

Vermont's Child Care Campaign

2022 IMPACT REPORT

LED BY LET'S GROW KIDS IN PARTNERSHIP
WITH LET'S GROW KIDS ACTION NETWORK





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Photos clockwise from top left: Bolton Valley Early Care and Learning Center, Bolton; Child Care Campaign Supporter Laura Butler, Milton; Robin's Nest Children's Center, Burlington; ONE Arts Community School, Burlington

MARCH 2023

Dear Friends,

Thanks to your unwavering support a historic child care bill is right now moving through the legislature, which means we are closer than ever before to fulfilling our shared vision of a quality child care system that meets the need, is affordable for families, and fairly compensates the professional workforce of early childhood educators doing the essential work of preparing our youngest children for lifelong success.

It's a gift to celebrate the accomplishments your support made possible, including:

1. Fortifying the public and political will across parties to transform Vermont's child care system.
2. Developing child care policy that centers the experiences of historically marginalized Vermonters; deeply engages system stakeholders; and incorporates findings from financing and governance studies as required by Act 45.
3. Strengthening Vermont's current child care system by expanding child care capacity; attracting students to preparatory programs to grow the workforce; and resourcing early childhood educators with business acumen to improve the viability of their programs.

Thanks to your support we are focused, we are confident, we are ready,
AND THE TIME IS NOW TO BUILD A BRIGHTER FUTURE FOR ALL VERMONTERS.

I look forward to seeing you along the child care campaign trail!

With gratitude,



Aly Richards

CEO, LET'S GROW KIDS
BOARD CHAIR, LET'S GROW KIDS ACTION NETWORK



Our Impact

By the numbers...

With your support in 2022, we harnessed people power, policy change, and program innovation to advance child care system transformation, including responding to immediate needs as we continue to navigate the pandemic's impact on Vermont's child care industry.

IN 2022, OUR PARTNERSHIPS WITH VERMONTERS HELPED...

People Power



INSPIRE 2,679 NEW SUPPORTERS
to join the campaign for a **TOTAL OF 38,359 CAMPAIGN SUPPORTERS.**

ELECT 117 CHILD CARE CHAMPIONS FROM ALL PARTIES who were endorsed by Let's Grow Kids Action Network.

(Democrats, Independents, Progressives, and Republicans)

ENGAGE THOUSANDS OF VERMONTERS across multiple digital platforms.

Policy Change



SECURE \$12.8 MILLION
in expanded investments in Vermont's child care system.

GATHER INPUT TO SHAPE CHILD CARE POLICY FROM 108 VERMONTERS impacted by historical inequities.

ENGAGE 53 STAKEHOLDERS from across sectors and regions to help shape child care policy.

Program Innovation



ESTABLISH 800 NEW, QUALITY CHILD CARE SPACES throughout the state.

SUPPORT 978 STUDENTS ENROLLED in early childhood education preparation programs.

ENGAGE 383 EARLY CHILDHOOD EDUCATORS in business and technical assistance programs.

Federal tax and state election laws permit Let's Grow Kids Action Network, as a 501(c)(4) social welfare organization, to engage in limited activities aimed at influencing the outcome of elections.

SUPPLY & DEMAND

♥ CHILDREN LIKELY TO NEED CARE:

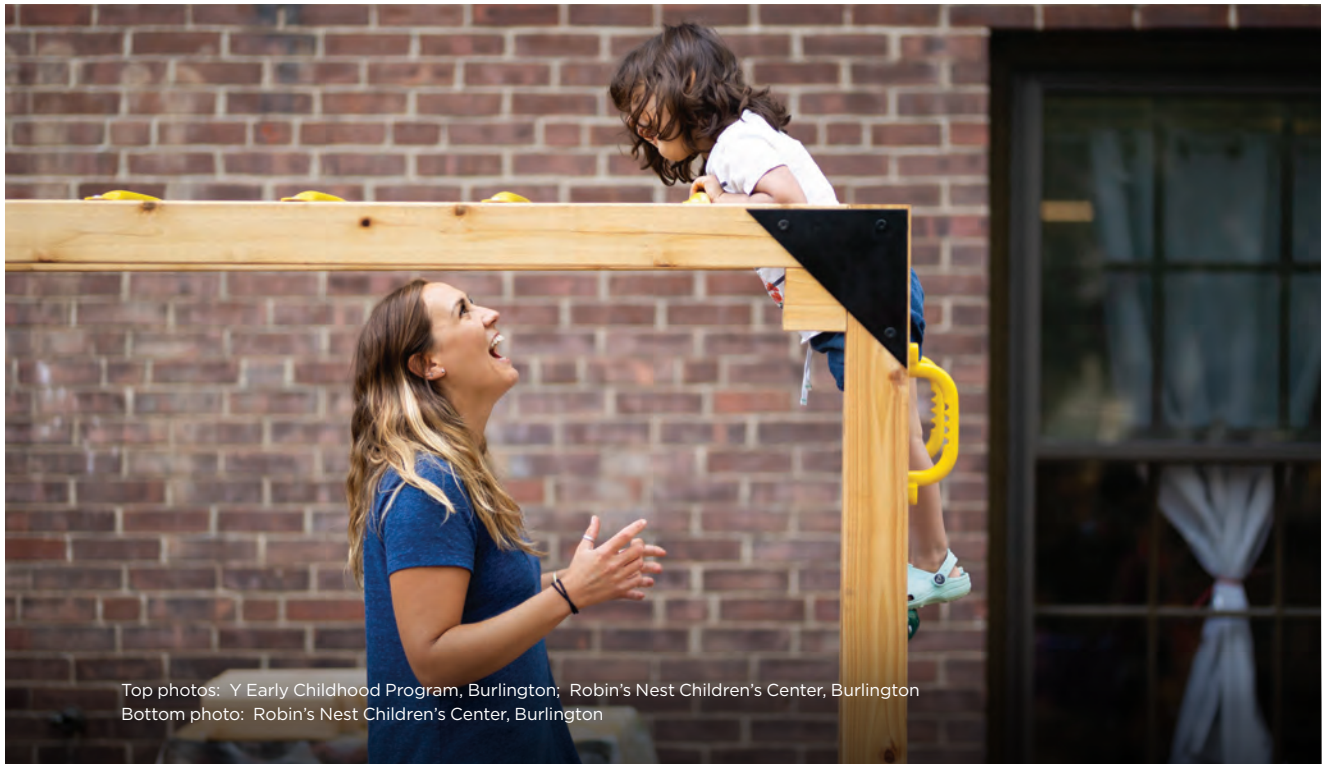
- Infants: **8,103**
- Toddlers: **4,309**
- Preschoolers: **8,719**

🪑 CHILD CARE SPACES NEEDED TO MEET DEMAND:

- For Infants: **4,972**
- For Toddlers: **1,071**
- For Preschoolers: **2,709**

🍏 EARLY CHILDHOOD EDUCATORS NEEDED TO MEET DEMAND:

- Additional Early Educators: **2,000+**
(pre-pandemic, as of January 2020)



Top photos: Y Early Childhood Program, Burlington; Robin's Nest Children's Center, Burlington
Bottom photo: Robin's Nest Children's Center, Burlington

People Power

Your advocacy inspired support for increased investments in Vermont's birth-to-five child care system. **In 2022...**

2,679 new supporters joined Vermont's Child Care Campaign, including **a coalition of 197 employers who affirmed their support** of a public financing mechanism for child care and **19 early childhood educators** who developed their leadership in the field as spokespeople and as peer-organizers, for a **total of 38,359 campaign supporters**.

Throughout the summer and fall, **24 child care programs hosted tours for candidates who ran for state offices**, which brought to life how important child care is to constituents and inspired candidates to prioritize child care within their platforms. Campaign supporters were invited to organize their communities in support of child care candidates and vote for child care on election day.

Finally, in November, **Vermonters elected 117 child care champions from across all parties** who were endorsed by Let's Grow Kids Action Network, including **65 women and 6 people of color**, which means Vermont's 2023 General Assembly contains the most women ever and the most people of color ever. Notably, Vermonters elected the first woman (and single parent) to Attorney General; the first openly LGBTQ+ person to State Treasurer; and the first woman, first openly LGBTQ+ person, and endorsed child care champion to the U.S. House of Representatives.

Photo: Children at the State House on 2.27.22, Montpelier



Scan to see the **Employers** who affirmed their support!



Scan to see the **Child Care Champions** elected in 2022!



“

Having a better child care system will help our company run more smoothly and will help us continue to grow and employ more Vermonters.”

DAVID DOLGINOW

Co-founder and Vice President of Shacksbury Cider | Addison County

“

Affordable and accessible child care is imperative for the people we serve and for our staff to provide the valuable resources they do to the most vulnerable residents of the Northeast Kingdom.”

PATRICK SHATTUCK

Executive Director, Rural Edge | Caledonia County

“

In this historic moment, I want to shout out to the quiet, unspoken workers behind every mother who ever shattered a glass ceiling: early childhood educators. I would not be standing before you without the dedication, the skill, and the care of Kiley, Carolyn, Christina, Emily, Jenna, Sally, Maegan, and Earl. Thank you for taking care of my baby and then my toddler so that I could go to work at the Attorney General's Office.”

CHARITY CLARK

Attorney General | Statewide

“

The times I was forced to close my school over the last month created ripple effects throughout our community. It's time to recognize that early childhood education programs are the foundations of our communities.”

WENDY KRYGIER

Director of Woodstock Nursery School | Windsor County



Policy Change

Your participation continues to influence child care policy as we transform Vermont's child care system. **In 2022...**

LEGISLATORS DIRECTED \$12.8 MILLION TO VERMONT'S CHILD CARE SYSTEM, INCLUDING:

- **\$7,000,000** in retention bonuses for early childhood educators
- **\$4,900,000** to expand the Child Care Financial Assistance Program
- **\$800,000** to expand child care capacity for infants and toddlers
- **\$100,000** to support high school students through the Early Childhood Education Pre-Apprenticeship Program

This essential funding continues to expand access to child care and make it more affordable for families in meaningful ways.

In preparation for the 2023–2024 legislative biennium—during which policymakers will consider full-scale child care system transformation—Let's Grow Kids partnered with families of color and families with children with specialized needs to center their experiences in our policy agenda, and to inform Vermont's future child care system. Insights from historically marginalized families with young children were also sourced via survey in partnership with community-based organizations.

Finally, our 2023 legislative agenda incorporated governance recommendations from the Vermont Child Care and Early Childhood Education Systems Analysis, as required by Act 45, and CEO Aly Richards participated in the advisory committee of the Vermont Early Care and Education Financing Study, also required by Act 45, which estimated costs, identified financing options, and assessed economic impacts.

Photo: Child Care Campaign Supporter Aimee Clark, Colchester



“

If we didn't have access to child care, either my husband or I would have to quit our job to stay home and provide child care. **We would lose half our income and not be able to afford the therapies our older son needs.**”

RESPONDENT

Specialized Child Care Family Needs Assessment Survey | Statewide



“

Just like roads, bridges and broadband, child care is critical infrastructure that enables Vermont's working parents to get to their jobs, to earn a living, and contribute to our economy—and we must invest in child care the same way. **By working, advocating and investing together, we can build a child care system that works for all Vermont's children, families, early educators, and businesses.**”

MARK FOLEY

CEO of Foley Services | Rutland County



“

In a high quality system, families will see their cultures reflected and celebrated in their child care environments, **children will have access to the natural world and a connection to the land they are on and families can be in ongoing conversation with their programs** and hear regularly about the resources dedicated to meeting their households' needs.”

MEMBERS

Families of Color Advisory Committee | Statewide

“

The child care crisis in Vermont is both costing us money and limiting our ability to fill essential roles in order to grow and thrive—a toxic combination with dire consequences for Vermont business and our economy. **Business owners from every region of our state must come together now to show our collective support for public investment in a child care system for Vermont that will not only empower our workforce to rise and meet the demands of a thriving Vermont economy,** but more importantly, ensure every Vermont child has equitable access to the high-quality early learning opportunities that will set them up for success in school, relationships, career, and beyond.”

DIMITRI GARDER

CEO of Global-Z International | Bennington County

Photos from left: Y Early Childhood Program, Burlington; King Street Center, Burlington

Program Innovation

Your partnership strengthened Vermont's current child care system in preparation for forthcoming investments. **In 2022...**

Our multi-year efforts to increase access to quality child care continued in 2022. Let's Grow Kids awarded **88 grants** totaling **\$2.6 million** to **82 child care programs** in all 14 counties resulting in **800 new, quality child care spaces** as of year-end, with hundreds of additional infant and toddler spaces anticipated in the year ahead. Notably, **8% of early childhood educators employed** across all grant recipients identify as people of color.

Within efforts to grow the field of early childhood educators, including supporting 978 to enroll in preparation programs, **Let's Grow Kids partnered with the University of Vermont to continue its efforts to understand and improve early childhood education preparation pathways with a focus on the experience of Black, Indigenous, and people of color studying early childhood education.** Results informed the 2023 legislative agenda and provide guidance on more equitable policy for early childhood educator workforce development.

Additionally, with grant funding from the United States Department of Agriculture, Let's Grow Kids piloted child care business expansion and sustainability efforts in the Northeast Kingdom and began building capacity at regional nonprofits to support local child care expansion projects in Orange and Addison counties. Early results are promising, as are opportunities to scale these innovative models regionally.

Finally, in 2022 Let's Grow Kids continued our commitment to sharing resources and services to facilitate better business practices for the child care industry. We worked with government and nonprofit partners to establish a new, permanent child care business center to support child care programs with technical assistance and access to capital.

IN DECEMBER 2022,

Senator Leahy announced **\$10 million** in Congressionally Directed Spending to support Vermont's child care infrastructure and charged Let's Grow Kids with regranting the funding to community-based projects and programs to increase child care accessibility.



Scan to **learn more!**

“

In my home there is now an ideal learning environment dedicated to allowing children to pursue interests, encourage development in all domains, and create opportunities for purposeful play. I have just opened my home to parents and am excited to see its future impact on the community. **It will allow for up to six families to be able to work while their children gain a high-quality education in an optimal home environment.**”

THERESA HYLANDER
 Owner, Family Child Care Home | Essex County



“

I wanted to have a better understanding of how to ensure my work place is promoting equality. **As a young educator I have a lot to learn and appreciate all of the information I heard in the training.**”

KAFRÉ O’CONNELL
 Early Childhood Educator, USDA Project Participant | Orange County

“

My partner and I could not both obtain a job for the past year because there were no child care options available in our area. **Having a spot for our twins at Nature’s Point Preschool has allowed our family to be more sustainable now that we have two working adults in our home.**”

ENROLLED FAMILY
 Nature’s Point Preschool | Windsor County

“

We were constantly saying no to families and **now we can say yes.** We are so excited to have more space for more people in need.”

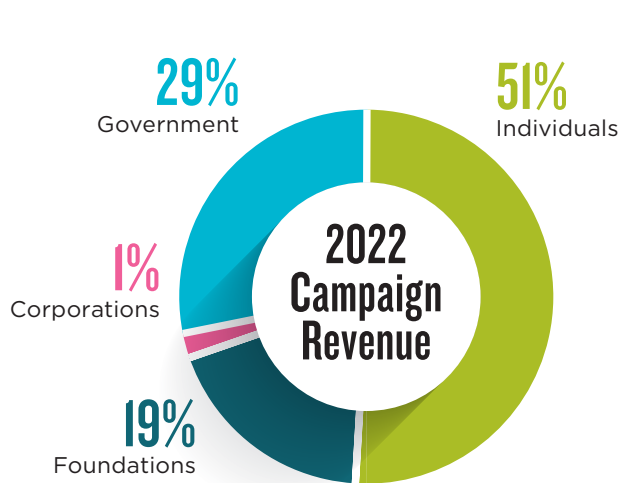
SWIFT EVERDY
 The Garland School | Windham County

Financials

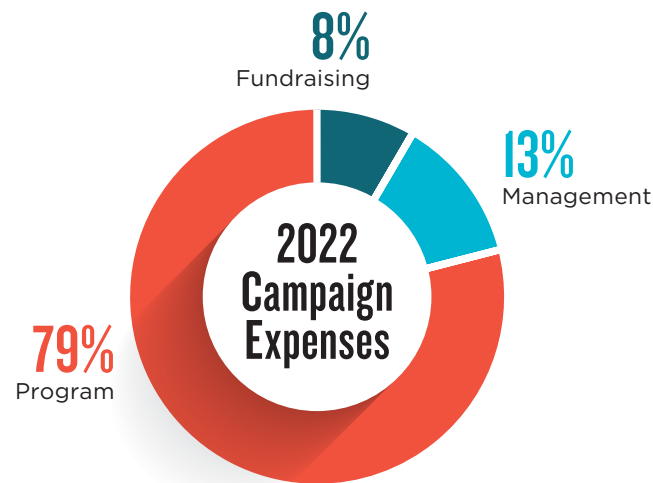
Thank you to the many donors who committed multi-year and one-time campaign gifts in 2022 and in years prior. **Your generous philanthropy sustains campaign operations through its sunset in 2025.**

The financial detail below reflects campaign revenue and expenses across both Let's Grow Kids (501c3) and Let's Grow Kids Action Network (501c4) campaign activities.

In 2022, campaign revenue totaled \$11,048,175, of which 24% was available to support Let's Grow Kids Action Network (501c4) campaign activities. In 2022, campaign expenses totaled \$7,737,599, of which 6% supported Let's Grow Kids Action Network (501c4) campaign activities.



INDIVIDUALS	\$5,667,690
FOUNDATIONS	\$2,045,500
CORPORATIONS	\$122,844
GOVERNMENT GRANTS & CONTRACTS	\$3,212,140
TOTAL	\$11,048,175



FUNDRAISING	\$587,197
MANAGEMENT	\$1,011,282
PROGRAM	\$6,139,119
TOTAL	\$7,737,598

Expenses by Impact

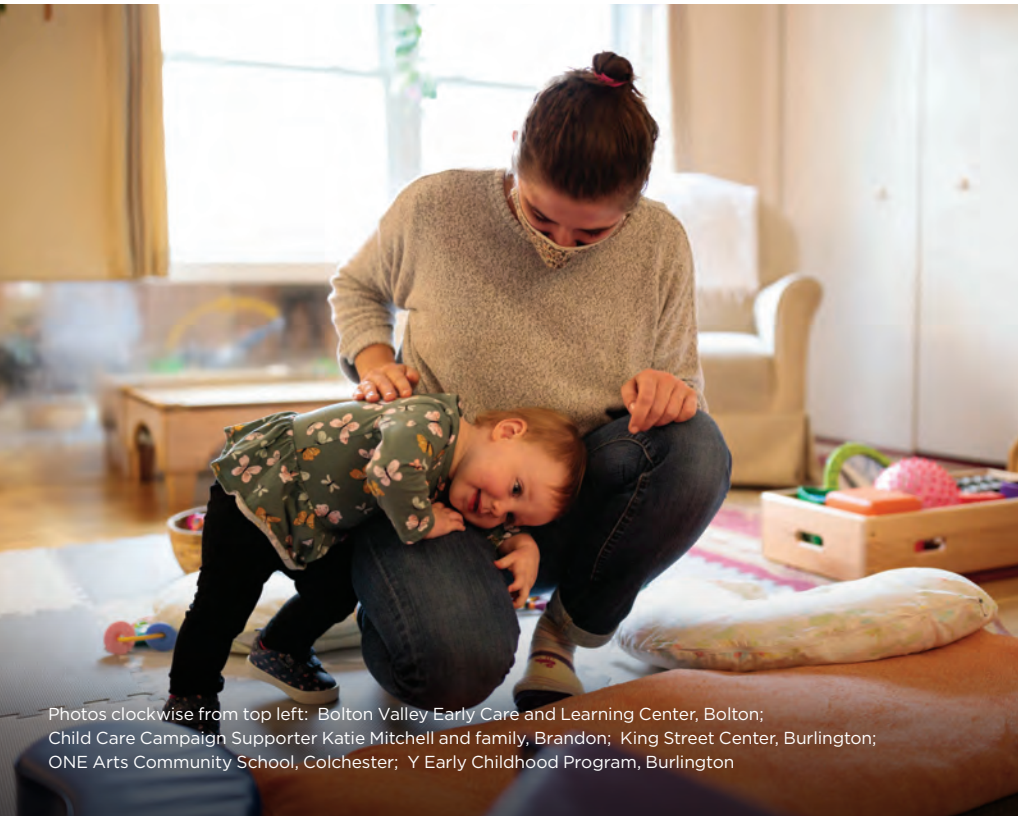
IN 2022, EXPENSES BY IMPACT AREA WERE AS FOLLOWS:

- 22%** - People Power
- 15%** - Policy Change
- 60%** - Program Innovation

In 2022, Let's Grow Kids directed approximately **\$3 million** to Vermonters through grants, small incentives, sponsorships, and contracted services; **88%** of which went to Vermont women and/or small businesses.



WE LOOK FORWARD TO PARTNERING WITH PHILANTHROPISTS THROUGHOUT VERMONT AND BEYOND TO COMPLETE THE FUNDRAISING CAMPAIGN IN 2023 AND FULFILL OUR CAMPAIGN'S VISION!



Two Political Action Committees (PACs) were active in Vermont's November election.

- **\$33,866 was raised to support the Vote Child Care Fund and all \$33,866 was expended to support Coordinated PAC activities.** A Coordinated PAC can coordinate its activities, including the timing, content, and placement of its advertisements and paid field program, with candidates, other coordinated PACs and parties. Contributions from a single source are limited as are contributions made to individual candidates.
- **\$32,100 was raised to support the Child Care Victory Fund and \$31,702 supported Independent Expenditure PAC activities.** An Independent Expenditure PAC makes expenditures for communications that expressly advocate for the election or defeat of a clearly identified candidate and are not made in coordination with any candidate or their campaign or political party. Contributions from a single source are unlimited.

Photos clockwise from top left: Bolton Valley Early Care and Learning Center, Bolton; Child Care Campaign Supporter Katie Mitchell and family, Brandon; King Street Center, Burlington; ONE Arts Community School, Colchester; Y Early Childhood Program, Burlington

Thank you!

We will succeed because of you...

Scan to view Giving Circle members!



2025 CIRCLE

Donors who have committed generous, multi-year pledges that fund campaign operations through 2025.



LOYALTY CIRCLE

Donors who have made contributions for the last two consecutive years. Many Loyalty Circle donors have chosen to give monthly!



CORPORATE CIRCLE

Donors who are supporting Let's Grow Kids with corporate sponsorships.





Photos clockwise from top left: ONE Arts Community School, Colchester; King Street Center, Burlington; Robin's Nest Children's Center, Burlington

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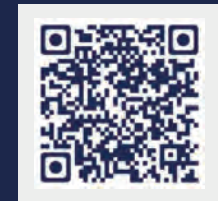


Front and Back Cover photos: King Street Center, Burlington

Vermont's Child Care Campaign

CHILD CARE IS EVERYONE'S BUSINESS.

Scan QR codes with your camera app to make a gift today:



LetsGrowKids.org



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This publication has been jointly paid for by Let's Grow Kids and Let's Grow Kids Action Network