



How Businesses Can Support Childcare!

Presenter:

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NWKansas CARES FOR KIDS

Early childhood education plays a pivotal role in the quality of life and economic health of a community. A lack of childcare options equates to fewer homes sold, fewer children in our schools, and recruiting difficulties for our businesses.

Established in 2021, NWKansas Cares for Kids are program initiatives of the **Dane G Hansen Foundation** and the **Norwest Kansas Economic Innovation Center** to address childcare issues in Northwest Kansas.



National Childcare Crisis

- Childcare expenses comprise 10% of a married-couple family's average annual income and 35% of a single parent's income.
- In most states, the price of childcare for two children exceeded annual housing payments by 28% to over 100%.
- The price of childcare for an infant in a center exceeded annual in-state tuition at a public university in 34 states.

Data from Child Care Aware of America

Kansas Childcare Crisis

- 44% of Kansas live in a childcare desert.
- 21 counties reported having no openings for infants and toddlers in 2021.
- 85,826 childcare slots needed in Kansas.

Data from Child Care Aware of Kansas



Kansas Childcare Crisis

- 87% of childcare providers work over 50 hours per week.
- 45% of family childcare providers are over the age of 50.
- The poverty rate for early educators in Kansas is 19.7%.
- Childcare providers are less likely than other workers to have access to benefits through their employer.

Data from Child Care Aware of Kansas

Ellis County Childcare Stats

- **1,456 children** under the age of six with both parents in the workforce.
- Current childcare providers are willing to accept **821 children**.
- **635 childcare slots needed in Ellis County.**

Data from Child Care Aware of Kansas



Ellis County Childcare Stats

- 8 Childcare Centers
- 74 Day Care Homes & Group Day Cares
- 1 Head Start Program



Ellis County Childcare Cost of Care

<u>Age Range</u>	<u>Weekly</u>	<u>Monthly</u>	<u>Yearly</u>
Infant Care	\$144	\$576	\$6,912
Toddler	\$137	\$548	\$6,576
Preschool	\$134	\$536	\$6,432
Kindergarten & Up	\$133	\$532	\$6,384
Combined Average	\$137	\$548	\$6,576

\$6,576 per child sounds like a lot, but considering most children are in care for 9 hours a day, the hourly rate is only \$3.04 per child.

Ellis County Childcare Economic Impact

On average, Ellis County families pay \$6,576 a year for 1 child in full-time childcare.

Currently there are 821 children in Ellis County childcare
 $821 \times \$6,576 = \$5,398,896$

An average of \$5,398,896 is spent on childcare in Ellis County each year.

Childcare Opportunities!



- Child Care Aware of Kansas Grants & Supports
- KDHE Waived Application Fees
- State Grants & Childcare Tax Credits
- Replicable Childcare Models

Childcare Opportunities!



- Community Collaborations
The Hays Childcare Committee meets monthly and is organized by the Chamber of Commerce.
- Start-up, Expansion and Sustainability Funding from Dane G. Hansen (non-profit childcare) and The Northwest Kansas Economic Innovation center, Inc. (for-profit childcare)

How can local businesses support childcare?



How can businesses help childcare?

Cash-Match Donations for Grants:

Most grants do not fund 100% of a childcare project.

They require a percentage of local dollars.

Businesses can donate cash to a community childcare project.

These donations can be tax deductible if the project is associated with a non-profit entity.

The Hays Childcare Committee is currently seeking matching funds for a grant from the Schmidt foundation!

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Technology Support

Internet Services

Phone Services

Computers or Tablets

Audio-Visual Monitoring

LCD Projectors

Promethean Boards

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Business Supports

Business Planning

Tax Services

Payroll Support

Billing Support

Financial Planning

Budget Development

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Marketing Support

Social Media

Web Design

Advertising

Printing Projects

Marketing Plans

Special Event Planning

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Retail Support

Food Purchases
Educational Supplies
Toys
Office Supplies
Playground Equipment

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Construction Support

Landscaping

Fencing

Site Clearing

Soil Testing

Soil Compaction

Exterior and/or Interior Construction

Utility Hook-Ups

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Health Care Support

Vision Screenings

Hearing Screenings

Dental Screenings & Education

CPR/First Aid Training for Providers

Health Safety Curriculum

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Safety Support

Smoke & CO2 Detectors

Fire Extinguishers

Child Proof Locks

Enhanced Security Systems (keyless entry systems)

First Aid Kits

How can businesses help childcare?

In-Kind Donations:

Businesses can provide free or reduced priced goods or services to childcare projects or providers.

Maintenance Support

Lawn Maintenance
Snow Removal
Handy-Man Services
Painting
Tree Maintenance
Garden Prep Work (tilling)

How can businesses help childcare?

Quality Experiences:

Businesses can provide educational tours or purchase tickets for educational activities for childcare facilities.

Tours of the Fire Station
Tickets to Plays
Tickets to the Pumpkin Patch
Circus Tickets
Movie Tickets
Museum Tickets

How can businesses help childcare?

Child Care Provider Support:

Businesses can provide goods and services to childcare providers.

Meals

Movie Tickets

Cash Stipends

Hair Care

Pedicure/Manicures

Massages

Gym Memberships

Participate in the Chamber Childcare Provider Recognition Event

Participate in your local childcare committee/coalition.

How can businesses support staff members with their childcare needs?



How can businesses support their staff?

Staff Support

Allow employees to periodically work at home when a provider or child is ill.

Offer a childcare emergency paid time off benefit (PTO).

Offer and promote Dependent Care Assistance Plans (DCAP).

Provide employer match of employees' DCAP deductions.

How can businesses support their staff?

Staff Support

Offer vouchers for a portion of childcare costs.

Reimburse a portion of childcare costs.

Subsidize summer programs for school-age children.

Adopt employees' childcare programs and donate repairs and consumable materials.

Reserve childcare slots for employees with local childcare providers.

On-Site or Near-Site Childcare

Businesses can create an on-site or near-site childcare facility exclusively for their employees.

Initial Steps

Designate an employee or committee to spearhead the project.

Research the needs of employees.

Analyze the pros and cons of offering childcare.

Evaluate the start-up and ongoing resources needed.

Consult the Experts (KDHE, Child Care Aware).

Research licensing models.

Identify funding options.

On-Site or Near-Site Childcare

Businesses can create an on-site or near-site childcare facility exclusively for their employees.

Important Considerations

On-Site, Near-Site or Off-Site?

Group Day Care or Child Care Center?

Who holds KDHE license? Provider or Organization?

Non-Profit or For-Profit Facility?

Probably the most important support for parents is an employer that is understanding and accommodating of childcare needs.





Questions?

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Thank You!

