



Maryland State Child Care Association

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

Greetings MSCCA Business Members!

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 they are an essential, critical fabric of our state and an important driving force in the economy.

MSCCA understands and has heard your issues and voices of child care providers and businesses 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 they have proven what we already know, how critical these 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 to 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 as a valued Business Member of the Maryland State Child Care Association for the 2021 calendar year. We are delighted to have you as a member and are most grateful for your support of professional, licensed quality early care and education!

You will receive a membership certificate from MSCCA for calendar year 2021. Additionally, please provide the logos, ad specs and links for your business that you would like to be uploaded to our website. Videos may be posted as well. Our web team at Treebranch Group can work with most ad specs. Please share info about special discounts your company may offer throughout the 2021 calendar year so MSCCA can post on our website, share on social media outlets and convey in our emails to members. Our goal is to work together in order to distribute information to our membership to provide opportunities for increased exposure to your business. Please send info requested above to Treebranch at jenn@treebranchgroup.com or denise@treebranchgroup.com or call 443-761-7405.

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. Child Care businesses staying viable and being represented is important to you as Business Members serving the child care and early childhood community. 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 from all members of the organization. Business members required annual fee is \$45.00 (\$3.75 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 the Professional Advocacy funding.

We hope you will reach out to our individual Chapters throughout Maryland to schedule a time to present at their Chapter meetings or events. All contact information for our Chapters is available on our website at www.mscca.org.

You will receive emails from MSCCA about child care related issues in Maryland throughout the year.

MSCCA invites you to participate as an exhibitor, presenter or sponsor at our annual MSCCA Conference by the Sea and our Fall Leadership Symposium. MSCCA statewide conferences are well attended and a great opportunity to network with members and non-members. MSCCA Business Members receive a discount to exhibit! Save the dates for the Conference by the Sea confirmed for April 29-May 2, 2021 and the MSCCA Leadership Symposium which is tentatively scheduled for October 21, 2021.

MSCCA appreciates your membership and we look forward to working together. Please feel free to contact myself, or Charles Wainwright, Membership Co-Chair, childrenenrichment@msn.com or Mr. Barry Benesch, our current Business Member Leader /Committee Chair at 443-878-3988 or bbenesch@knealtbc.com with questions or ideas!

Sincerely,

Christina Peusch

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