



Who We Are

The early education field is continually losing its best workers because of poor wages and benefits.

The Worthy Wage Campaign is a nationwide grassroots effort to empower teachers and providers ourselves and to mobilize to reverse this child care staffing crisis. It is organized around the following three principles:

- To create a unified voice for the concerns of the early care and education workforce at the national, state and local levels;
- To increase the value and respect for those who provide early care and education by improving their wages, benefits, working conditions and training opportunities;
- To promote the accessibility and affordability of high-quality early care and education options that meet the diverse needs of children and families.

JOIN THE WORTHY WAGE CAMPAIGN!

The Campaign was formally launched in November, 1991 at NAEYC's annual convention, and the Worthy Wage Coalition now consists of 300 member groups in 42 states. Each year the focal point of the Campaign is a nationwide Worthy Wage Day—set in 1994 for Thursday, April 21.

For information on membership benefits see page 6.



BUILDING ON OUR SUCCESSES: WORTHY WAGE GOALS AND PLANS FOR 1994

As we head toward Worthy Wage Day on April 21, plans are getting into full swing throughout the country. After two years of great success in publicizing the child care compensation crisis, as well as amazing growth—from a handful of members to a current roster of 300 groups in 42 states—Worthy Wagers are preparing to make an even greater impact this year. At the Coalition's last annual meeting, members agreed on three "unifying actions" for 1994:

- Our goal in 1994 is to make every policy maker in America aware of the child care compensation crisis. Many states active in the Coalition will stage a rally at their state capitol. (Many local Campaign groups will also rally at their city hall or county government building.)
- A focal point of these rallies will be an "invoice" presented to the governor and state legislature (or mayor or county officials) indicating the amount of "subsidy" that is provided each year to the state (or city or county) by child care teachers' and providers' low wages. We will also send these invoices to Congress, so they can be read into the Congressional Record on Worthy Wage Day. (See the 1994 *Action Packet* for details on how to calculate the invoice amount).
- Fundraising and media strategies will focus on inviting local celebrities, such as

sports figures, to donate time and/or money to the Worthy Wage Campaign.

Renewed Attention to Federal Child Care Policy

Campaign activists are also devoting much of their attention this year to the federal level, as many major decisions on child care policy will be made in Washington in 1994 and 1995. Not only will the Clinton administration's health care and welfare reform programs have a significant impact on the child care workforce, but two major programs—the Child Care and Development Block Grant, and Head Start—are up soon for reauthorization in Congress. (See the Campaign's "Issues Platform," page 2.)

While the Block Grant program has suffered thus far from a relative lack of attention to enhancing child care quality (including increases in

staff compensation), it also carries strong potential for improvement during this round of reauthorization. We must also recognize that the entire program is politically vulnerable, lacking the wide Congressional support enjoyed by other programs such as Head Start. While progress has been slow in most states in obtaining Block Grant funds for child care compensation, there have been some significant successes, including the Quality Enhancement Grants program in Wisconsin, and Mentor Teacher programs linking training with improved compensation in California, Minnesota, and North Carolina. It will be very important this year for Worthy Wagers throughout the country to fight not only for the Block Grant's survival, but to ensure

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and more!



Reprinted from *A Field Guide to the U.S. Economy*, The Center for Popular Economics, Pantheon Books, 1987.

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an expansion of its efforts to address child care quality.

The Worthy Wage Campaign is calling for 25 percent of Block Grant funds to be set aside for quality enhancement activities, with half of these funds earmarked for improving compensation. (The current set-aside for quality enhancement is five percent.) Since these federal Block Grant funds are distributed to the states for their own planning and allocation process, we are also encouraging child care advocates to call at the state level for a greater targeting of quality enhancement funds to staff compensation and training needs.

For the Head Start reauthorization, activists are emphasizing the need to protect the program's "quality reserve" funds. The National Head Start Association in a recent report called for significant funding increases, as well as funding for any new Head Start slots at levels that assure quality services, including decent salaries and benefits for staff. (To obtain a copy of the report, see "Resources," page 7.)

State and Local Activities

For 1994, Worthy Wagers are concentrating on three goals at the state and local levels: strengthening their local campaigns; building a program of activities throughout the year, rather than only on Worthy Wage Day; and developing both short- and long-term strategies for success. Here are a few examples of what's under way:

The Michigan Worthy Wage Coalition is promoting a statewide "Job Shadow Day" at child care programs, in which local corporate, political and community decision makers are invited to "tag along" with a teacher, provider or director for a day. The purpose of the event, planners say, is "to demonstrate in a hands-on manner

the working environment for child care providers, the arduous nature of the work, and the responsibility that they hold, and to very clearly demonstrate that this is not babysitting!" The idea was modeled in part after Chamber of Commerce activities in which high school students are invited to "shadow" a business executive for a day, and the Ms. Foundation's highly-publicized "Take Your Daughter to Work Day" in 1993.

Hawaii's Coalition is currently seeking to tap into the sizeable funds generated each year by Honolulu's new convention center, by urging the creation of a salary enhancement grants program for accredited child care centers. They are also encouraging centers to convert to a sliding fee scale in order to raise the "market rate" for state reimbursement to a level more in line with actual program costs.

In Seattle, a Child Care Staffing Task Force has been working for the past two years, with extensive input from the Worthy Wage Coalition, to develop a coordinated local response to the compensation crisis. Formed in March 1992 by the Seattle City Council and Mayor Norm Rice, the Task Force will present its recommendations at a community dialogue on Worthy Wage Day and at other gatherings in April and May.

We also urge you to keep the national Campaign office posted about Worthy Wage plans in your community for 1994. Be sure to send in your activities form from the *Action Packet* by March 10 so that we can include you in the activities and contacts list sent out to the media for Worthy Wage Day. And please call us to discuss any ways that we can help!



For more information please call
1-800-U-R-WORTHY
(1-800-879-6784)

WORTHY WAGE CAMPAIGN ISSUES PLATFORM

Our goal in 1994 is to make every policymaker in America aware of the link between quality and compensation in early childhood programs. You can help us reach this goal by sending a copy of this platform to your local, state and federal policy makers. Let them know how the current system affects you — as parent, teacher/provider, administrator, advocate or student. Ask them to consider supporting legislation aimed at addressing the child care crisis in America. (For additional copies of this platform, please call us at 1-800-U-R-WORTHY.)

1. Health Care. Assure that there is universal and comprehensive health care coverage for all. The emerging national health care plan must address the unique needs of the early childhood work force, and must not reduce current wage rates or place undue financial burden on early childhood programs or the work force itself.

2. Quality Improvement Funds. Insist that all new and existing federal and state funding for early care and education, including the Child Care and Development Block Grant, mandate funds specifically for quality improvements, and that a portion of those funds be designated for improving the compensation of the early childhood work force.

3. Reimbursement Rates. Remove all restrictions on reimbursement rates for services which institutionalize the poverty-level wages of the early childhood work force. Reimbursement rates should be equal to the cost of providing the services. This cost must include appropriate levels of compensation for the work force.

4. Affordability to Parents. Restructure governmental assistance to parents in order for early care and education services to be more equitable. The level of support for all families must be the difference between the amount parents can afford (based on income, family size, and ability to pay), and the true cost of the service. We must eliminate the assumption that fees for services can be calculated solely on parents' ability to pay. All families and children deserve access to high-quality care, which includes justly compensated teachers and providers.

5 Educational Opportunities. Promote the necessary skills for child care employment by increasing access to higher education opportunities to the diverse population comprising the early childhood work force, and ensure compensation commensurate with education. Increasing access to higher education implies that there will not be economic barriers for the trainee, and that multilingual opportunities and materials will be available. Expand loan forgiveness, grants and other programs, both to those currently employed in the early childhood field and to those considering such a career.


CALLING ALL COALITION MEMBERS:

Please send in your activities form ("Form for reporting Worthy Wage Day actions to the national Campaign", page 25 of the 1994 Action Packet) by March 10, 1994 so that you can be included in the campaign's Worthy Wage Day Media kit, which includes a state-by-state activities and contacts list. This kit has been critical each year in helping local campaigns get broader media coverage! (For a copy of the form, call 1-800-U-R-WORTHY.) ❖

VOICES FOR WORTHY WAGES

Recently we talked to a diverse group of Worthy Wage Campaign members about how they've been involved and what changes they've seen or made as a result. Here's what they had to say:

Tara Ebben, Family Child Care Provider, Neenah, Wis. "The first year, many providers in my community participated in a downtown parade. Last year they rented a bus to take them to a rally at the state capitol. My child care parents understand the situation much better now: they readily accepted an increase in my fees, and some now get help from their employers to cover child care costs. Most importantly, parents understand what I do. They see me as a professional, not as someone who watches soap operas and babysits.

Sue Britson, Director, Step One Nursery School, Berkeley, Calif. "The Campaign has helped our administration and staff to become allies rather than adversaries. Teachers have gained a deeper understanding of the compensation crisis, recognizing that the root of the problem lies beyond our center. At the same time, the Campaign compels me to use every opportunity to improve salaries. Parents now are much more involved. They've seen our turnover rate fall from 30 percent to 10 percent in three years, and they are willing to forego new climbing structures and toys to ensure consistent caregivers for their children. For my part, I've learned how to restructure our benefits with a flexible spending account to make more pre-tax dollars for dependent care and health-related expenses available to teachers. I also provide release time to teachers to work on the Campaign—their increased sense of dignity from working to upgrade their job enhances our entire center community."

Connie Payne-Collins, Head Teacher, Vanderbilt Child Care Center, Nashville, Tenn. "The biggest change here has been with parents. They mistakenly thought that we were well paid because child care is expensive. They know we need more to stay on the job (we've received a small raise), yet don't want to pay higher tuition. So they've joined us—last year they took off work and participated in a rally calling for

more state money for child care. On a personal level, it's devastating to me that people who deliver pizza earn more than those of us who are caring for the future. That's why I'm in the Campaign—to get people to understand that we are teachers just like those who work with older children, and that we deserve the same pay and benefits."

Pat Mucci, Head Teacher, South Middlesex Opportunity Council, Framingham, Mass. "I was frustrated by all the turnover I had witnessed in the last ten years and by the constant task of training new, increasingly less experienced co-workers. I learned about the Campaign at Wheelock College. My instructor helped me realize that it's my professional responsibility to strive for better wages and working conditions—that quality care requires it. Last year we developed a salary schedule here which bases our pay on education and years of service. We all ended up with raises! This coming year we will be working to equalize salaries, not only across the many types of child care our agency provides, but also with secretaries and others in the agency who make considerably more, often with less education. In a word, the Campaign keeps me going. Together, I think we can make a difference."

SPECIAL THANKS TO:

Ms. Foundation for Women, for a three-year grant which will allow us to hire a full-time coordinator/field organizer for the Worthy Wage Campaign, and to promote our policy agenda for the child care work force at the national level. This grant is the largest in the Ms. Foundation's history. Details on the new Campaign coordinator position will follow soon.

Threshold and Norman Foundations, for their general support of the Worthy Wage Campaign.

Rockefeller Family Fund, for its general support of the National Center and the Worthy Wage Campaign.

Seattle Worthy Wagers Margie Carter and Deb Curtis for devoting their summer to completing the Campaign's excellent new 15 minute video, Making News, Making History. (See "Resources" on page 7 for information on how to get a copy.)

Who's the National Center?



The National Center for the Early Childhood Work Force (NCECW) serves as the national coordinator of the Worthy Wage Campaign. We are a non-profit resource and advocacy organization committed to improving the quality of child care services through upgrading the compensation and training of child care providers.

The Center is an outgrowth of the Child Care Employee Project, founded in 1977 by teachers in the San Francisco Bay Area concerned about the low pay and status of their work. Over the years, we have become recognized as the foremost national clearinghouse on child care staffing issues, as well as a leader in advocating for better regulation and funding of child care services. We also produce a variety of resource publications, including the *Compensation Initiatives Bulletin*, a triannual report on major public policy issues affecting the child care work force.

With input from Coalition member groups, we are responsible for developing general information and media packets, updates and other materials such as T-shirts and buttons for the Campaign. The National Center convenes the Campaign's Steering Committee, and responds to information requests about the Campaign from around the country.

This year, we are moving our office from Oakland, California to Washington, D.C. During the transition, our Oakland office will remain open through June 1994. Please call or write us for a copy of our Publications List, or for any other information about our programs and services.



For more information call 1-800-U-R-WORTHY or 510-653-9889. Or write: NCECW, 6536 Telegraph Ave., Suite A-201, Oakland, CA 94609.

HIGH FIVES...

Thanks to **Marian Wright Edelman**, President of the Children's Defense Fund, for her editorial in the August 1993 issue of *CDF Reports*, entitled "Our Child Care Teachers: Underpaid and Undervalued." In it she wrote, "Once we decide as a nation that children must be our first concern, we will make sure that child care workers' salaries reflect the supremely important contributions they make to the nation. It's part of our job as child advocates to use every opportunity to make sure that day arrives, and soon."

Congratulations to **Pennsylvania activists** on the recent passage of a statewide Early Childhood Education Loan Forgiveness Program, which will "forgive up to \$10,000 in education loans for individuals who earn an Associate or Bachelor's Degree, and who work in one of Pennsylvania's licensed child care centers or group day care homes."

A salute to **13 Kinder-Care employees in Raleigh, N.C.**, who risked their jobs by staging a protest over low wages (averaging \$4.25 to \$5.46 an hour) and demanding a raise of 20 cents an hour that had been

promised by a former director. Their protest also cited unclean facilities, the lack of staff incentives, few substitutes to allow for time off, and "a poor working environment."

Thanks to **Working Mother** magazine, for the excellent article in its August 1993 issue, "How Can We Keep Good Caregivers?," highlighting the Worthy Wage Campaign and the work of the National Center.

AND LOW BLOWS...

No thanks to **Kinder-Care**, who dismissed most of the 13 North Carolina employees when they refused to return to work in protest over "raises" as low as 1 cent an hour.

And lastly, **no thanks to NA-EYC**, widely (and deservedly) recognized for its efforts to combat cultural and racial bias in early childhood classrooms, for scheduling its 1994 conference during Hanukkah.



MAKING NEWS ON WORTHY WAGE DAY: *Tips on Gaining Media Attention*

Many local campaigns have been very successful at gaining media coverage for their rallies, parades and other Worthy Wage Day events. Last year hundreds of local and national articles and news stories resulted from their efforts. This year, to expand on this growing attention to child care work force issues, we are highlighting the effort to get Congress members, local policy makers and celebrities involved. Consider the following for your Worthy Wage Day media plan:

1) Find out when your Congress members (both Senate and House) will be in their home offices, and request a half-hour meeting. Do the same with other local and state policy makers.

2) Select a few members of your group to attend this meeting, during which time you can lay out the basic information about the child care staffing crisis. Consider showing the 15-minute video, *Making News, Making History*, which chronicles the first two years of the Campaign and can be a great way to kick off discussion. Bring a few key resource materials, such as data from the 1992 update of the *National Child Care Staffing Study*, and any local salary and benefits data if available.

3) Ask the Congress member/policy maker if he or she will work as a child care provider for one hour on Worthy Wage Day, or on another day that is convenient. Ask, too, whether he or she would be willing to participate

in a news conference immediately following.

4) During the news conference, present your specific Campaign proposals and ask the policy maker to comment on them or to pledge support. You could also use this opportunity to present your "invoice" to the state or federal government, representing the subsidy that child care workers contribute through their low wages. Most likely, the policy maker will appreciate the public exposure, and the media will be interested in the combination of local activists and policy makers working on a vital issue that affects the whole community.

5) In addition, consider inviting any celebrities who live in your area, such as professional athletes or people in

the entertainment field, to work in a child care program for an hour, and to donate the difference between their hourly earnings and those of a child care provider to your local Worthy Wage Coalition. You might also hold a news conference at the child care program at the end of this hour.

We've heard from activists in other fields that they have successfully used such approaches to gain media coverage and, ultimately, the support of local policy makers and other public figures. Be sure to keep the national Worthy Wage Campaign office informed about your media efforts, and what's worked best and least in your community.



NEWS FROM THE NAEYC CONFERENCE

Once again this year, the Worthy Wage Campaign was present in large numbers at the annual NAEYC conference, held in November in Anaheim, California. The opening keynote began with a premiere screening of our new Campaign video, *Making News, Making History*. At the "Membership Expression of Opinion" session on Friday afternoon, November 12, one NAEYC member made a suggestion from the floor that the organization donate \$1.00 per member to the Campaign. In response, speakers throughout the rest of the session spontaneously began giving \$1.00 after their testimony and encouraging NAEYC to match it. Baskets began to circulate through the room, and over \$300.00 was collected for the Campaign. Another NAEYC member also suggested that conference exhibitors donate 1 percent of their NAEYC sales to the Campaign, and we were very gratified when Donnelly/Colt, a manufacturer of buttons, bumper stickers and other materials, did so with a \$35.00 contribution. Kate Donnelly of the company wrote: "Great idea—I'll start this year by giving one percent of my gross sales. I hope you get others to do the same."

formalized its transi-

tion to the National Center for the Early Childhood Work Force, the Child Care Employee Project held a very well-attended "farewell" party and fundraiser at the Anaheim conference, raising over \$2,300.00 for the Center's endowment fund. (The fund now totals almost \$8,000). Our thanks to all who attended and contributed, and to Ben and Jerry's, Scholastic, Inc., The Gap, and Environments, Inc., who donated raffle prizes for the event.

Also during the conference, the National Center launched a new *Leadership Empowerment Action Project (LEAP)*, convening a two-day roundtable discussion among 20 experts in leadership and advocacy training, both from within the early childhood community and from other fields. Based on that discussion and the experience of LEAP participants, we will now develop a curriculum for training early childhood teachers and providers to become more effective leaders and advocates. The curriculum, which will include written materials and learning aids, will then be field tested in several communities, finalized, and distributed throughout the Worthy Wage Campaign and the early childhood field. We envision the LEAP project, which we've be-

gun with help from the Trio Foundation, as a cornerstone of all our efforts to strengthen the Worthy Wage movement, and we'll keep you up-to-date about it in future newsletters.

Meanwhile, NAEYC has released a new position statement on "*Compensation Guidelines for Early Childhood Professionals*." The guidelines call for professionals in all child care settings to receive compensation that is equivalent to that of other professionals with comparable training, experience and job responsibilities. They also encourage incentives and rewards for those who receive additional training, as well as the creation of career ladders and adequate benefits packages. The brochure (NAEYC #546) is available for 50 cents from NAEYC, 1509 16th St. N.W., Washington, DC 20036; (800) 424-2460.

Finally, we'd like to address a recurring confusion that we've noted among NAEYC members and others in the field—namely, what's the difference between the Worthy Wage Campaign and NAEYC's Full Cost of Quality Campaign? Are they duplicating their efforts, and should they be merged? In fact, sometimes they *have* become a combined activity, especial-



Marcy Whitebook, Executive Director of NCECW, collects basket of money for the Worthy Wage Campaign with help from Lillian Katz, NAEYC President.

ly through local and state NAEYC affiliate groups' QCA (Quality, Compensation and Affordability) committees. But while the goals of the campaigns are completely compatible, and we encourage this collaboration, we also see a basic difference in purpose between the two. "Full Cost of Quality" is primarily a public education campaign to explain the finances of child care to parents and others, and to argue for child care funding that meets true costs.

The Worthy Wage Campaign, on the other hand, is primarily an activist grassroots effort by teachers and providers to advocate for an upgrading of their professional working conditions. Both campaigns are essential to the early childhood field, and we look forward to working together even more closely in the future.



SPOTLIGHT ON...

KATE ASHBEY

**Worthy Wage Program Associate
National Center for the Early
Childhood Work Force**



If you've ever called the national office to ask for assistance, advice or information about the Worthy Wage Campaign, you're no doubt familiar with the friendly, energetic voice of Kate Ashbey. Kate began as a volunteer for the Child Care Employee Project in 1990, and has been working on the Worthy Wage Campaign since it began—managing the membership system and other day-to-day affairs, developing *Action Packets* and campaign products, participating in the local Bay Area campaign, and communicating to the field about the Worthy Wage movement's goals and directions.

Except for a maternity leave this spring, Kate will

continue working at the Oakland office through June. Then, this summer, she'll move with her family to rural northern California—but hopes to remain active in the California Worthy Wage Coalition, which is still in its initial planning stages.

Before coming to work full-time for the Campaign, Kate taught young children in a variety of settings, including a toddler program, a mixed-age program for two to four year olds, a college lab school, an afterschool center, and a science program for first and second graders. She earned a Master's degree in Early Childhood Education from Mills College in 1990. Recently we asked Kate to reflect on

her work with the Worthy Wage Campaign and what she has learned from it. Here is some of what she had to say:

"My favorite part of the job is being a resource—helping people get the information they need to make a difference. It will be really exciting when the campaign is able to have people like that in every state and community, who can get the word out on the local level, as well as a stronger national office promoting the Campaign throughout the child care field.

"The Campaign has taught me how to be an organizer, how to get people motivated and inspired to act. In many ways the worthy wage issue speaks for itself; people 'get

it.' But I don't see the campaign as being only about wages. Of course that has to be a big part of it—but it's also about how we value children in our culture, as well as parents and parenting. It's exciting and energizing to come to work, but it can be overwhelming, too, to think about what we're taking on and trying to change. It's an entire cultural value system that needs to be challenged.

"In order to succeed we'll need more and more people working on many different fronts, taking on goals, however small, and working hard to achieve them. It will take dedicated people who'll continue to make worthy wage issues prominent in the whole child care debate." We thank Kate for all her great work—and we know we'll keep relying on her leadership and skill as the California Worthy Wage Coalition continues to grow.

(We'd like to make this Spotlight column a regular feature of the *Worthy Wage News*. Please contact us with suggestions about people in the Campaign—especially teachers and providers—that we should write about.)



PARTNERS FOR WORTHY WAGES: WHAT PARENTS CAN DO

One of the challenges of building a Worthy Wage Campaign in your community, or at your child care program, can be to involve parents as your partners and allies. Since child care is often expensive, parents might assume that their child's caregivers are reasonably well-paid; or if they hear teachers and providers talking about better compensation, they may feel threatened or defensive, as though they are being asked to solve the problem alone. Here are a few things you can do to turn a possible conflict into a partnership:

- **Emphasize common ground.** Parents and staff are both experiencing a child care crisis: for most parents, high quality care is unaffordable, and for most staff, child care wages are unliveable. Some programs will be able to raise their parent fees in order to improve wages and benefits—but make it clear that the issues go far beyond your pro-

gram. Talk to parents about the need for more public and corporate funding of child care, and how they can work with you to press the issues. Urge them to join you at rallies, parades, lobbying days, news conferences and other Campaign events. The presence of parents in the Campaign makes an enormous difference.

- **Talk about turnover.** In the campaign video, *Making News, Making History*, one parent is shown testifying at a hearing about how many different teachers her children have had. The length of her list is quite startling—and yet it's not an uncommon experience. For many parents, staff stability is the number one issue when they think about quality care for their children, and they understand the negative effect on children of constant turnover. Try showing the video at a parent meeting to get a discussion going; you might even ask parents to try listing all the providers their children have had.

- **Start a letter-writing campaign.** Since one of our goals for 1994 is to make every politician in the United States understand the child care staffing crisis, parents are crucial in spreading the word. Ask all the parents in your program to write their Representatives and Senators, both at the state and federal levels. Many policy makers are influenced most when they hear from child care consumers about the crisis of wages and affordability; they might feel that teachers and providers are just another "pressure group" fighting for their own individual economic concerns. Encourage parents to write letters to local newspapers, too, and to call in to radio talk shows.

- **Ask parents to talk to their employers.** Most employers have responded to child care needs only after hearing from a sizeable proportion of their work force. While large employers have tended to be the most involved in contributing to child

care programs, smaller employers can help, too. Perhaps they can initiate a DCAP program, for example, which gives employees extra pre-tax dollars to pay for child care. Ask parents to wear a button to work on Worthy Wage Day and to talk about the importance of quality child care—or encourage them to take the day off and join in your local campaign events.

Wherever they go, parents can be your best allies in spreading a very basic, simple message: "I'm a parent, and I want my child care provider to earn a worthy wage!"



\$ FUNDRAISING TIPS FOR LOCAL CAMPAIGNS

Like all activists for social change, every Worthy Wage group faces the constant challenge of raising the financial resources to support the basics of organizing: copying, mailing, phone-calling, and the coordination of community events. And of course, except for those who receive some paid release time from their child care programs to work on the Campaign, virtually all organizers' time is volunteered, because of the lack of funding for paid staff.

Our new membership structure (see chart) is designed to help you raise more funds locally, by making it easier and simpler to attract members. In fact, your best bet for a local funding base may be to conduct an ongoing membership drive, constantly encouraging teachers, providers, parents and others in the community to join the Campaign. And while the following is by no means an exhaustive list, here are a few more ideas:

Events:

- **House Party.** To organize a house party you need a mailing list of people who can pay to attend an event. There is very little up front cost, but there is volunteer time. This might be a good project for the Junior League or some other fundraising group. You'll need a known performer who will appear for free to attract an audience. The fundraising committee is responsible for getting food and drinks donated, and for printing and mailing invitations. In California, we charged \$25 per person, but asked people to contribute an extra \$25 so a child care teacher or provider could attend. We grossed about \$5,000 in one evening. We raised enough money for 50 teachers and providers to attend for free.

- **Children's Theater.** If there is a performing arts center in your community which puts on children's shows, they will often sell batches of tickets at half price to a group trying to raise money. The up front cost is the price of the ticket and volunteer time. If you have a poster or any promotion done, that might be

extra. Volunteers and outlets (like book stores and toy stores) sell the tickets and have food donated to sell at the performance. In California, a friend designed a beautiful poster for free so all we had to pay was the printing cost. We made about \$1,300 on tickets, food and product sales.

Grants:

- **National Network of Women's Funds.** This is a membership organization that networks and promotes the development and growth of women's funds that empower women and girls. For a membership directory, call the National Campaign at 1-800-879-6784. There are local funders in most areas.

- **Women's Bureau.** The US Department of Labor has ten regional Women's Bureau offices around the country. These offices have access to discretionary money to grant to projects aimed at empowering low wage women. For a list of regional offices and basic proposal guidelines, call the National Campaign at 1-800-879-6784.

- **Billboard grants.** Many billboard companies will donate space to non-profit agencies. While it is a useful public education tool, it has some limitations and requires some investment. For example, most companies will not allow groups to put a date on their signs, because they reserve the right to post it at any time. They also charge an installation fee, depending on the size of the billboard — up to \$120 per sign. To find out more, look in the yellow pages of your phone book under Billboards. Call the companies listed and ask if they donate space to local charities. If they do, ask for an application to be mailed to you.

- **Quality, Compensation and Affordability Action Grants (formerly Compensation Action Grants).** The National Association for the Education of Young Children (NAEYC) has a grant program specifically for initiatives aimed at improving salaries and working conditions, or developing public education tools to promote awareness about the problem. You must be an NAEYC

WORTHY WAGE CAMPAIGN MEMBERSHIP BENEFITS

All individual members receive:

Worthy Wage News
•
Discounts on NCECW Publications
•
National membership card
•
Individuals can subscribe to the Compensation Initiatives Bulletin and quarterly mailings from the Worthy Wage Campaign

All organizational members receive:

Worthy Wage News
•
Discounts on NCECW Publications and bulk rates on Worthy Wage Products
•
Compensation Initiatives Bulletin
•
Quarterly mailings from the national Worthy Wage Campaign

QUESTIONS? CALL US AT 1-800-U-R-WORTHY

member to apply, and the grants are usually \$1,000 or less. For an application, call NAEYC at 1-800-424-2460.

- **Kiwanis International.** Kiwanis is a volunteer organization with international, national, regional, state and local chapters. Each year the international group identifies a priority area for the local groups to focus on in their community service activities. Two years ago they identified young children as a high priority, but expanded it beyond the normal one year period indefinitely. In many communities they are quite aware of problems facing the child care system and are eager to help. For more information, call their toll-free number at 1-800-879-4769.

- **Other foundations.** There are foundations around the country that specialize in funding local grassroots causes like the Worthy Wage Campaign. If you are interested in obtaining a list of these funders, please contact the National Campaign at 1-800-U-R-WORTHY. Also, The National Center has a generic Worthy Wage Campaign proposal for local groups to use. It describes the basic history of the campaign and its essential objectives. If you would like a copy, please call and request the "generic Worthy Wage proposal".

RESOURCES

Worthy Wage, a song tape written and performed by Jim Marshall for the Santa Cruz (Calif.) Worthy Wage Campaign, is available for \$6.00 (including tax and shipping) from Alley Productions, 443 Seventh Avenue, Santa Cruz, CA 95062; (408) 479-0667.

Making A Career of It: The State of the States Report on Career Development in Early Care and Education is now available (full report or Executive Summary) from The Center for Career Development in Early Care and Education, Wheelock College, 200 The Riverway, Boston, MA 02215; (617) 734-5200 ext. 211. Among the five elements in its vision of a quality career development system is a statement on professional recognition and rewards: "Increased knowledge and skills in early care and education should be rewarded with increased responsibility, compensation, and status."

Investing in Quality: The Impact of the Head Start Expansion and Improvement Act of 1990 in its First Year of Implementation has been released by the National Head Start Association, 201 N. Union St., Suite 320, Alexandria, VA 22314; (703) 739-0875. Among the findings from its survey of 314 programs: Head Start salaries increased faster than inflation for the first time in memory, but the overall 7% increase is relatively modest when it is considered in actual dollars. While the average annual teacher salary is projected to have increased by \$905, it still resulted in an average salary of only \$13,486 per year.

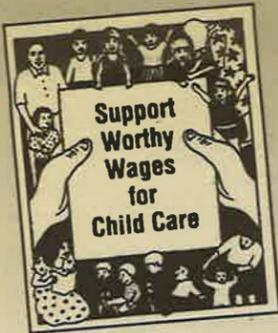
School-Age Child Care: An Action Manual for the 90s and Beyond, by Michelle Seligson and Michael Allenson, is a newly revised and expanded second edition of a pioneering book in the school-age field. Published by Auburn House, 88 Post Road West, Box 5007, Westport, CT 06881; (800) 225-5800.

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More INFORMATION

Please note:

The Worthy Wage Campaign now has a toll-free number, 1-800-U-R-WORTHY (1-800-879-6784) in order to give members easier access to the Campaign office and to help us stay in closer touch with all of you. Please give us a call! Let us know what's happening in your community, and how we can help. (To make the toll free number affordable, we are asking you to keep your calls to ten minutes or less. Thanks!)

Save these dates:

The next Worthy Wage Coalition annual conference will be held June 4-5, 1994 in Chicago. Details will be sent to all Coalition members in March.

THE WORTHY WAGE CAMPAIGN is a national grassroots effort to mobilize the child care work force to advocate for high quality early care and education services for all families, without relying on the poverty level wages of teachers and providers. The Campaign is coordinated by the National Center for the Early Childhood Work Force (NCECW), a national resource advocacy organization dedicated to improving wages and working conditions for child care staff.

For more information, please call 1-800-U-R-Worthy or write: NCECW, 6536 Telegraph Ave., Suite A-201, Oakland, CA 94609.

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NOTE: During the transition to the new center, you'll notice we may use our old name on some materials.