

THE PROBLEM:

LACK OF QUALITY CHILDCARE IN THE NORFOLK AREA



WHAT ARE THE ISSUES?

- 433 children under the age of 6 are not enrolled in a private licensed or public preschool program in Norfolk.
- With Northern Hills closure, the gap is now closer to 600 children.
- According to a survey of parents in the Norfolk area 77.14% responded that they had difficulty finding local childcare
- 90% of these parents responded that availability was the biggest issue in finding care.



WHY THE GAP?

- Childcare employees are leaving the workforce because of low wages and lack of benefits.
- Current providers are unable to charge enough in tuition to cover costs and increase wages.
- These issues cause frequent employee turnover and provider burnout.

WHY IS IT IMPORTANT FOR BUSINESSES?

- With access to childcare, employers will have an increased stable labor supply as well as highly qualified candidates.
- Reduced absenteeism and turnover combined with employee productivity translate into immediate savings and increased profits for businesses.
- Workers are more productive when they know their children are cared for at a quality childcare location.



INVEST IN THE FUTURE

Every \$1 invested in early childhood education can save \$7 in the long term through reduced cost associated with remedial education, criminal justice, and welfare payments.

OUR SOLUTION:

LOCAL BUSINESS COOPERATIVE EARLY CHILDHOOD CENTER



WHAT WE PROPOSE

- A Cooperative Early Childhood Center model where businesses unite to meet a common goal: Providing a quality childcare solution for their employees and the community.
- How it works
 - Select as many childcare slots as your company is interested in obtaining.
 - Businesses commit to a guaranteed price per child that allows the co-op to break even based on anticipated annual costs.
 - Decide if and how much you subsidize these slots for your employee.
 - Multiple 20-150 child centers located across Norfolk all housed under the co-op umbrella
 - Businesses become co-op members and provide a childcare benefit to their employees while increasing community capacity.
 - Bonus: You have an opportunity to be a host site and have childcare facilities in your building supported and run by the co-op.



SUSTAINABLE MODEL

Our goal is to create an operating model with business partnerships to provide a sustainable solution to the childcare options that can be replicated throughout Madison County and the state of Nebraska.



MORE THAN JUST A DAYCARE

- Centers will provide curriculum based learning and will include children from infant through Pre-K.
- Step-Up to Quality level 5 certified.

WHAT YOU GET IN RETURN

- An opportunity to provide an attractive benefit to current and future employees.
- A shared solution to employee recruitment and retention that doesn't require you to run a childcare center or figure out the issue alone.
- Shared administrative costs, benefits, and risks across multiple sites.
- Access to high-quality early childhood education for your employees.
- An opportunity to help solve a difficult community issue by driving positive change in the local quality and capacity.