



2024 Leadership Conference

#AWBCLead2024

<https://awbc.org/2024-leadership-conference/>

**Childcare: It's
Everyone's Business**



**Women's Business
CENTER**

**Empowering Early
Childhood Educators**

**MISSOURI WOMEN'S
BUSINESS CENTER**

a program of Central Missouri Community Action



**Why
Is Child Care
Everyone's
Business?**



Childcare Drives the US Economy

- Without sufficient child care, working parents can't be an active part of the workforce.
- The United States economy loses an estimated **\$122 billion** annually due to child care challenges.
- On average, businesses lose **\$1,640 a year** for each working parent due to lost revenue and hiring costs because of insufficient child care, totaling **\$23 billion** annually.

Cont.

- **77% of small business leaders** say access to high-quality, affordable childcare is essential to strengthening the economy and helping worker
- Investments in high-quality childcare and early learning programs can generate up to **\$7.30** per every dollar invested.
 - The availability of early childhood education programs attracts homebuyers and increases property values by **\$13 for every dollar invested** in programs.

-First Five Year Funds

Cont.



- Approximately 9% of parents voluntarily leave their job due to childcare issues.
- Challenges in the childcare industry affect business owners who are WBC's target customers.

Childcare Business owners are WBC's target market

- Throughout the nation, **90%** of childcare franchises are owned by women, **50%** of whom are women of color, and **92%** of all childcare workers in the U.S. are women.
- The median hourly wage in the sector was only **\$13.2**
 - U.S. Department of Labor



POWER



- **Without sufficient childcare, working parents can't actively participate in the workforce.**
- **Missouri's economy loses an estimated \$1.35 billion annually due to childcare issues.**
- **An estimated \$280 million is lost annually in tax revenue due to childcare issues.**



Care for the Economy:
Women Entrepreneurs'
Experiences with Childcare

Nation Survey of Women Entrepreneurs

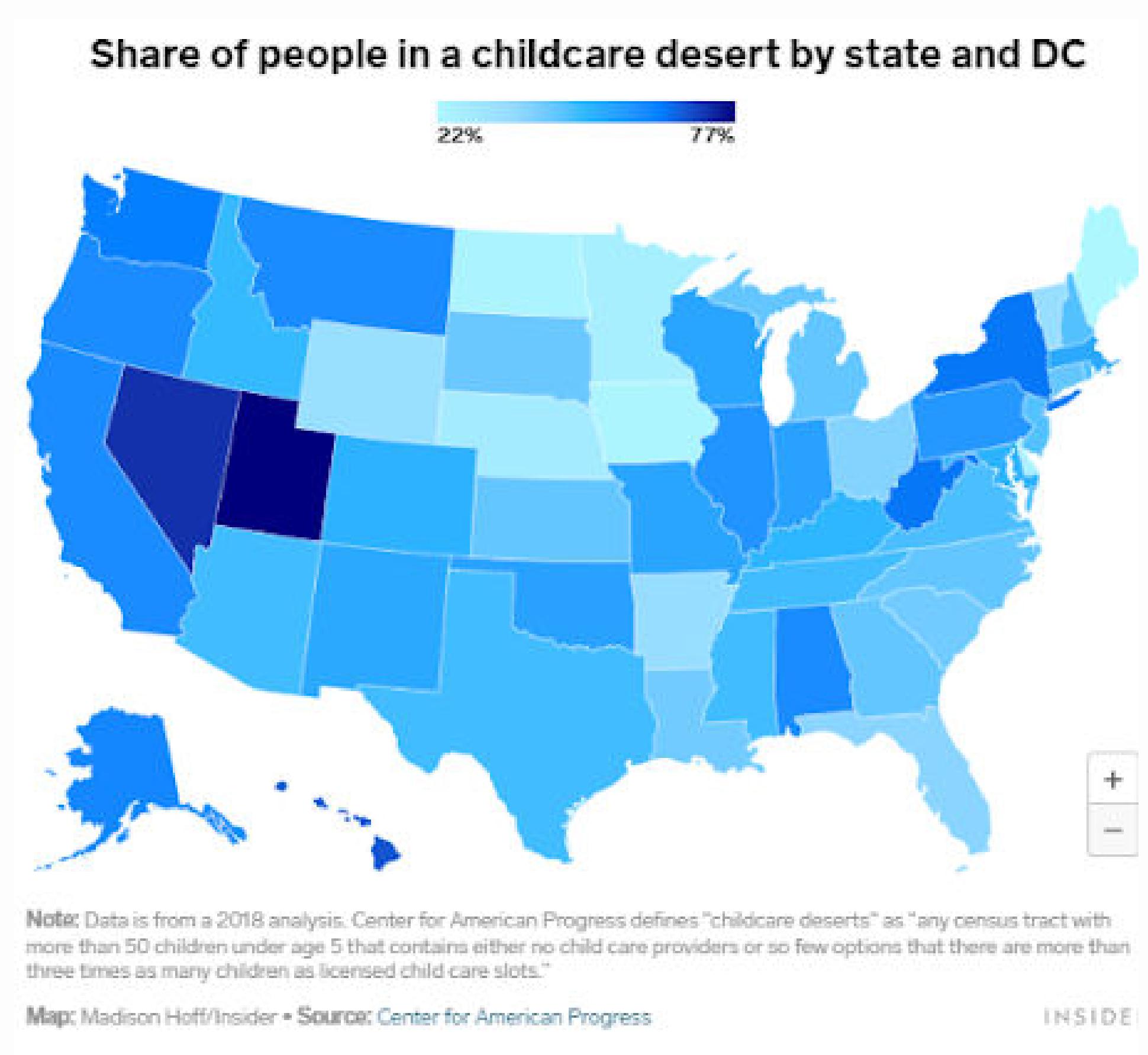
2024 Childcare Survey

1. More than half of women entrepreneurs with young children say that a lack of adequate childcare negatively impacts their business.
2. Women entrepreneurs say that they need flexible scheduling in childcare arrangements and care during non-traditional business hours.
3. Many women entrepreneurs piece together multiple types of care for their children. Formal care arrangements play a critical role, especially as businesses become more successful and demanding.
4. Women entrepreneurs are generally satisfied with the quality of childcare in their area, but they wish it were less expensive.

- **More than 12 million children younger than age five are in some form of childcare in the United States**
- **14.4 million - U.S. children 5 and younger have all available parents in the workforce and thus need care, Census data suggest. That's roughly 2 in 3 children in this age group.**

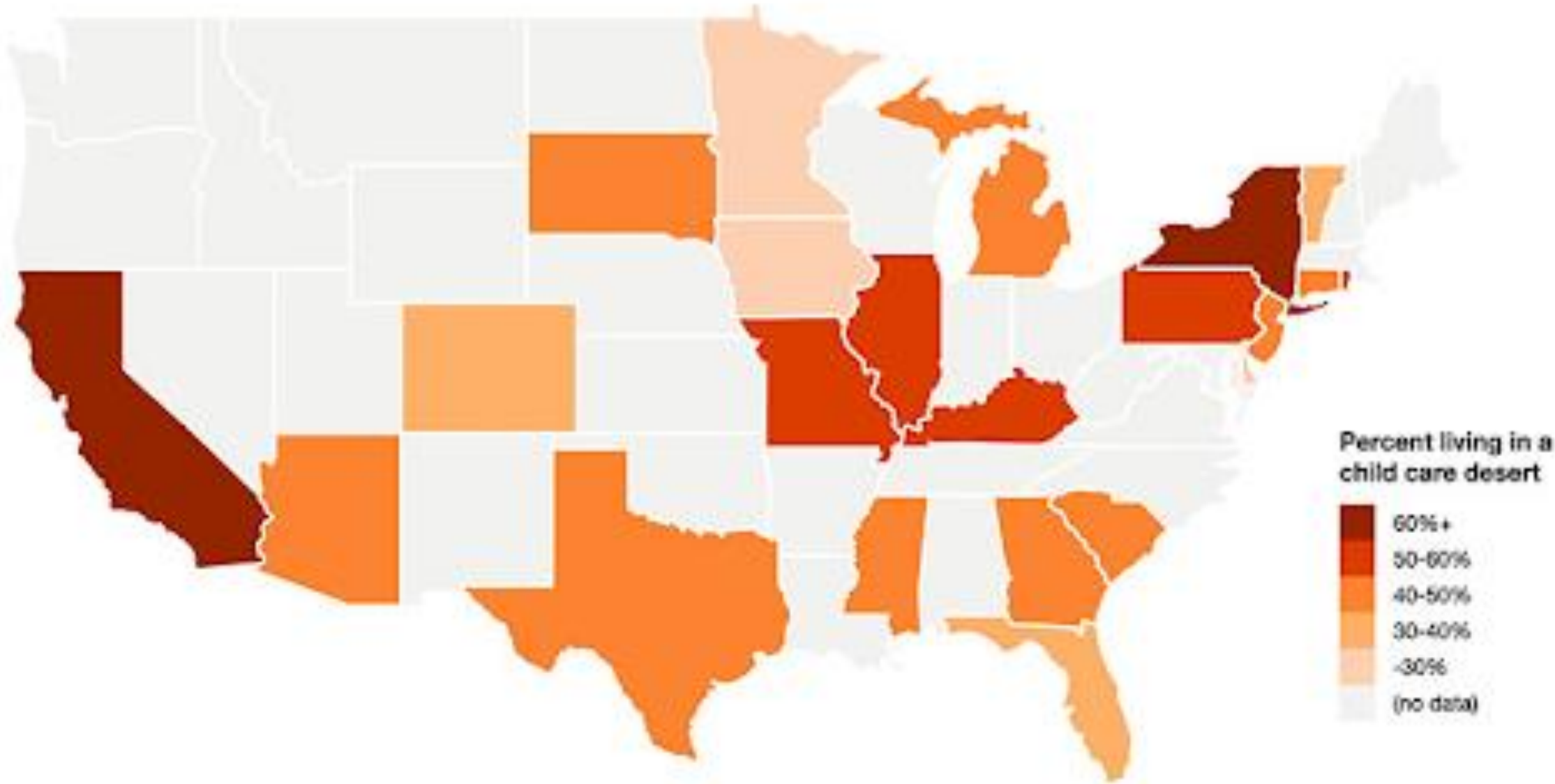
May 13, 2024

Need For Childcare Businesses



National Association for the Education of Young Children (NAEYC), nearly 50 percent of Americans live in childcare deserts, where there is a significant shortage of childcare providers.

**Need For
Childcare
Businesses**



Two WBC'S Approaches to working with Child Care Business Owners

- The Kansas Women's Business Center received a grant to "increase slots" in one Kansas county.
 - Missouri Women's Business Center received a grant to enhance community network & support.
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Focused on big issues in the Child Care Industry



What are some of the biggest business issues for Early Childcare business owners ?

Child Care Business Owners



- Not seeing themselves as business owners/entrepreneurs
- Solutions
- Shifting this paradigm by changing our language when counseling them e.g.
- Parent to customer
- Budgets to cashflow
- Provider to business owner/entrepreneur
- Fees as income
- Acknowledging that “loving children is great” but they can provide better/quality services if they get paid for their services

Workforce



- Finding and Keeping qualified staff
- Workforce is an issue in many if not all industries at this time.
- Operating as a business increases profits which allows them to pay better.
- Teaching them about hiring, onboarding, and retention.
- Subsidized fees for temporary services for Child Care workers

Cost

- Start-up cost for their business
- Modifications to meet licensing requirements.



Solution

- We awarded cash grants to pay for items required to get their license.
- We connected them to lenders in our area. We provided TA with loan applications.
- Contracted with a CPA firm to help the Child Care owners set up record keeping and financials.
- Workshops to teach record keeping and taxes

Liability Issues



- Lack of awareness about the need for insurance.
- Injury to customers or children, accusations of abuse and neglect, responsibility for the child during business hours.
- Childcare liability Insurance is hard to find, and is becoming expensive
- Many companies do not offer it.

What are we doing?

Child Care Business Curriculum



Business Education
Lots of focus on financials and risk management
Individual Consultation
Workshops
Access to a CPA firm
Discounted temporary staff
Cash funding/grants
Community Support

What are we doing?

- Empowering
- Bridging Connections
- Creating Support
- Advocating
- Seeking Funds



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Empowering Early Childcare Educators

The Importance of Empowerment:

- Early childcare educators play a crucial role in shaping the future. Empowering them as business leaders helps elevate the profession and addresses challenges from a strategic standpoint.
- Business skills such as financial management, marketing, and leadership are essential for running successful childcare centers.

Cohorts, Classes/Workshops, and Coaching:

- Set up groups or programs that help childcare educators learn business skills.
- Offer workshops on topics like managing finances, marketing, and leadership.
- Provide one-on-one coaching to help with specific challenges.

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Bridging Connections with State & Local Resources

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Why Connect?

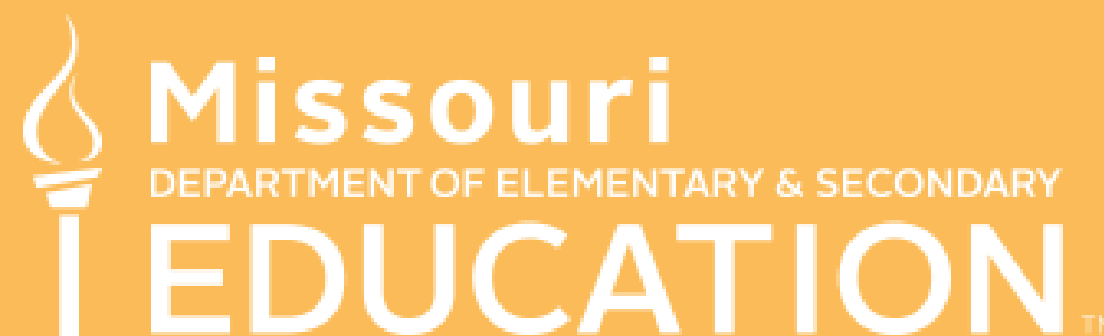
- Helps childcare centers access the support they need to succeed.
- Builds trust with the community and centers.

How to Connect:

- **Work with State and Local Organizations:**
 - Partner with local and state groups that offer resources and support for childcare businesses.
 - Use these connections for advocacy, funding, and community support.

Steps to Take:

- Attend local and state meetings related to childcare.
- Connect with organizations like early childhood education associations and local business groups.



Creating Supportive Networks

The Need for Community:

- Having a supportive network allows childcare professionals to share their experiences and find solutions together.

Monthly Cohorts:

• Set Up Monthly Meetings:

- Organize regular meetups or online groups where childcare professionals can connect and support each other.
- Focus on sharing best practices, discussing challenges, and offering support.

Benefits:

- Strengthens professional relationships, fosters a sense of community, and encourages ongoing learning.





Advocating for Childcare Businesses



The Role of Advocacy:

- Advocating for childcare helps shape policies that support the industry and improve conditions for everyone involved.

How to Advocate:

- Get Involved in Policy:
 - Join advocacy groups, attend policy meetings, and speak up to policymakers about the needs of childcare businesses.
 - Support policies that provide financial and operational support for childcare centers.



Exploring Funding Opportunities

Funding: Seek Out Grant Opportunities

1. Why Funding Matters:

- Adequate funding is crucial for the success and growth of childcare centers.

2. Finding Grants:

- Look for Grant Opportunities:
 - Research and apply for grants that support early childhood education and childcare.
 - Explore resources from organizations that offer funding for childcare.

3. Teach Early Childhood providers to seek:

- Small business grants
- Women owned grants
- Minority grants



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