

# Be a “Children’s Champion” and support families in Salina!

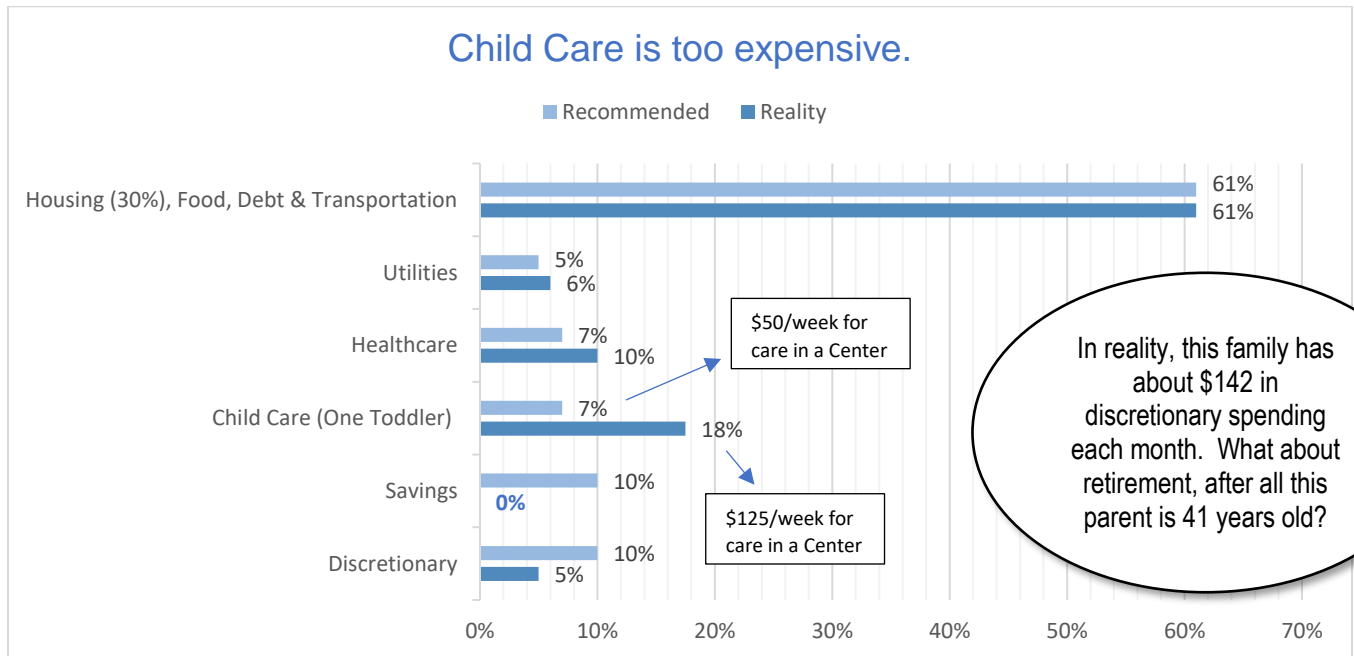
## A Salina Case Study

By engaging a variety of voices – from early education experts to community partners and businesses to child care programs – the goal of the Child Care Quality Coalition is for Salina’s child care quality and capacity to improve and to stabilize the early childhood workforce for working families and young children!



## Parents Can’t Afford to Pay

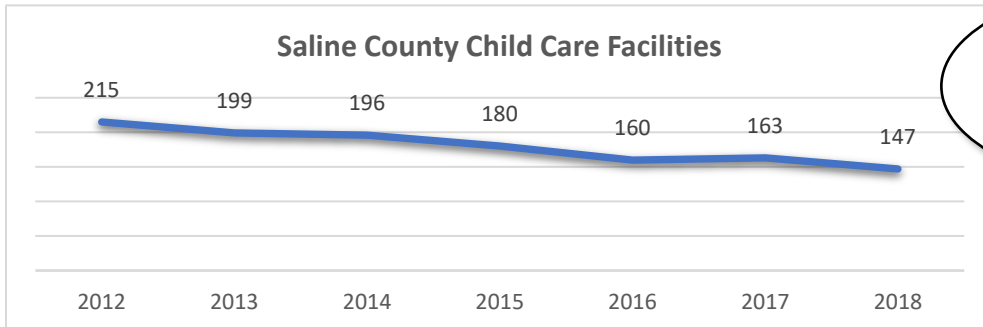
Below is a comparison of a **recommended** budget and **reality** for a 41-year-old, single parent with one child under the age of 2 to live in Saline County. It’s a very different family budget when considering the high cost of child care, healthcare and elevated utility expenses with aging local housing options. According the Kansas Department of Labor, the median income in Saline County is: \$38,636 (slightly more than an entry level Teacher’s salary at USD 305). All estimates were figured using a single parent in a 12% tax bracket with a take home income of about \$34,000.



Sources: [www.leavedebtbehind.com](http://www.leavedebtbehind.com); Child Care Aware of Kansas, WLS; Zillow; eHealth; Kansas Department of Labor

## Early Childhood Teachers Can't Afford to Stay

Staff turnover in Saline County child care businesses has skyrocketed to nearly **200%** (from 2012-2017, *Saline County School Readiness Project*), due to a small workforce driven by poverty-level wages.



Salina County has lost **68** Child Care Businesses since 2012!

Source: Child Care Aware of Kansas

## Parent fees alone are not enough.

### An Actual Child Care Center Example

Number of Children in Care	80
Number of Classrooms	9

If 80 families pay an average of \$125 per week for these 80 children in care equaling \$520,000 in parent fees, of which 77% is used for salaries.

Total Staff Employed	23
Number of Directors	1
Number of Assistant Directors	1
Number of Lead Teachers	9
Number of Assistant Teachers	11
Number of Other Staff	1

Staff earn about **\$18,000** per year on average!

Budget categories include:

- 85% Salaries and Payroll Taxes
- 5% Food
- 5% Utilities/Janitorial/Supplies
- 2% Depreciation
- 3% Misc. & Insurance.

## It's a workforce Issue.



This Child Care Center only serves about **50%** of the children they could serve because of the lack of available child care workers in our community!

## Public Investment is the Way

Together, let's address dwindling child care capacity and build an early childhood system for Salina that supports families and grows the local workforce (and economy).

To meet the *Imagine Salina* goal of increasing the workforce by 1,000 employees in 5 years, this issue must be addressed!

Build Child Care Capacity and build a strong economy in Saline County!



## Public Investment is the Way

### The Plan...

Build a Program that awards **wage supplements, grants and bonuses** to Saline County child care workers **AND** builds an endowment of **\$10 Million** to support the Program for the future workforce!

#### We will...

- ✓ Support our current child care workforce to earn a living wage of approximately \$12/hr.
- ✓ Increase applicants to child care positions by providing a recruitment/retention bonus.
- ✓ Offset some of the costly expenses of operating a child care business – generating **70 NEW** child care workers/businesses in Salina!

Let's Build Child Care Capacity in Saline County!



**Let's start July 1, 2019!**



## Fiscal Snapshot

Year One Operational Expenses – by June 30, 2019!

- \$800,000 **NEEDED**

Year Two & Year Three Operational Expenses

- \$1,700,000 **NEEDED**

Endowment

- \$10 Million **NEEDED**

### **SALINA NEEDS YOU!**

\_\_\_\_\_ My Company will make a financial contribution to support these important goals.

\$ \_\_\_\_\_ Financial Support Year 1

\$ \_\_\_\_\_ Financial Support Years 2 & 3

\$ \_\_\_\_\_ Endowment

Other Creative Ways to Support the Program

\_\_\_\_\_ I would like to help champion the message in our community.

\_\_\_\_\_ I request a follow up discussion.

Parents can't afford to pay!

Teachers can't afford to stay!

Public investment is the way!



#### The Child Care Quality Coalition of Saline County

Collectively, Salina Area United Way, City of Salina, Salina Chamber of Commerce, Kansas Wesleyan University, a private foundation and compassionate community leaders, have joined with early childhood programs including: Child Advocacy & Parenting Services, Inc., Child Care Aware® of Kansas, Heartland Early Education (Head Start, Early Head Start and Parents As Teachers), Salina Child Care Association and the YMCA of Salina, to form the Child Care Quality Coalition of Saline County.