



Annual Report

2021

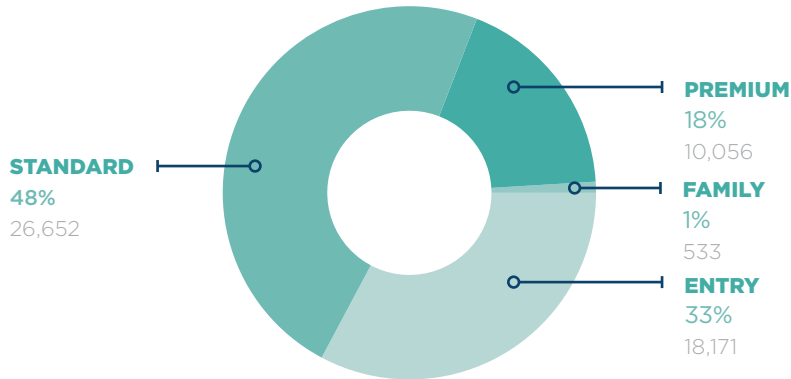
FISCAL YEAR
9/1/2020-8/31/2021

naeyc[®]

1401 H Street NW, Suite 600, Washington, DC 20005
(800) 424-2460
NAEYC.org

Membership

Total: **55,412**



Global engagement

811

INTERNATIONAL MEMBERS

Accreditation

Early Learning Systems

5,987

ACCREDITED PROGRAMS

Higher Education

220

ACCREDITED PROGRAMS

Digital content

Social media stats

PLATFORM	FOLLOWERS
FACEBOOK	172.5k
TWITTER	71k
LINKEDIN	51k
INSTAGRAM	16.1k
PINTEREST	9.6k
E-NEWSLETTER	1.8k

HELLO online community discussions and forums

Unique contributors

1,044

Discussions

3,352



35,000

Members of the early learning workforce who participated in NAEYC's surveys, resulting in 6 national briefs and state-by-state reports that chronicled and amplified the sacrifices and challenges of the child care sector and the pandemic.

All are accessible here:

<https://www.naeyc.org/pandemic-surveys>



Families Suffer Without Child Care Relief from Congress

70% of child care centers **planned** to reduce or eliminate services in response to the pandemic.

49% of child care programs **planned** to raise tuition or close for good in response to the pandemic.

86% of child care programs **planned** to raise tuition or close for good in response to the pandemic.

Operating Costs: 70% (2020) vs 70% (2019)

Average Enrollment: 70% (2020) vs 70% (2019)

Raise Tuition or Close?

But families—who are often unable to work from home and who are struggling to pay their bills—are often unable to pay for child care. In fact, 70% of child care programs who reported to NAEYC's survey in 2020 that they plan to raise tuition or close for good in response to the pandemic also plan to raise tuition or close for good in response to the pandemic.

“I am trying to be realistic with my family. I already had a hard time making a profit, and that view when I opened at my own risk without help of my business without help.” — Child Care Center Director, North Carolina

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Child Care Programs Are Being Forced to Raise Tuition or Close for Good

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Am I Next? Sacrificing to Stay Open, Child Care Providers Face a Bleak Future Without Relief

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State Data Child Care Providers are Sacrificing to Stay Open and Waiting for Relief

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Progress and Peril: Child Care at a Crossroads

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State Survey Data: Child Care at a Time of Progress and Peril

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FAMILIES SUFFER WITHOUT RELIEF FROM CONGRESS

CHILD CARE PROGRAMS ARE BEING FORCED TO RAISE TUITION OR CLOSE FOR GOOD

SACRIFICING TO STAY OPEN, CHILD CARE PROVIDERS FACE A BLEAK FUTURE WITHOUT RELIEF

STATE DATA CHILD CARE PROVIDERS ARE SACRIFICING TO STAY OPEN AND WAITING FOR RELIEF

PROGRESS AND PERIL: CHILD CARE AT A CROSSROADS

STATE SURVEY DATA: CHILD CARE AT A TIME OF PROGRESS AND PERIL

Public Policy

Effective advocacy

- › Coordinated and sent a letter to Congress in partnership with more than 125 early childhood education, K-12, and parent advocacy groups, calling on Congress to save child care
- › Centered the voice of educators in policymaking by organizing and supporting educator engagement in hundreds of activities to educate members of Congress and state policymakers through meetings, town halls, briefings, hearings, roundtables, webinars, and more
- › Shaped and powered the **#SaveChildCare** Wednesday days of action campaign that galvanized the ECE sector and secured more than 6,000 messages to Congress by NAEYC advocates

Get Out the Vote

- › Shared nonpartisan resources and supports to help educators and families lift up early childhood education in the 2020 elections

\$39 billion in relief

- › Through these efforts, celebrated **\$39 billion** in child care relief in the American Rescue Plan and the tireless work of thousands of NAEYC members, allies, and partners who helped us secure this necessary lifeline

In 2021, **Public Policy Forum** went fully virtual. Here's a recap:

800+

EARLY CHILDHOOD EDUCATORS, ADVOCATES, AND ALLIES, HALF OF WHOM WERE FIRST-TIME PARTICIPANTS

50

STATES, PLUS THE DISTRICT OF COLUMBIA, AND PUERTO RICO WERE REPRESENTED

200+

VIRTUAL CONGRESSIONAL VISITS, INCLUDING 63 SENATE OFFICES

7

LIVE SESSIONS

13

"ON DEMAND" SESSIONS

35

FEATURED SPEAKERS FROM CONGRESS, THE WHITE HOUSE, PARTNER ORGANIZATIONS, STATE ADVOCACY GROUPS, AND EARLY LEARNING PROGRAMS ACROSS THE COUNTRY

Professional Development

The 2021 **DAP Symposium** was a huge success!

NAEYC HOSTED

2,203

EARLY CHILDHOOD EDUCATION PROFESSIONALS
VIRTUALLY ON JUNE 9-10, 2021

NAEYC DEVELOPED

25+

HOURS OF ONLINE PROFESSIONAL DEVELOPMENT

5 year partnership

NAEYC kicked off a second five-year cycle with PBS-RTL in October 2020. The focus of this partnership is facilitating collaborative community-based projects between PBS stations and NAEYC affiliates in targeted communities, referred to as Learning Neighborhoods.

Top-5 on demand titles by revenue earned:

Each & Every Child: Teaching Preschool with an Equity Lens	\$15k
Resource Library on Trauma & Young Children	\$8k
DAP: Focus on Preschoolers	\$7k
Classroom-Based Assessment	\$7k
HOT Bundle	\$6k

Top-5 titles by quantity purchased:

DAP: What Do Teachers Need to Know?	459
DAP: Focus on Preschoolers	315
DAP: What Do PD Providers Need to Know?	245
DAP: Focus on Infants & Toddlers	238
Culturally Appropriate Positive Guidance	207



Governing Board

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Concordia University, Milwaukee, WI

Amy O'Leary, Past President

Strategies for Children, Boston, MA

Crystal Sanford-Brown, Vice President

Early Childhood Advocate, Bloomfield Hills, MI

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Erikson Institute, Chicago, IL

Tamara Johnson

Malaika Early Learning Center, Milwaukee, WI

Nadia Jones

Atlanta First Day School, Atlanta, GA

Naomi McQuiller

Winthrop University (student), Sumter, SC

Yohana I. Quiroz

San Francisco State University (student); Felton Institute, San Francisco, CA

Nicol Russell

Teaching Strategies, LLC, Phoenix, AZ

Traki Taylor

State University System of Florida, Tallahassee, FL

Stacia Tipton

Marketing and Research Consultant, Washington, DC

Reginald Williams

South Carolina State University, Orangeburg, SC

Michelle Wlazlo

JC Penney Company, Inc., Plano, TX

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NAEYC Chief Executive Officer, Washington, DC

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NJ

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PA

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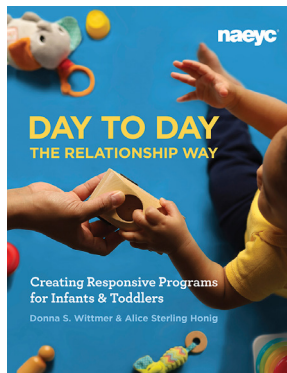
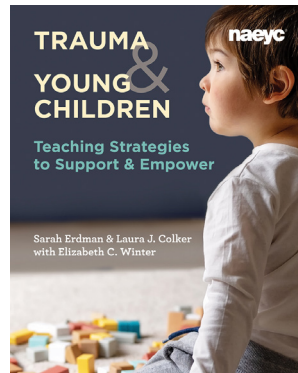
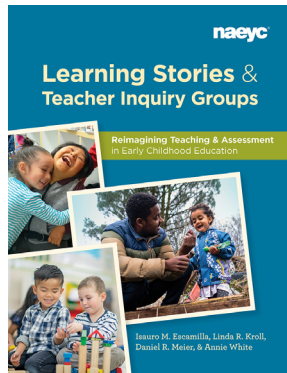
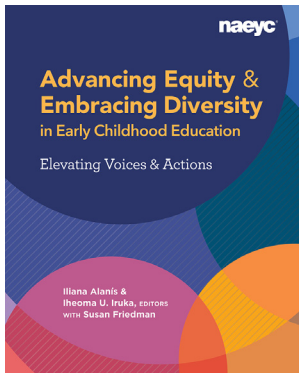
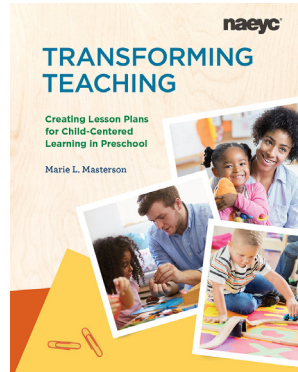
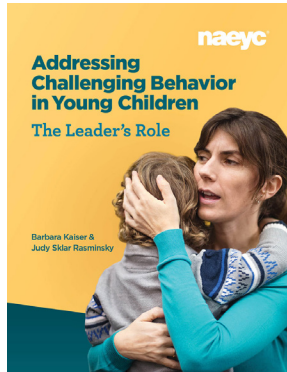
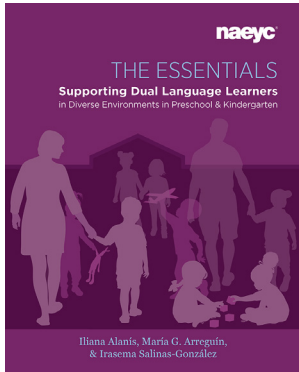
Ashley Simpson

CO



Publications

Books



Periodicals

4

ISSUES EACH OF **YOUNG CHILDREN & TEACHING YOUNG CHILDREN**

12,214
MEMBERS
RECEIVED **YC**



14,438
MEMBERS
RECEIVED **TYC**



10,056
MEMBERS
RECEIVED **BOTH YC & TYC**



Grants

Alliance for Early Success — to fuel the engagement, advocacy, and capacity of states to advance a strong early childhood education profession, with an emerging focus on the role and reformation of higher education systems

Heising-Simons Foundation — to strengthen NAEYC affiliate capacity to advance equity and to enhance NAEYC’s capacity to leverage its unique data sources supporting accreditation systems

Robert Wood Johnson Foundation — to implement a coordinated advocacy and action strategy to increase equitable access to high-quality child care for low-income working families

W.K. Kellogg Foundation — to improve the quality of the early childhood education profession by advancing and equitably redefining the field of early childhood and professionalizing its workforce

W. Clement & Jessie V. Stone Foundation — to support engagement with higher education leadership and increase access to professional preparation and compensation

Aspen — to support engagement in the Aspen Family Prosperity Innovation Community

Dodge Family Fund — to improve the chances that children in families with low incomes will succeed in school and in life; the Fund awards grants to organizations seeking to develop innovative approaches and initiatives consistent with the Fund’s mission and goals

Donations

Unrestricted contributions	\$111k
Nonpartisan Public Awareness	\$40k
Fund to Promote Early Learning	\$32k
Legacy Fund	\$3k

GRAND TOTAL

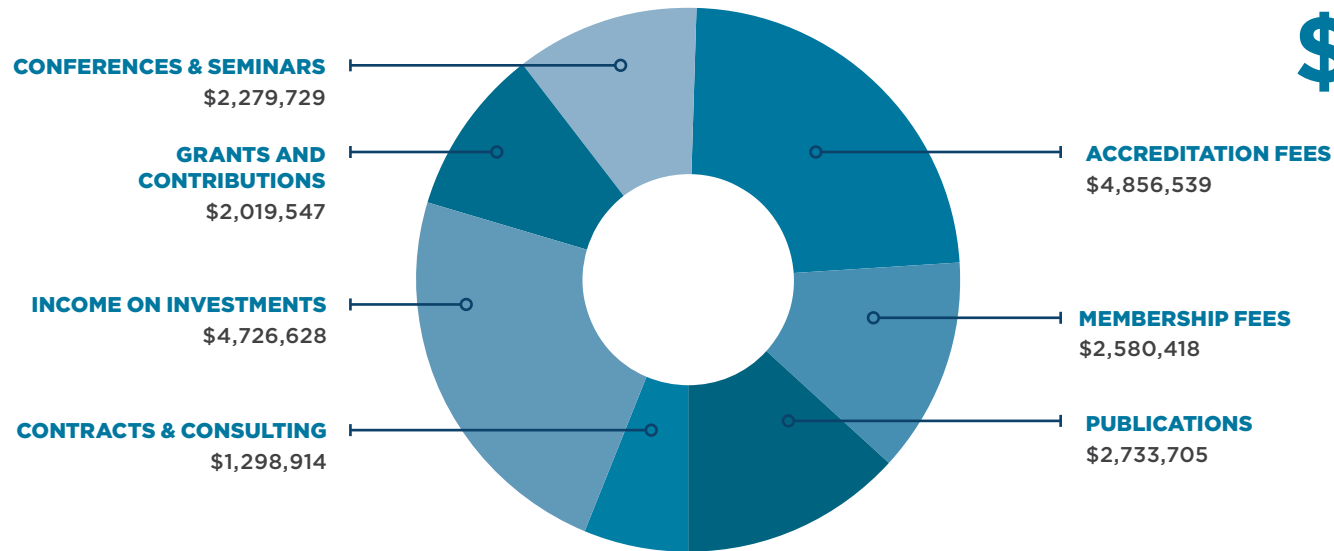
\$186k



Financial Overview

Operating revenue without donor restrictions

\$20,526,547



Operating expenses without donor restrictions

\$14,927,897

*Supporting services include: finance, legal, human resources, association, information technology, and building operations.

