



Child Care Solutions:  
It's Good Business

# How to Use the Toolkit

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## Engaging the Business Community in Finding Child Care Solutions

The business community is a vital partner in community responses to child care issues. As many organizations have found, no one sector or group has the resources to effectively address child care problems alone. The business community can be an important ally in finding child care solutions by providing resources, support, and expertise.

Businesses' interests in child care vary depending on their specific needs, resources, and perspective. Thus, strategies to engage businesses around child care issues must be tailored to address those interests. This employer toolkit template provides organizations with practical tools to effectively engage the business community in finding child care solutions. These tools can be used to help businesses address the child care needs of their own employees, as well as larger quality and supply issues faced by their states and communities.

## Toolkit Contents

Each section of the toolkit can be used as an independent document or as part of a larger, locally tailored business guide. Several sections contain one-page handouts that can be widely disseminated. Some provide an in-depth discussion of a particular topic, such as a dependent care assistance plan or the tax benefits available to employers, while others provide a ready-made tool for businesses to use, such as a needs assessment or organizational inventory checklist.

The toolkit contains the following sections:

1. It's Good Business to Invest in Child Care makes the business case for investing in child care and illustrates the bottom-line benefits that firms can realize from this investment. This section also includes a discussion of the tax benefits of employer-sponsored child care assistance. Use this section to provide businesses with research that illustrates the importance of child care policies and the benefits that businesses can realize by investing in child care programs.

2. Getting Started provides information for businesses that are just beginning to think about child care issues and that want to move forward with a planning process. It includes a strategic planning outline; assessment tools to identify the child care needs of their employees and existing organizational and community resources; and a worksheet that can be used to assess the costs and benefits of child care investments. Use this information to cultivate and sustain interest among employers.
3. Child Care Public-Private Partnerships highlights the advantages to business of partnering with community organizations and public agencies to improve child care, and offers several examples of successful child care public-private partnerships. Use this information as support for efforts to bring business on board with existing partnerships or in efforts to initiate a new collaboration.
4. Child Care Options for Employers highlights ways that both large and small employers can address the child care needs of their employees and their community. Use this information to illustrate the range of investments that employers can make or to provide more detailed information on specific options.
5. Overcoming Challenges addresses several concerns that businesses may have in implementing child care solutions, including liability issues and concerns over equity. Use this section to diffuse common concerns that businesses have about employer-sponsored child care policies.
6. Resources provides a list of research and information centers, professional associations, and data sources that can provide further information about a wide variety of child care and related issues. Use these resources to incorporate local statistics and other information relevant to your state or community into the toolkit.

## **How to Customize This Toolkit**

Information contained in this toolkit is presented in varying levels of detail. Tailoring this information to the needs and resources of each business, as well as the company's organizational structure and culture, will allow you to be more effective in engaging businesses. Not all sections may be relevant for all employers. For instance, businesses that have already assessed employee needs and community resources may not need information on a strategic planning process. Once you have downloaded the toolkit, you may add or delete information, depending upon the interests and informational needs of the businesses with which you are meeting and the actions you want them to take. You may also add information about your organization and/or existing community child care partnerships in your community. In order to make the information contained in this toolkit relevant to each business you are approaching, you will likely want to customize the toolkit to meet your specific needs. You can customize the toolkit in a number of ways.

- Add your own logo or slogan.

- Add pictures or photographs of children and families.
- Insert local or state data in place of national statistics (information on where to find such statistics is contained in the Resources section). Relevant statistics might include data on local or state employment trends of parents, the availability of child care by type of arrangement (infant/toddler, emergency, or after-school care) or the local cost of care.
- Include examples of partnerships in your state or region, and/or highlight what other businesses in the area have done to address child care issues. Examples of model child care public-private partnerships are available at <http://nccic.org/ccpartnerships>.
- Develop a presentation with selected materials.
- Add more detailed information about a particular option in which the business has expressed interest or about a project in which you would like them to participate.

Your local chamber of commerce can be a valuable resource in finding information on the current response of business to child care issues in your community. The chamber of commerce can also assist in brokering contacts between your organization and the business community.

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All of the materials produced under the Child Care Partnership Project will be available through the National Child Care Information Center at <http://nccic.org/ccpartnerships> or by phone at 1-800-616-2242. For more information on the project, please contact The Finance Project at (202) 628-4200.

### State Toolkit Resources

In developing this toolkit template, many employer toolkits produced by a variety of organizations were reviewed. The following toolkits served as invaluable resources in this process:

Colorado  
*Family Friendly Policies: Good for  
Business, Your Employees, and the  
Children in Your Community*  
303-839-1580

Florida  
*Child Care: Make It Your Business*  
850-681-7002

Hawaii  
*Hawaii Business Guild to Child Care*  
808-586-0125

Illinois  
*Child Care Options Kit For Illinois  
Employers*  
217-785-9206

Indiana  
*Child Care: It's Good Business*  
317-232-1148

Maryland  
*Child Care and Business Information*  
301-631-2698

Michigan  
*Child Care Options for Progressive  
Employers*  
517-373-9808

Oregon  
*Employer Tool Kit for Implementing  
Work/Life Programs*  
503-947-1245

South Dakota  
*Kids 1<sup>st</sup> With South Dakota Businesses-  
An Employer Guide to Public and  
Private Child Care Solutions*  
800-227-3020

Texas  
*Employer-Assisted Dependent Care in  
Texas*  
512-936-3228

Wisconsin  
*A Wisconsin Employer's Guide to Child  
Care Solutions*  
608-266-3516

Utah  
*Utah's Families are Everybody's  
Business*  
801-526-4342