

DOING the Next Right Thing

for Children, Families, and Providers

GROUNDWORK OHIO'S
COVID-19 RESPONSE



“ALL ONE
CAN DO
is the **Next
Right
Thing.**”

Anna, Disney's Frozen 2



DOING the Next Right Thing

Dear Friends,

When Groundwork Ohio was established fifteen years ago to support the early care and education needs of our youngest children and their families, no one ever imagined the significant pain and trauma they would be experiencing today brought on by COVID-19. And in the midst of this global pandemic we have been forced to reimagine our work—urgently—as our most vulnerable Ohioans are counting on us now more than ever.

Like you, the Groundwork team has been adjusting to unfathomable change, at lightning speed, while also trying to take care of our own families in this new work-from-home paradigm. As the stress levels increased on a daily basis, along with an occasional assist by internet streaming services to entertain children in our care, we embraced the mantra of Anna from Disney's Frozen 2 to get us through each grueling challenge: "All one can do is the next right thing."

With each day bringing more mind-boggling and seemingly insurmountable obstacles that needed immediate attention, Groundwork's small but mighty team, not surprisingly, rose to this extraordinary moment in service to kids and families. Webinars, surveys, virtual meetings

and social media efforts were all on overdrive. Thousands of Ohioans have been engaged in our critical work in this short period of time unified by the common purpose to do the next right thing for children.

As I reflect on the last ten weeks (that some days feels like ten years) in order to pivot our work to meet the growing needs of Ohio's young children in this dramatically different environment, I wanted to share a snapshot of these recent efforts. While we continue to navigate uncertainty, I can promise this... Groundwork will always endeavor to do the next right thing for Ohio's youngest and most vulnerable children. A global pandemic will never change that.

Thank you for your continued support of Groundwork and our mission to prioritize high-quality early learning and healthy development strategies from the prenatal period to age five that lay a strong foundation for Ohio kids, families and communities. Your confidence in us will not be misplaced as we strive to rebuild child serving systems to truly meet the needs of our young children and families.



Warm personal regards,

Shannon Jones

Executive Director, Groundwork Ohio



➔ A Trusted Source for Information

Engaging webinars on changing state policies and small business programs for providers & educational supports

11 webinars featuring state and national experts, providers, small business experts, and others!

16,017 total engagements on our webinars targeted to providers and parents.

Timely newsletter and targeted email communications

Increase in subscribers
from 3,027 to 8,555 (Up 183%)

26 emails with targeted communications to our stakeholders

53% increase in open rate
(Average open rate now at 32.2% compared to previous 21%)

Useful COVID-19 resources & news on the Groundwork website

7,351 NEW site users
(Up 390%)

19,958 of page visits
(Up 319%)



➔ Responding to Needs

Seeking feedback and stories from stakeholders

Provider survey engagement:

659 responses

78 of 88 counties represented

71% centers | 5% family child care | 4% other

77% serve children in publicly funded child care

Developing timely, helpful resources





→ Amplifying Voices of Children, Families, & Providers

Showing appreciation for pandemic programs & early educators

Mailed **more than 2,000** thank you cards to pandemic programs



Keeping kids front & center

The Columbus Dispatch

Column: Those providing child care allow others to do their jobs



Dayton Daily News

Coronavirus: Who's watching out for vulnerable kids when schools are closed?



Sen. Sherrod Brown wants child care bailout in next coronavirus bill



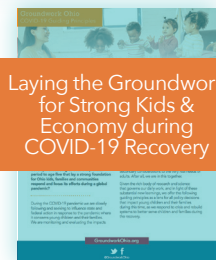
Advancing the public conversation around young children's needs



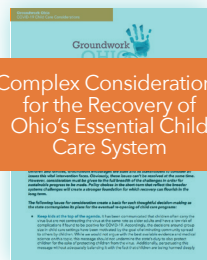
Our videos to show appreciation for pandemic providers have more than **90,000** views.

→ Supporting Strong Policy & Investments

Recommendations, guiding principles, & child care considerations

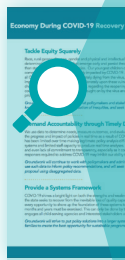


Laying the Groundwork for Strong Kids & Economy during COVID-19 Recovery



Complex Considerations for the Recovery of Ohio's Essential Child Care System

Equity-centered efforts



Our youngest children of color, those living in poverty and in rural communities will be disproportionately impacted by COVID-19. There must be a recognition that the economic impact of the pandemic falls disproportionately upon these vulnerable populations of children.

Strategic, child-focused advocacy

Coordinated state and federal advocacy efforts in support of...

- Access to high-quality services and interventions during and after the pandemic
- Analyzing all policy and investment decisions through an equity lens
- Providing adequate funding to ensure system sustainability

... and supported stakeholders in sending 4,739 messages to policymakers.



THANK YOU

to all of our stakeholders and partner organizations that have helped enhance our advocacy over the past several weeks, including our engaged advisory committee:

ROBYN LIGHTCAP
Committee Chair
Learn to Earn Dayton

MELISSA BACON
OCALI

PAT BEBO
Ohio State University Extension

DAWN BLALOCK
Little Miracles EDC

TIFFANY BLUMHORST
OCCRA

LAURA DICOLA
Summit Education Initiative

REBEKAH DORMAN
Invest in Children

MARY FIALA
Diocese of Youngstown

JUSTIN FOGT
Nationwide Children's Hospital - Center
for Family Safety and Healing

TWINKLE FRENCH SCHOTTKE
Moms2B / Ohio Association for Infant
Mental Health

VANESSA FREYTAG
4C for Children

LISA GAROFALO
Southwest Ohio Association for the
Education of Young Children

PATTI GLEASON
Cincinnati Early Learning Centers

GEORGE GODDARD
Corporation for Ohio Appalachian
Development

ROZLYN GRANT
Centers for Families and Children

LISA GRAY
Ohio Excels

CONNIE GRIFFITH
Hartus Head Start

MICHAEL HARLOW
Council for a Strong America

BARB HAXTON
Ohio Head Start Association, Inc.

CAROL HAYNES
Kiddie Academy of Reynoldsburg

CLAUDIA HERROLD
Philanthropy Ohio

ERIC KAROLAK
Action for Children

KATIE KELLY
PRE4CLE

SARAH KINCAID
Ohio Children's Hospital Association

ERIN LUCAS
Hopewell Health Centers, Inc.

LESHIA LYMAN
United Way of Greater Cincinnati

RENUKA MAYADEV
United Way of Central Ohio

ASHON McKENZIE
CelebrateOne

ALEX MILLER
Ohio AAP

MIKE MOROSKI
Cradle Cincinnati/CPS

TRACY NAJERA
Children's Defense Fund - Ohio

MISTI NORMAN
Heavenly Kids Center for Learning

EMIA OPPENHEIM
Oppenheim Consulting, LLC

WILBERT OWENS
Our Kidz Early Childhood Center

WILL PETRIK
Policy Matters Ohio

MARY ANN RODY
OACCP

SHERRY ROUSH
Toledo Public Schools Early
Childhood Program

THOMAS SEDDON
Warren County Foundation

ADAM SHANK
Boys & Girls Clubs Ohio Alliance

PEG TAZEWEEL
Knox County Head Start, Inc.

Dr. JONATHAN THACKERAY
Dayton Children's Hospital

KIMBERLY TICE
Ohio Association for the
Education of Young Children

JUDITH VAN GINKEL
Every Child Succeeds

MARY WACHTEL
PCSAO

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