

A close-up photograph of a woman and a baby. The woman, on the left, has long brown hair and is smiling warmly. The baby, on the right, has blonde hair and is also smiling, looking slightly upwards. The baby is wearing a white short-sleeved shirt with a colorful floral pattern and a large yellow bow around their neck. The background is softly blurred, suggesting an indoor setting with warm lighting.

# ANNUAL REPORT 2020

Montana Child Care Resource  
& Referral Network

# WHO WE ARE

The Montana Child Care Resource and Referral Network is committed to advancing the early care and education system in Montana on behalf of children, families and child care professionals. Our work is strengthened as a statewide network of child care resource and referral agencies.

Our work is twofold. A primary function is supporting member organizations by coordinating their efforts, and leveraging their resources to the fullest capacity to make quality child care accessible to all Montana families. We work to standardize practices across the state, avoiding duplication of efforts amongst multiple regions and promote best practice standards. Together, we increase the efficiency and effectiveness for regional child care resource & referral agencies.

In addition to this member support, we help to coordinate statewide projects that increase the quality and availability of child care, develop innovative partnerships with businesses and government, and advocate for child care policies that positively impact the lives of children and families.

# MISSION AND BELIEFS

We support member organizations, advance the early childhood profession, and improve the quality, affordability and accessibility of child care.

We Believe ...

- Every child deserves a strong, early foundation that helps them be successful.
- Together we are better.
- Early Childhood professionals are important and have impact on children's lives.
- Recognition and compensation should increase for Early Childhood professionals.



# COVID-19 and Child Care

Unable to meet more than 56% of the need, Montana's child care industry was already facing serious sustainability challenges before the COVID-19 pandemic. Unable to sustain indeterminate closures, child care businesses across the state have shuttered their doors for good. Montana has 75 less child care facilities now than before the pandemic began, and the ability to serve 578 less children statewide, a 3% decrease. High-quality child care is always essential, but without it, communities have become unable to effectively respond to the COVID-19 pandemic.

Early childhood care and education providers have a huge impact on the children and families they serve, and also on our communities and economy. Without child care, parents sacrifice work hours and careers affecting families' long-term economic situation and hurting our community's economy and safety.

The response to COVID-19 by our early childhood educators gives us much hope. In Montana, child care businesses, local and state government, school districts, nonprofits, and families have come together to plan, allocate resources, and find ways to continue care for our children and families. Child care is at planning tables in unprecedented ways. The general public now fully understands the importance of child care to functioning workplaces and economies. And to counter the loss of child care businesses, we are receiving inquiries from people who are considering opening new home child care businesses. In fact, 14 of 50 counties in Montana increased child care capacity during the COVID-19 pandemic.

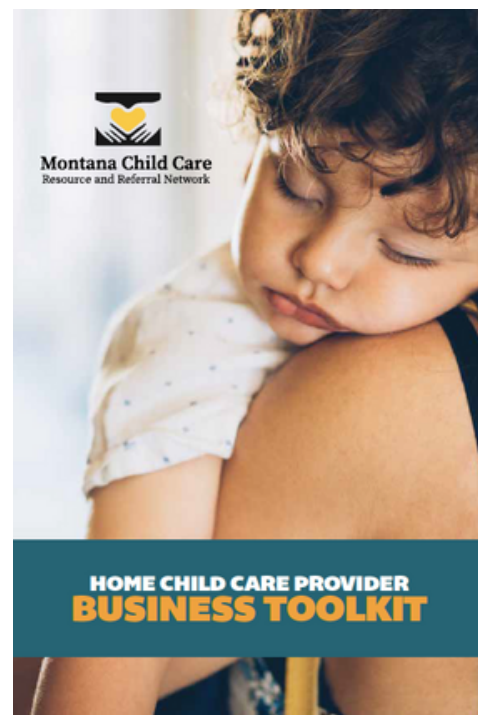
We stand with our members, partners, and each of our early childhood care providers and educators as we commit to rebuilding a stronger early childhood system in the future.

# A Year in Review

## Home Child Care Provider Business Toolkit

MTCCRNRN created a Business Start Up Toolkit for new home child care providers available at all CCR&R offices and online at [mtchildcare.org](http://mtchildcare.org). This toolkit walks through each step involved in starting an in home child care business. Increasing access to information, templates, and business considerations decreases the time new providers spend researching on their own and increases the likelihood of their new business operating successfully and sustaining over the long term.

**22** Unique Downloads



## Home Based Child Care Conference

MCCRNRN hosted the 2019 Home-Based Child Care Conference which focused on topics related to operating a home-based child care program and featured a national, state, and local experts.

Presenters included author and childhood play expert, Dr. Peter Gray, FutureSync, Butte 4C's, and presentations from our statewide learning communities.

**100**  
Attendees

# ADVOCACY

MCCRRN **advocates** for child care policies and practices that positively impact the lives of children and families at the administrative and legislative level, and continually strives to educate the public about the importance of access to quality child care through statewide marketing campaigns, presentations, and directed community outreach.

MCCRRN is a member of early childhood advocacy group, **Montana Advocates for Children (MAC)** and leads the **MT VOAD Child Care Subcommittee**, which unites statewide and community organizations in preparing for and responding to challenges exacerbated by COVID-19.

**WIN: DURING THE UNPRECEDENTED COVID-19 PANDEMIC, THE EARLY CHILDHOOD CARE AND EDUCATION WORKFORCE WERE RECOGNIZED FOR BEING ESSENTIAL.**

**WIN: \$50 MILLION OF CARES ACT FUNDING WAS DEDICATED TO SUSTAINING AND SUPPORTING OUR MONTANA'S CHILD CARE SYSTEM AND FAMILIES.**

This year, MCCRRN launched a **statewide outreach campaign** to strengthen awareness of quality child care in Montana, recruit new providers, and position MCCRRN and regional agencies as a resource for referrals and information.

In May, “**A Big Thank you to Montana Licensed Child Care Workers**”, a guest editorial article sharing our gratitude for their work appeared in the Sidney Herald, Helena IR, and the Missoulian reaching a combined audience of **127,502** people.

## CAMPAIGN DATA

**IMPRESSIONS: 299,718**

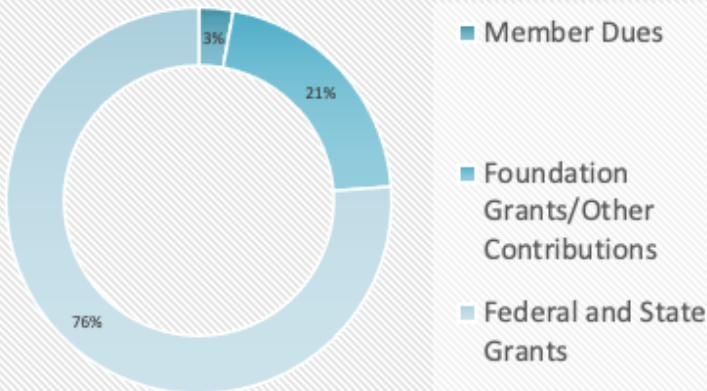
**REACH: 45,512 TARGET AUDIENCE.**

**POST ENGAGEMENTS: 68,382**

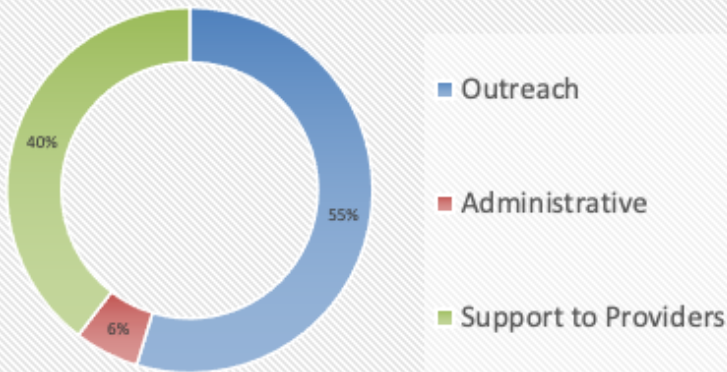
**VIDEO PLAYS: 222,808**

# FINANCIAL OVERVIEW

## Revenue



## Expenses



FY20 Total Revenue: \$310,705  
 FY20 Total Expenses: \$303,557  
 Change in Net Asset: \$7,192

Our gratitude to our  
generous funders

Montana Early  
Childhood Services  
Bureau

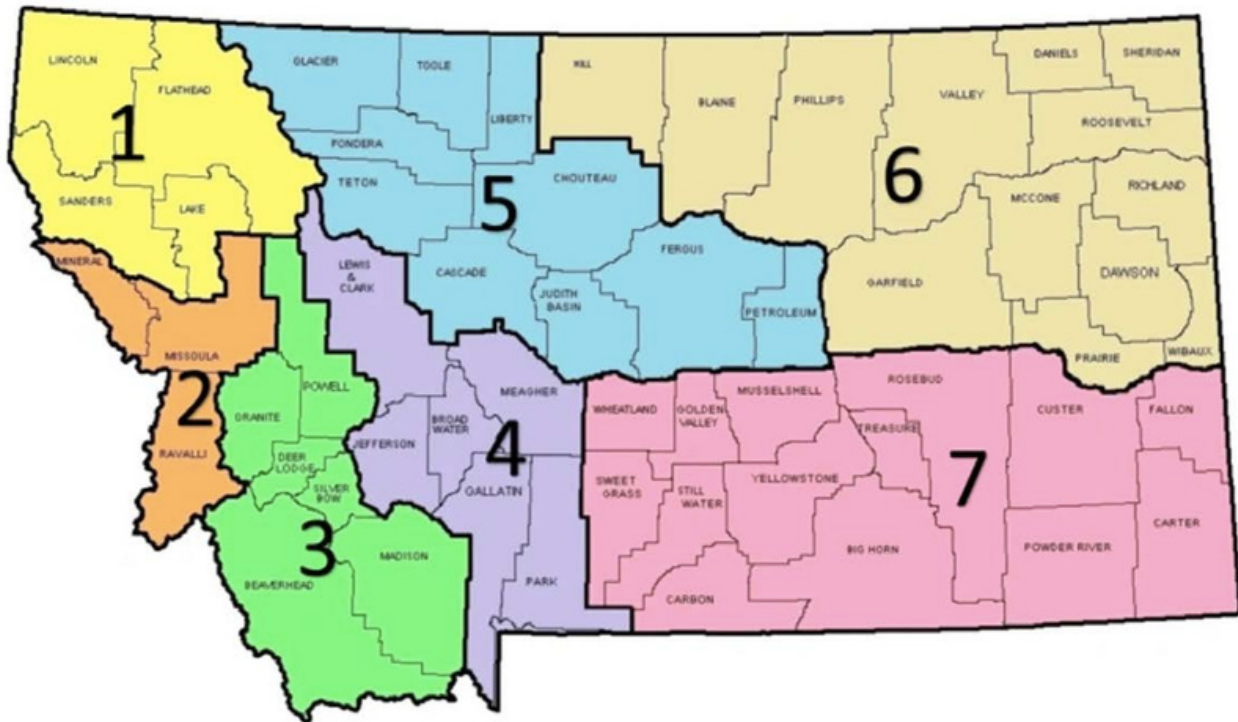
Montana  
Coronavirus Relief  
Fund

The Headwaters  
Foundation

The O.P. Edwards  
Foundation

Child Care Aware of  
America

# MCCRR Network Members



The Nurturing  
Center

Child Care  
Resources

Butte 4-C's

Child Care  
Connections

Family  
Connections

Family  
Connections

District 7 HRDC

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