

# VOICE FOR CHILD CARE

Oklahoma Child Care Resource & Referral Association

ANNUAL REPORT

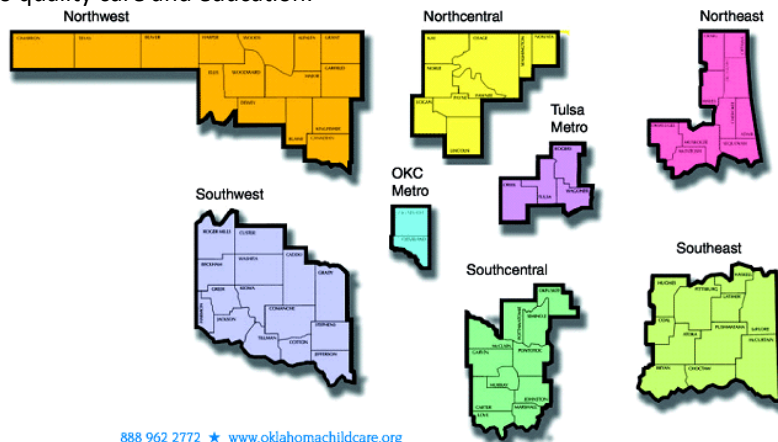
FY 2013 July 1, 2012— June 30, 2013



“Our local CCR&R is very willing, helpful and interested in collaboration for trainings, community events, and presentations to caregivers, families and other community leaders.”

—Community Member from Southcentral Region.

The Oklahoma Child Care Resource & Referral Association, Inc., (OCCRRA) is a private, not-for-profit organization that coordinates Oklahoma’s statewide network of community-based child care resource & referral agencies so that all families have access to quality care and education.



888 962 2772 ★ [www.oklahomachildcare.org](http://www.oklahomachildcare.org)

Founded in 1999, OCCRRA:

- Helps families find child care, and offers in depth consumer education so that parents can make informed choices.
- Assists child care providers by providing training and technical assistance to improve the quality of care.
- Collects, analyzes and reports data about child care demand, availability, quality and cost statewide on a yearly basis, [www.okchildcareportfolio.org](http://www.okchildcareportfolio.org).
- Supports the resource and referral network to ensure consistent, high quality services.

**Economic Impact Study:** Child care in Oklahoma contributes almost \$500 million annually to the state’s economy and employs about 20,500 people, about the same number as the state’s home health, legal, and accounting industries. OCCRRA commissioned the study, conducted by economist Mark Snead, with financial support from the Potts Family Foundation. The study affirms that parents need reliable child care in order to work and provide for their families.

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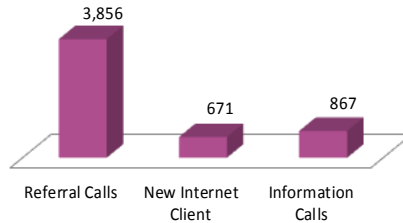
# SERVICES TO FAMILIES

The association received 3,856 calls requesting help to find child care. Requests represented 4,912 children, 52% under the age of three. Over the years, consistently a third or more of the requests were for care during evening, overnight or weekends. Seventy-nine percent of families contacting our offices are either receiving or were interested in receiving financial assistance to pay for the ever increasing cost of child care.

## Referral Calls, FY 2013

New Clients.....	3,390
Previous Client/New Case.....	185
Previous Client/Same Case.....	281
<b>Total Referral Calls.....</b>	<b>3,856</b>

## Total Client Requests: 5,394



## Hispanic Services

Bilingual specialists are located in both Oklahoma City and Tulsa to cover the metropolitan areas, and referral services for the rural areas are provided by the state Hispanic Outreach Coordinator. In FY2013, OCCRRA responded to 86 requests for referrals in Spanish and conducted an enhanced referral for almost every client.

## Hispanic Child Care Conference

OCCRRA hosted the 7th annual conference for Hispanic child care providers June 1, 2013, the morning after an EF5 tornado passed through El Reno and threatened Oklahoma City. There were still more than 75 providers from across the state who attended, despite cancelations due to flooding and cleanup from the Moore tornado 10 days earlier. The conference theme was *For Our Children*. National expert Luis Gonzales spoke about raising bilingual children and the contribution providers play in language acquisition. The conference also offered two breakout sessions; supporting children with ADHD and ways to deal with Post-Traumatic Stress Disorder due to the tornados affecting Oklaho-



## SAVE THE CHILDREN, AFTER TORNADO

After the deadly tornado tore through Moore and other parts of central Oklahoma on May 20, 2013, child care resource and referral knew services to families and providers in the days and weeks to follow would be crucial. Rainbow Fleet CCR&R immediately began calling providers in the affected area to begin an assessment. Taking inventory of child care programs destroyed or unable to open, and the number of children left with no place to go during the day.

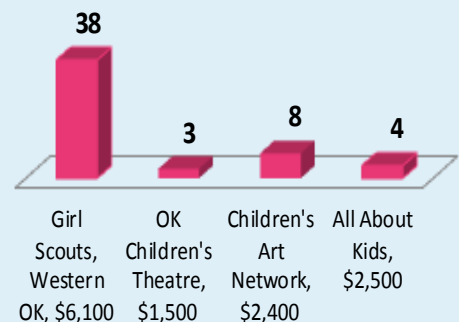
Within days after the tornado OCCRRA had forged a partnership with Save the Children, who provides children in the United States and around the world protection from harm when disaster strikes. In this instance, Save the Children granted \$12,500 to OCCRRA for 53 scholarships to children at four different programs who were directly affected by the tornado's destruction.

The young girl in the picture attended Girl Scout camp for the very first time. After fleeing her home in the middle of the storm, her family sought refuge in nearby storm drains. Unfortunately, excessive rains caused massive flooding and she, along with several other family members, were swept away with flood water. Doing everything she could to survive, she was pulled out of the

water miles away. Some family members were not as lucky and in the weeks after, surviving family members struggled with day to day living.

Having the opportunity to attend summer camp with fellow Girl Scouts gave this young girl the opportunity to be a kid and have fun. For a few hours each day, she was able to be around other girls her age, participate in science programming, sing songs and get her mind off of the recent tragedy. She was able to connect with positive adult role models and get the extra support she needed to get through the summer. At camp, she made lifelong friends and was glad she could "get away and just be a girl."

## Child Participation in Programming: 53

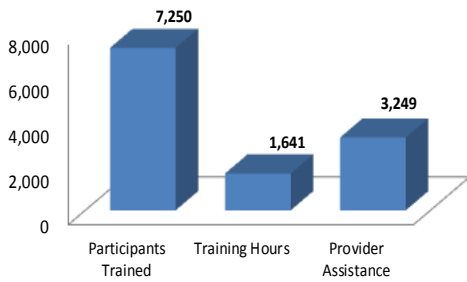


# SERVICES TO PROVIDERS

OCCRRA continues to be a leader in training child care providers. Both the number of training hours and providers trained increased as CCR&R agencies continue to fulfill training and technical assistance needs on a tight budget. This role is particularly vital in rural areas where other training is scarce.

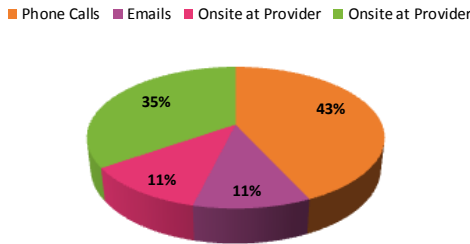
becoming a licensed and fully operational center or home. Resource & referral staff made 1,126 onsite visits to child care facilities. Providers visited their local CCR&R office 373 times. Other contacts made for technical assistance were by phone, 1,401 times and another 349 by email.

Services to Child Care Providers



Enhanced reporting is helping tell a more precise story about the specifics of our work with child care providers. OCCRRA regional agencies also responded to 3,249 requests for technical assistance from licensed providers and potential child care providers. Requests covered a broad range from behavior management, requests for help setting up learning environments, to step by step assistance on

Technical Assistance to Providers: 3,249



## Hispanic Services

The Hispanic Outreach Coordinator for the Association continues to provide bilingual observations to Spanish speaking providers across the state. The observations are essential for a provider to receive her Child Development Associate (CDA). To date 26 Spanish speaking providers have received their CDA.

## FINANCIAL

### Revenues and Gains

Government Contracts	\$1,960,800
Grants	\$22,500
Contributions	\$3,691
Fee for Service	\$3,352
Other Revenue	\$41
Gain on Disposal of Fixed Assets	\$0
Interest	\$47
<b>Total Revenues &amp; Gains</b>	<b>\$1,990,431</b>

### Expenses and Losses

Administrative	\$194,532
Program Services	\$1,798,742
<b>Total Expenses</b>	<b>\$1,993,274</b>



■ Administrative ■ Program Services

### Total Net Assets

June 30, 2012	\$164,193
June 30, 2013	\$161,350



## NEW APP FOR A NEW GENERATION:

As Generation Y moves into parenthood, access to information is by smart phone in the palm of their hand, day or night. OCCRRA is in the forefront with a smart phone application for child care. A main focus of CCR&R service is helping parents find child care. As phone referrals have decreased over the past decade due to advancement in technology, it only made sense for OCCRRA to offer families an alternative way to search for child care. The *Child Care Finder* App has consumer information and child care referrals, but in a new format preferred by today's parents.

Oklahoma became the first state to pilot a child care search app for smart phones (iPhone and Android) statewide. OCCRRA partnered with Child Care Aware of America and the Child Care Council of Kentucky to redesign the app so it could be used statewide. The soft launch was made at end of FY 2013. This FREE app is available to anyone searching for child care in Oklahoma. We look forward to many parents downloading and searching in the coming years.



# SAY WHAT? About CCR&R...

“They have been vital to creating a collaboration meeting every quarter between licensing, CATTs, SECC, and others working with the same providers. These meetings give us a forum to work more effectively in our areas with the same people.” —*community member from Northcentral Region*

“Child Care Resource & Referral is a great asset to our community. I can’t say enough about our local agency, they are great and well known in our community. With the materials they make available to parents and child care staff everyone can increase their knowledge of child development....whether it be in a classroom setting or at home.” —*community member from Southeast Region*

## QUICK FACTS

**439,319 (64.8%) Oklahoma Children**, from birth to age 12 need some form of child care while their parent(s) work.

**3,842 licensed Oklahoma facilities** offer 130,979 licensed slots to children.

**46.1% of Oklahoma’s licensed facilities** provide high quality care, as indicated by a two or three star rating in the state’s “Reaching for the Stars” rating.

**\$123.62 per week or \$6,428.24 per year** is the average cost of care for an infant in a child care center in Oklahoma.

**94.5% of all Oklahoma Children** who receive child care assistance are receiving their care in a two– or three– star facility.

## REGIONAL CONTACTS

**Northwest:** Child Care Resource & Referral, CDSA, Enid, 800-401-3463, [www.childcarefinder.org](http://www.childcarefinder.org)

**Northcentral:** Delaware Child Development Resource & Referral, Bartlesville, 866-254-9864, [www.delawarechild.org](http://www.delawarechild.org)

**Northeast:** Cherokee Nation Child Care Resource Center, Tahlequah, 888-458-6230, [www.cherokeekids.net](http://www.cherokeekids.net)

**Tulsa Metro:** Child Care Resource Center, Tulsa, 918-834-2273, [www.ccrctulsa.org](http://www.ccrctulsa.org)

**Oklahoma City Metro:** Rainbow Fleet Child Care Resource & Referral, Oklahoma City, 405-525-3111, [www.rainbowfleet.org](http://www.rainbowfleet.org)

**Southwest:** Great Plains Child Care Resource & Referral, Hobart, 888-878-4417, [www.gpcrr.org](http://www.gpcrr.org)

**Southcentral:** Child Care Resource & Referral, East Central University, Ada, 800-862-5593, [www.ecok.edu/ccrra/](http://www.ecok.edu/ccrra/)

**Southeast:** Child Care Resource & Referral, Southeastern University, Durant, 888-320-5205, [www.se.edu/dept/childcare](http://www.se.edu/dept/childcare)