



NAFCC
National Association of Family Child Care

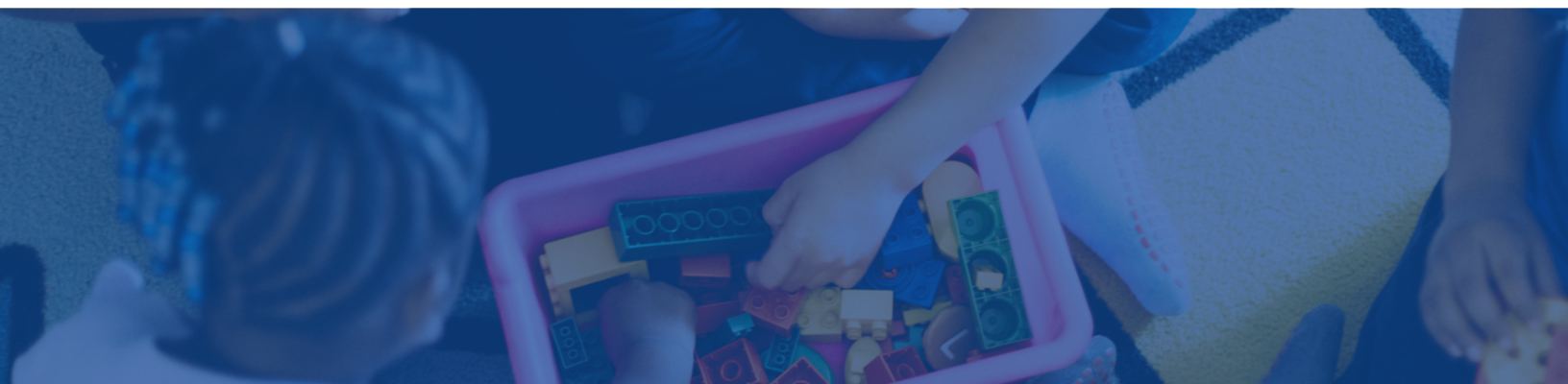
2024 IMPACT REPORT

Empowering Family Child Care Educators Nationwide



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LETTER *from the* EXECUTIVE DIRECTOR

Dear NAFCC Community,

As we close the chapter on an impactful year, I am deeply inspired by the strides we have made together in advancing family child care. At the National Association for Family Child Care (NAFCC), our mission remains unwavering: to empower educators, our valued members, and elevate the critical work they do for children, families, and communities. In 2024, we not only reaffirmed this commitment but also laid the groundwork for lasting growth and transformation in the field.

One of the year's defining moments was the sense of community and advocacy that united us all. From our "August Advocacy in Action" initiative to the collective push for \$16 billion in emergency supplemental funding for child care, we've seen the incredible impact of raising our voices together. These efforts underscore the importance of ensuring family child care educators have the resources they need to thrive—not only as caregivers but as essential contributors to the workforce and society at large.

As I travel through the country, I hear similar themes from FCC educators. We know there are still too many challenges impacting FCC educators' ability to do their best work - caring for children, families and communities. The 2024 election was consequential for early care & learning and we see many opportunities to continue to push for progress towards the policy priorities identified by the NAFCC community, including increased compensation and equitable inclusion of family child care.



At NAFCC, we are committed to fostering diversity, equity, and inclusion across all initiatives. This year, our work continued to reflect and celebrate the rich diversity of family child care educators nationwide. We expanded participation in our Black, Latino and Indigenous Caucus meetings, launched the Arabic Caucus & put plans in place to re-launch the Military Caucus in 2025.

This year, NAFCC experienced growth in membership, a clear sign of the growing momentum behind our mission to elevate family child care. At the heart of this movement is NAFCC Accreditation, the gold standard for quality in family child care, designed for FCC by FCC experts. With the launch of our new accreditation system and updated standards, we've made significant investments to ensure educators are equipped with the tools and recognition they deserve to provide exceptional care and learning environments for children nationwide.

LETTER *from the* EXECUTIVE DIRECTOR

We also focused on equipping educators with tools to navigate challenges and seize opportunities. Whether through advocating for improvements to the Child and Adult Care Food Program (CACFP), fostering leadership through the Leaders Shaping Leaders fellowship or partnering with organizations like the CDA Council and Stanford FIND-PD, we worked to ensure educators were supported at every stage of their journey. These collaborations have brought innovative resources and training directly to family child care educators, helping them enhance their practice and achieve new heights of professionalism.

This year also reminded us of the resilience and dedication of our educators. In the aftermath of Hurricanes Beryl, Helene and Milton, family child care educators served as anchors of stability for families, even as they faced their own hardships. NAFCC was proud to stand with them, advocating for recovery resources and offering support to rebuild stronger.

As we look to 2025, we are excited to launch our new Strategic Plan ushering in transformative change for NAFCC as we advance ambitious goals for family child care. Our focus will remain on amplifying the voices of family child care educators, and advancing equitable policies that create lasting change for the NAFCC community and families who rely on home-based child care.. We are excited to continue highlighting the unique value of family child care, strengthening partnerships, and introducing new opportunities to uplift the family child care profession.

I am grateful to the NAFCC team for working tirelessly every day. Thank you to NAFCC's Board of Directors for your partnership and entrusting us with carrying out NAFCC's mission. We are grateful for the entire NAFCC community, including our dedicated State Representatives, Accreditation Council, Affiliate leaders, Leader Shaping Leaders fellows and alumni, presenters, trainers & partners.

This report highlights the collective impact of our work—your work. Whether you are an educator shaping young lives, a partner championing this vital cause, or a supporter advocating for change, you are integral to this progress. Together, we are creating a future where family child care is recognized, respected and celebrated for its essential role in society.

With sincere gratitude,



Erica Phillips
Executive Director
National Association for Family Child Care

LETTER *from the* BOARD PRESIDENT

Dear NAFCC Members, Partners, and Supporters,

As we look back on 2024, a year marked by significant national conversations around child care, I am both proud and encouraged by the progress NAFCC has made under Erica Phillips' leadership & with our FCC community. In this pivotal election year, where child care has been a vital topic, NAFCC has been at the forefront, ensuring that family child care is represented, respected, and recognized.

This year, NAFCC introduced new initiatives that have not only strengthened our presence in policy discussions but also positioned family child care as an essential element of the national agenda. Erica's dedication to amplifying the voices of family child care educators has inspired our board and provided momentum to carry forward this critical work. Through her leadership, our organization is building new partnerships and developing innovative pathways to better serve our community of dedicated educators.



This year has also been a foundational year for NAFCC as we work to build a new strategic plan that will guide our mission and goals over the coming years. This blueprint will be our roadmap, focusing on sustainable growth, deeper member engagement, and targeted support for family child care educators. As a board, we are committed to a plan that reflects our members' priorities and addresses the changing landscape of early childhood education.

Pillars of the strategic plan:

- **Sustainability** -- NAFCC invests in becoming the most valuable membership association for all family child care educators by identifying offerings valuable to members and beginning to provide them via a navigable hub.
- **Quality** -- NAFCC invests in becoming the most valuable membership association for all family child care educators by re-establishing quality standards, revamping accreditation, launching QRIS crosswalks, and supporting family child care networks.
- **Policy** -- NAFCC strategically invests in developing the capacity, resources, and partnerships needed to drive state and federal policy change and institutionally establish NAFCC as a go-to source of policy expertise.
- **Advocacy** -- NAFCC strategically invests in developing the capacity, resources, and partnerships needed to support members and others in the field to advocate for themselves and family child care at local, state, and national levels.

LETTER *from the* BOARD PRESIDENT

Looking ahead, we are excited about the future and the possibilities that our new strategic direction will unlock. Thank you for your unwavering commitment to family child care and for your partnership with us as we continue to make strides in advocacy, support, and growth.

With great appreciation,



Dr. Elaine Miller
Board President
National Association for Family Child Care



OUR Presence

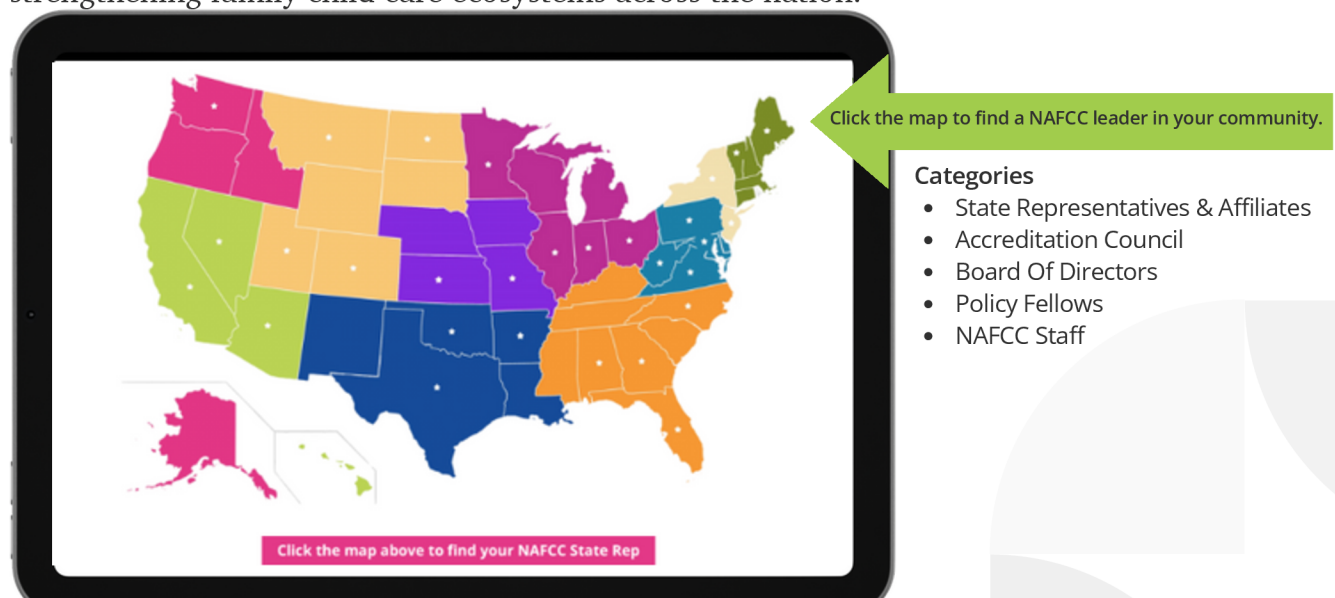
In 2024, NAFCC strengthened its presence on the national stage, advocating for family child care as a cornerstone of our early education system. Through our extensive network, we amplified the voices of family child care educators and ensured that their invaluable contributions were front and center in policy discussions across the country. From Congressional advocacy to community partnerships, our reach and influence continue to grow.

This year, we also saw meaningful expansion in our membership and a deepened commitment to strategic partnerships that support family child care educators. By building connections that bridge resources, training, and policy support, NAFCC is enhancing the tools and opportunities available to home-based early educators everywhere.

NATIONAL REACH

NAFCC has established a strong presence in **all 50 states and Washington, D.C.**, serving as a unified voice for family child care educators nationwide. Our 34th Annual Conference in St. Louis brought together more than 1,300 family child care educators & champions from across the country, showcasing the national reach and influence of FCC. In addition to the conference, NAFCC played an active role in federal and state advocacy efforts, mobilizing more than 100 family child care educators to share their stories with policymakers and decision-makers across the country.

Throughout the year, NAFCC state representatives & FCC leaders worked on local initiatives to support family child care and collaborated with state and regional coalitions to advance child care policy priorities. We also engaged in federal and state policy efforts, ensuring that family child care remained a key focus in discussions on education and early childhood care. By partnering with local leaders and coalitions on key initiatives, NAFCC contributed to strengthening family child care ecosystems across the nation.



OUR IMPACT IN 2024

In 2024, NAFCC made significant strides in advancing the family child care profession through membership, enhanced professional development, community partnerships, accreditation, and advocacy efforts. By focusing on providing resources for continuous learning, strengthening partnerships, and elevating the voices of family child care educators, NAFCC continues to lead the charge in ensuring a brighter future for educators, children, and communities across the nation.

56,103 FCC Champions & Educators Supported

10% Growth in accredited FCC Educators

100% Increase in LSL Fellows Civic Engagement

7257 # Educators Participated in NAFCC PD or events

23% Growth in NAFCC Membership

18 FCC-led Affiliates

40+ Reports, Blogs & OpEds Published

43,000+ # of Children Reached by NAFCC Supported Educators

682 Media Mentions

71% of FCC educators say that NAFCC has been instrumental in enhancing the professionalism of family child care educators

Family child care educators report a 16 percentage point increase in their strong agreement that NAFCC demonstrates a deep understanding of the family child care profession

71% of FCC educators find NAFCC membership valuable to their careers, reflecting a 3% increase from 2023

+16%

Does NAFCC demonstrate a strong understanding of the family child care profession?

VOICES of FAMILY CHILD CARE Educators

FAMILY CHILD CARE EDUCATORS ARE AT THE HEART OF EVERYTHING WE DO.

Their passion, commitment, and expertise inspire our work and shape the future of family child care. In 2024, we celebrated their stories, amplified their voices, and highlighted their impact. Here are just a few.



The greatest impact of NAFCC has been to take all of my learning back home to Nevada. NAFCC is more than an organization – it is a network of providers from other states who share their voice, perspectives and ideas. We hear how providers in other states have dealt with challenges. Those are the stories we need to hear. They made it through the struggle and it makes a difference to see what can be done. Although we may be miles apart, we are all connected.

At the end of the day, we start with family. I am proud to be a family child care provider. We have created a voice for family child care and brought together home-based child care in the state of Nevada. Through the network with NAFCC, I see “Dreams can come true. You’re not in this alone. You have a voice.

**-Deetra Stewart, President Family Child Care Association of Nevada,
Leaders Shaping Leaders Fellowship Alumni**



My involvement with NAFCC, starting with becoming accredited, has built my confidence in myself to be the voice for FCC providers in Montana. When I started advocating, I realized I was the only FCC provider speaking up but we all have a voice and a stake in decision making. So I connected with a colleague of mine to participate in the Leaders Shaping Leaders fellowship. Through that program, we created the Montana FCC Network. We have been able to bring together family child care & family, friend and neighbor providers for a statewide conference, accreditation support and peer mentorship, which has been very rewarding. Without NAFCC’s support, we wouldn’t be where we are now.

**-Sheryl Hutzenbiler, NAFCC State Representative, Montana;
President - Montana Family Childcare Network, Leaders Shaping
Leaders Fellowship Alumni, Accreditation Council Member,
Accredited Educator of the Year - 2024**

VOICES of FAMILY CHILD CARE Educators

Educator Profiles

Kathy Baker from West Virginia: Baker uses her membership to advocate for child care funding in the state. In August, she held a virtual meeting with staffers from Senator Joe Manchin's office to advocate for increased child care funding. She was joined by fellow family child care educators and NAFCC staff members in this important discussion. Their collective efforts aimed to highlight the urgent need for more support in the child care sector.

Laura Butler from Vermont: Butler, a Vermont State Representative and NAFCC Board of Directors member, was recognized by her AEYC as an outstanding member and for her commitment and good work.

Corrine Carr from Kansas: The Child Care Providers Coalition of Kansas awarded Corrine Carr the [*2024 Provider of the Year*](#), the organization's highest honor. This accolade is given each year to a provider who demonstrates outstanding professionalism and quality in family child care. The selection process involves nominations from peers, families, or friends, a comprehensive self-assessment, and a portfolio highlighting the provider's achievements. Corrine is NAFCC's immediate past Board Secretary.

Corrine Hendrickson from Wisconsin: Hendrickson is a NAFCC member and owner of Corrine's Little Explorers. During the Care Can't Wait Bus Tour, she shared her insights as a dedicated family child care provider. Her participation highlighted the vital role of child care in supporting families across the state.

Sheryl Hutzenbiler from Montana: Hutzenbiler is from the Montana Family Childcare Network, NAFCC Montana State Representative and Accreditation Council Member. She was recently chosen to represent the Prenatal to 3 policy in Denver, CO.

Erma Jackson from Illinois: Jackson, a State Representative for Illinois and 2024 Accredited Provider of the Year, was appointed by the Early Educator Investment Collaborative as one of the 2024-2025 members of the Expert Advisory Committee. She serves as an advocate for The Collaborative's mission, offering valuable input and participating in dissemination activities to extend the impact of their work from the family child care and early childhood education perspectives.

Patricia Kelly from Indiana: Kelly, Indiana State Rep, has been promoted by INAEYC to serve as the new Membership and Leadership Co-chair of her state chapter.

Susan Randolph from Arizona: Randolph, CEO and founder of Nana's House of Child Care & Preschool and NAFCC Arizona State Representative, was featured in an article addressing the persistent challenges within Arizona's child care sector. *You can read the full article [here](#).*

VOICES of FAMILY CHILD CARE *Educators*

Vantoinette Savage from North Carolina: Savage has dedicated her life to elevating family child care and empowering educators to provide high-quality care for children and families across North Carolina. Her recent appointment to the North Carolina Child Care Commission is a testament to her visionary leadership and unwavering commitment to improving the lives of educators, children, and families. This new role allows Ms. Savage to continue her work at a critical level, influencing policies that will shape the future of child care in the state.

Hayley Village from California: [*Penned an OpEd*](#) highlighting the story of how the lack of safety nets for early educators impacts both caregivers and the children they serve. Sharing her own experience facing a health crisis without adequate support, Village sheds light on the systemic challenges faced by those in the childcare profession.



2024 HIGHLIGHTS *and* ACHIEVEMENTS

In 2024, the National Association for Family Child Care (NAFCC) achieved remarkable milestones, expanding its advocacy efforts, forming impactful partnerships, and launching new initiatives to empower family child care educators nationwide. Below, we highlight the year's key accomplishments:

MEMBERSHIP & FCC COMMUNITY ENGAGEMENT

In 2024, NAFCC continued its mission to grow and engage its membership base, reflecting the increasing recognition of its value to family child care educators nationwide.

The organization saw a remarkable 23% increase in membership, welcoming 1,577 new members into its community. This growth underscores the expanding awareness of the support, advocacy, and resources NAFCC provides to family child care professionals.

State representatives, serving as brand ambassadors and members of the Membership Advisory Council, actively engaged with family child care peers, state and local associations, elected officials, and key stakeholders.

This year, we welcome new representation from the states of Arkansas, California Region A, Connecticut, Iowa, Louisiana, Michigan, Mississippi, Nebraska, Oregon, South Carolina, and Tennessee.

“NAFCC has been instrumental in helping me amplify the voices of family child care educators in North Carolina. Together, we are shaping policies that create lasting change for educators, families, and children.”
-Vantoinette Savage, North Carolina State Representative

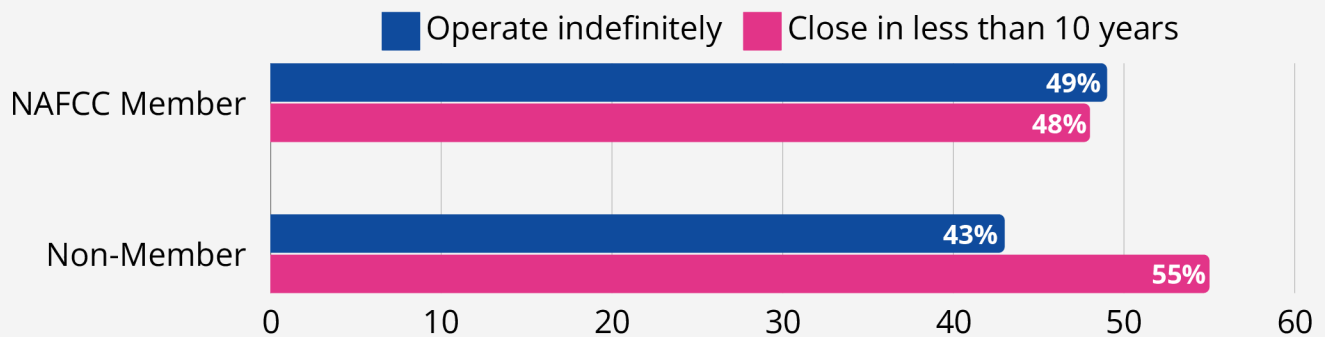
“NAFCC has helped me in my professional growth and in bettering the quality of my program. As an accredited family child care educator, I serve as a model for quality to other educators and as an advocate for families accessing quality child care here in Connecticut. Having a national organization that represents us has been key for our field in our state.”
-Maria Amado, CT State Representative, Accredited Provider of the Year 2023

Additionally, NAFCC welcomed two new affiliates in 2024 bringing the total affiliates to 18: the ADFW (Arlington Dallas/Fort Worth) Family Child Care Network and the Family Child Care Association of Nevada. NAFCC also increased the support provided to affiliates through strategic initiatives, including shared grant opportunities, targeted webinars, executive coaching sessions, and collaborative leadership programs. We facilitated professional development by supporting affiliate association events, sharing critical member data for their states, offering exclusive discounts, and creating networking opportunities during our annual conference, strengthening our commitment to our affiliate network's growth and success.

2024 HIGHLIGHTS *and* ACHIEVEMENTS

Our affiliates significantly enhanced our ability to support family child care educators by broadening the reach of our training, advocacy, and resource-sharing efforts. **Our annual survey highlighted that participation in NAFCC and local affiliates is associated with higher levels of participation with subsidy and CACFP, higher engagement in advocacy, and a greater likelihood to continue operating their programs indefinitely.**

How long do you think you'll continue to operate your child care program?



NAFCC collaborated with innovative organizations like Curamlife, Stanford U-FIND PD, Logatot and Walden University to provide tailored resources and professional development opportunities for family child care educators. These partnerships introduced initiatives such as the Child Care Business Tax Advisor Certification Program, which helps child care business owners navigate tax strategies and work more effectively with tax preparers. Additionally, NAFCC supported the implementation of the LogATot voice-activated child care management system (CCMS) pilot, incorporating valuable input from family child care educators. Together, these efforts expanded the tools available to educators, reinforcing NAFCC's commitment to strengthening the family child care profession.

NAFCC hosted special "Meet and Greet" events in 14 cities throughout the year. These gatherings brought together FCC educators from across the country, fostering connections, sharing experiences, and celebrating the shared mission of providing high-quality care for children and families.

During our annual conference, NAFCC hosted meetings for the Indigenous, Latino, Black, Arabic, and Asian Pacific Islander Caucuses. These gatherings provided a dedicated space to discuss crucial issues and foster collaboration across diverse communities. We are also excited about plans to re-launch the Military Caucus in 2025.

2024 HIGHLIGHTS *and* ACHIEVEMENTS



I [was] excited to bring a unique perspective to the NAFCC Annual Conference this year by highlighting the importance and ease of incorporating Native American representation into classroom environments and curricula. Native American culture is often overlooked in mainstream discussions and inclusion efforts, leading to a lack of awareness and understanding. By sharing practical strategies and examples, I aim to demonstrate how educators can seamlessly integrate Native American culture, history, and contributions into their teaching practices. This inclusion not only enriches the learning experience for all students but also ensures that Native American voices and stories are recognized and valued.

-Tanya Hutton, Member, Indigenous Caucus

To support its growing network, NAFCC launched the interactive NAFCC Leadership Locator, a dynamic tool enabling members and partners to easily identify points of contact within the NAFCC community, including local affiliates, state representatives, board members and staff. This map facilitates streamlined communication and provides enhanced support for family child care providers nationwide, reinforcing NAFCC's dedication to fostering a united and empowered FCC community.

QUALITY & ACCREDITATION

NAFCC Accreditation remains the gold standard in family child care, setting educators apart as leaders in quality and professionalism. With its rigorous, research-based benchmarks, the program provides a clear and comprehensive path for family child care (FCC) educators to showcase their commitment to excellence. Designed specifically by and for FCC professionals, NAFCC Accreditation ensures consistency, clarity, and a deep understanding of the unique needs of home-based providers.



2024 HIGHLIGHTS *and* ACHIEVEMENTS

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The Value of Accreditation

NAFCC Accreditation offers more than recognition—it provides FCC educators with the tools, resources, and support needed to deliver exceptional care. Accredited educators positively influence children’s growth and development while connecting to a diverse network of professionals dedicated to continuous improvement, advocacy, and leadership. By choosing NAFCC Accreditation, educators not only elevate their individual programs but also contribute to the collective strength and sustainability of the entire family child care field.

FCC Beginning Accreditation Journey

More than 550 educators began the self-study process, committing to advancing the quality of care in their communities.

New Quality Standards and Training Initiatives

NAFCC’s updated Quality Standards, developed with input from hundreds of educators and early childhood professionals, launched alongside robust training and support systems. In October 2024, NAFCC partnered with the U.S. Air Force to train over 60 FCC Coordinators as Quality Ambassadors, ensuring strong advocacy and implementation at the local level. The Florida Family Child Care Home Association also conducted two observation training sessions and multiple Quality Ambassador Trainings in collaboration with NAFCC, expanding the observer pool and strengthening the state’s accreditation ecosystem. This year alone, NAFCC completed four Observer Trainings and four Quality Ambassador Trainings with partners nationwide.

2024 HIGHLIGHTS *and* ACHIEVEMENTS

As Raedell Wallace, NAFCC Accreditation Project Manager, explains:

“The updated Quality Standards empower family child care programs to prioritize the highest quality of care and education for young children. This process reflects our commitment to supporting educators every step of the way.”

Mike Bachman, former chair of the NAFCC Accreditation Council, emphasizes the importance of inclusivity:

“These updates honor the diversity of the family child care community, ensuring that our standards remain accessible and supportive of all educators.”

Launched an Accreditation Community of Practice

In 2024, NAFCC launched the Accreditation Community of Practice. This group of FCC experts, coaches, and mentors meets every other month to discuss accreditation-support coaching strategies and reflect on the impact of FCC educators in their community. Through the Accreditation Community of Practice, we have connected with more than 120 FCC coaches and mentors and influenced their coaching practices to more than 1,440 FCC educators.

“[The CoP] has been great and very informative.”

“I’ve been enjoying them very much, learning from other leaders and their learnings.”

“I can’t wait until the next one.”

“This is a great platform for discussing strategies, and addressing questions and concerns.”

“I’m so glad this is available! Thank you for providing this CoP!”

“I am enjoying the networking aspect of the CoP. Getting to know others supporting this work has been a blessing!”

2024 HIGHLIGHTS *and* ACHIEVEMENTS

Commitment to Advocacy and Community

Choosing NAFCC Accreditation means supporting a trusted national association that champions policies and initiatives benefiting family child care educators. By aligning with NAFCC, providers strengthen the organization's ability to advocate effectively on behalf of the FCC community, ensuring that family child care remains a vital cornerstone of early education.

NAFCC's accreditation program is not just a marker of quality—it's a movement designed to elevate the field, empower educators, and inspire confidence among families and stakeholders. Together, we are shaping the future of family child care through leadership, collaboration, and an unwavering commitment to excellence.

Looking Ahead

In January 2025, NAFCC will launch its enhanced accreditation program, featuring updated standards and a more user-friendly application process. This initiative underscores our dedication to supporting educators in delivering the highest standards of care and education. As we continue to lead the way in family child care, NAFCC Accreditation remains a trusted, sustainable, and inclusive system, tailored specifically to meet the needs of FCC professionals.



2024 HIGHLIGHTS *and* ACHIEVEMENTS

PROFESSIONAL DEVELOPMENT

At NAFCC, professional development is at the core of our mission to empower family child care educators. In 2024, we expanded our efforts to meet educators where they are, both figuratively and literally, with a robust calendar of events, training, partnering with Stanford University on FIND-PD free workshops for FCC educators, and outreach designed to elevate the field and support professional growth.

As our professional development department continues to stay on the cutting edge of the early care and education field, we launched several new initiatives in 2024, including:

- **FCC Family Adventure Week: Play, Learn, & Grow**, providing a week of DAP (Developmentally Appropriate Practice) engaging activities aligned with NAFCC accreditation quality standards
- **Professional Development Workshop Series** to advance the progression of learning
- **Social and Emotional Learning Toolkit & Curriculum Supporting Materials for FCC programs**
- **Purpose with PD**, Quarterly live webinars offering our community updates on the latest developments and upcoming initiatives from the professional development department

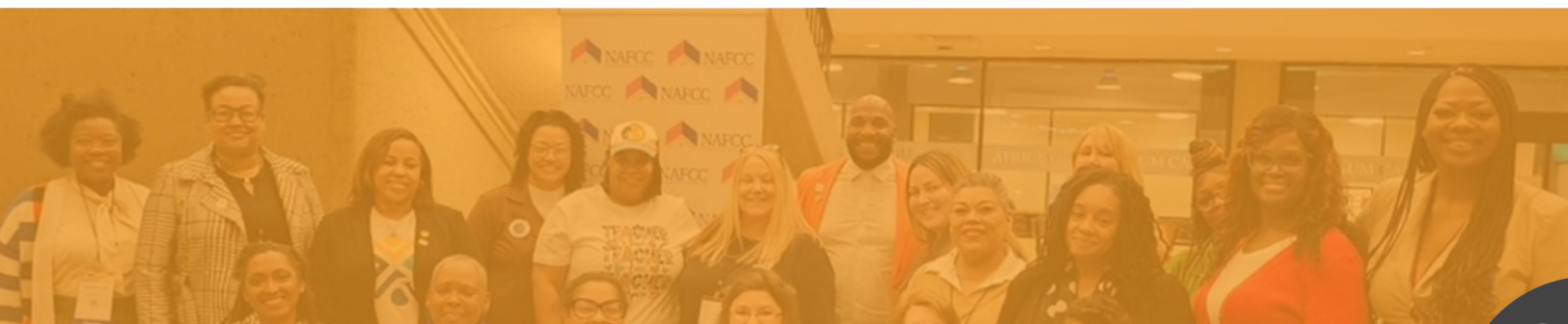
These initiatives are designed to provide family child care educators with innovative resources and tools to enhance their practices and support the holistic development of the children in their care.

National Annual Conference “Creating our Gateway to Thrive”

The NAFCC National Annual Conference is the highlight of the year and our most anticipated event, drawing family child care educators from across the country. The 2024 conference, held in St. Louis, Missouri, set a new attendance record with 1,300 participants—our largest turnout in NAFCC history. The event featured:

- 60 exhibitors & 22 sponsors
- 200 workshops, with 20% offered in Spanish

This year's conference was a vibrant gathering of learning, networking, and professional development for the family child care community.



2024 HIGHLIGHTS *and* ACHIEVEMENTS

Leaders Shaping Leaders Fellowship

Over the past four years, NAFCC has elevated our Leaders Shaping Leaders Fellows Program Academy, graduating a total of 69 cohorts through our robust, inclusive curriculum. In 2024, our 3rd cohort graduated, with 24 fellows completing the program. Each cohort worked collaboratively to develop a capstone community project, showcasing their year-long work and leadership development. Another 26 FCC educators are currently participating in the 4th cohort, bringing the total participation to 95 FCC leaders.

Here are some of the impactful capstone community projects developed by our cohort graduates: [LSL Projects](#)

LSL remains a valuable benefit with a net promoter score of **100**. The program and projects are a testament to the dedication and leadership of our fellows, who are making a lasting impact in their communities and the family child care sector.

PD Academy

NAFCC continued to expand its professional development offerings through targeted training and certifications, equipping educators with the tools and knowledge to excel in their roles. Key accomplishments include:

- Partnered with Stanford University to offer free FIND-PD workshops focused on the 'serve and return' model.
- Launched a new initiative by offering Professional Development Series workshops, such as Heartfelt Holidays: Strengthening Family Bonds Through Celebration.
- Developed a new product, the Social, Emotional, & Learning (SEL) Toolkit, to support families in FCC programs affected by environmental disasters.

NAFCC embraced virtual platforms to reach educators who may not be able to attend in-person events. In 2024, we hosted nearly 50 live webinars and On-demand workshops, providing accessible, high-quality learning experiences on topics such as:

- Using AI to Grow Your Business
- Fundamentals of Business Planning Series
- Early Learning DAP Math Activities for Preschool
- Math Brains: Developing Children's Brains through Picture Books (English/Spanish)
- Brain Building through the Power of Picture Books (English/Spanish)
- Tax Preparation Strategies for Child Care Businesses
- Caring Through Crisis: SEL Strategies for Family Child Care Educators
- Heartfelt Holidays: Strengthening Family Bonds Through Celebration Series

2024 HIGHLIGHTS *and* ACHIEVEMENTS

Boots on the Ground: Connecting Across the Nation

This year, NAFCC made it a priority to engage directly with educators and stakeholders by attending more than 48 in-person and virtual conferences across the United States. Our presence at key events amplified our reach, elevated the role of family child care and strengthened our connections within the family child care community. Highlights include:

- McCormick Center For Early Childhood Leadership Conference
- DC Early EDX Conference
- BUILD QI Summit 2024: Reimagining Quality in Early Care and Education
- TEACH ECE Workforce Convening
- Generation HOPE Conference
- US Chamber of Commerce & EPIC Child Care Innovation Summit
- ACF National Research Conference on Early Childhood
- Child Care Aware of America Symposium
- National Conference for State Legislators Summit
- National League of Cities Summit
- State and Local FCC Association Conferences across the country

These gatherings provided opportunities to share resources, celebrate the achievements of FCC educators, and ensure FCC has a voice at all tables.

POLICY + ADVOCACY LEADERSHIP

Federal Highlights

In 2024, NAFCC achieved significant milestones in advocating for policies that strengthen family child care. We championed the allocation of \$16 billion in emergency supplemental funds, addressing the critical needs of the child care sector and laying the groundwork for sustainable growth and stability. NAFCC uplifted family child care priorities at multiple White House roundtables, covering topics such as child care facilities, small business supports, elevating Black caregivers & the Care Workers Recognition month.

Expansion of Advocacy Efforts

NAFCC amplified its advocacy efforts in 2024, connecting family child care educators with policymakers and raising awareness about the challenges and opportunities within the sector. This year, we launched the “August Advocacy in Action” series, a dynamic initiative focused on driving sustained investment in child care.

2024 HIGHLIGHTS *and* ACHIEVEMENTS

Throughout this series, educators played a leading role by hosting program visits, participating in direct discussions with lawmakers, and attending virtual and in-person advocacy events. Additionally, NAFCC joined the impactful “Day Without Child Care” campaign, illustrating the indispensable role of family child care providers in supporting families and the economy. This campaign emphasized the far-reaching consequences of a world without child care, highlighting the safe, nurturing environments that providers create for children. NAFCC was also a vital partner in the National ECE Workforce Center, a federal technical assistance center and hosted the FCC Network Convening for the National Center on Early Childhood Quality Assurance at NAFCC’s Annual Conference. These activities provided a platform for educators to share their personal stories, demonstrating the critical role they play in supporting children, families, and communities.

- NAFCC members hosted more than 20 events to advocate for increased investment in the child care sector.
- More than 330 comments/letters were written or signed onto this year.
- More than 300 templated letters were sent to Congress members, amplifying the collective voice of the family child care community.
- Produced 3 reports to advance policies for family child care
 - Including Home-Based Family Child Care Programs into state’s Pre-K Expansion: Lessons Learned from Maryland
 - Safeguarding & Strengthening Housing Access for Family Child Care
 - 2024 Annual FCC Survey

August Advocacy in Action

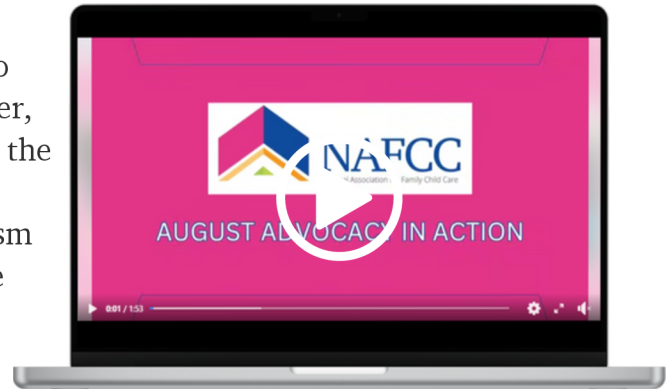
The “August Advocacy in Action” initiative was a standout campaign in 2024, empowering family child care educators across the country to take direct action on key issues affecting their profession. More than 10 NAFCC state representatives participated in local advocacy efforts, working alongside local associations and stakeholders to elevate the voices of family child care providers. In addition, more than 11 advocacy events were hosted by NAFCC members and partners, who mobilized educators to share their personal stories with lawmakers both on Capitol Hill and in local communities.



2024 HIGHLIGHTS *and* ACHIEVEMENTS

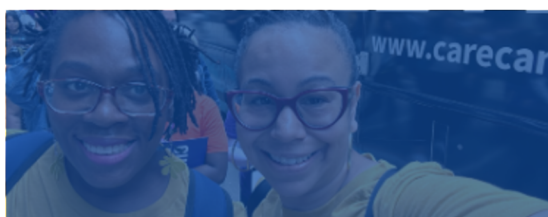
Through these efforts, educators advocated for the increased and sustained investment needed in the child care sector, with a particular focus on securing \$16 billion in emergency supplemental funding. They also pushed for the expansion of the CACFP, which is crucial for ensuring family child care providers have the resources to provide nutritious meals to children in their care. This initiative showcased the power of grassroots advocacy and highlighted the vital role of family child care providers in the early childhood education system.

In addition to these key priorities, more than 330 family child care educators reached out to their elected officials using our templated letter, urging them to prioritize policies that support the well-being and success of both providers and children. The ongoing engagement and activism of NAFCC members will continue to shape the conversation on child care reform at the national, state, and local levels.



Advocacy Campaigns and Actions

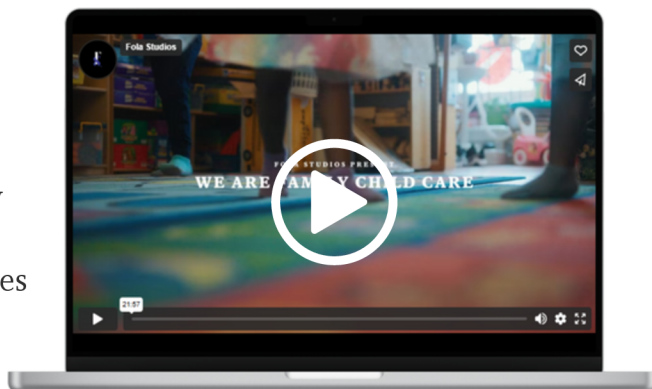
NAFCC introduced the "Action Center" to empower members and supporters to take immediate action on critical legislative issues impacting family child care. The platform provides easy access to advocacy tools and resources, enabling users to drive meaningful change. More than 140 individuals have registered for the action center in 2024 to support family child care educators and advocate for change. Additionally, family child care educators organized grassroots activities and participated in national movements, such as the "Care Can't Wait" bus tour, uniting communities in the call for equitable funding and policies that support their work. NAFCC also participated in webinars hosted by The Hunt Institute, CAYL Institute and Robert Wood Johnson Foundation.



2024 HIGHLIGHTS *and* ACHIEVEMENTS

We Are Family Child Care” Documentary Premiere

In July 2024, NAFCC premiered the We Are Family Child Care documentary at our 34th Annual Conference in St. Louis, a milestone event that highlighted the dedication, challenges, and triumphs of family child care educators nationwide. Directed by Emmanuel Afolabi, the film amplified the voices of family child care providers, showcasing their vital role in shaping children’s futures and underscoring the importance of continued investment in the profession. This premiere was a powerful moment for NAFCC, celebrating the impact of family child care educators and advancing the conversation on the support and recognition they deserve.



Veterans Day Campaign

November, NAFCC honored family child care educators who are veterans. Through social media profiles, blogs, and direct outreach, we celebrated their dedication to both the child care field and their communities. This campaign highlighted the diverse and meaningful contributions veterans make, underscoring the interconnectedness of their service and their work as family child care educators.

Policy Webinars

NAFCC has led a dynamic series of webinars and advocacy initiatives designed to empower family child care (FCC) educators with the tools and knowledge needed to influence policy and drive systemic change. From strategies for successful grassroots advocacy to elevating FCC educators’ voices in shaping universal pre-k programs, these webinars and discussions have engaged a total of 1,757 champions across the country.



2024 **HIGHLIGHTS** *and* **ACHIEVEMENTS**

Webinar Highlights

- Can Grassroots Advocacy Truly Shift Policy? Advocacy Strategies Family Child Care Educators and Grassroots Organizations Used to Shift Policy
- Investing in local Networks & Initiatives led by Family Child Care Educators: A conversation between NAFCC, researchers, funders & FCC leaders
- Advocacy In Action: Practical Strategies for Leading Advocacy Efforts
- CCDF and Head Start Final Rule Briefing with Deputy Assistant Secretary for Early Childhood Development, Office of Early Childhood Development - Katie Hamm
- Family Child Care and Housing
- We Are Family Child Care Documentary Premiere & Panel Discussion

FCC Educators Shaping Policies

NAFCC's expertise and leadership were also sought out by key stakeholders to address critical challenges in family child care. Congressional staffers from the Committee on Ways and Means requested a meeting with NAFCC to discuss pressing issues impacting family child care educators. In this meeting, NAFCC brought FCC educators to the table to highlight needs such as affordable insurance and increased funding opportunities, ensuring their voices directly informed policymakers' understanding and legislative actions.

In January, NAFCC was approached by the Administration for Children and Families (ACF) to discuss challenges related to federal requirements for substitute care, a pressing issue identified by FCC educators in Colorado. These discussions emphasized the need for thoughtful policy adjustments to support educators in maintaining high-quality care while navigating operational challenges.

Through webinars, requested meetings, and collaborative efforts, NAFCC continues to elevate FCC educators' voices, driving systemic change and empowering the family child care community nationwide.

2024 HIGHLIGHTS *and* ACHIEVEMENTS

PARTNERSHIPS

Strategic partnerships were pivotal in advancing NAFCC's mission in 2024, providing family child care educators with access to innovative resources, professional development opportunities, and enhanced support. These collaborations reinforced NAFCC's commitment to empowering FCC educators and ensuring high-quality care for children across the nation.

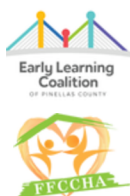
NAFCC expanded its partnership portfolio with the CDA Council, FIND-PD, and Log A Tot, offering FCC educators new tools for professional growth, cutting-edge technology, and tailored support systems. These partnerships enabled educators to refine their skills, improve their practices, and thrive in their roles.

Additionally, the NAFCC Partnership team connected, collaborated, and elevated with regional and national corporate and community partners to foster meaningful partnerships across the field, highlighting accreditation attainment and professional training opportunities for early care leaders who support family child care educators. Together, these collaborations champion the needs of FCC educators and families, driving positive change across the field.

PARTNERSHIP SPOTLIGHT



- **Oklahoma School Readiness Program and NAFCC** collaborated to provide 200 memberships and self-study kits to family child care professionals seeking accreditation.



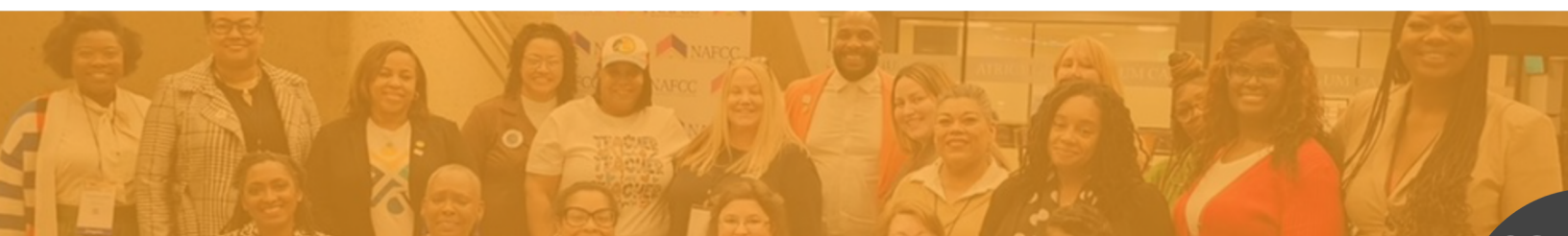
- **Early Learning Coalition of Pinellas and Orange County and the Florida Family Child Care Home Association** partnered with NAFCC to provide accreditation quality ambassador and observer training to more than 150 Family Child Care administrators and professionals who support FCC educators across the state of Florida.



- **The partnership with the U.S. Air Force** successfully delivered Accreditation Quality Ambassador and Observer training to 90 military professionals, enhancing their ability to support FCC educators in early care, home-based military programs.



- **Louisiana Policy Institute for Children and NAFCC** have partnered to conduct a statewide Family Child Care landscape analysis to inform data driven investments and resource opportunities and economic mobility for FCC Educators in Louisiana.



LOOKING AHEAD:2025

NAFCC is entering 2025 with a renewed focus, propelled by a dynamic strategic plan aimed at advancing our mission to support family child care educators. The moment is now for NAFCC to embark on a new strategy. First, there is a pressing and timely need for a strong national organization focused on unleashing the power of family child care. Through our deep relationships with FCC educators, we see significant opportunities to transform NAFCC's programs, expand the organization's reach, and chart a bold path for NAFCC's future.

NAFCC partnered with the Holding Co., a design lab focused on care, to hear from FCC educators, facilitate conversations with NAFCC's Strategic Planning Committee, and chart a new roadmap for NAFCC. This plan outlines key goals for advocacy, member support, and organizational growth, ensuring that NAFCC remains a strong and influential voice for family child care providers across the nation.



LOOKING AHEAD:2025

PATH TO NAFCC'S NEW STRATEGIC PLAN

12 Looking-in Interviews

with NAFCC board members, NAFCC staff, state representatives, and current members
SUMMARY OF INSIGHTS

- NAFCC is a membership-led organization seeking to **elevate FCC educators**
- **Current challenges:** undervalued workforce, resource constraints
- Need to **clarify** organizational relationships and differentiation

11 Looking-out and Focus Group Interviews

with government officials, state agencies, potential funders, current funders, grantmaking entities, early childhood ventures studios, analogous membership-based organizations, expired members, past NAFCC leaders, national partners, and non-member FCC educators
SUMMARY OF INSIGHTS

- Prioritize geographic and audience focus
- Reassess accreditation value
- Develop sustainable leadership
- Diversify revenue sources
- Advance family child care narrative

665 Strategic Planning Survey Respondents

558 FCC educators 375 NAFCC members, and 107 non-educators
SUMMARY OF INSIGHTS

- 90% licensed, 64% accredited/pursuing accreditation
- **Top unmet needs:** retirement, health insurance, grants
- Low **advocacy** participation (but **high interest**)
- Desire for **tangible organizational benefits**

Secondary Research

SUMMARY OF INSIGHTS

- 51% of Americans live in child care deserts
- FCC homes decreased from 107,041 (2019) to 94,227 (2023)
- Significant variations in state-level FCC support
- Potential for expanding pre-K funding access

In-person Workshop at Conference

SUMMARY OF INSIGHTS

- Focus on educator sustainability
- Modernize quality/accreditation process
- Develop strategic policy approach
- Build membership to drive systemic change

LOOKING AHEAD: 2025

NAFCC'S 2025-2027 STRATEGIC PLAN

The moment is now for NAFCC to **ensure home-based family child care is thriving** and continues to be a critical care option for families and children by **investing directly in educators to amplifying our field level impact.**



Sustainability

We're championing **fair compensation, healthcare, economic mobility and professional dignity** for those who care for our children today and the next generation of educators.



STRATEGIC PRIORITY:
NAFCC is the most valuable membership association for all family child care educators, *making the profession feel enticing and sustainable.*

STRATEGIC GOAL:
Launch new offerings, such as FCC startup and business support, healthcare, and retirement to positively impact both the sustainability of businesses and economic mobility of individuals

Quality & Professional Development

We're building on over 30 years of experience being the singular champion of home-based child care, **setting national standards & offering learning opportunities** that ensure safe, nurturing environments for children & families.



STRATEGIC PRIORITY:
NAFCC is the most valuable membership association for all family child care educators, *directly and significantly improving their experience as educators and the quality of early care & education in a home-based setting, including accreditation*

STRATEGIC GOAL:
Engage an additional 5% FCC educators a year in Accreditation, Quality and Professional Development Support with an emphasis on partnering with FCC networks

Advocacy

We're strategically investing in developing the capacity, resources, and partnerships needed to support members and others in the field to advocate for themselves and family child care at local, state, and national levels.



STRATEGIC PRIORITY:
NAFCC is the most valuable membership association for all family child care educators, *building capacity for leaders to advocate for the needs of FCC and families in FCC.*

STRATEGIC GOAL:
Equip and activate the 30% of educators currently engaged in advocacy and the 90% of those not currently involved who are interested in participating

Policy

With **25% membership growth** this year, we're expanding our reach and creating systemic change for home-based child care through strategic partnerships, FCC leadership capacity building & policy advancements.



STRATEGIC PRIORITY:
NAFCC is the biggest platform for FCC-led state and federal policy change through its *large membership base, reputation as an expert on FCC, and research on what FCCs want and need.*

STRATEGIC GOAL:
Increase NAFCC community engagement from 4,500 to 45,000 and drive FCC-led policy change nationally and in key states

THANK You

We extend our heartfelt gratitude to the Board Members, donors, partners, and sponsors who make our work possible. Your support empowers family child care educators, strengthens our advocacy initiatives, and enables the creation of impactful programs that uplift the family child care community nationwide.

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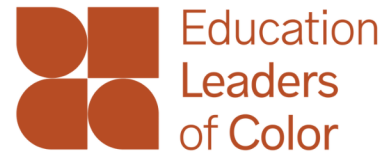


Vantoinette Savage
Affiliate Council Delegate
North Carolina

THANK *You*

Major Donors:

The generosity of our donors fuels NAFCC's ability to increase the number of FCC educators supported and expanded resources and advocacy efforts.



Major Sponsors:

We are also grateful to our sponsors whose support elevates key programs and events:



THANK *You*

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THANK You

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Bay Area Professional Family Child Care Network



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Indiana Family Child Care Alliance



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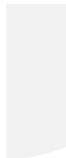
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NAFCC's success is made possible not only by our dedicated staff but also by the invaluable contributions of expert consultants who provide specialized support across key areas of our work. These partnerships ensure that we deliver high-quality services and achieve impactful outcomes for family child care educators nationwide.

Our valued consultants include:

Galina Chernykh

Jerletha McDonald

Leti Mederos (Actum)

Mia Pritts

Outfitters4

SMJ Communications

Thank You to Our Members

To every NAFCC member, thank you for your commitment and partnership. Your work inspires us daily and strengthens the family child care field. Your commitment to the family child care field ensures that educators, children, and families across the nation benefit from quality care, advocacy, and innovation.

HOW *to get* INVOLVED

NAFCC is stronger with your support. As we reflect on the impact of 2024, we are reminded of the power of community and collaboration. Let's build a stronger future for family child care educators and the families they serve. Join us as we continue to advocate, grow, and lead in 2025.



MEMBERSHIP OPPORTUNITIES:

Become a member and access exclusive benefits, including training, advocacy tools, and a network of FCC educators.



DONATION OPTIONS

Your contributions help fund critical programs and advocacy efforts.



ADVOCACY ENGAGEMENT

Take action and make your voice heard. Join our advocacy initiatives to support family child care at the local and national levels.

Together, we can create a brighter future for FCC educators, children, and families.

Thank you for your support!



OUR MISSION

NAFCC supports and leverages a nationwide network of providers and partners in expanding and promoting the power of family child care, by connecting practice, policy, and research. We promote quality reflective of diverse, dynamic early childhood professionals and support all who care for, educate, and work on behalf of young children in home-based settings.

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