and clarify our vision of what needs to be. Through acquisition, interpretation and publication of data, we inform our vision, evaluate our performance and invite our constituents and critics to examine our programs; in short, we build accountability. Despite our most vigorous activities, it is only through comparison with what has been, that we can see incremental progress toward the goals we have envisioned together.

During the fiscal year that ended 30 June 2003 (FY 2003), the Oklahoma Child Care Resource and Referral Association made substantial impact upon the way child care is understood and addressed in our state.

As we continue to envision the day when all Oklahoma families will have access to high-quality, affordable child care that meets their specific needs, we are learning more about the specific issues in each locality and about community resources that can be identified and tapped.

A landmark achievement for the Association was the publication and distribution of the first Oklahoma Child Care Portfolio in May. This 28-page book describes the status of child care in each of our 77 counties and statewide, as of 2003. It is the culmination of diligent collaborative efforts by a number of professional experts, with the Association leading and coordinating the project. The Portfolio dramatically presents and analyzes the need for child care in Oklahoma, the quality, availability and affordability of existing child care, the formal initiatives currently in place to improve the situation, and the obstacles to be overcome. Not only does it provide carefully scrutinized hard data, but it also offers guidance for responsibly interpreting the data. Concurrent with the Portfolio's release,

the Association distributed a media kit and obtained statewide media attention that included numerous newspapers as well as television coverage. The impact of the Portfolio will be seen in the design and implementation of specific community initiatives for years to come.

★ **"The Portfolio is a fabulous addition, sure to increase the power of knowledge about Oklahoma's children. Thank you!"**

—Response to an anonymous survey questionnaire.

Another milestone was the award of a new contract with the Oklahoma Department of Human Services Division of Child Care to administer the state's Community Mobilization project. The Association partnered with the Oklahoma Institute for Child Advocacy, United Way of Central Oklahoma, and the Institute for Human Services Management to support Oklahoma's United Way Success By 6th communities in order to ensure that Oklahoma children can enter first grade healthy and eager to learn and succeed. By the end of June, only a few months into our involvement with the program, the Association had already organized the effort, convened monthly meetings, developed reporting formats, documented populations to be served and goals to be pursued in each of fourteen Success By 6th initiatives, provided funding for those initiatives, and rendered technical assistance to them. We also provided them with training on development, grant writing, consensus-based strategic planning and "Making Your Community Coalition Work." In addition, we collaborated with the Community Mobilization Committee of the Oklahomans for School Readiness to develop criteria for approving future Success By 6th initiatives.

★ **"Thank you so much for the ... grant writing 101 workshop. I picked up a lot of great information...You are doing great work. It is nice to see dedication and creativity."**

— From an undated letter by Lily Freeman, United Way Success By 6th Coordinator in Ponca City

During the third quarter of the fiscal year the Association appointed a community collaboration specialist to lead an initiative to increase child care capacity throughout the state. Uniting the resources of Head Start, public schools, faith-based communities and others, the program focuses on adding licensed, quality child care spaces to underserved areas identified in the Child Care Portfolio. By June 30, the new specialist had conferred with a number of Success By 6th communities about specific local needs, explored existing resources with an eye to expansion, identified potential sources of financial support and developed a newsletter, *FundingSOURCE*, for dissemination to Success By 6th communities.

Funding for the Association increased by seventeen percent in FY 2003, with ten percent of the new revenue deriving from voluntary contributions. This planned

diversification represents significant progress toward one of the executive director's management priorities.

Services to Families

Through the nine regional offices and their satellites, the Oklahoma Child Care Resource and Referral Association provided 18,000 services to families during the fiscal year—a twelve percent increase since FY 2002. The number includes over 11,000 responses to referral calls and nearly 7,000 responses to information requests.

We continued the Health Care Consultants program, achieving almost 4,300 vaccinations, over 1,000 immunization audits, and more than 750 consultations on injury prevention and children with special needs.

When combined with the Community Mobilization and Community Collaboration programs, our activities provide parents and children with long-term possibilities of a better life.

★ **"Thank you very much for all your help. I found a great child care home for my son. This is the second time I have used this service and I will use it again in the future."**

—From a mother who called us for assistance.

Services to Providers

Throughout the Association network, we fielded over 12,000 calls from child care providers for technical assistance during FY 2003. This is up by nearly thirty percent over the previous year. We also administered some 1,500 credits of provider training. Although this represents a sixteen-percent decrease from the prior year (at the request of DHS), it is still higher than any other year except 2002.

We channeled much effort into assisting providers in the process of upgrading their status within the Reach for the Stars rating program. By progressing from One-Star to One-Star Plus, providers can qualify for children whose care is subsidized by DHS. Expanding the number of quality child care spaces available for subsidized children is, of course, highly desirable.

Services to Employers

In the fourth quarter, the Association created and distributed the second issue of Solutions for Employers and Employees, this time mailing to over 3,000 businesses.

We also produced the Employer Child Care Resource Kit, for distribution by regional agencies and by United Way Success By 6th communities in their campaign to engage businesses in family-friendly policies, financial support for working parents' child care expenses, and contributions to efforts to improve child care in their communities.

Services to Communities

We in the Association acknowledge our responsibility to serve many different communities.

When we render services to families, providers and employers and administer the Community Mobilization and Community Collaboration initiatives, we are serving geographic communities throughout Oklahoma and acknowledging that local community leaders know and can respond best to the needs of their citizens.

We also give our dedicated support to numerous state-level child advocacy movements. It was a special reward to be able to attend the signing of Oklahoma HB 1094, the Oklahoma Partnership for School Readiness Act, on April 28, since we had contributed substantially to the events that led to its passage. In addition, we attended meetings of Oklahomans for School Readiness and participated in the Oklahoma Community Mobilization Conference, as well as the Oklahoma Tuesdays for Kids legislative advocacy program. We also took an active part in the Better Baby Care Forum and helped craft its public awareness campaign.

Finally, we are fully engaged in regional and national groups that advocate for children, families and child care, not only attending their meetings, but sharing our strategies and results with the other participants. Our desire is that the lessons learned and the ideas captured at these sessions will help assure that child care in Oklahoma will one day be second to none.

