



Maryland State Child Care Association

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***Caring For Maryland's Most
Important Natural Resource™***

Greetings Member or Potential Member!

MSCCA recognizes the impact of the COVID 19 crisis. It has been a very different and challenging 2020 for all. The pandemic has forced a new normal, a virtual landscape and has taught us many lessons. Through it all, child care has been a national topic. Child care has been recognized and analyzed in profound ways.

MSCCA conveys our heartfelt congratulations to child care/early childhood programs and providers as you are an essential, critical fabric of our state and an important driving force in the economy. Thank you for all you are doing to follow the CDC guidance and work to stay afloat with all the changes imposed. Child care has been successful by following the safety measures to keep children safe while in care/school.

MSCCA understands and has heard your issues and voices during this unprecedented pandemic. We have worked hard to share the problems and impact change when we can. We are so proud to represent child care and early childhood because you have proven what we already know, how critical your services/businesses are to children, families and our state.

MSCCA has discussed the larger issues our state and country are facing. We recognize the importance of social justice as a necessary addition of our vision and mission as an organization. We included the following commitment statement to guide our work:

Our mission at MSCCA is to promote the growth and development of professional licensed childcare and learning centers in Maryland. It is our goal to embrace diversity in our membership, our programming, and our resources. We are disheartened to see the violence and continued oppression of people of color and the long-term negative effects this has on their health and well-being. As such, we believe that issues of race, equity, and social justice are an integral part of the learning environment. For educators and childcare providers, equity means access to quality professional development, earning a living wage, and bringing their home cultures into the learning environment. By creating antiracist learning environments, we empower children to embrace diversity in all its forms so they can become compassionate citizens of a global community.

It is with great pleasure that we welcome you to the Maryland State Child Care Association for the 2021 calendar year. MSCCA is delighted to have you as a member and are most grateful for your commitment to professional, licensed, quality child care and education!

It is our goal to provide and expand benefits for members to best serve your needs and interests. Due to the COVID pandemic, we will not increase the membership dues per child for 2021 and we have lowered the National Child Care Association dues to a required fee of \$2.50 to be sure all MSCCA members will have dual membership at a state and national level for the 2021 calendar year. The membership certificates for 2021 will include both state and national logos.

Advocacy is an important part of MSCCA's membership benefits and mission. The need for myself and a dedicated, professional lobbyist to represent child care programs, businesses throughout the year and especially during legislative session is important and has proven successful, but also a strain on a limited budget. MSCCA has asked our membership for donations to support the professional advocacy over the last couple of years and we appreciate the funds we have received. In an effort to ensure funding for a professional lobbyist, MSCCA will need to require an advocacy fee for 2021 based on size of program/business. Programs with 51 or more children annual fee is \$85.00 for the full year (\$7.08 per month) or programs with 50 or less children annual fee is \$42.50 (\$3.54 per month) Please visit mscca.org to review testimony, recap of all legislation and related advocacy efforts MSCCA has engaged in for our members and community.

The MSCCA Board of Directors has approved the mandatory charges for both NCCA and the Professional Advocacy funding.

MSCCA membership benefits now include **two** members-only grant opportunities! MSCCA Passion for Excellence Grant and MSCCA and Go2's Better Together Grant for members. We are grateful for the partnership we have with GO2's and the ability to offer additional membership benefits is what we strive for annually.

Also, membership benefits include one Professional Activity Units for each of your staff working within your programs when the program joins, consistent communication through GO2's, Constant Contacts and social media, discounts for members to statewide professional development conference/symposium and as stated above; members only grants, professional advocacy with a dedicated lobbyists/government relations group along with the national affiliation to NCCA/NECPA for continued advocacy and national accreditation support.

Please reach out to the MSCCA Chapters throughout Maryland to engage at the local and community level because as state members, you are also a welcome to participate in your local MSCCA chapter. All contact information for our Chapters is available on our website at www.mscca.org.

Please check out our MSCCA Business Members at mscca.org! The MSCCA Business members are dedicated to serving MSCCA members and embraces our vision and mission. The opportunity to find products and services you may need or desire and develop a relationship with the Businesses who have gone above and beyond to be a part of our organization is an exciting part of the membership benefits we offer.

Finally, feel free to contact myself or Charles Wainwright, Membership Chair, childrensenrichment@msn.com should you need assistance or have questions related to your membership.

MSCCA appreciates your membership and look forward to working together as we move into a new year with hope and resiliency.

Stay strong and take good care,

Christina Peusch

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