



Annual REPORT

2025



**Stronger Together:
Empowering Georgia's Children,
Families, and Educators**



qccga.org/annualreport2025



A MESSAGE FROM OUR CEO



Dear Friends,

Thank you. Because of your partnership this past year, Quality Care for Children reached deeper into Georgia communities than ever before, strengthening the programs, educators, and families who shape our children's futures. As we reflect on 2025, one truth stands out clearly: progress in early childhood is never achieved alone. It is built through partnership, persistence, and a shared commitment to Georgia's children and the adults who care for them.

Throughout 2025, challenges across the early childhood landscape continued. Families faced rising costs and limited access to child care. Providers navigated workforce shortages and financial strain. Yet even amid uncertainty, QCC didn't just endure—we led. We strengthened. We advocated. And with your support, we ensured that Georgia's children and the systems surrounding them remained strong, equitable, and responsive.

This year, your investment in QCC reached deeply into communities across Georgia. We provided business coaching to over **200 programs**, distributed **\$2.7 million** in scholarships to **504 children**, and served nearly **7 million** nutritious meals. Our Family Child Care Network supported **184 dedicated business owners**, strengthening stability and sustainability across Georgia's child care sector. Through professional learning, nutrition initiatives, and literacy-focused leadership development, we strengthened the foundation for Georgia's youngest learners.

Moments of collective impact defined this year for QCC. Nearly 200 leaders and advocates gathered at our Early Start Breakfast, raising **\$95,000** to support early childhood initiatives statewide. At convenings like our annual Elevating Early Literacy Summit, early learning leaders strengthened foundational literacy practices. This work extends far beyond individual classrooms and shapes lifelong outcomes for children across Georgia.

As QCC marks more than **45 years of service**, our commitment remains unwavering. When challenges arise, we show up. We listen. We lead. We advocate. QCC stands alongside families and educators, amplifying their voices and pushing for systems that ensure every child—regardless of zip code—has access to quality care, nourishing food, and meaningful learning experiences.

Looking ahead to 2026, we are focused on deepening our impact—expanding access to high-quality child care, strengthening the early childhood workforce, and advancing equitable systems statewide. This ambitious work requires continued investment, bold partnerships, and shared leadership. We invite you to join us in building what's next. Your support can help us scale proven solutions, reach underserved communities, and ensure Georgia's youngest learners have the strong start they deserve. Together, we can do even more.

Thank you to our dedicated staff, board, partners, funders, and supporters. Your belief in this work—and your investment in Georgia's children—makes our impact possible. Together, we are building stronger systems, stronger communities, and brighter futures for Georgia's children.


Ellyn Cochran, President & CEO

2024-25 IMPACT

CHILDREN & FAMILIES SERVED

82,516

children reached through quality coaching programs

370

families gained access to critical benefits

5,776

families connected to quality child care options

504

children received scholarships for high-quality child care

27,313

children received nutritious meals daily

PROGRAMS STRENGTHENED

1,165

child care programs received individualized coaching

220

programs received business coaching and support

298

programs achieved Quality Rated designation

RESOURCES INVESTED

\$2.7 million

in scholarship funding distributed

\$123,294

in direct program support provided

6.9 million

meals and snacks served

\$18,408

in specialized business stipends awarded

658

programs participated in nutrition programs



EARLY START BREAKFAST

Nearly **200** leaders, partners, and advocates gathered for our annual Early Start Breakfast, raising **\$95,000** to support Georgia's early childhood community. The event celebrated collaboration across child care, health care, and business, and honored Peach State Health Plan with the Early Education Architect Award for their leadership in recognizing child care as essential to the well-being and economic stability of the families they serve. Guests were inspired by **Top Chef finalist Kevin Gillespie** and a dynamic panel discussion on how **nutrition and quality early care** shape lifelong health and learning.



"I am beyond grateful for everyone who works with QCC; you have made my job a million times easier by being the best at what you do!

-Amber Dean, Child Care Director

LITERACY & JUSTICE FOR ALL

We provided literacy coaching to **17** early learning programs through **249** coaching visits and **604** hours of support, reaching nearly **1,000** children. Teachers gained practical, evidence-based strategies to strengthen language and vocabulary development throughout the day. We also engaged families at YMCA Healthy Kids Day, sharing literacy resources, connecting with the community, and gathering feedback to inform future initiatives.



BUSINESS SUPPORT SERVICES

Over **200** child care programs received no-cost business coaching to strengthen sustainability and financial health. Family child care homes increased revenue by **246%** and eliminated bad debt, while centers grew revenue by **82%**. Through **\$141,702** in direct support and automation funding, providers reduced administrative strain and focused more on delivering quality care.



*"I have enjoyed being a part of this training for many different reasons! The **connections**, the **tools provided**, the **knowledge**, and the **communication** and advice from Mrs. Simpson has been amazing. I've enjoyed every bit of it and I'm excited to take the things I've learned and implement them. **I'm thankful for it all!**"*

ANISHA ROSE, CHILD CARE OWNER

Scan to explore stories from the providers and families we serve.

QUALITY RATED COACHING

We provided individualized coaching to **1,165** child care programs across Georgia, a **17%** increase from last year, reaching classrooms serving **82,516** children. Through ongoing support, **78%** of programs maintained or improved quality, and **298** earned Quality Rated designation. Our coaching prioritizes equity and supports educators in creating inclusive, high quality learning environments so children across the state can thrive.

QCC serves as a Child Care Resource and Referral (CCR&R) agency for NW, NE, and CW Georgia which is funded by the Georgia Department of Early Care and Learning (DECAL) using the federal Child Care and Development Fund (CCDF).



NORA ARRIETA, HEAD OF SCHOOL

*"Quality Care for Children has always been there to give us the **tools** and **resources** we need to provide a **quality educational experience** for our children."*

ELEVATING EARLY LITERACY SUMMIT

In May 2025, nearly **50** early care and education leaders gathered for our annual literacy summit to strengthen foundational language and literacy practices across Georgia. Designed to **equip leaders** with **practical strategies**, the summit fostered collaboration and strategic thinking to support strong organizational systems that impact thousands of young learners statewide. The day featured a keynote from **Dr. Adrian Epps of Kennesaw State University** and interactive sessions that helped leaders develop actionable plans to advance early literacy outcomes.



What's In My Garden? A Food Mystery Book



Care for Children and The Rollins Center at the Atlanta Speech School
Illustrated by John Floyd Jr.

NUTRITION SERVICES

As Georgia's largest CACFP sponsor, we ensured **27,313** children received nutritious meals and snacks each day, serving 6.9 million meals this year, an **8%** increase.

Beyond meals, our nutrition and wellness efforts supported **37** programs through coaching, reached **733** participants through educational classes, awarded **\$13,500** in mini-grants, and engaged families in hands-on nutrition learning to support lifelong health.

*"The food program is a **vital part** of our business. It allows us to serve **high-quality, nutritious meals** that many families wouldn't otherwise have access to during the busy week."* -Child Care Owner in GA



BOOST SCHOLARSHIPS & FAMILY SUPPORT

We distributed **\$2.7 million** in BOOST Scholarships, supporting **504** children across **284** programs and providing **15,791** weeks of stable child care. We also helped **370** families access critical benefits and completed more than **33,000** parent and provider referrals, including a **7%** increase in referrals to Quality Rated programs. By connecting families to quality care and essential supports, we helped children remain in safe, nurturing environments where they can thrive.



2025 CORPORATE AND FOUNDATION PARTNERS

Alston & Bird
Astound Digital
Athens-Clarke County
Atlanta Metropolitan State College
Atlanta Public Schools
Atlanta Women's Foundation
Care Solutions
Carter's Charitable Foundation
City of Clarkston, Georgia
DeKalb County Department of Human Services
Fathers Matter ATL
The Betty and Davis Fitzgerald Foundation
GEEARS/PAACT
Georgia Department of Early Care and Learning
Georgia Department of Human Services/USDA
SNAP-Ed
Georgia Foundation for Early Care and Learning
Georgia Power Foundation
The Goizueta Foundation
Greenberg Traurig
Warren and Augusta Hume Foundation
Impact Analytics
Inova Payroll
Kindred Futures
McMaster-Carr Supply Company
Metro Atlanta Chamber
The Naserian Foundation
Papa Johns
Peach State Health Plan
PNC Foundation
Primrose Schools
PwC Charitable Foundation
Rollins Center for Language & Literacy
Salesforce
Stream Realty Partners
Terex Corporation

United Way of Greater Atlanta/Joseph B.
Whitehead Foundation
United Way of Northeast Georgia
The Edna Wardlaw Charitable Trust
Western Union
YWCA Greater Atlanta
The Zeist Foundation



FINANCIALS

Revenue

- Government Contracts and Grants: \$21,112,255
- Grants and Contributions: \$1,618,028
- Earned Revenue: \$2,198,098

Total: \$24,928,382

Expenses

- Meal Reimbursements: \$10,222,370
- Child Care Fees: \$2,701,832
- Other Program Support: \$215,223
- Program Operating: \$11,074,569
- Admin: \$2,079,077

Total: \$26,293,072

Operational Deficit: -\$55,007 (deficit)

Deficit: \$1,364,689

Less: Temporarily Restricted

Revenue Net Change: \$1,309,683

Preliminary numbers pending audit

- This deficit reflects the Board-approved investment of QCC's reserves to build leadership within the Nutrition program, including short-term transition costs, as well as a one-time investment in technology to support the launch of a substitute teacher matching platform. QCC has multi-year grants and practices a balanced budget. Revenue for multi-year grants must be recognized in the fiscal year it is awarded



Our **mission** is to create a system that **equips families** and child care **providers** with the knowledge and resources to **nurture** and **educate** Georgia's infants and young children.

VISION

**Every child
reaching
their full
potential**



WHY OUR WORK IS CRITICAL



EARLY BRAIN DEVELOPMENT

90% of a child's brain is "hardwired" before the age of 5, setting the groundwork for future learning



EARLY LITERACY GAP

By age 3, children from low-income families hear 30 million fewer words than their wealthier peers, affecting later reading and school success.



INCREASING COST OF CHILD CARE

40% of a low-income family's budget can easily be spent on child care (average cost for an infant in center-based child care in Georgia is \$11,066)



CHILDHOOD HUNGER & POVERTY

26% of children in Georgia live in food insecure homes, and more than 24% live below the poverty level



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