Investing in Child Care Strengthens Your Business!

How Businesses Can Invest in Child Care

- Provide employees with access to child care resources and referral services to help them evaluate and choose quality child care.
- Offer flexible and competitive wages, paid parental leave, and other benefits to employees with children, increasing retention and productivity.
- Provide financial assistance to employers to pay for child care expenses.
- Offer flexible benefit plans that allow employees to set aside pre-tax dollars to pay for child care expenses.
- Support the creation of direct child care services.

What does the child care industry have to do with economic development?

It’s a matter of sound economic investment!

"... every $1 invested in quality early child care and education returns $13 to public coffers, based on savings in social services and criminal justice expenses as well as increased tax collections from non-productive adults."

-Ruth Silverberg, former publisher of the Herald-Tribune's southern editions

We know that brain development from birth to five is critical to success in school and later in life. New research underscores the fact that preschoolers participating in quality early childhood education programs are more likely to stay in school and be ready for the world of work. Art Rolnick, senior vice president and director of research for the Federal Reserve Bank of Minneapolis, says of quality early childhood education, "it's the best public investment you could possibly make." I agree wholeheartedly.

Sally L. Pfeifer, Ed.D., Madera County Superintendent of Schools
Investments in the Child Care Industry...

Will generate immediate returns:

- Preparing children to enter school, ready to learn
- Allowing parents to work, attend college, and/or obtain vocational training
- Reducing employee absenteeism
- Increasing productivity and retention of employees

Will continue compounding future benefits:

- Long-term studies show that quality programs, particularly for low-income children, can reduce government spending by decreasing the following negative outcomes:
  - Juvenile delinquency
  - Need for special education
  - School dropout rate
  - Adult incarceration
  - Welfare participation
- Quality early education prepares our future workforce and raises lifetime earnings, increasing our future tax base.

On average, for each new dollar spent in the child care sector, the statewide economic impact is two dollars... For each new job created in the child care sector, the statewide impact is 1.9 jobs. 1

Research shows the earlier the investment, the greater the return.

The least expensive problem to fix is the one you prevent.

Kids who start behind stay behind.

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Economic Impact of the Child Care Industry...

Child Care is a Partner in Economic Development...

...Providing over $40 Jobs in Madera County!

Employment Comparison by Business Sector

- Food and Beverage Stores: 1006
- Transportation and Warehousing: 972
- Real Estate and Rental and Leasing: 910
- Child Care Industry: 843
- Wholesale Trade: 826
- Construction of Buildings: 816
- Finance and Insurance: 696
- Food Manufacturing: 682
- Motor Vehicle and Parts Dealers: 530

Sources:
- 2015 Economic Census - “The impact of ‘Number of Jobs in Madera County’”
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Boosting Madera County’s Economy by $39 million!

Revenue Comparison by Business Sector

- Office of Physicians: $60,224
- Building Materials and Garden Equipment: $50,950
- Automotive Body, Paint, Interior and Glass Repair: $40,760
- Child Care Industry: $29,543
- Accommodation (Lodging): $24,244
- Auto Parts, Accessories, Tire Stores: $22,819
- Offices of Real Estate Agents and Brokers: $17,968
- Personal & Laundry Services (includes Hair & Nails): $16,194
- Offices of Dentists: $15,298
- Offices of Other Health Practitioners: $12,286

Sources:
- 2012 Economic Census - “The impact of ‘Number of Jobs in Madera County’”
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Qualifying early care fosters brain development, including linguistic, cognitive, social and emotional capabilities that serve as building blocks for life.

"Children who are successful in their early years will be more likely to advance to higher education and job training as adults, creating a high quality workforce for Madera County."
- entire group, Madera County Workforce Development

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"Education is a foundation for successful productive citizens."
- Michael Kaltz, Madera County District Attorney

"Wise business leaders know that their biggest asset is morale, in a tight economy, it’s all the more important to make sure your employees are confident in the safety and care of their children."
- Bobby Kaltz, Economic Development Commission

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"Businesses that do not invest in education and development of their employees fall behind in today’s global economy."
- Committee for Economic Development (2004) as cited from Exceptional Returns by the Economic Policy Institute