

## The Child Care Industry Includes:

- **FAMILY CHILD CARE HOMES** providing licensed care in the home of the caregiver. The provider can care for up to eight children, depending on their ages. With an adult assistant, a family child care home can be licensed for up to 14 children.
- **CHILD CARE CENTERS** providing care for children all or part of the day. Centers can be small or large and can be operated independently or by a church or other organization and may include preschool enrichment opportunities.
- **HEAD START AND STATE PRESCHOOLS**, available to eligible families for children between the ages of three and five. Most of these programs are half day.
- **AFTER SCHOOL PROGRAMS**, available at many schools and other sites.
- **FAMILY, FRIEND OR NEIGHBOR CARE PROVIDERS** (License-Exempt) which may care for children of relatives or children from only one other family besides their own, in their home. There are no licensing requirements for these providers. It is the parent's responsibility to inspect the home for safety and cleanliness.



The Child Care Industry is preparing tomorrow's leaders and workforce. Support from today's leaders and employers will ensure a bright future for Madera County.



## Investing in Child Care Strengthens Your Business!

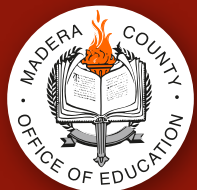
### How Businesses Can Invest In Child Care

- **Provide employees with access to child care resource and referral services** to help them evaluate and choose quality child care.
- **Offer flex-time and flexible leave policies** to help employees with children balance work and family responsibilities.
- **Provide financial assistance to employees to pay for child care expenses.**
  - **Flexible benefit plan-** allow employees to set aside pre-tax dollars to pay for child care
  - **Child care subsidies-** offer an allowance that can be used to pay for child care.
  - **Child care vendor plan-** partner with a group of employers and a child care program to reserve dedicated child care slots for your employees.
- **Support the creation of direct child care services.**
  - **On-site or near site child care-** subsidize the construction and/or operating costs of a child care program.
  - **Partner with other employers-** share the expenses of operating a child care center for employees with other companies in close proximity.
  - **Family child care network-** form and/or fund networks to provide home-based child care for employees.
  - **Back-up or emergency care-** provides choices for short-term care of employees' children when regular care arrangements are temporarily unavailable
  - **Nontraditional hours-** provides care during late shifts or weekends.
  - **Understand your employees' needs regarding childcare-** Know the availability and affordability of childcare, and how it affects your employees and your workplace. Consult the California Child Care Resource and Referral Network at <http://www.rrnetwork.org>
- **Play an active role by advocating and influencing public policy** at the local, state, and national level to raise public awareness about the importance of a comprehensive and integrated high quality child care and early education system for all children.

Source: Department of Children, Youth and their Families

*Thank You*

**Madera County Local Child Care and Development Planning Council  
and contributing partners:**



# The Economic Impact of The Child Care Industry In Madera County

*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 now-productive adults."**

*~Kathy 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. Frazier, 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 <sup>1</sup> 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, and
- 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 1/2 jobs.<sup>2</sup>

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

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

Kids who start behind stay behind.

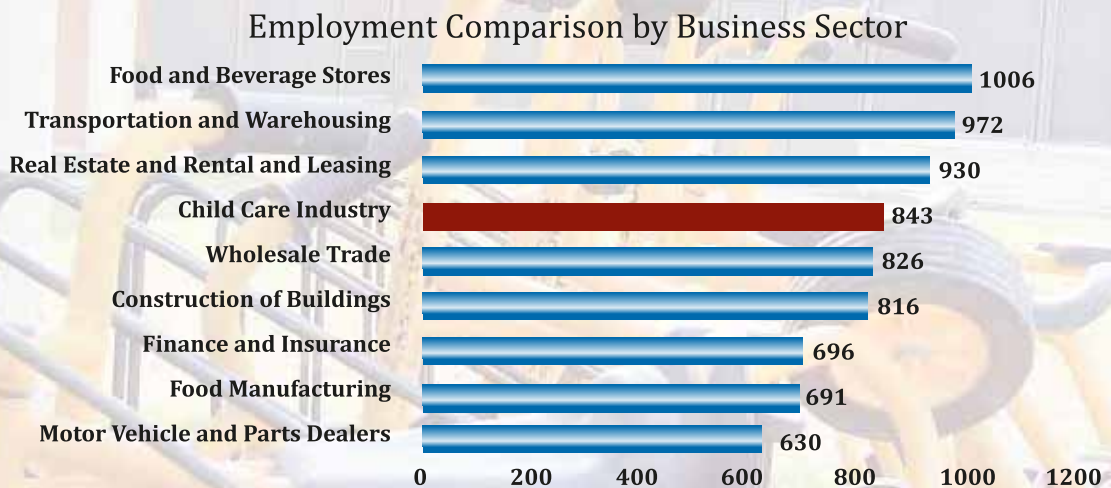
<sup>1</sup> High Scope/Perry Preschool Study

<sup>2</sup> "Economic Development and Child Care Research Project"; Cornell Cooperative Extension.

# Economic Impact of the Child Care Industry...

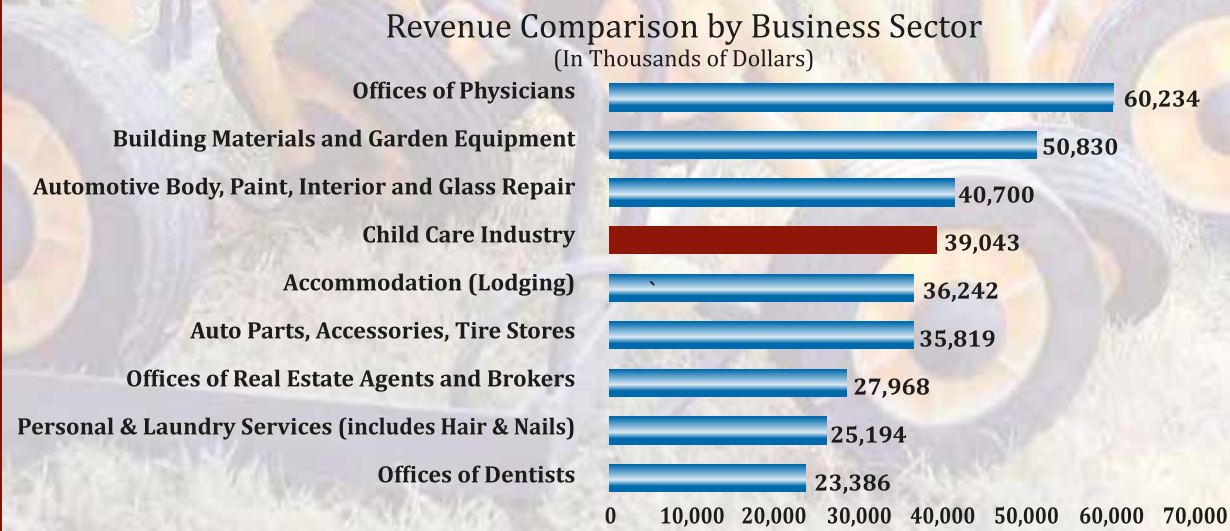
## Child Care is a Partner in Economic Development...

### ...Providing over 840 Jobs in Madera County!



Sources: 2002 Economic Census - Paid employees of "Establishments with Payroll" (2002) and 2002 Economic Census - Establishments of "Nonemployer Statistics" (2006)

### ...Boosting Madera County's Economy by \$39 million!



Sources: 2002 Economic Census - Paid employees of "Establishments with Payroll" (2002) and 2002 Economic Census - Establishments of "Nonemployer Statistics" (2006) BOTH adjusted by CPI Inflation Calculator to 2008 figures. <http://data.bls.gov/cgi-bin/cpicalc.pl> Child Care Industry revenues determined by contract amount and average monthly rate.

Note: Impact of Family, Friend and Neighbor Care is not fully included in charts

# Voices From The Community...



"Education is a foundation for successful productive citizens."

Michael Keitz, 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 Kahn, Economic Development Commission



"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."

Elaine Craig, Madera County Workforce Development

Quality early child care fosters brain development, including linguistic, cognitive, social and emotional capabilities that serve as building blocks for life.



"To view education as an investment, not an expense, and to develop a comprehensive and coordinated strategy of human investment. Such strategy should redefine education as a process that begins at birth and encompasses all aspects of children's early development, including their physical, social, emotional and cognitive growth."

Committee for Economic Development. (2004) as cited from Exceptional Returns by the Economic Policy Institute.

