

**iaaeyc** Iowa Association for the  
Education of Young Children

# Impact Report | 2021



An Affiliate of **naeyc**

# 2021

## Impact Report

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### Vision

All young children thrive and learn in a society dedicated to ensuring they reach their full potential.

### Mission

Iowa AEYC promotes high-quality early learning for all children, birth through age 8, by connecting practice, policy, and research. We advance a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children.

## Introduction

The Iowa Association for the Education of Young Children's Impact Report is prepared for the benefit of members to report on the programs, activities, and financial condition of the organization. While the details about programs, activities, and financial condition represent a look back, it also helps us look forward by providing members with the most up-to-date information about the organization and its goals for the future.

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Jillian Herink  
*Executive Director*



Miranda Niemi  
*President*



**“We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history.” - Sonia Johnson**

## Executive Board and Chairs

<b>Name</b>	<b>Position</b>
Miranda Niemi	President
Mary Lukas	Past President
Whitney Fink	Vice President
Brian Kingrey	Treasurer/Finance Chair
Brandy Smith	Secretary
Donna Kennebeck	High Performing Inclusive Organization (HPIO) Chair
Melanie Felton	NAEYC Affiliate Advisory Committee Rep (Ex Officio)
Tracy Ehler	Early Childhood Workforce Advisory Committee Chair
Crystal Abbe	Family Engagement Chair
Catherine Bergman	Membership Recruitment and Support Chair
Dianne Casto	Play Committee Chair
Leslie Stonehocker	Public Policy Chair

## Governing Board

<b>Name</b>	<b>Position</b>
Tiffany Skaggs	Family Child Care Chapter Representative
Sara Schwerin	East Central Chapter Representative
Rebecca Ausman	Mid-Iowa Chapter Representative
Catherine Bergman	North Central Chapter Representative
Dianne Casto	North Iowa Chapter Representative
Angela Schrod	Northeast Chapter Representative
Allison Pattee	Prairie Rivers Chapter Representative
Vickie Parker	Rolling Prairie Chapter Representative
Gladys Movall	Southeast Chapter Representative
Mike Stiehl	Southwest Chapter Representative
Angela Lensch	West Central Chapter Representative
Kristy Liechti	Western Plains Chapter Representative



Lori Chicchelly  
Controller



Amy Curtis  
ECQuIP Early Childhood  
Center Consultant



Pat Dautremont  
Membership Specialist



Asacia Edwards  
WAGE\$ Counseling  
Specialist



Melissa Ellis  
Program Specialist



Pam Ellis  
T.E.A.C.H. Counseling  
Specialist



Anne Geiger  
Events Specialist



Kate Granzow  
WAGE\$ Counseling  
Specialist



Johnna Haggerty  
ECQuIP Early Childhood  
Center Consultant



Joice Kelly  
WAGE\$ Counseling  
Specialist



Heidi LaBounty  
ECQuIP Project  
Manager



Lauren Linnenbrink  
T.E.A.C.H. and WAGE\$  
Program Coordinator



Pam Mahoney  
T.E.A.C.H. Counseling  
Specialist



Jana McCann  
WAGE\$ Counseling  
Specialist



Ashley Otte  
Director of Workforce Initiatives  
IHSA Coordinator



McKenzie Parker  
T.E.A.C.H. Counseling  
Specialist



Jacqueline Penning  
T.E.A.C.H. Counseling  
Specialist



Rick Roghair  
Professional Development  
Coordinator



Jamie Schmidt  
Administrative  
Specialist



Krista Smith  
Farm to Early Care and  
Education Coordinator



Lisa Stocksleger  
ECQuIP Literacy  
Consultant



Jennifer Stritz  
ECQuIP Early Childhood  
Center Consultant



Roberta Wendelboe  
T.E.A.C.H. and WAGE\$  
Administrative Specialist

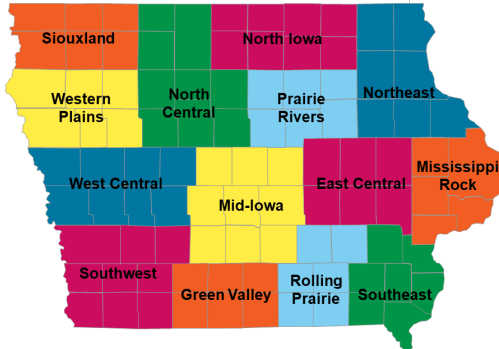
# MEET *the* TEAM

# EVERYONE *fits* SOMEWHERE!

The Iowa Association for the Education of Young Children is an affiliate of the National Association for the Education of Young Children, a professional membership organization that works to promote high-quality early learning for all young children.



Local Chapter Map



In response to the need for family child care providers to have greater representation and connectedness, Iowa AEYC added the first interest based chapter and welcomed the Family Child Care Chapter of Iowa AEYC.

## IOWA AEYC Membership Levels

<b>Premium</b>	\$150
<b>Standard</b>	\$69
<b>Entry</b>	\$30
<b>Family</b>	\$35

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Membership through Iowa AEYC automatically makes you a member of the National Association for the Education of Young Children. **NAEYC is the world's largest early childhood organization.**

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**14**  
Chapters

**1,159**  
Members

**5.3%**  
Growth



# ADVOCATING FOR THE WORKFORCE *behind the* WORKFORCE

Iowa AEYC partners broadly across the state of Iowa in efforts to advocate at both a state and federal level, for the early care and education workforce.



Provided a total of **37 hours** of advocacy trainings to **194 participants**.



Posted **138 advocacy pieces** on social media with a total of **79,476 views**.

Iowa AEYC partnered with Save the Children Action Network using an automated action campaign. Constituents contacted their state lawmakers to highlight personal struggles with the child care crisis, request increased investment in child care, and #InvestInKids.



**231** emails sent to Governor Kim Reynolds  
**201** emails sent to **73** State House Representatives  
**198** emails sent to **46** State Senators

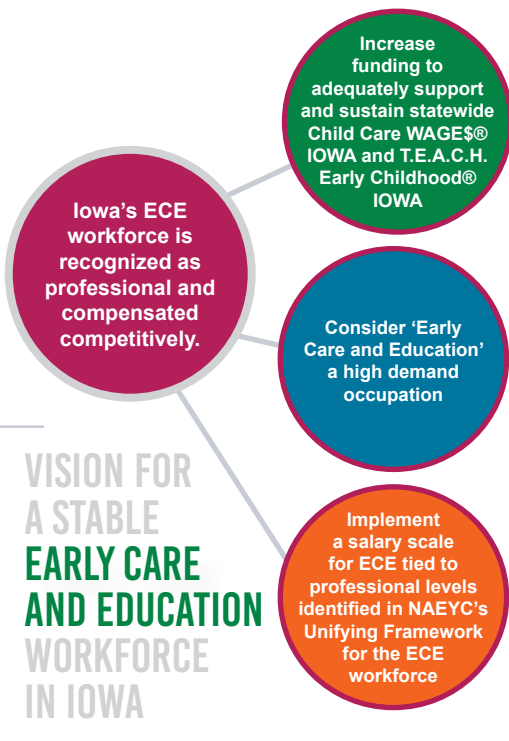
Soon after this outreach, the Governor announced the launch of her child care taskforce.

## Final Recommendations Developed By the Moving the Needle on Compensation Team

Sustained funding for both programs will be critical to continue to grow and maintain quality educators.

Adding ECE to the high-demand occupation list will open funding opportunities to assist with the high cost of professionalizing the field as well as create market competition to drive salary increases.

As the workforce is recognized with competitive wages on par with similar occupations, more workers will be drawn into the sector and turnover will decrease as these earners move toward economic self-sufficiency.



Iowa AEYC is part of the Iowa Child Care Coalition (ICCC). The Coalition, through nonpartisan legislative recommendations, seeks to increase access, affordability, and quality of child care while increasing the stability of the child care workforce across Iowa.

### FY 21 Coalition Member Organizations



### 2021 Priorities

- + Increasing Access to Quality Care
- + Increasing Affordability
- + Increasing Stability in the Child Care Workforce

# SUPPORTING IOWA'S WORKFORCE *behind the* WORKFORCE



The T.E.A.C.H. Early Childhood® IOWA program is part of a comprehensive national strategy that provides teacher education and compensation to lowans who work with children birth to five years old. By promoting higher education, T.E.A.C.H. Early Childhood® IOWA is helping to establish a well-qualified, fairly-compensated and stable workforce.

**425** scholarship recipients from  
 **247** child care programs



**76** CDAs earned  
**12** Associate degrees  
**28** Bachelor degrees



**93%**  
Retention in sponsoring programs

**16%**  
Increase in average hourly wage



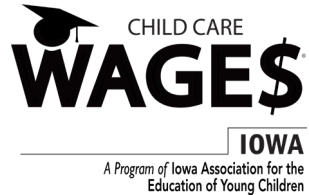




# “IT TRULY HAS CHANGED MY LIFE.”

- Melissa Goodenbour, T.E.A.C.H. and WAGE\$ Recipient

Child Care WAGE\$<sup>®</sup> IOWA provides education-based financial stipends to those in the early care and education workforce in order to improve retention, compensation and education levels of those working with children ages birth to five years old.



**278** recipients from **161** child care programs received at least one supplement



**97%+**

of recipients say WAGE\$ helps ease financial stress



**82%**

retention in sponsoring programs

**95%**

of recipients say WAGE\$ encourages them to stay in their program



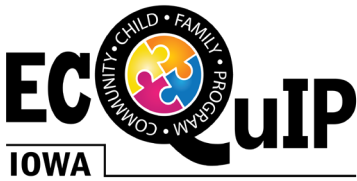
**\$929**

Average six-month supplement



**\$450,000+**

awarded in financial supplements



**The Early Childhood Quality Improvement Project (ECQuIP)** supports early childhood programs serving at least 30% low-income children in Polk, Warren, and Dallas counties.



**15** centers

**220** staff



**1,287** children positively impacted

Helping programs achieve a level of quality that supports all children and puts them on track with their peers.

**11 CENTERS** have a state quality rating of 3 stars or higher



**3 CENTERS** are NAEYC accredited

**1,243 CHILDREN** received a developmental screening



**279 CHILDREN** are receiving services/treatments as a result

**Farm to Early care and Education** (Farm to ECE) is a collection of strategies that include three core elements that connect young children to healthy food and opportunities for physical activity.

## FOCUS ON SEASONAL, FRESH, AND LOCAL FOOD



**27** ECE sites participated in Local Food Makes Cents

**\$28,500** awarded to these sites for local food purchases



**\$4,300** awarded in Local Food Vouchers to **9 sites**

## HANDS-ON LEARNING



**24 ECE ATTENDEES** at the Farm to School & Early Care Virtual Conference earned **94 DHS credits**



## GARDENING



**\$10,000 AWARDED** in F2ECE Garden Grants to **19 sites**



## Statement of Activities

	Year ended June 30	
	2021	2020
<b>REVENUES WITHOUT DONOR RESTRICTIONS</b>		
TEACH program		
Iowa Department of Human Services	\$ 762,000	\$ 717,047
Iowa Department of Management	378,512	363,637
Iowa Department of Public Health	259,404	177,007
United Way of Central Iowa	78,000	78,000
Early Childhood Area, Iowa River Valley	—	10,419
Early Childhood Iowa, Polk County	78,345	87,050
Copayments from recipients	52,423	72,154
	<u>1,608,684</u>	<u>1,505,314</u>
WAGE\$ grants and contract revenue	695,680	672,679
Other grants and contract revenue	690,848	818,252
Contributions and public support	55,116	9,476
Conference revenue	18,665	79,315
Membership dues	29,002	23,519
Sponsorship revenue	21,570	13,000
Miscellaneous	28,119	12,908
Total revenues without donor restrictions	<u>3,147,684</u>	<u>3,134,463</u>
<b>EXPENSES</b>		
Program services—education and training	2,709,057	2,650,541
Supporting services—management and general	417,729	451,799
Total expenses	<u>3,126,786</u>	<u>3,102,340</u>
<b>CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS</b>	20,898	32,123
<b>NET ASSETS</b>		
Beginning	<u>105,991</u>	<u>73,868</u>
Ending	<u>\$ 126,889</u>	<u>\$ 105,991</u>

We greatly appreciate our donors and sponsors for supporting the vision that all young children thrive and learn in a society dedicated to ensuring they reach their full potential.

## 2021 Funding Partners

Building Families ECI

DHLW ECI

ECI Muscatine County

Iowa Department of Human Services

Iowa Department of Management

Iowa Department of Public Health

JMP ECI

Polk County ECI

Quad Counties 4 Kids ECI

United Way of Central Iowa

4 Counties for Kids ECI

4RKids ECI

## Event Sponsors



Edward Jones®



## Donors

Mary Airy

Crystal Abbe

Leann Andre

Rebecca Ausman

Catherine Bergman

Dianne Casto

Kelly Donnelly

Brenda Doyle

Donna Kennebeck

Brian Kingrey

Kristy Liechti

Mary Lukas

Mary Jo Madvig

Barb Merrill

Anne Michel

Gladys Movall

Vickie Parker

Allison Pattee

Tom Rendon

Rene Skala

Brandy Smith

Veronika Stabinger

Mike Stieh

Leslie Stonehocker

Beverly Swearingen

Sherry Vanderploeg

Stacey Walter

Dennis Wandera

Jessica Wemple

Your support truly makes a difference and we are extremely grateful!

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