

Vermont's Child Care Campaign

2021 IMPACT REPORT

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





Cover Photo: ONE Arts Community School, Colchester, VT

Photos clockwise from top left: ONE Arts Community School, Colchester, VT; King Street Youth Center, Burlington, VT; Brattleboro Center for Children, Brattleboro, VT; ONE Arts Community School, Colchester, VT

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Dear Friends,

2021 was another year of unprecedented challenges for many, including those engaged with Vermont's child care system. Even in a difficult year we can celebrate the incredible strides made for our children, families, early childhood educators, and communities.

Thanks to your incredible commitment to child care, in 2021 the Vermont Legislature passed a comprehensive bill, which set in motion a public commitment to achieving a statewide system of early childhood education that centers equity, affordability, and quality. Things have never been harder for families or for Vermont's essential early childhood education workforce, **but our state has also never been closer to achieving this goal.**

This progress would not be possible without you—Vermont's child care champions. You know that child care is essential, and you are helping your neighbors see that too! We are changing the status quo for our children, which wouldn't be possible without you.

IN 2021, YOUR SUPPORT LED TO:

- 2,581 new supporters joining the campaign for a total of 35,322 supporters calling for policy change and increased public investment
- Passage of H.171 (now Act 45), foundational child care legislation, that puts our shared mission on a path to success by 2025
- Strengthening the early childhood education system in partnership with early educators, including the creation of 1,442 new child care spaces created statewide

I hope you enjoy this impact report, which reflects the progress we've made together across the state harnessing people power, policy change, and programmatic innovation. You can read cover to cover or flip directly to the county you live in to see what's happening in your community.

In 2022, we will continue to work together toward lasting child care system transformation, while taking immediate action to respond to Vermont's early childhood education workforce crisis. I look forward to advancing this mission with you in the year ahead.

Together, we're building a brighter future for all Vermonters.

With gratitude,

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



Impact

BY THE NUMBERS

With your support in 2021, we laid a new foundation for Vermont's early childhood education system. We set a clear path forward for long-term transformation by establishing state goals for family affordability and fair compensation for early childhood educators. We expanded child care program quality, capacity, and sustainability initiatives, and we responded to emergency needs of our essential early childhood educators, who continued to support our youngest Vermonters and their families in navigating the uncertainty of the pandemic.

IN 2021, OUR PARTNERSHIPS WITH VERMONTERS HELPED TO...

EXPAND SUPPORT (people)



We inspired new supporters to join the Vermont Child Care Campaign,

RESULTING IN:

2,581 new supporters joining the campaign for a total of **35,322** campaign supporters

MAKE LEGISLATIVE PROGRESS (policy)



Our state passed foundational legislation for child care reform (Act 45) and increased investments to stabilize Vermont's early childhood education system,

RESULTING IN:

95 House co-sponsors

146-1 and **30-0** votes brought a near-unanimous passage of the bill in the House and Senate respectively

Governor Phil Scott signed bill on June 1, 2021

CHANGE THE SYSTEM (programs)



We supported early childhood educators to create new, high-quality child care spaces and engaged them in workforce development efforts,

RESULTING IN:

1,534 early educators (22% of the statewide workforce) engaged in the campaign

1,442 new child care spaces, a **78% increase** over 2020, despite the disruptions of COVID-19

LET'S GROW KIDS Action Network

Let's Grow Kids Action Network, a 501c4 organization, was established as an affiliate of Let's Grow Kids with the expressed purpose of supporting Let's Grow Kids' legislative agenda. Let's Grow Kids Action Network recruits volunteers like you to help organize your communities and support candidates and elected officials who are outspoken champions for child care.

EQUITY AT THE CENTER

Equity is at the center of our vision for Vermont's child care system. When we develop early childhood education policy in partnership with Vermonters whose lives have been impacted because of race, culture, class, ability, or gender identity we disrupt systems of inequity. When a prepared and diverse workforce of early childhood educators delivers inclusive, race-conscious, culturally informed early childhood education, we plant and nurture seeds of equity beginning at birth.

When we value and fairly compensate our early childhood education workforce, we uplift a women-led workforce and support working mothers who want to pursue careers.

IN 2021 OUR CAMPAIGN INITIATED THE FOLLOWING EFFORTS IN PURSUIT OF THIS VISION FOR EQUITY:

- Launched a study in collaboration with UVM faculty to source perspectives and insights from early childhood education students, with a focus on the experiences of students who are Black, Indigenous, and People of Color to shape strategies to build a more diverse pipeline of early childhood educators.
- Influenced early childhood education curriculum, including state and national standards, around culturally responsive teaching practices, anti-bias teaching strategies, and family-centered practice in required courses.
- Advocated for disaggregated state data to identify and address how our current child care system creates and perpetuates race-based disparities.



Photos clockwise from top left: ONE Arts Community School, Colchester, VT; King Street Youth Center, Burlington, VT; King Street Youth Center, Burlington, VT

Addison County

BUILDING SUSTAINABLE CHILD CARE BUSINESSES

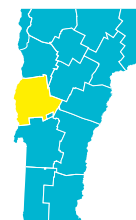
Early Childhood Business Collaboratives (ECBC) help early childhood educators build financially sound, sustainable, high-quality businesses. In Addison County, the Counseling Service of Addison County (CSAC) coordinates the county-wide ECBC. The ECBC coordinator works with child care programs to contract for shared business needs and offer required professional development trainings for staff, as well as access human resources support, maintenance services, and information technology services. Sharing services saves time and money and allows early childhood educators to instead spend their energy on providing high-quality child care.

In 2021 CSAC and the ECBC began piloting a technology-based substitute teacher pool for local programs, and in partnership with Let's Grow Kids, CSAC is implementing a grant from the United States Department of Agriculture Rural Community Development Initiative to improve the financial stability of child care programs. The initiative offers training and resources to increase financial and business literacy skills, as well as access to business management experts. Based on learnings from this pilot, Let's Grow Kids supports a similar program in Chittenden County and recently launched an initiative with the Orange County Parent Child Center. Let's Grow Kids envisions scaling the model statewide as part of Vermont's sustainable child care system.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:		
Christopher Bray	Matthew Birong	Philip Jay Hooper	Robin Scheu
Ruth Hardy	Peter Conlon	Diane Lanpher	Amy Sheldon
	Mari Cordes	Terry Norris	Harvey Smith
	Caleb Elder	Larry Satcowitz	

ADDISON COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 471 Infants
- 240 Toddlers
- 475 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 323 for Infants
- 129 for Toddlers
- 148 for Preschoolers



“Family child care homes are the backbone of early childhood education in rural Vermont. I am one of over 400 family child care homes entrusted with guiding the development of children while their parents work.”

COOKIE DANYOW
Owner, Mountain Road Preschool | Addison
2017 Vermont Early Educator of the Year

“My husband and I have always provided care for our grandchildren and our support helps reduce our own children's stress. Not every family has grandparents or other family members nearby who can help with child care. Making high-quality, affordable, accessible child care available for all Vermont families is essential. The time is now.”



JODY BRAKELY, MD
Retired Pediatrician | Middlebury

Bennington County

EARLY CHILDHOOD EDUCATORS ADVANCING AS A PROFESSION

Alyson Grzyb is the Director of the Bennington Early Childhood Center and a member of the Vermont Association for the Education of Young Children's (VTAEYC) Advancing as a Profession Task Force and Let's Grow Kids' Early Childhood Educator Leadership Circle. As a program director, Alyson notes that staff retention is a struggle, and that educators who share her passion for teaching young children are leaving the early education field for higher pay.

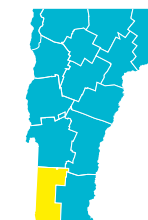
“We need a system that supports our educators so that all children can thrive—that's something I can't do on my own.”

Advancing as a Profession is Vermont's workforce-led initiative. “Our goal is to create a unified fairly compensated workforce with clearly defined roles and sensible pathways to enter and grow within the profession.” In her work as a member of both VTAEYC's Task Force and Let's Grow Kids' Leadership Circle, Alyson has teamed up with other early childhood educators to be a leading voice for systemic change.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:		
Brian Campion	Sally Achey	David Durfee	Kelly Pajala
Dick Sears Jr.	Seth Bongartz	Kathleen James	Laura Sibilia
	Nelson Brownell	Mary A. Morrissey	Linda Joy Sullivan
	Timothy R. Corcoran II	Michael Nigro	Dane Whitman

BENNINGTON COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 549 Infants
- 296 Toddlers
- 579 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 338 for Infants
- 91 for Toddlers
- 157 for Preschoolers



“As an employer, I think that child care is essential to a thriving economy in our state, and we need an equally thriving child care infrastructure to support Vermont's workers.”

JAMES D. SAWTELLE
Wealth Management Advisor | Bennington

“Despite my husband being a teacher and myself a pediatrician, we both learned from our children's early childhood educators. We would not have thought to have our children do things to build their self-care skills such as serving themselves food from a shared serving bowl or getting themselves dressed to go outside in their winter gear. Child care is learning for both the child and the family.”



Photo courtesy of Megan Cross Photography

MEGHAN GUNN, MD
Pediatrician
Southwestern Vermont Medical Center | Shaftsbury

Caledonia County

THE ROLE OF HIGHER EDUCATION & PROFESSIONAL DEVELOPMENT

April Zajko is a licensed early childhood educator and a faculty member at the Community College of Vermont. April says that from teaching early education students and providing professional development to hundreds of early educators across Vermont, she has seen firsthand “how people who commit to this career find passion and purpose, and a commitment to something larger than themselves.”

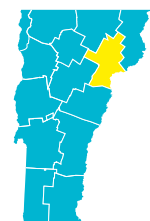
April provides essential education to Vermont’s early childhood educators, noting the high value of access to higher education courses, and works closely with the Vermont Association for the Education of Young Children (VTAEYC) in Advancing as a Profession as a member of the Advancing as a Profession Task Force.

The work of educators like April helps other early educators grow in their careers, increase their earnings, and supports them in providing the highest level of care to children birth to five.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:		
Joe Benning	Scott Beck	Marcia Martel	Katherine Sims
Jane Kitchel	R. Scott Campbell	Joseph Parsons	Vicki Strong
	Martha Feltus	Henry Pearl	Joseph “Chip” Troiano
	Paul Lefebvre	Patrick Seymour	Terri Lynn Williams

CALEDONIA COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 362 Infants
- 188 Toddlers
- 371 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 188 for Infants
- 0 for Toddlers
- 34 for Preschoolers



“I work with many children and families in our community and I see how so many struggle to find high-quality child care. **Not only is child care important for attracting young professionals and new families to our community, like my family, but it is the foundation for building young minds. This is why I support making high-quality child care more affordable for young families. Please join me in the Vermont Child Care Campaign.**”

ALLISON HANSEN, LICSW, PMH-C
Child & Family Therapist | Lyndonville

“Equitable access to high-quality childcare and early education is vital to all children and families of Vermont. Quality programming should be easily accessible and affordable for families while providing equitable compensation for childhood educators. **Children are our future. Vermonters need to prioritize investing in the children and early education system to ensure both personal and economic growth.**”

LYNN MACIE
Owner, Macie’s Childcare | Lunenburg



Chittenden County

ONE ARTS COMMUNITY SCHOOL: CREATING A COMMUNITY HUB AS WELL AS CHILD CARE

ONE Arts Community School created 40 new high-quality child care spaces, including spaces for 8 infants, 18 toddlers, and 14 preschoolers across two campuses. The Colchester site was created with a grant from the State of Vermont Child Development Division and technical assistance from Let’s Grow Kids.

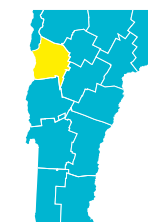
In 2021, they opened a second campus in Burlington’s Old North End, supported by the City of Burlington’s Early Learning Initiative. In addition to providing essential new child care services, the ONE Arts Community School will partner with local public schools, child care programs, retirement homes, yoga studios, nonprofits, artists, and more to become a hub for family and community events to cultivate learning, community stewardship, and engaged citizenship in the Old North End. Both campuses serve families accessing Burlington’s First Steps Scholarship Program. This scholarship program provides tuition assistance to Burlington children who have not been able to access high-quality infant and toddler care due to gaps in Vermont’s Child Care Financial Assistance program.

The success of the First Steps program demonstrates the impact of systemically removing affordability as a barrier to accessing high-quality child care.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:			
Philip Baruth	Sarah “Sarita” Austin	Harold “Hal” Colston	James McCullough	Trevor Squirrel
Thomas Chittenden	Alyssa Black	Karen Dolan	Leland Morgan	Gabrielle Stebbins
Kesha Ram Hinsdale	Tiffany Bluemle	Robert Hooper	Michael Morgan	Thomas Stevens
Virginia “Ginny” Lyons	Erin Brady	Lori Houghton	Emma Mulvaney-Stanek	Curt Taylor
Christopher A. Pearson	Patrick Brennan	John Killacky	Carol Ode	George W. Till
Michael Sirotkin	Jana Brown	Jill Krowinski	John Palasik	Maida Townsend
	Jessica Brumsted	Martin LaLonde	Ann Pugh	Tanya Vyhovsky
	Seth Chase	William J. Lippert Jr.	Barbara Rachelson	Kathryn Webb
	Brian Cina	Christopher Mattos	Marybeth Redmond	Theresa Wood
	Selene Colburn	Curt McCormack	Taylor Small	Michael Yantachka

CHITTENDEN COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 2,069 Infants
- 1,129 Toddlers
- 2,245 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 897 for Infants
- 0 for Toddlers
- 117 for Preschoolers



“Vermont is an incredible place to live, work and play, and should be for all who want to make this their home. With Hula, we see this vision coming to life, but it can’t happen without a child care system. **Child care is the foundation for healthy, vibrant communities, and is essential to realizing the potential of Vermont.**”

RUSS SCULLY & ROXANNE SCULLY
Hula Founder | Hula Founder & Onda Foundation Founder
Burlington | Burlington

“When my wife and I moved to Vermont just over a year ago after accepting a position to provide pediatric emergency services in the emergency department, we struggled to find child care for our two youngest children who were not yet in Kindergarten. I see many of my colleagues similarly struggle to find adequate child care at a time when our health care facilities are in great demand. **We rely on child care providers, to ensure that our team can be present and available to provide essential emergency medical services for our children, families, and communities.**”

CHRISTIAN PULCINI, MD, MED, MPH
Pediatric Emergency Physician
University of Vermont Medical Center | Shelburne



Franklin & Grand Isle Counties

A SECOND LOCATION OPENS POSSIBILITIES FOR MORE CHILDREN

Lisa LaBelle is a member of Let's Grow Kids Early Childhood Educator Leadership Circle and owner of ABC Academy, a high-quality child care program. Lisa opened ABC Academy's first location in Milton, VT in 2013, and decided to open a second location in St. Albans upon hearing about a large program closing there. Lisa worked closely with Let's Grow Kids and the State, as well as key Franklin County stakeholders to open in St. Albans.

Lisa has been able to meet the emergent need in St Albans by expanding and offering high-quality child care to 14 infants and toddlers and 15 preschoolers.

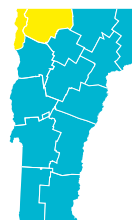
THANK YOU FOR YOUR YES VOTE ON H.171 IN FRANKLIN COUNTY!

SENATORS:	REPRESENTATIVES:		
Randy Brock Corey Parent	Eileen Dickinson James Gregoire Lisa Hango Felisha Leffler	Paul Martin Michael McCarthy Barbara Murphy Robert Norris	Carl Rosenquist Brian K. Savage Casey Toof

THANK YOU FOR YOUR YES VOTE ON H.171 IN GRAND ISLE COUNTY!

SENATOR:	REPRESENTATIVES:
Dick Mazza	Leland Morgan Michael Morgan

FRANKLIN & GRAND ISLE COUNTIES BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 933 Infants
- 506 Toddlers
- 981 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 695 for Infants
- 260 for Toddlers
- 548 for Preschoolers



“ Access to affordable child care is the foundation of equity in our community, state, and nation. It allows people of all races, genders, and socio-economic levels to participate fully in the workforce and society.”

RICKY KLEIN
Co-Founder & Head Brewer
Groennfell Meadery | St. Albans City

“ We need the ideas and voices of children and teachers with disabilities. We are all in this together. When one part is missing from the community, we all miss out. Who is brave enough to take one step forward?”



MATTHEW LEFLUER
LGK Volunteer | Alburgh
2017 Superhero Award Winner

Lamoille County

NORTHERN VERMONT UNIVERSITY: EARLY CHILDHOOD EDUCATION ONLINE PROGRAM

Northern Vermont University's early childhood education online program enables students who are working as early childhood educators to complete a Bachelor of Science degree and earn an early childhood educator teaching license. In 2021, demand for this program grew to 52 students, up from 12 in 2020, with more than 30 students on the waitlist, making it one of the fastest growing programs in the Vermont State Colleges System.

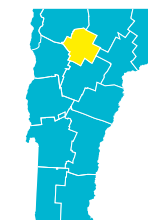
By summer 2023, this relatively new program is estimated to graduate an additional 70 licensed early educators in Vermont. This program is an excellent reflection of increasing interest in early childhood education as a career and an example of the importance of offering accessible pathways to licensure. Let's Grow Kids provided funding to promote this program to early childhood educators and to support the curriculum revisions needed to meet the required state standards for educator licensure.

This project is a great example of one of the successful workforce development initiatives Let's Grow Kids invested in during 2021.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATOR:	REPRESENTATIVES:		
Richard Westman	Kate Donnally Mark Higley Daniel Noyes	Avram Patt Lucy Rogers Heidi E. Scheuermann	David Yacovone

LAMOILLE COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 332 Infants
- 166 Toddlers
- 401 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 218 for Infants
- 41 for Toddlers
- 176 for Preschoolers



“ We rely on a talented workforce of early educators to help give our kids the best start they can possibly receive, and we have a moral imperative to compensate our early educators fairly and adequately to reflect their skills and dedication to the profession. It's nothing less than what our kids deserve, and what every other industrialized country does already.”

EDDIE GALE
Vermont Program Director
The A.D. Henderson Foundation | Johnson

“ Vermont is full of vibrant sole-proprietorships, like mine. Many are parents who value the flexibility and challenge of running their own business. Access to child care is a crucial support that allows us to build, innovate, and bring the vitality of entrepreneurship to Vermont's economy.”



JULIA ROGERS
Founding Director, EnRoute Consulting | Stowe

Orange County

A NEW EARLY CHILDHOOD EDUCATION AND FAMILY SUPPORT CENTER WILL STRENGTHEN A COMMUNITY

Connection to community partners and support services is essential for a successful child care system. The new early childhood education and family support center under development in Randolph exemplifies this community's commitment to addressing its child care crisis.

The Green Mountain Economic Development Corporation purchased and is renovating a former Vermont Technical College building to create an 88-space child care program.

The Orange County Parent Child Center (OCPCC) will operate this high-quality licensed child care center, which hopes to open in spring 2023.



“If we can pick up developmental delays in children at an early stage and they're involved in early education early on, they do so much better. **If we wait until kindergarten, we've missed the chance for many, many children.**”

LOU DINICOLA, MD
Pediatrician | Randolph

“Until we make massive, structural changes to the early childhood education system, we as families and providers will continue to face the challenges inherent to what is essentially a tuition-based, private school model, though in demand by all. **It is an essential that is currently treated as a choice, and a luxury one at that. We must see child care for the critical, earliest step on the educational continuum that it is, and value it as such.**”

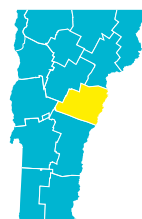


MARISA DONOVAN
Parent & Former Board President,
Child Care Center In Norwich | Thetford

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATOR: Mark A. MacDonald	REPRESENTATIVES: Timothy Briglin Rodney Graham Sarah Copeland Hanzas	Philip Jay Hooper Samantha Lefebvre James Masland	John O'Brien Joseph Parsons Larry Satcowitz
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ORANGE COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 357 Infants
- 215 Toddlers
- 420 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 271 for Infants
- 111 for Toddlers
- 200 for Preschoolers

Orleans & Essex Counties

CHILD CARE AS A VEHICLE FOR RURAL ECONOMIC OPPORTUNITY

It is more evident than ever that strong business management skills are essential for the success and sustainability of child care programs. Let's Grow Kids has established a small business development training program for a cohort of early childhood educators, program owners, and directors from the Northeast Kingdom. These early childhood educators will be trained by experts presenting on topics such as planning and development, financial literacy, budgeting, fundraising, marketing, and succession planning. Funding for this project was made possible in part with a Rural Business Development Grant from USDA Rural Development.

This program will also focus on technology solutions and utilizing business management software. The cohort will receive high-touch technical assistance and business consultation. In 2021, 15 child care programs in the Northeast Kingdom have joined this cohort and will participate in trainings including “Developing a Marketing Plan for Your Family Child Care Business” and “When Tuition is Not Enough: Fundraising for Your Child Care Center”. This program will help shape and inform the development of a statewide resource center for Vermont child care programs. A statewide business development center for child care programs is an essential component of a sustainable child care system.



“If I could afford to do all that I know how to do, all that research shows is best practice and makes the biggest impact for our children, instead of raindrops, **I could make waves.**”

CHRIS NELSON
Director, Mountain View Child Care | North Troy

“A child is the most important part of a parent's life. No family should have to worry about giving them a good start. **High quality child care should be affordable to all families so they can make the best choices without being forced to choose between a strong start for the family or for the child.**”



NICOLE YOUNG
Parent | North Troy

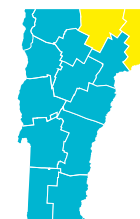
THANK YOU FOR YOUR YES VOTE ON H.171 IN ORLEANS COUNTY!

SENATORS: Russ Ingalls Robert Starr	REPRESENTATIVES: Lynn Batchelor Mark Higley Larry Labor Paul Lefebvre Michael Marcotte	Woodman Page Katherine Sims Brian Smith Vicki Strong
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THANK YOU FOR YOUR YES VOTE ON H.171 IN ESSEX COUNTY!

SENATORS: Russ Ingalls Robert Starr	REPRESENTATIVES: Paul Lefebvre Terri Lynn Williams
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ORLEANS & ESSEX COUNTIES BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 416 Infants
- 221 Toddlers
- 466 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 300 for Infants
- 98 for Toddlers
- 286 for Preschoolers

Rutland County

EARLY CHILDHOOD EDUCATOR NETWORKS PROVIDE PEER SUPPORT AND PROMOTE WORKFORCE GROWTH

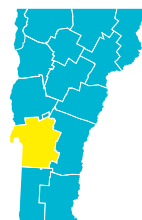
Lisa Moore and Michelle Traverse own well-established, high-quality family child care homes in Pawlet and Castleton respectively. As long-time and active participants in the Early Childhood Educator Networks (ECEN), Lisa and Michelle were elected by their peers to share leadership of the ECEN, sponsoring professional development opportunities, and fostering peer networking and collective advocacy to help meet the needs of home and center-based child care programs in the region. Early educators who are members of a professional network are more likely to stay in the field, offer high quality care and operate more sustainable programs.

The Rutland County Network is one of 24 early childhood networks with a total of 349 members regularly meeting across the state. Inspired by her aunt—Michelle Traverse—and by her growing concern for the lack of child care options in her community, Anna-Michelle Fabian earned a bachelor's degree in Early Childhood Education and in 2021, with support from Let's Grow Kids, Anna-Michelle opened a new family child care home in Wallingford with 6 spaces for infants and toddlers.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:		
Brian Collamore	Sally Achey	Robert Helm	William Notte
Cheryl Hooker	Thomas Burditt	Mary E. Howard	Charles "Butch" Shaw
Joshua Terenzini	William Canfield	Stephanie Jerome	Linda Joy Sullivan
	Lawrence Cupoli	Patricia McCoy	Thomas Terenzini
	Peter J. Fagan	Logan Nicoll	Kirk White
	James Harrison	Terry Norris	

RUTLAND COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 718 Infants
- 361 Toddlers
- 792 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 436 for Infants
- 91 for Toddlers
- 271 for Preschoolers



“ Families need to feel comfortable returning to the workforce. Businesses need reliable and talented people. Children need high-quality education and care for the best possible outcomes.

Child care is an essential foundation of community and should be invested in and respected as such.”

STEPHANIE CARVEY
Early Childhood Education Director | Rutland

“ Child care is an essential element of a vibrant community. For nearly a decade, I worked in the public education system and I became very aware of the incredible benefits of quality and accessible childcare for children and families. Now, I work in child development research and own my own toy shop in

Rutland. Not only do children and families thrive when great child care is available, but our communities and businesses also flourish.”

LOGAN SEELY
Owner, Wild Kind Toys | Rutland



Washington County

EXTENDED HOURS MEET THE NEED

Meeting the demand for child care spaces doesn't only mean creating new programs and adding physical capacity, as many families who work non-traditional hours struggle to find care that meets their needs. Thanks to a grant and technical assistance from Let's Grow Kids, Janelle Anderson, who has been an early childhood educator for 26 years, was able to expand her program's hours to meet the community need.

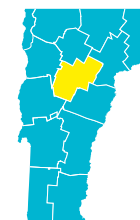
She said, "Even before COVID-19 I had been receiving calls and emails from people desperately looking for extended hours and weekend care. Many of the calls came from families with two working parents, or single mothers who work in hospitals or elderly care facilities that require staffing outside of typical week day hours. These facilities do not close their doors for weekends or holidays—often the staff who work in these positions have nowhere to turn."

Janelle now also offers care on weekdays until 9pm and weekend care from 7am to 5pm. Before this expansion, no program in Washington County was providing care later than 5:45pm.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:		
Ann Cummings	Janet Ancel	Mary S. Hooper	Larry Satcowitz
Andrew Perchlik	Peter Anthony	Kimberly Jessup	Thomas Stevens
Anthony Pollina	Katherine "Kari" Dolan	Warren F. Kitzmiller	Tommy Walz
	Anne B. Donahue	Robert LaClair	Theresa Wood
	Kenneth Goslant	Francis McFaul	David Yacovone
	Maxine Grad	Avram Patt	
	Philip Jay Hooper	Henry Pearl	

WASHINGTON COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 805 Infants
- 396 Toddlers
- 810 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 581 for Infants
- 147 for Toddlers
- 450 for Preschoolers



“ For parents to thrive as employees, they need the peace of mind that their children are well cared-for when they're apart during the workday. And those kids are the employees we'll need soon to fill the state's jobs. Vermont's economy depends on access to high-quality child care—so let's finally make that happen.”

DUANE PETERSON
Co-President, SunCommon | Waterbury

“ Serving as the Director of HK Cubs was immensely rewarding, but like many child care programs, it had many challenges—low compensation, burnout, and a challenging work/life balance. Every educator faces those challenges, so we need fair compensation for educators and affordable, high-quality programs for Vermont children.”

DEB DONDIK
Retired Child Care Director | Waterbury



Windham County

EXPANDING CHILD CARE ACCESS DURING THE PANDEMIC

In late 2020, it was announced that Mulberry Bush would be shutting down. Community partners rallied together, and with a grant from Let's Grow Kids, Mulberry Bush was able to stay open, ensuring that the 29 children attending Mulberry Bush had uninterrupted care, which was especially critical during the uncertainty of the pandemic.

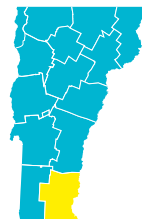
The program is now licensed for 59 students, and led by Melanie Zinn, Vermont's 2018 Early Childhood Educator of the Year. Melanie shared that she and her team couldn't have stabilized the program without financial support from Let's Grow Kids. Since receiving the grant just over a year ago, they have increased enrollment, adding 30 spaces, and are looking to retrofit a space to add six infant spaces. They have also opened a new program in Vernon, which is nearing full enrollment.

In addition to providing high-quality care to over 100 families in Windham County, Melanie provides her staff with ample sick and compassionate leave time, fair salaries, and benefits. This program and its leadership are a model for the state.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:		
Becca Balint	Michelle Bos-Lun	Leslie Goldman	Kelly Pajala
Jeanette K. White	Mollie S. Burke	Emilie Kornheiser	Carolyn W. Partridge
	Sara Coffey	Emily Long	Laura Sibilia
	John Gannon	Michael Mrowicki	Tristan Toleno

WINDHAM COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 521 Infants
- 298 Toddlers
- 538 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 373 for Infants
- 75 for Toddlers
- 197 for Preschoolers



“We’ve been putting off starting a family for years because child care is so expensive. I hear a lot of people talk about relying on extended family to help with child care but that’s not an option for us. I know we are not alone.”

ELISHA UNDERWOOD
Wellness Program Manager | Brattleboro

“We were lucky to have found child care, but it’s clear that many families struggle to find and afford care, while early educators are barely earning a living and programs are struggling to stay afloat. While I’m excited to have returned to my home state, I’m saddened to think that raising a family here is such a struggle for so many. Vermont will thrive when every Vermont family is thriving, and child care is a critical piece of that equation.”



SAGE RUTH
Parent | Brattleboro

Windsor County

TECHNOLOGY SOLUTIONS SUPPORT FAMILY CHILD CARE HOMES

Thembi Muhlauri is one of Vermont's newest home-based child care providers. With a grant and technical assistance from Let's Grow Kids, Tee's Little Stars Childcare opened in summer 2021 and serves six children in and around White River Junction. Thembi, who moved to the Upper Valley from Zimbabwe in 2010, was thrilled to be able to provide invaluable services to families and children in need of child care, especially during the pandemic.

She says, "If it wasn't for this grant, I couldn't have opened my program because I couldn't afford to do it by myself. This grant helped me open successfully, I have employed a qualified infant teacher so that I can increase capacity because families in my community are struggling to get infant spots... With the help of Let's Grow Kids, I opened a beautiful child care and a successful business that will help my community forever."



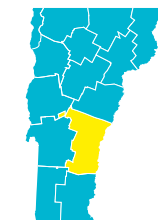
Thembi Muhlauri

Since opening, Thembi began working on a bachelor's degree in early childhood education and is seeking additional grant support to expand from a registered home to a licensed home in 2022. She participates in Wonderschool, a partner of Let's Grow Kids that provides home-based child care programs with technology solutions and business management support.

THANK YOU FOR YOUR YES VOTE ON H.171!

SENATORS:	REPRESENTATIVES:		
Alison Clarkson	John Arrison	Alice M. Emmons	John O'Brien
Dick McCormack	John L. Bartholomew	James Harrison	Kelly Pajala
Alice W. Nitka	Thomas Bock	Charles Kimbell	Heather Surprenant
	Timothy Briglin	James Masland	Kirk White
	Elizabeth Burrows	Kristi Morris	Rebecca White
	Kevin "Coach" Christie	Logan Nicoll	

WINDSOR COUNTY BY THE NUMBERS



CHILDREN LIKELY TO NEED CARE:

- 568 Infants
- 295 Toddlers
- 628 Preschoolers

CHILD CARE SPACES NEEDED TO MEET DEMAND:

- 352 for Infants
- 62 for Toddlers
- 114 for Preschoolers



“I’ve learned so much in my 15 years running a registered family child care home. Because of the training and support I’ve received, I feel confident the children in my care are getting the high-quality early education they deserve to be successful in school, future careers, and life.”

STACI OTIS
Owner, Little All-Stars Childcare and Preschool | Springfield

“Evidence shows that high-quality child care is associated with both short-term and long-term benefits to the development of young children. Providing teachers with additional training allows them to identify children with developmental differences earlier, allowing additional supports to be put into place, leading to better developmental outcomes.”



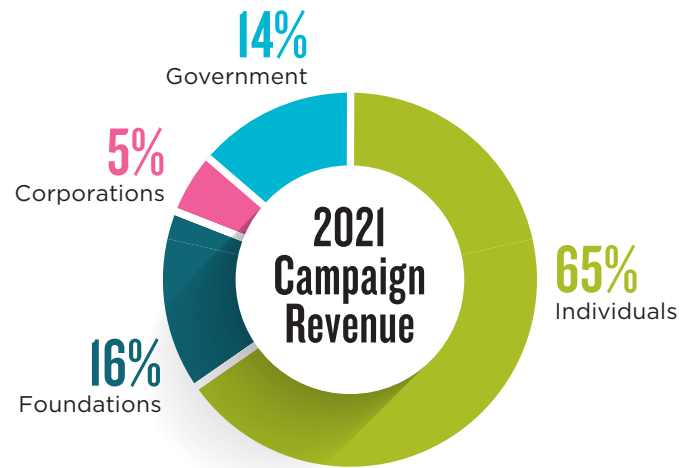
NINA SAND-LOUD, MD
Developmental Behavioral Pediatrician, Children's Hospital at Dartmouth-Hitchcock | Norwich

Financials

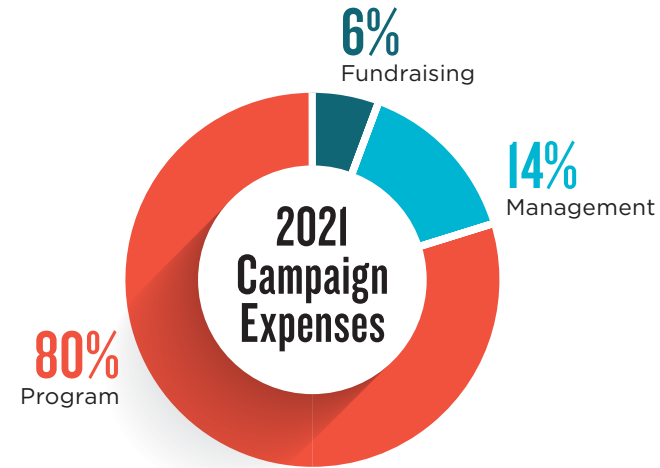
Thank you to the many donors who committed multi-year campaign gifts in 2021 and in years prior. Your generous gifts help sustain our campaign through its sunset 2025.

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 2021, Campaign Revenue totaled \$12,860,513, of which 8% was available to support Let's Grow Kids Action Network 501c4 campaign activities via independently raised dollars (3%) and grant funding from Let's Grow Kids (5%). In 2021, Campaign Expenses totaled \$8,434,885, of which 9% supported Let's Grow Kids Action Network 501c4 campaign activities.



INDIVIDUALS	\$8,387,700
FOUNDATIONS	\$2,023,333
CORPORATIONS	\$700,480
GOVERNMENT GRANTS & CONTRACTS	\$1,749,000
TOTAL	\$12,860,513



FUNDRAISING	\$488,947
MANAGEMENT	\$1,219,523
PROGRAM	\$6,726,406
TOTAL	\$8,434,885

We look forward to partnering with philanthropists throughout Vermont and beyond to raise the remaining \$8.8 million remaining to fulfill our campaign's vision!



WITHIN THE PROGRAM OPERATING EXPENSES:

46% - People

Engaging Vermonters from all walks of life to solve Vermont's child care crisis by:

- Training volunteer advocates
- Developing, collecting, and sharing stories
- Engaging voters
- Convening diverse coalitions

18% - Policy

Reforming early childhood education policy to be inclusive, race-conscious, and culturally informed by:

- Conducting research
- Analyzing data
- Developing inclusive, racially equitable, and culturally informed early childhood education policy

36% - Programs

Strengthening Vermont's child care system in partnership with early childhood educators by:

- Providing grants and high-touch technical assistance to increase child care capacity
- Implementing technology solutions and shared services models
- Delivering professional development, scholarships, licensure, technical assistance and more all through the lens of equity and inclusion

Thank You!

WE WILL SUCCEED BECAUSE OF YOU...



2025 CIRCLE

2025 Circle donors have committed generous, multi-year pledges that fund campaign operations through 2025.



LOYALTY CIRCLE

Loyalty Circle donors have made contributions for the last two consecutive years. Many of our Loyalty Circle donors have also chosen to give monthly.



CORPORATE CIRCLE

Corporate Circle donors are businesses that are sponsoring Let's Grow Kids' work with gifts from \$2,500 to \$500,000.



Giving Circle members can be found at: www.letsgrowkids.org/donors

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JENNIFER ARCHIBALD WILLIAMS
Vice President

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DAN SMITH
Secretary

MICHELE ASCH

CHRISTINE DODSON

LYNETTE FRAGA, PhD

ALAN GUTTMACHER, MD

MEG SEELY

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Board Chair

JOHN HOLLAR

ALYSSA SCHUREN

Emeritus Board Members:

TOM JOHNSON

CARL FERENBACH

DAVID G. RAHR*

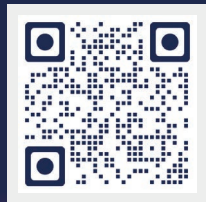
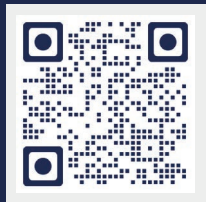
CORNELIUS "CON" HOGAN*

**deceased*

Vermont's Child Care Campaign

CHILD CARE IS ESSENTIAL.
IT'S TIME TO INVEST
IN WHAT'S ESSENTIAL.

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



LetsGrowKids.org



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Photo: ONE Arts Community School, Colchester, VT