

Child Care Services Association

Vision

All children have equitable access to affordable, high quality early care and education to lay the foundation for successful life outcomes.



Leading efforts to strengthen accessible and affordable quality early care and education by providing supports for families, communities and the workforce.

CCSA Helps Families

CCSA's Child Care Referral Central makes **finding, paying and understanding child care easy for families** in the nine-county area of Alamance, Caswell, Durham, Franklin, Granville, Orange, Person, Vance and Wake counties of North Carolina.



Leading efforts to strengthen accessible and affordable quality early care and education by providing supports for families, communities and the workforce.

CCSA Supports Children

Provides **high-quality and affordable nutritious daily meals** to children enrolled in participating child care centers in North Carolina's Durham, Orange and Wake counties, **keeping children healthy, helping teachers focus on teaching and saving providers money** through spoonFULL at CCSA.



Leading efforts to strengthen accessible and affordable quality early care and education by providing supports for families, communities and the workforce.

Building a New Reality After the Pandemic

- In response to the pandemic, CCSA established its **COVID-19 Relief Fund** to support child care programs and **gave more than \$260,000 in grants** to child care programs in N.C.
- CCSA worked with early childhood educators across N.C. to ensure they had the **support** and **resources** they needed to help children and their families.



Leading efforts to strengthen accessible and affordable quality early care and education by providing supports for families, communities and the workforce.

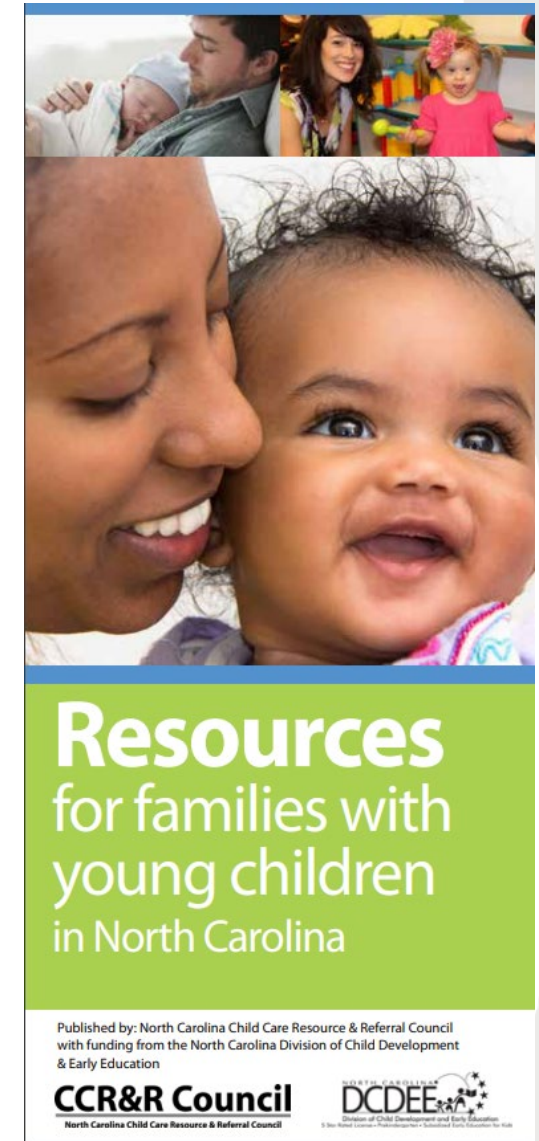
Resources for Quality Child Care

Child Care in North Carolina –

Share this brochure with parents who have preschool children to help identify and find quality child care

Resources for families with young children in North Carolina –

Help families find services such as Subsidized Child Care Assistance Program, TANF, Health Insurance, Nutrition, WIC – Addresses developmental milestones and what to do if parents suspect delays, section of brochure which covers homelessness



Leading efforts to strengthen accessible and affordable quality early care and education by providing supports for families, communities and the workforce.

CCSA Homelessness Work

- ❖ **PDG Grant**
- ❖ Yay Babies Strategic Planning
- ❖ Implementation of Self-Assessment Tool with Shelters – Partners for Impact
- ❖ Toolkit for Shelters



Home
Sweet
Home



BRINGING FAMILIES HOME

Child Care Services Association 2023 Awareness Campaign



*Home is
Where the
Heart is.*

PURPOSE

Child Care Services Association's **Bringing Families Home** campaign:

- Broad-reaching awareness campaign
- Z. Smith Reynolds Foundation Foundation generously funded the campaign.





*Welcome
to Our
Home.*

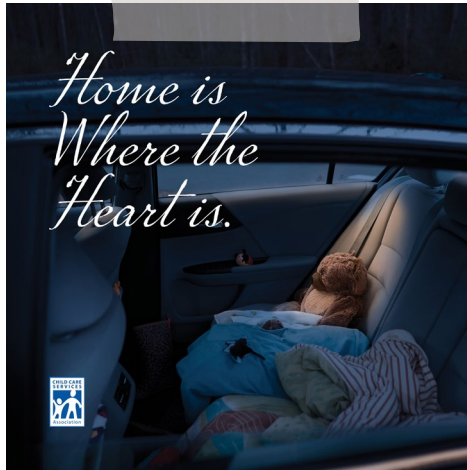


INSPIRING THE CAMPAIGN

- Creative agency BC/DC Ideas created the campaign using true-life situations that often face families experiencing homelessness.
- The stark reality of these images are juxtapositioned with the heartwarming phrases and quotes often found in North Carolina homes on plaques and art. This is to bring attention to the fact that even for a night, families have to call places like a car or a shelter home for the night.
- Our hero “Beary” is a well-loved teddy bear who brings childhood innocence to a very adult issue. This replaces the face of a real child or baby to allow all families to see themselves in this

4 KEY IMAGES

To Tell The Story of Young Children Experiencing Homelessness



A family living
out of their car



A family in a
shelter



A family couch
surfing



A family in a
tent
community

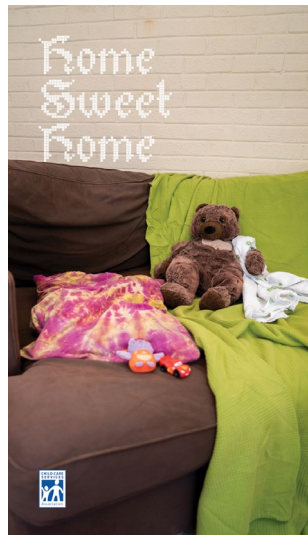
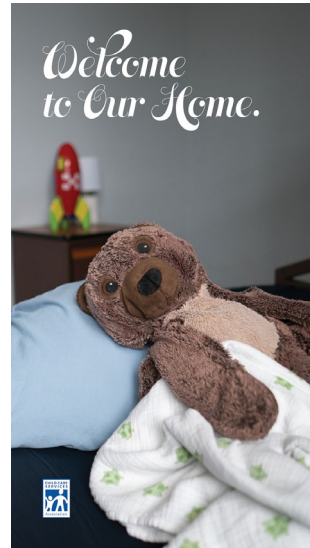
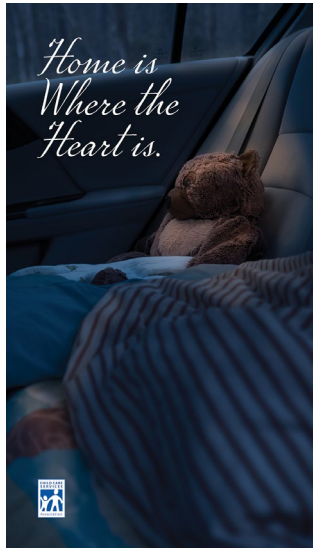
Bless
This House
& All Who
Enter.



WE CAN DO MORE

We ask YOU, our community of childcare advocates...

- Prioritize ending child homelessness as a top issue on legislative agendas for 2024
- Ask for funding for DSS and other child support programs and services
- Talk to local shelters and low-income housing developers about more accommodations for families



TAKE ACTION

Take action now in 3 easy steps:

1. **Visit** our Campaign Page to learn about facts about children experiencing homelessness
2. **Join** the Bringing Families Home email list to get action updates
3. **Share** this campaign with your communications team and on your personal social media

childcareservices.org/come-home



OUR STATE'S CHILDREN THANK YOU

Dr. Kristi L. Snuggs

President,

Child Care Services Association

kristis@childcareservices.org

childcareservices.org/come-home

