



Delaware Valley Association
for the Education of Young Children

WORKING HARDER...





...WORKING SMARTER

Delaware Valley Association for the Education of Young Children

For over 40 years DVAEYC has championed quality early education for Southeastern Pennsylvania's children. Passionately proving that all children deserve to realize their true promise. And full potential.

High quality **early childhood education** for all is not just our goal. We believe it's every child's right.

We champion the brightest future for children from birth to age 8 in the Delaware Valley. Transforming classrooms into nurturing environments. Inspiring teachers to be the best they can be. And supporting every effort to increase public funding for early childhood education.

Working smarter and getting better results – we proudly present our 2008-2009 Annual Report.



Message from the Executive Director



Every time I spend a few hours with a child care center director or home based provider I come away with awe and respect. I simply don't understand where people find the energy and skill to do the myriad of things that it takes to run a program – but the fact that they do it with so few resources (including their own compensation) continues to inspire me to fight for a better day.

I am equally impressed by the efforts of DVAEYC staff, who work alongside the early childhood community to improve the lives of young children. Whether it's taking a career counseling call at 10:30 in the evening from a teacher who finally freed up a few minutes to talk about her Professional Development plan, leading a weekend retreat for emerging leaders, or purchasing supplies out of their own pocket to demonstrate a creative lesson plan, DVAEYC staff are mounting an all-out effort for early education every day.

It's clear to me that none of us can possibly work harder – but this past year we have tried diligently to **WORK SMARTER!**

Working smarter means:

- using technology to make tasks more efficient and information more accessible
- investing in the talent of committed staff to help them achieve their fullest potential
- applying the lessons of good business practices to improve our bottom line in order to reinvest resources in high quality programming

In this report you will read some stories from the field about how DVAEYC is working smarter and helping extend this powerful idea throughout the field. We are excited about the potential and know that we are just getting started in this arena.

Whether you are an early childhood practitioner, a donor, or colleague, we invite you to join us in this exciting new venture. As we unleash the potential of the early childhood education community, we can unleash the potential of young children all across the Commonwealth – ensuring a brighter future for them and for all of us!

Sharon Easterling



AS WE UNLEASH THE POTENTIAL
OF THE EARLY CHILDHOOD
EDUCATION COMMUNITY, WE CAN
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YOUNG CHILDREN ALL ACROSS
THE COMMONWEALTH –
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FOR THEM AND FOR ALL OF US!

QUALITY IMPROVEMENT



"it's an open-ended activity."

Working Smarter...to Build Quality Programs

One step forward and two steps back...that's how quality improvement work in child care programs can sometimes feel. DVAEYC's Quality Improvement Coordinators can spend months coaching a classroom teacher to practice responsive care giving, only to find on a subsequent visit that this person has left the program. With historically low salaries, low levels of pre-service training, and unimaginably high rates of staff turnover, improving the quality of child care programs can be daunting work.

As the owner, director, and classroom instructor at Care-A-Lot Learning Center, Lynda Calvano has always seen the need to improve her program's quality. Lynda enrolled in Keystone STARS two years ago and began working with DVAEYC as part of the Success by Six Initiative of United Way of Southeastern Pennsylvania. In that time, Care-A-Lot Learning Center has moved from STAR 1 to STAR 3.

Lynda's efforts to work smarter focused on two critical areas: investing in qualified staff and improving program and business practices. Rather than spending precious resources on hiring, training, and re-hiring when low paid staff leave their jobs, Care-A-Lot's partnership with United Way required staff to bring a commitment to professional development while the organization invested in their education credentials. As Care-A-Lot's four teachers complete their Child Development Associate (CDA) credential, DVAEYC mentors help them apply new learnings into classroom practice. Perhaps the biggest change came in the infant room – where formerly there were cribs lined up against the wall, there are now open spaces for children to move and explore their world. Staff members have learned how to incorporate early learning standards into lesson planning and observational strategies. Lynda explains, "I can hear how excited the teachers get when they are using new concepts such as —"it's an open-ended activity." On the horizon are field trips to Philadelphia cultural institutions and many more hands-on learning activities.

As for Lynda, she discovered a lot about her role as an educator and director. For the first time in many years, she is stepping out of the classroom to tackle administrative and programmatic responsibilities. "You become a better team when everybody learns to work together toward that common goal to educate our children. Now I can walk out of the classroom confident, without my heart in my throat."

The results are dramatic for the children, families, and staff who are all a part of the Care-A-Lot community. Multiply these efforts by the hundreds of programs we touch each year and you begin to understand how thousands of children's lives are improved when they experience a quality learning environment that will set them on the path to a lifetime of learning.



Lynda Calvano, Care-A-Lot Director, takes some time to step into the classroom.



Sharon Easterling addresses the 2009 Conference Plenary from its new, enhanced location

“OUR WORK IS MORE EFFICIENT AND TARGETED. NOW WE CAN CROSS-REFERENCE ALL OUR CONFERENCE DATA WITH DVAEYC’S OTHER WORK, INCLUDING MEMBERSHIP, QUALITY IMPROVEMENT, AND ADVOCACY.”

Amanda Cronin, Manager, DVAEYComputing Solutions

CONFERENCE

Working Smarter...to Deliver Better Professional Development

High quality early childhood education begins with well trained, responsive teachers. At the heart of DVAEYC’s mission is professional development, and our Annual Conference has been the premier early childhood event in Southeastern Pennsylvania for more than 40 years.

In April 2009, DVAEYC welcomed a record 3,500 early childhood practitioners, administrators, parents and advocates to the Pennsylvania Convention Center for The Art of Learning, three days of professional development, networking, and advocacy opportunities. More than 80 sessions on topics ranging from movement and music to storytelling, to documentation and the ABCs of autism, continued DVAEYC’s tradition of excellence in this event.



Providing an exceptional conference experience is a massive undertaking. Every year for the past 15 years our attendance has grown, and in recent years it became clear that we had reached capacity in our space and resources. The 2009 conference was marked by some significant changes that improved the experience for attendees and allowed DVAEYC staff to work smarter than ever before:

- Moving the plenary session to the ballroom with enhanced audio and visual support enabled all 3,000 attendees at Friday’s keynote to see and hear every part of the presentation
- DVAEYC’s new video – *What if Early Childhood Education Could Speak?* – debuted at the conference plenary. Utilizing new media to communicate with the field, the video tells the story of DVAEYC’s work through the eyes of those who receive our services
- The new online conference registration system has streamlined the process – freeing up staff time to manage other conference details. In three years we have transformed the registration process from mostly paper/mail to more than 80% online/electronic
- With the addition of bar-coded nametags in 2009, attendees were able to receive professional credit for individual sessions in record time; DVAEYC can better track the interest and utilization of session topics for future planning.



According to DVAEYComputing Solutions manager, Amanda Cronin, “Our work is more efficient and targeted. Now we can cross-reference all our conference data with DVAEYC’s other work, including membership, quality improvement, and advocacy.” In short, serving the early childhood community in a more comprehensive way will result in a stronger community and better outcomes for young children.



PUBLIC POLICY



Working Smarter...to Expand the Voice of Early Education

For many years DVAEYC has worked to shift the priorities of key decision makers in order to better serve our children. Following the election of President Obama, who passionately articulated the wisdom and benefits of investing in early education, many in our community anticipated real change. Then, as the American economy tanked and state revenues plunged, our hopes for a state budget that continued the recent trend of increased investment in early learning were dashed. Facing the prospect of massive program cuts and the reality of a budget stalemate that choked off payments for early childhood programs, it became even more evident that grassroots pressure on members of the legislature would help determine the fate of early childhood funding.

On May 11, 2009, in partnership with the Pennsylvania AEYC and their new Executive Director Jodi Askins, we launched the first ever Pennsylvania Public Policy Forum in Harrisburg. More than 60 emerging leaders participated in workshops led by seasoned advocates with the goal of nurturing a new cadre of leaders in early childhood education. The next day we welcomed over 500 early childhood practitioners to Harrisburg for Early Childhood Action Day. As advocates walked the halls of the Capitol it was clear that they knew their elected officials and carried a sense that they belonged in this place – an impressive change from just a few short years ago. More than once we have heard legislators reflect that the early childhood community is one of the best organized constituencies with a strong message!

Building a large, empowered army of advocates doesn't happen overnight. For more than a decade DVAEYC has been supporting early childhood practitioners to become powerful advocates for high quality early

education programs. Participants in the Worthy Wage Campaign and leadership training retreats have learned new skills and been supported in implementing action plans in their own communities. Many of these individuals are now emerging as strong leaders in the campaign to secure full funding of high quality early childhood programs.

Khadijah Sabir is one of these emerging leaders who understands the need to work smarter. After her first DVAEYC leadership training, Khadijah remembers thinking, "This is it! These are the people who support what I believe in." Armed with her enthusiasm and DVAEYC's organizing training she took to the streets, going door to door to promote quality early childhood education for her community. With DVAEYC's help



Khadijah arranged a leadership retreat to teach practitioners and families from over 20 neighboring child care programs how to hold legislators accountable. She placed a computer in her own center and showed parents and other practitioners

how to email legislators to advocate for early education. A lesson she learned from her own door-to-door organizing: "You've got to talk to them personally so they can really understand how important this is."

Khadijah's efforts surely paid off. As a result of her persistent outreach Representative Dwight Evans, Chair of the House Appropriations Committee, sent his legislative assistant to spend a day listening to practitioners' and families' concerns, bringing this perspective back to him. Evans returned to Harrisburg a stronger ally to early childhood education. "Now you see him in the neighborhood, and other representatives are stopping by too!" Khadijah exclaims.





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IMPORTANT WORK WITHOUT SUPPORT
FROM OUR DONORS. WE ARE VERY
FORTUNATE TO BE SURROUNDED
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OUR GOAL OF PROVIDING QUALITY
EARLY CHILDHOOD EDUCATION TO ALL
CHILDREN (BIRTH-8) IN
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THANK YOU FOR YOUR SUPPORT!

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If your name is missing or is listed incorrectly, please contact Katie Rictor, Development Associate at 215-893-0130 ext. 222 or katie@dvaeyc.org.

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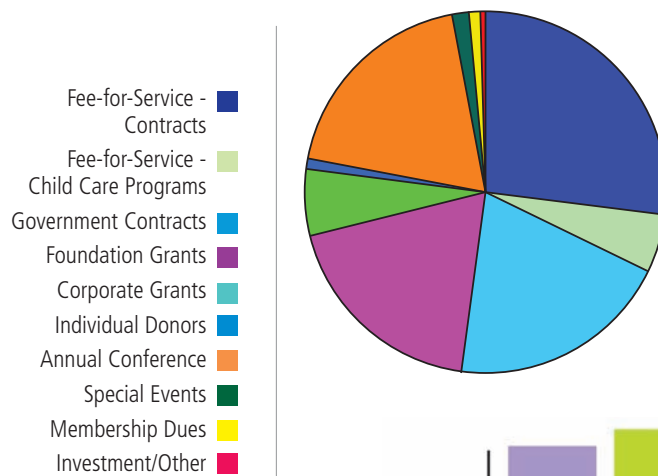
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DVAEYC Annual Report
written by: Shane Breitenstein



Financial Progress 2008-2009

May you live in interesting times...interesting is one way to describe the unprecedented economic challenges of 2008-09. As the nation absorbed news of a pending financial meltdown in the fall of 2008, the value of investments plummeted, businesses shuttered their doors, and unemployment rates soared. None of this was good news for the nonprofit sector. Many foundations that rely on investment income to fund grant making stopped accepting new proposals or had to drastically reduce the size of grants. Publicly funded programs were downsized, resulting in a reduction of services delivered by community based organizations. Throughout this crisis, DVAEYC's fiscal position remained strong. We were able to maintain our full complement of staff – and through improved efficiencies, serve larger numbers of programs and individuals in 2008-09.

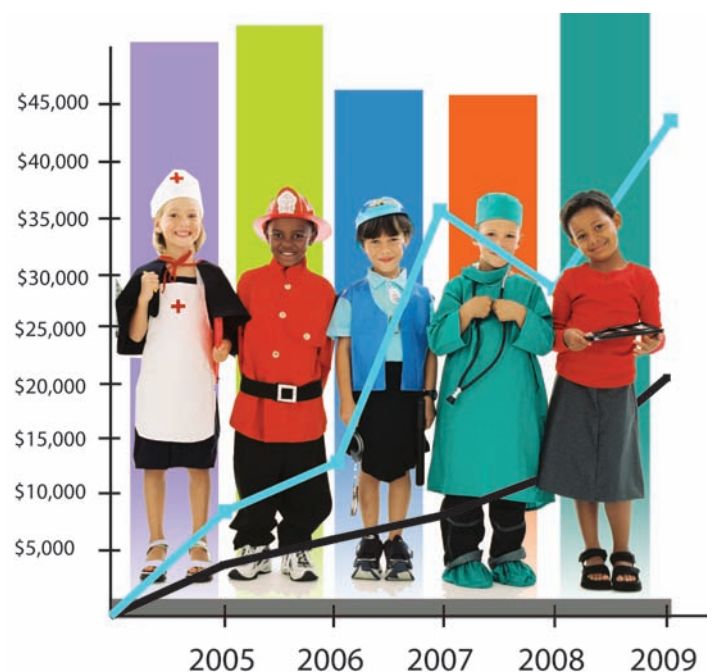


Income July 2008-June 2009

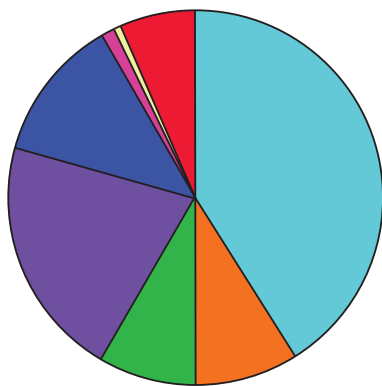
Fee for Service - Contracts	\$705,765
Fee for Service - Child Care Programs	\$157,661
Government Contracts	\$519,640
Foundation Grants	\$522,635
Corporate Grants	\$154,181
Individual Donors	\$20,037
Annual Conference	\$438,666
Special Events	\$47,908
Membership Dues	\$25,486
Investment/Other	\$20,786
Total Income	\$2,612,765

Change in Revenue 2005-2009

— Individual Donors
— Special Events



For several years DVAEYC has been on a path to build a reserve fund of 6 months of operating revenue to ensure the organization's fiscal stability. We are pleased to report that as of June 30, 2009, DVAEYC has reached the halfway mark – with a reserve fund valuing approximately 3 months of current operating expenses.



- Quality Improvement
- Public Policy
- DVAEY Computing Solutions
- Annual Conference
- General/Admin.
- Development
- Membership
- Reserve

Expenses
July 2008-June 2009

Quality Improvement	\$1,110,796
Public Policy	\$255,920
DVAEY Computing Solutions	\$215,365
Annual Conference	\$442,860
General/Admin.	\$382,406
Development	\$52,155
Membership	\$30,549
Reserve	\$121,437
Total Income	\$2,612,765



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Peg Szczurek, Associate Director

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The voice of early childhood education

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