



**STANISLAUS 2030**



Financial Security and Economic  
Mobility for Child Care Entrepreneurs

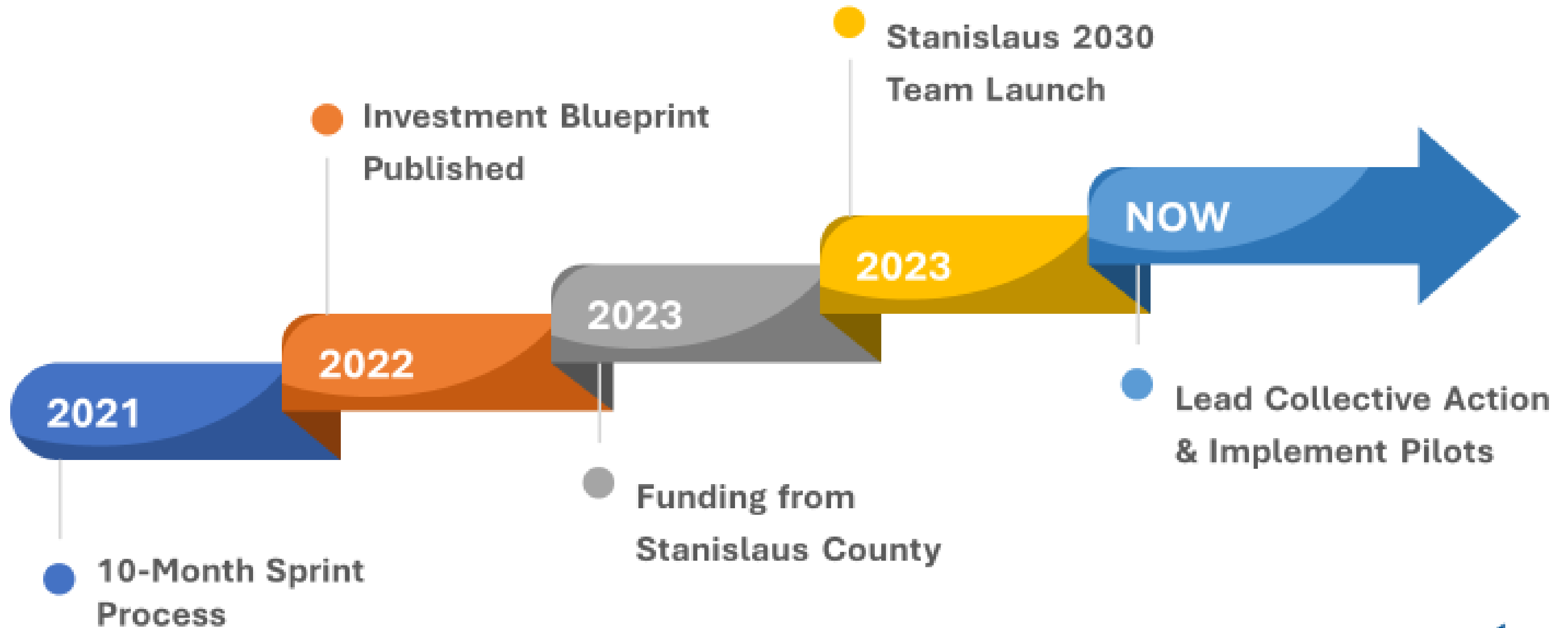


## **STANISLAUS 2030**

A public-private partnership that advances  
a shared vision for economic prosperity for all.

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# OUR ORIGIN STORY

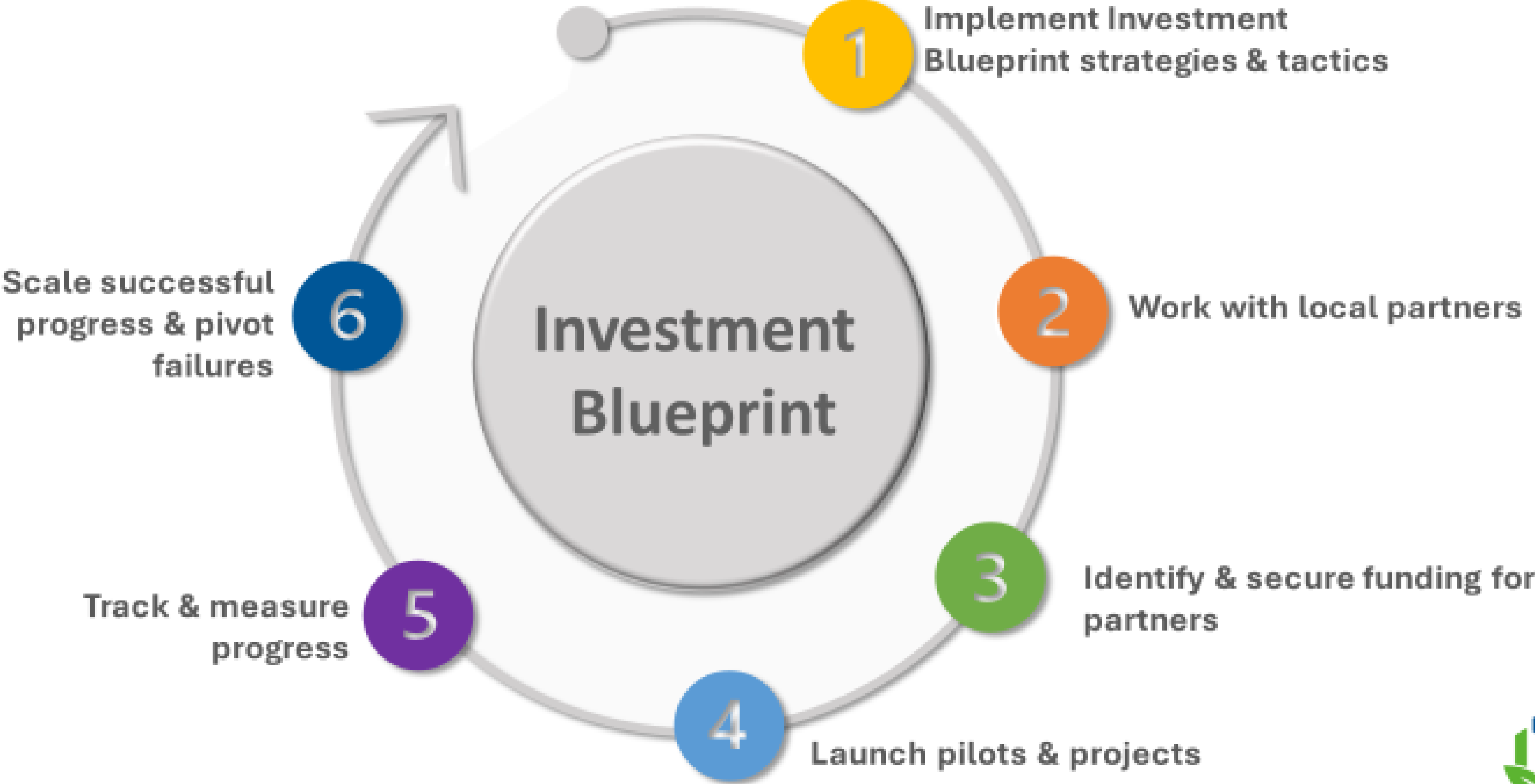


# OUR FOCUS





# HOW WE WORK



# CHILDCARE EXPANSION



## GOAL:

Families in Stanislaus County will have access to high quality childcare.

## THE PROBLEM:

- In Stanislaus County, access to childcare is a serious barrier.
- In order to meet local workforce demand, we need 36,000 more childcare slots than we currently have.

## SOLUTIONS WE ARE WORKING ON:

- Advance multiple strategies to increase the supply of childcare slots
- Expansion of in-home childcare businesses and exploration of worker-owned childcare cooperatives, and employers offering childcare on site.

## WHAT DOES SUCCESS LOOK LIKE?

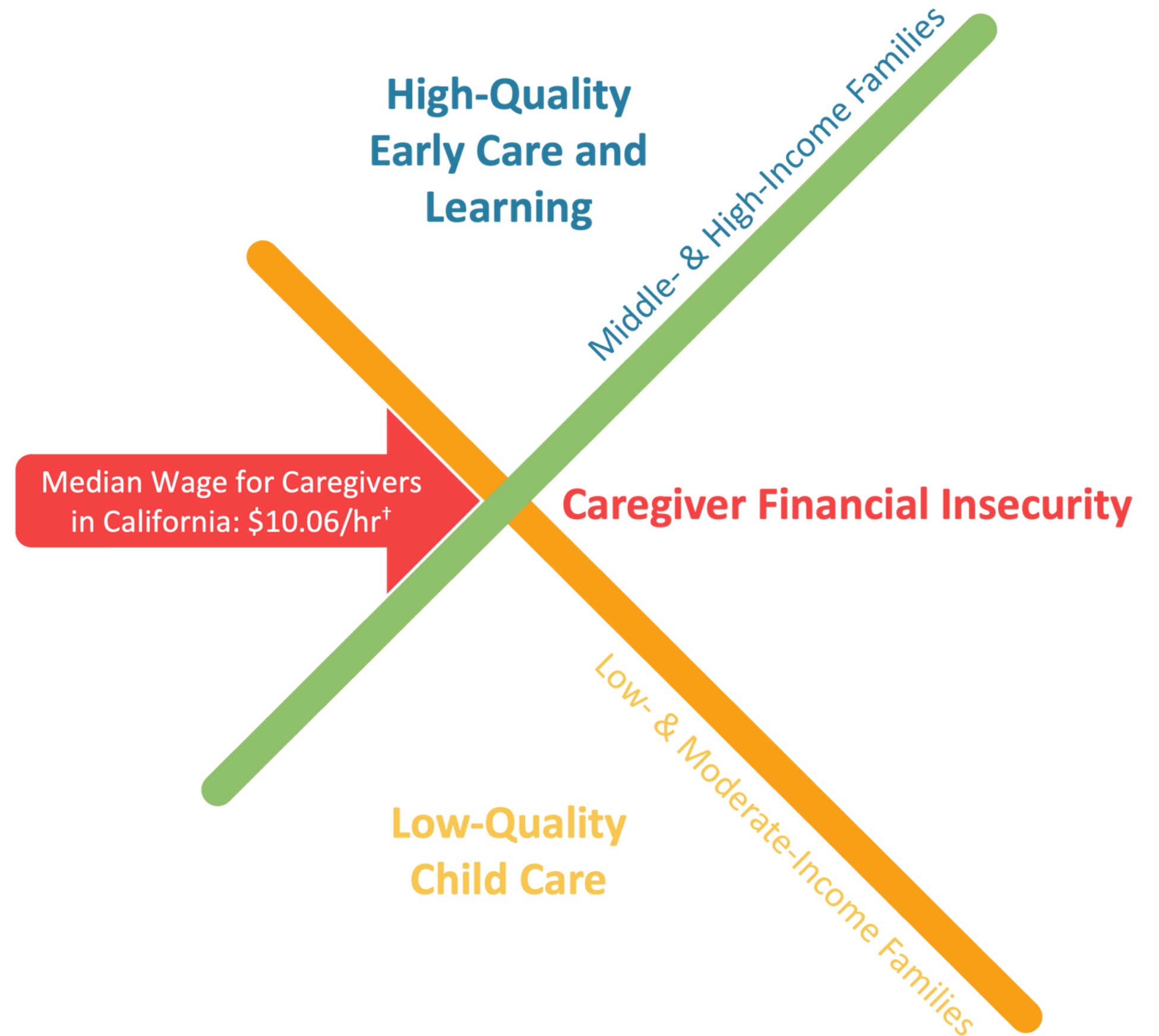
We will have enough high-quality childcare slots for families who need them.



What  
problem are  
we trying to  
solve?

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we trying to  
solve?

## Child Care Sector Market Failure



How can we  
solve it?

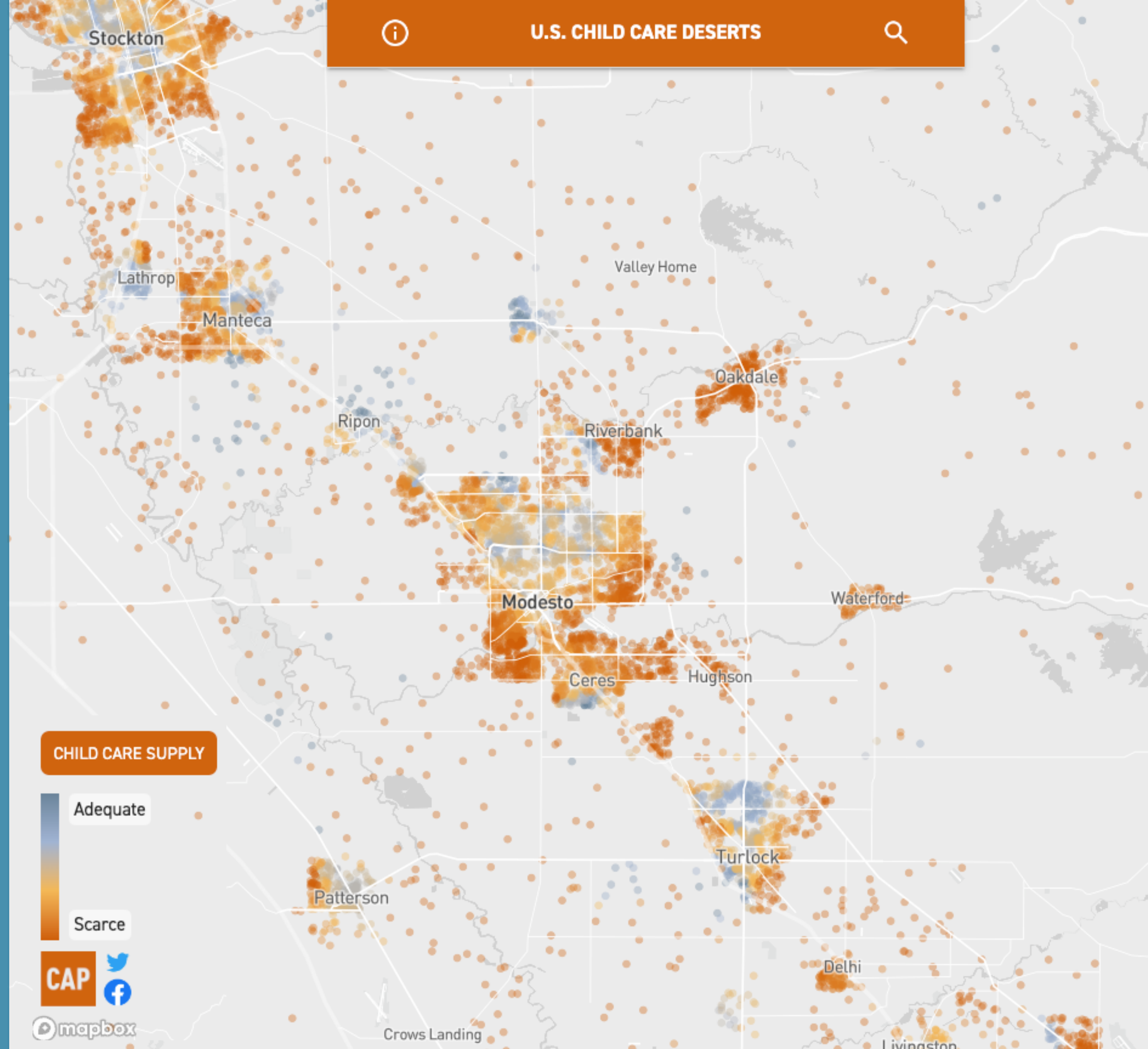
How can we  
solve it?



**Support development of  
home-based child care  
businesses**

Why focus  
on home-  
based child  
care?

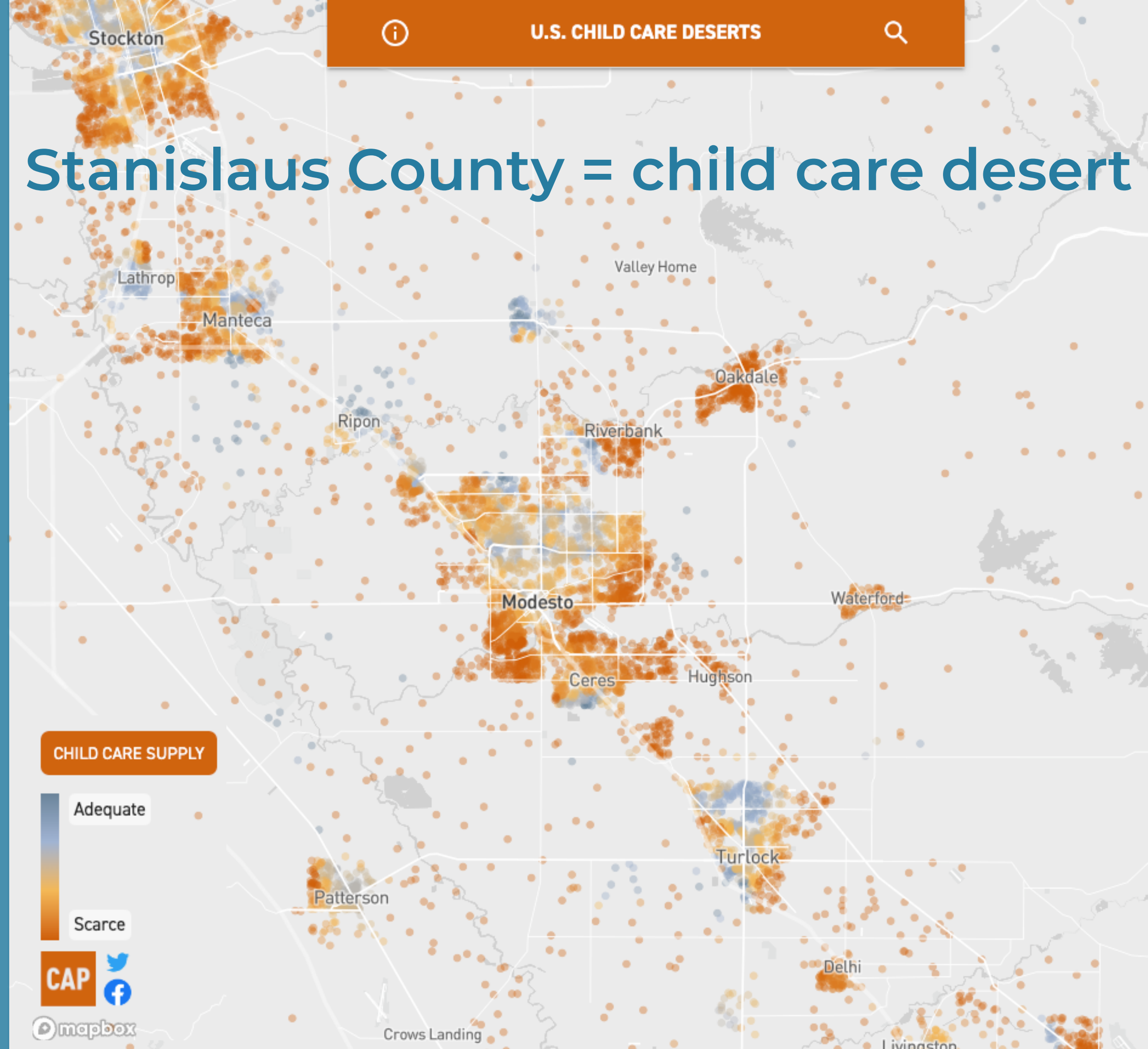
# Why focus on home-based child care?



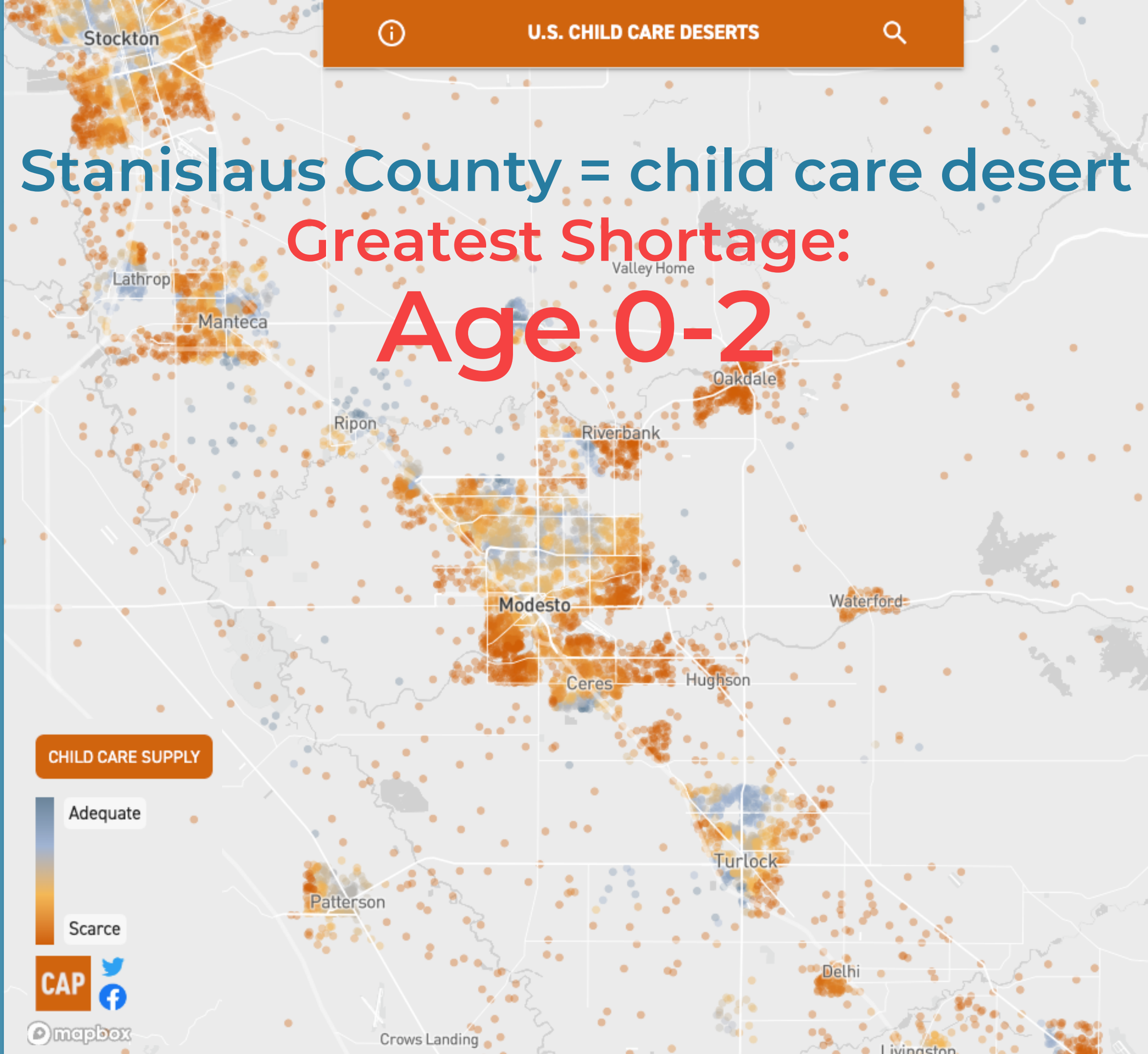


Why focus  
on home-  
based child  
care?

Stanislaus County = child care desert



Why focus  
on home-  
based child  
care?





Why focus  
on home-  
based child  
care?

**Infants and toddlers  
generally cared for  
in home settings**



Why focus  
on home-  
based child  
care?

**Child care entrepreneurship  
"done right" offers family  
sustaining income**

Why focus  
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care?

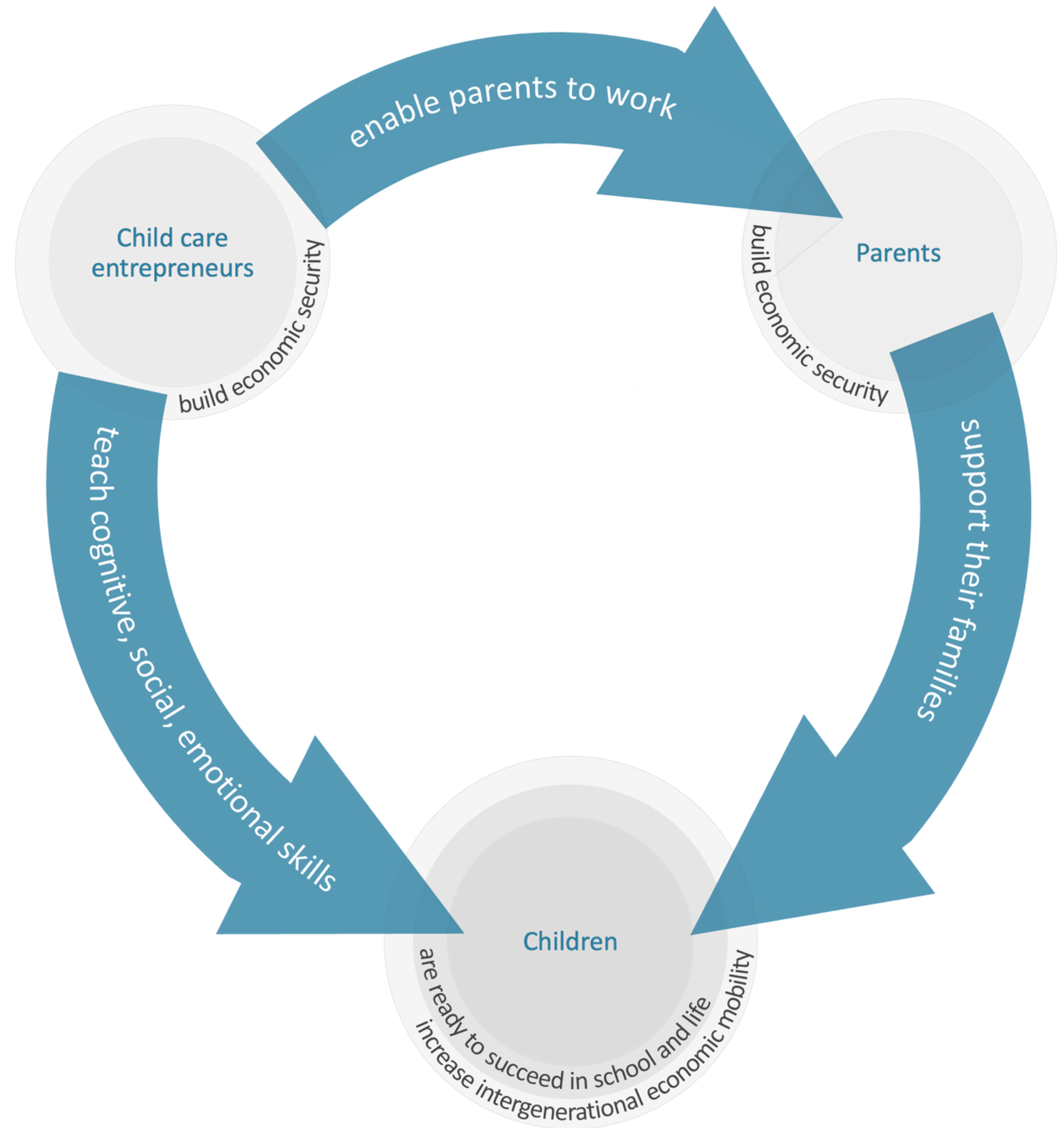
enrollment

collections

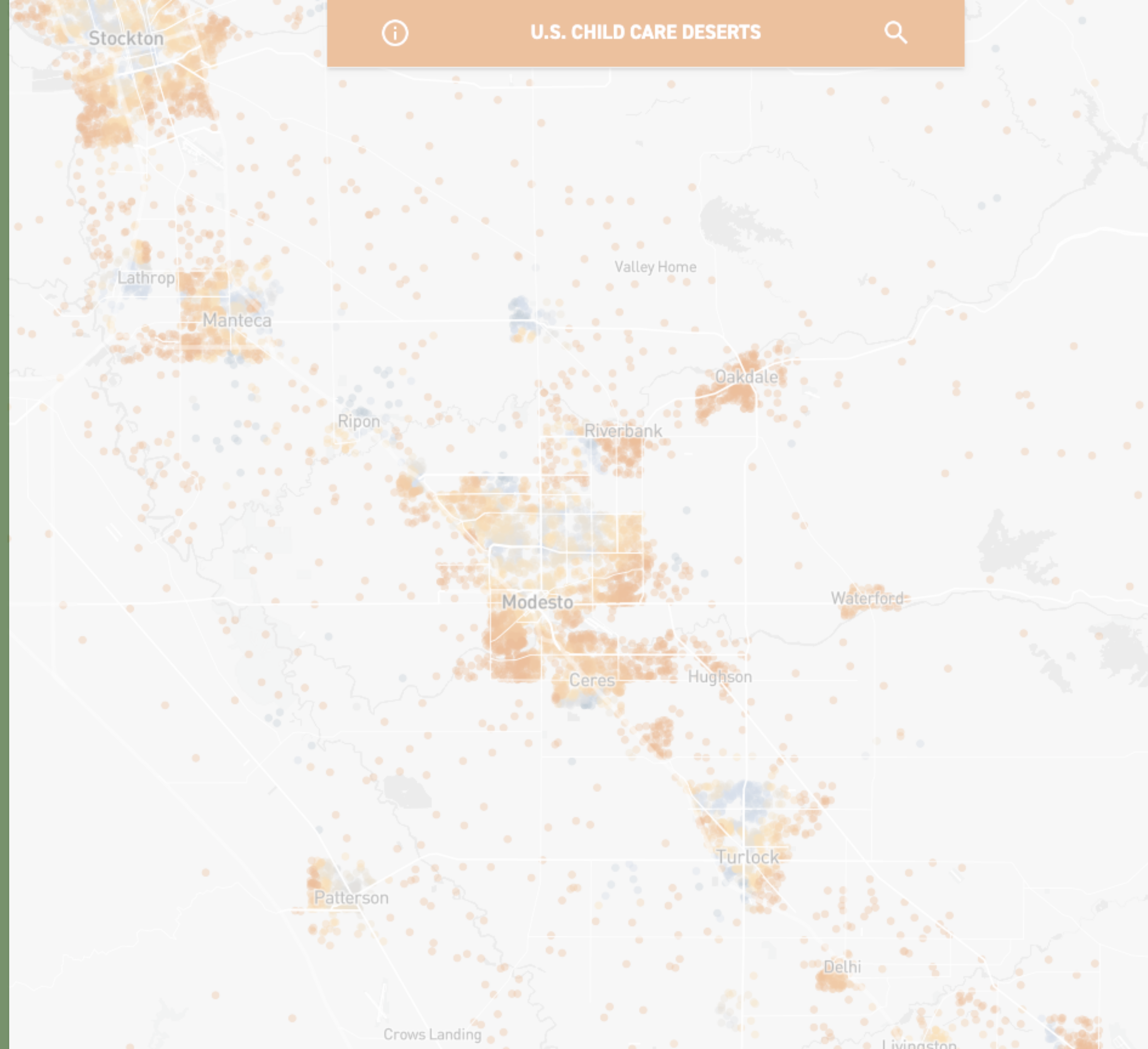
rates

**Child care entrepreneurship  
"done right" offers family  
sustaining income**

# Why focus on home-based child care?

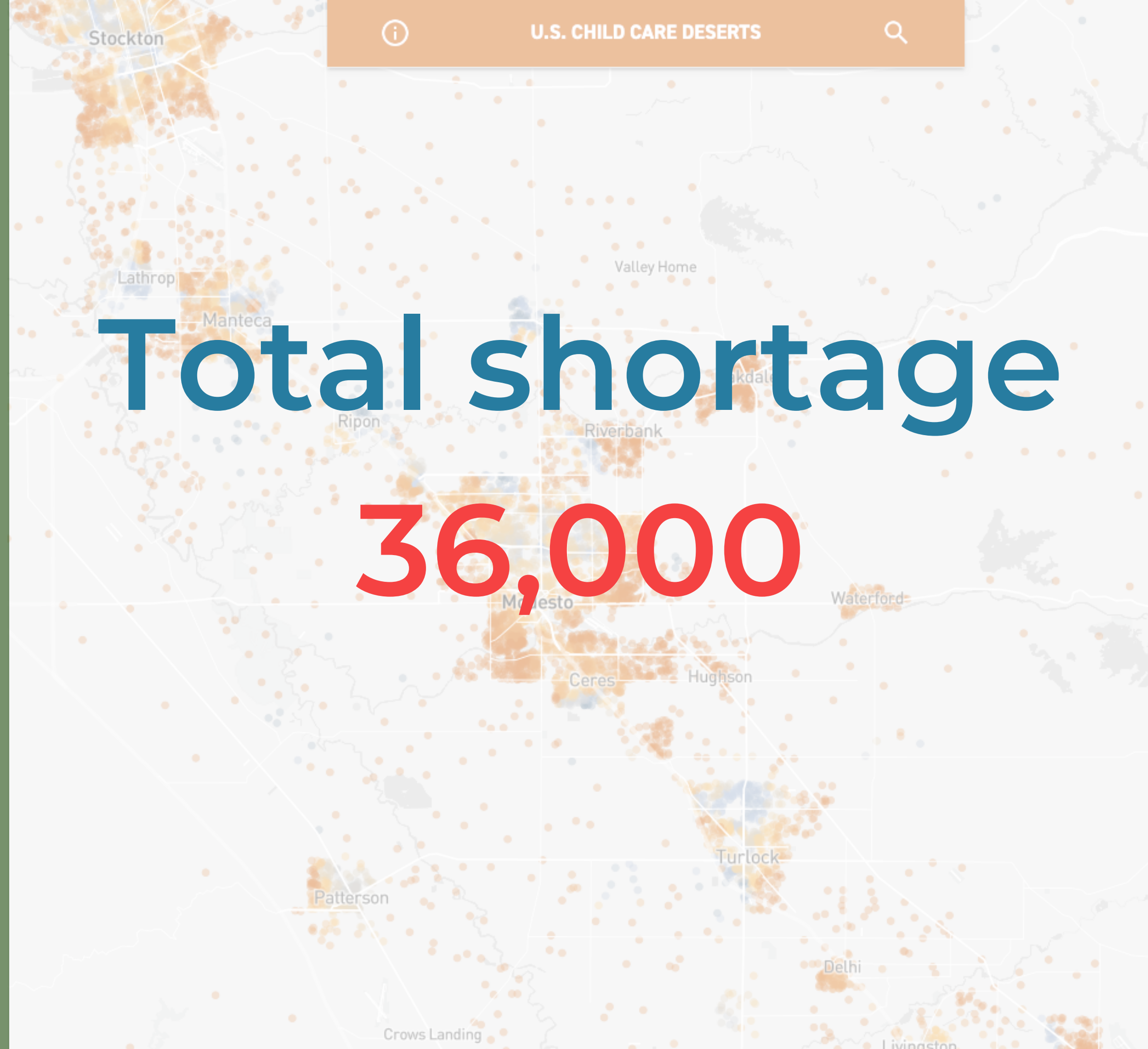


What would  
it take to  
solve our  
shortage of  
licensed  
care?



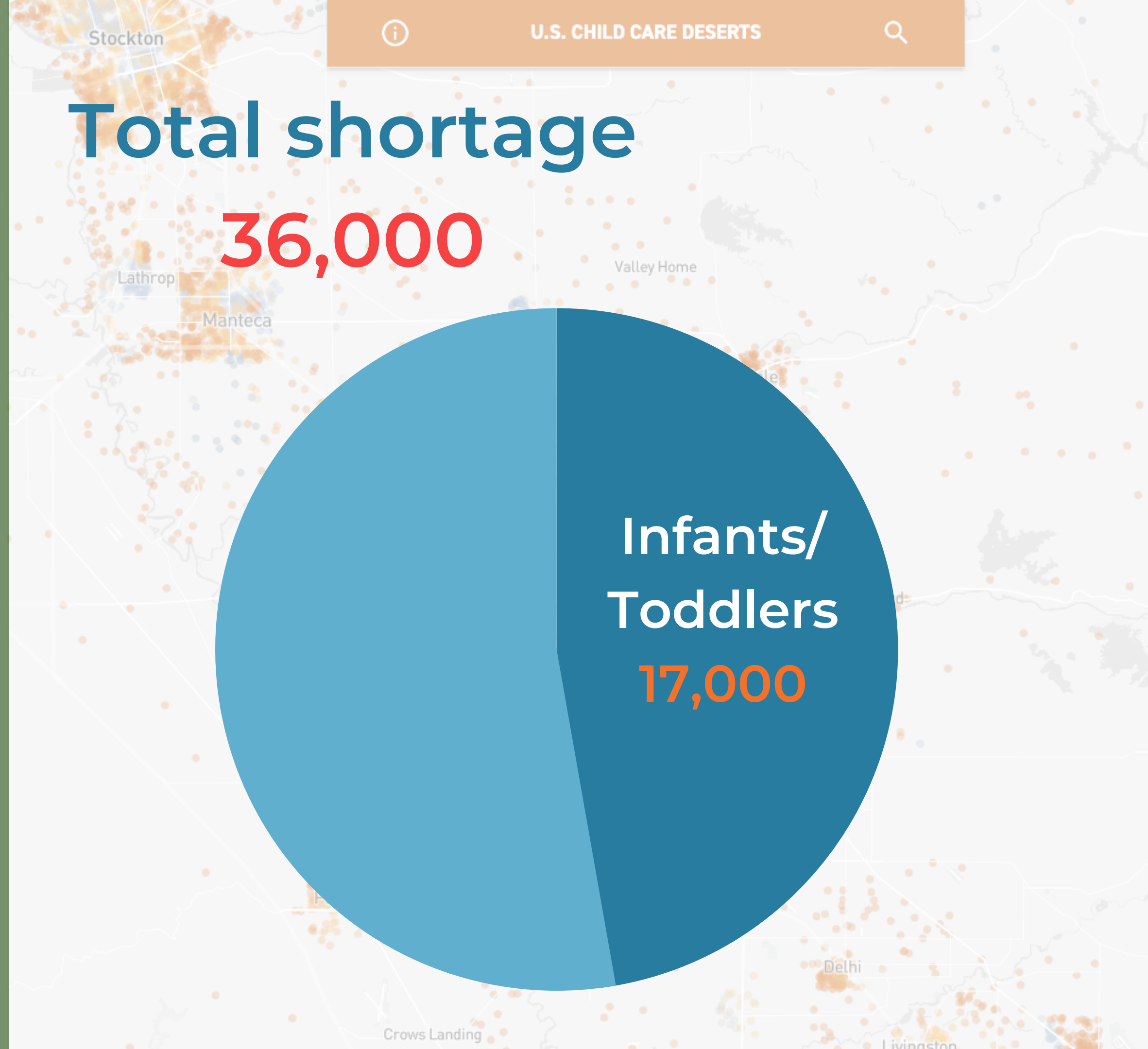


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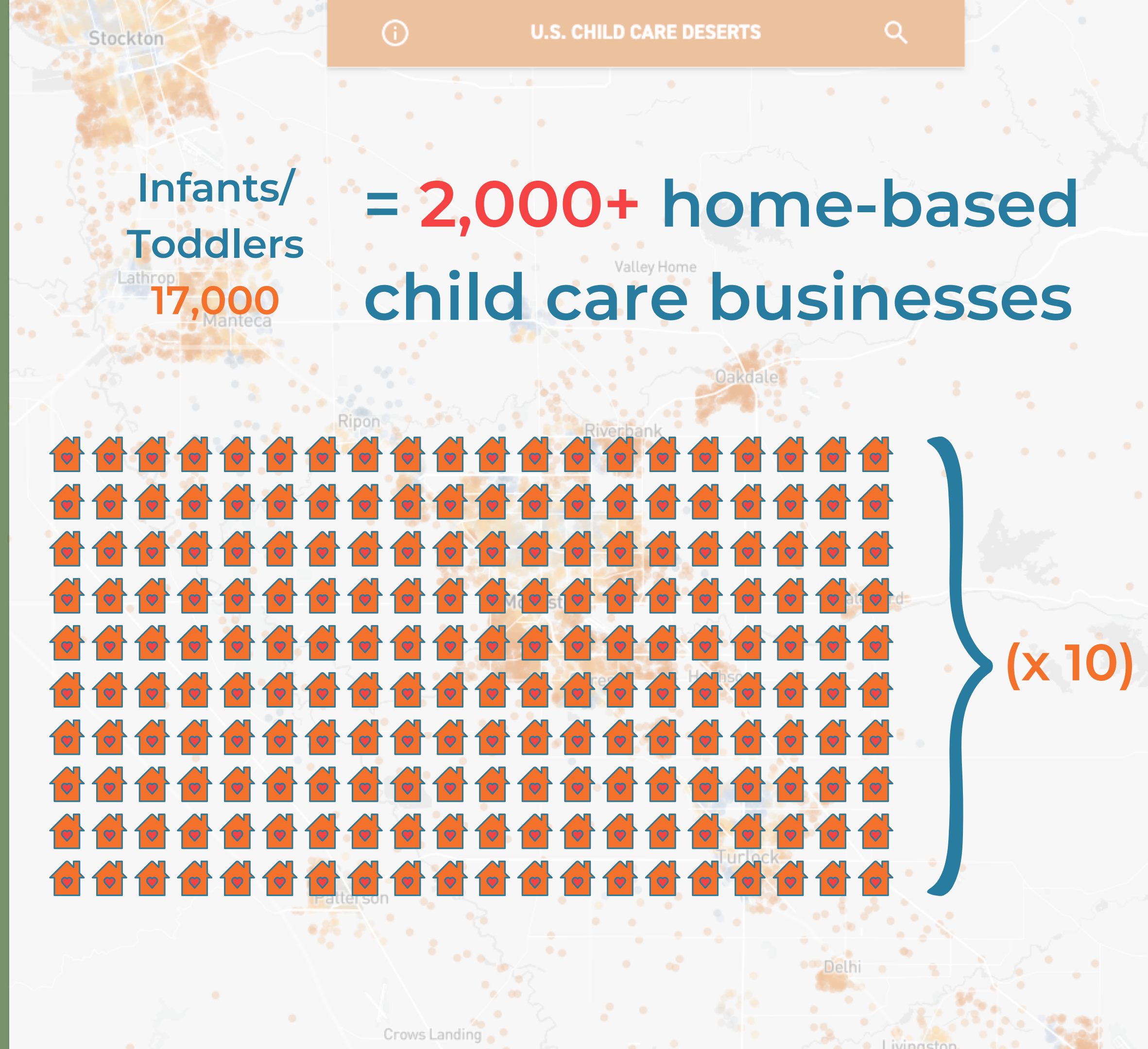




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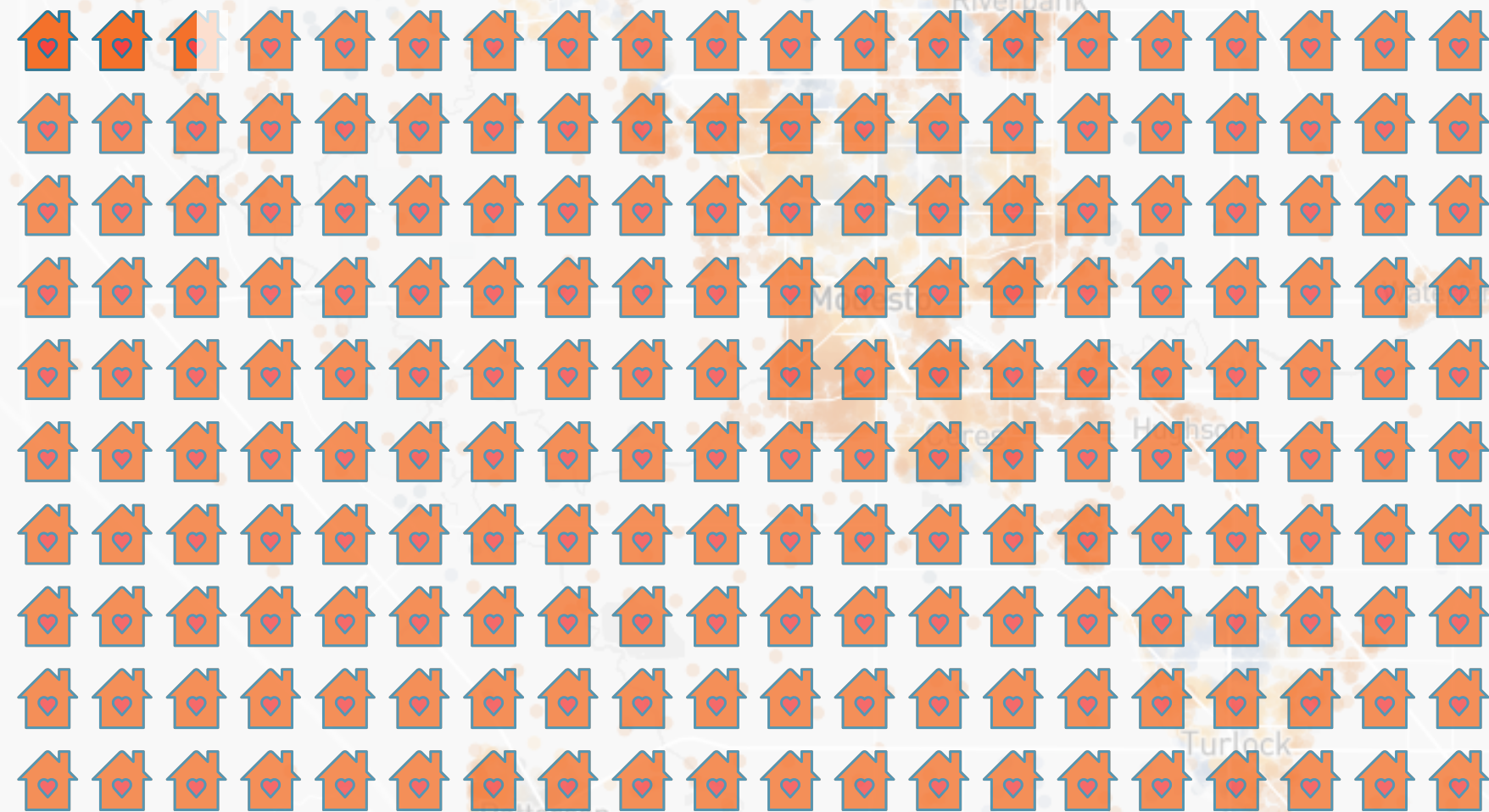


What would it take to solve our shortage of licensed care?



What would it take to solve our shortage of licensed care?

Current start-up rate = **25** per year

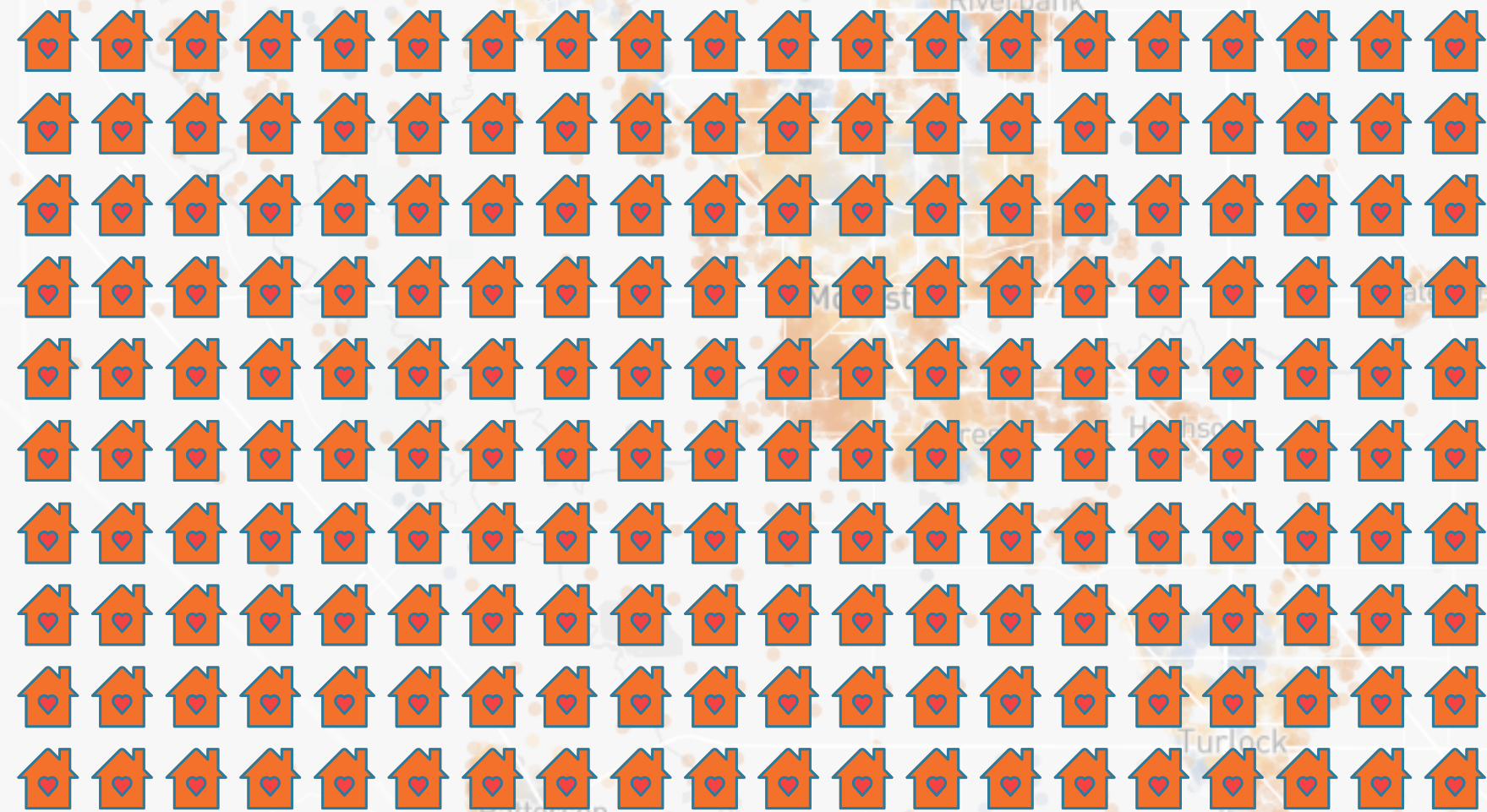


(x 10)



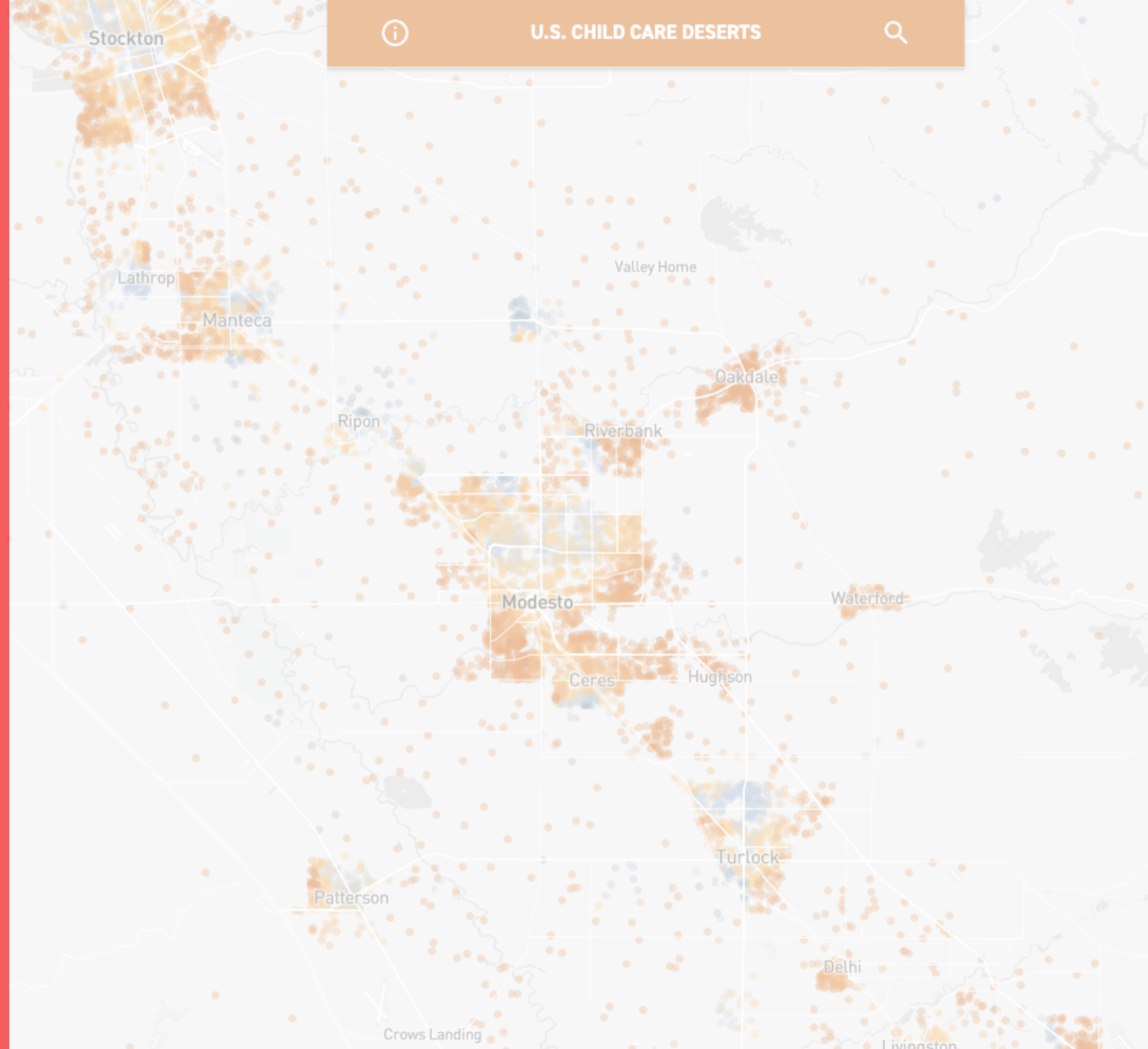
What would it take to solve our shortage of licensed care?

**25** = **80** years  
per year



(x 10)

How do we  
accelerate  
the process  
and help  
businesses  
succeed?



How do we  
accelerate  
the process  
and help  
businesses  
succeed?





# Core Approach

We can solve entrenched  
community challenges by ...



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community challenges by ...

**Equitably designing services** with  
diverse child care entrepreneurs





# Core Approach

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community challenges by ...



Equitably designing services with  
diverse child care entrepreneurs



Harnessing the power of **technology**



# Core Approach

We can solve entrenched  
community challenges by ...



Equitably designing services with  
diverse child care entrepreneurs



Harnessing the power of **technology**



Building on the strength of  
**community relationships**





# Business Support System



# Business Support System

## Business Training

- Helps you make decisions about your business
- Demystifies process



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## Tools & Insights

- Build budgets, parent contract, website
- Assess customer demand and profitability



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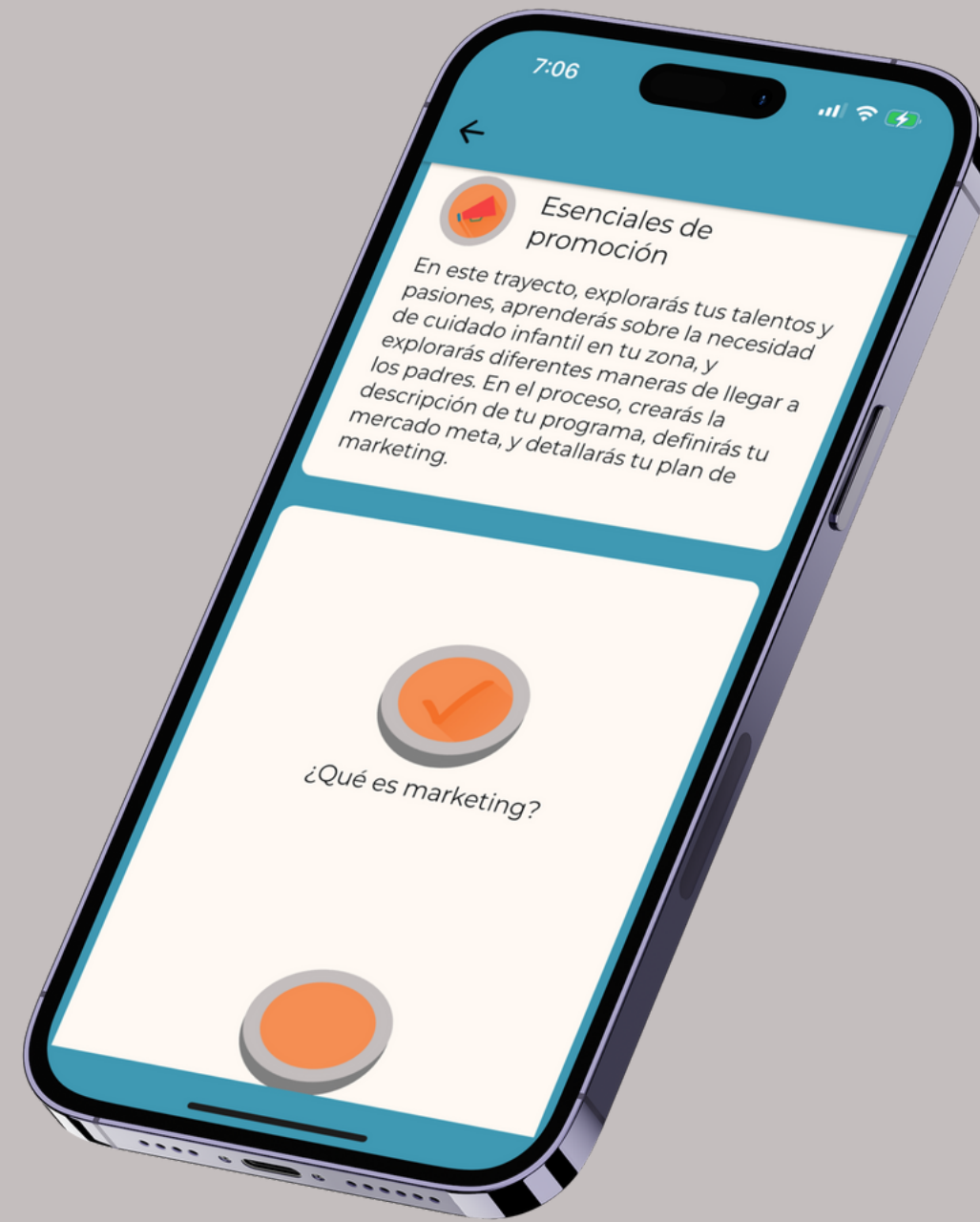
- Build budgets, parent contract, website
- Assess customer demand and profitability

## Business Services

- Free & low-cost services to help market your program and manage technology

What's is it like to  
grow with Nurture?

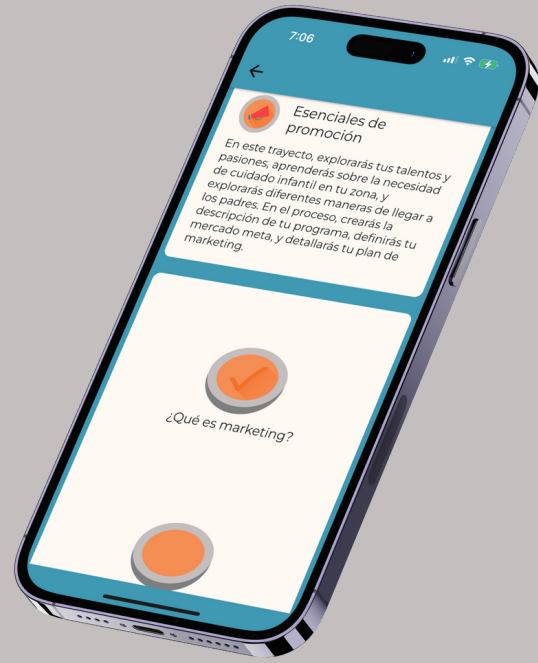




self-paced learning

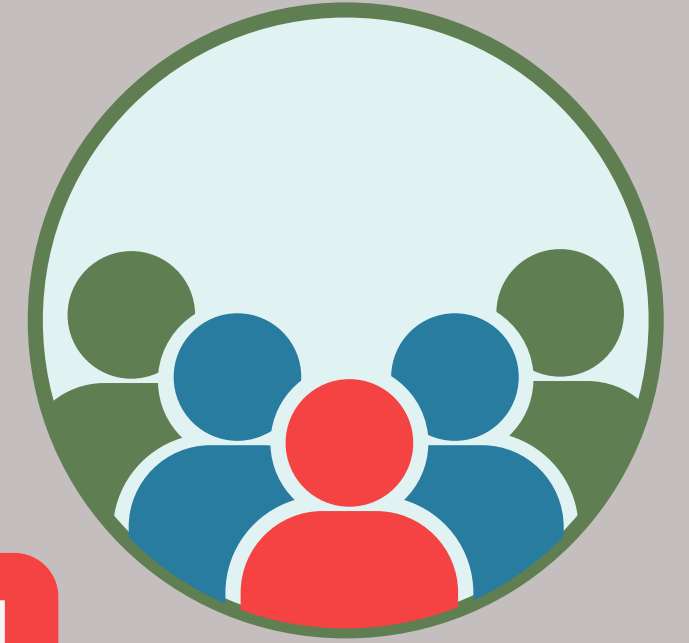
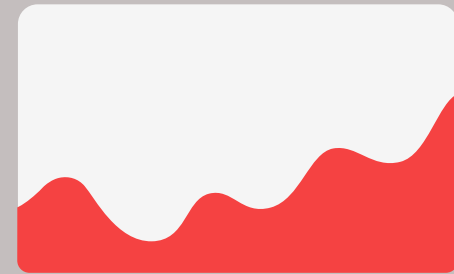
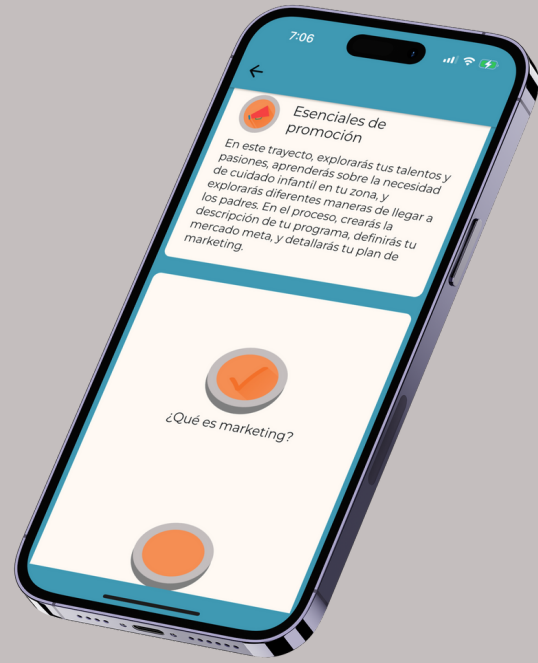






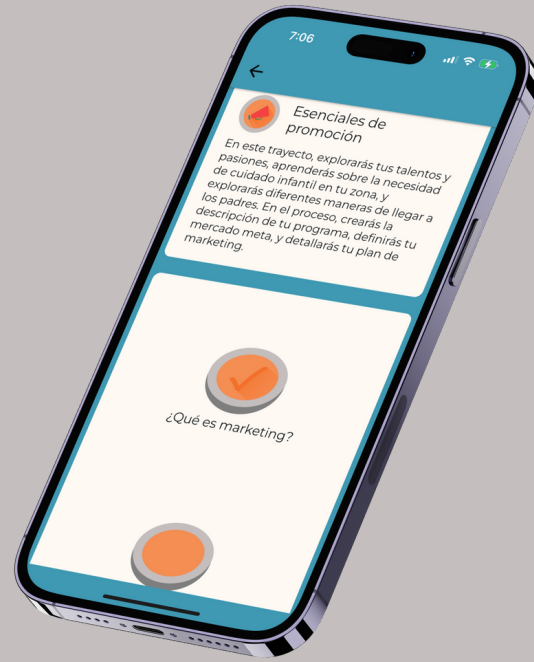
group support





# 1:1 responsive coaching





# Watch videos, explore resources, reflect on options



Inscripción de niños

### Desarrollo del lenguaje y la alfabetización




#### IDEAS DE ARREGLO DE ESPACIO

Cree un área de lectura dedicada con estantes para libros a la altura de los niños que muestren las portadas de los libros. Haga que el área sea cómoda con cojines y almohadas suaves. Ubique el área lejos de áreas de actividad más activas o ruidosas.

Cree un lugar para que los niños se sienten con una superficie plana y materiales de escritura accesibles y apropiados para su edad. Coloque obras de arte o materiales ricos en lenguaje en las paredes.

Cree un lugar donde todos puedan reunirse para hablar, para la hora del círculo y la hora del cuento.

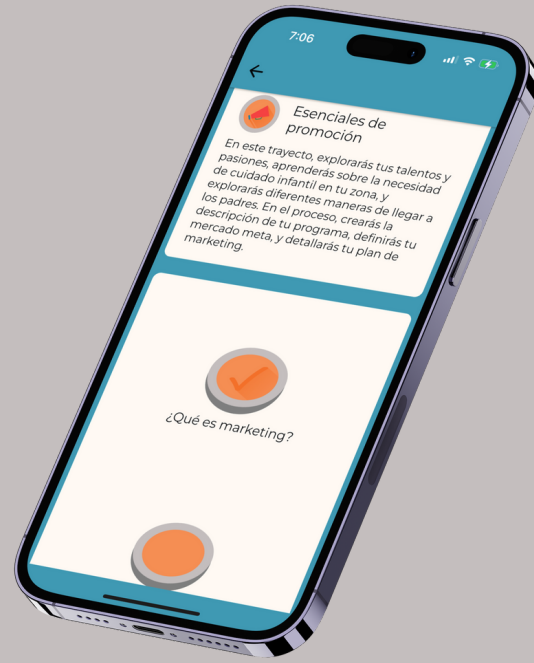


Is there enough licensed care in your community?

How might the availability of care shape your marketing strategy?

la comunicación con los padres





# Apply what you learn using interactive tools

## Marketing Message Builder

Use your notes to respond to the prompts, then click Submit. Then, look for your program description in your email inbox and celebrate your milestone!



### Describing Your Program

Use your notes to respond to the prompts. When you hit Submit at the end, a description of your program, including your philosophy, features and benefits, will be delivered to your inbox.

## El Generador de presupuestos operativos

Escribe ahí tus gastos, planes de inscripción, y tarifas. Luego, ve si las decisiones que tomaste van a generar ganancias o pérdidas. Haz ajustes hasta que quedes satisfecha. Luego, busca tu presupuesto en el buzón de tu correo electrónico y ¡celebra tu hito!

### Gastos mensuales

*Ingresa la cantidad de dólares en números enteros, sin puntos decimales ni centavos (por ejemplo, 400 ... NO 400.00).*

*Si tienes tus propios cálculos, sustituye las cifras que se llenaron automáticamente con tus propias cifras.*

#### El cuidado de niños

##### Útiles de aprendizaje ⓘ

\$

##### Útiles de limpieza, productos de papel, etc. ⓘ

\$

##### Alimentos para los niños ⓘ

\$

##### Pañales ⓘ







# Weekly 1-hour Zoom meetings anchor content



## Mariposas

🕒 Mondays at 6:00 PM.

📍 Zoom

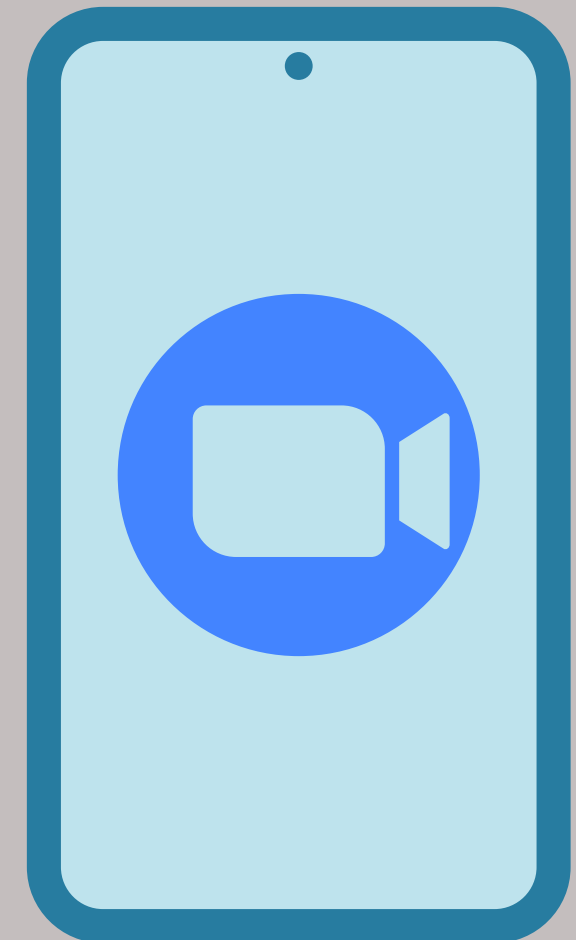
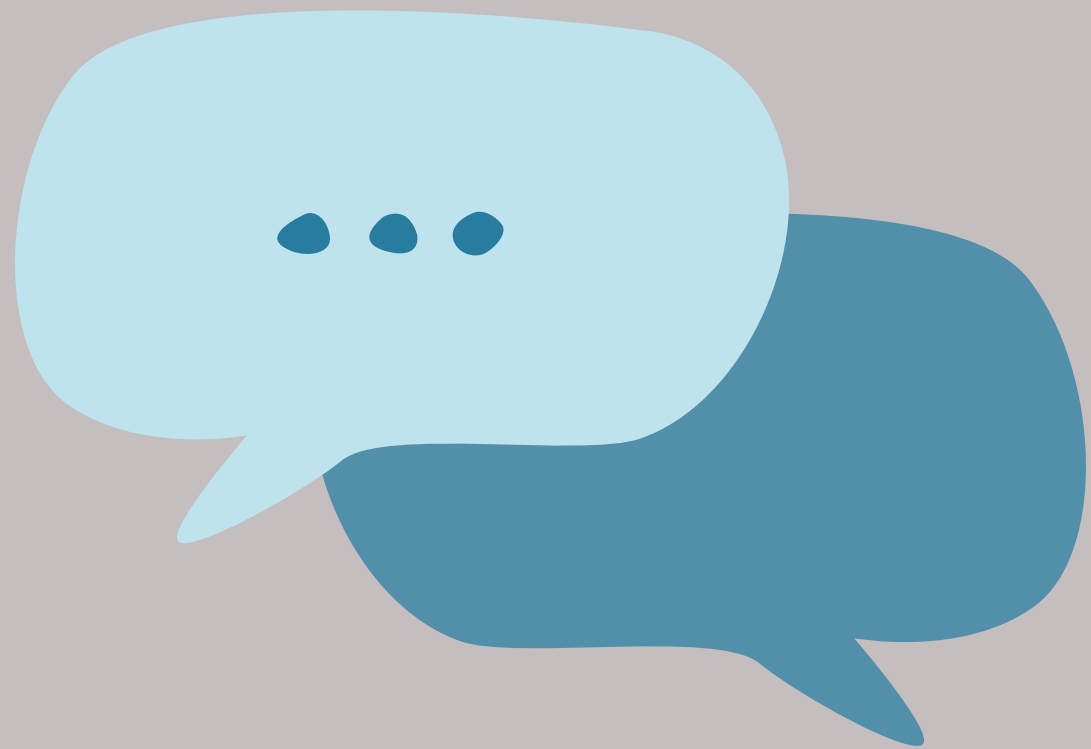
Open Zoom

Click Open Zoom, then click Launch Meeting. If you don't yet have the Zoom app installed on your phone, click the download icon (cloud with down arrow).





Flexible, responsive  
1:1 coaching supports  
persistence



# Content is divided into courses



# In-Home Child Care Expansion Project



# In-Home Child Care Expansion Project



Pilot & evaluate Nurture's Start-Up track



Develop enhanced service delivery linkages



Identify implementation funding sources



Develop a shared implementation plan



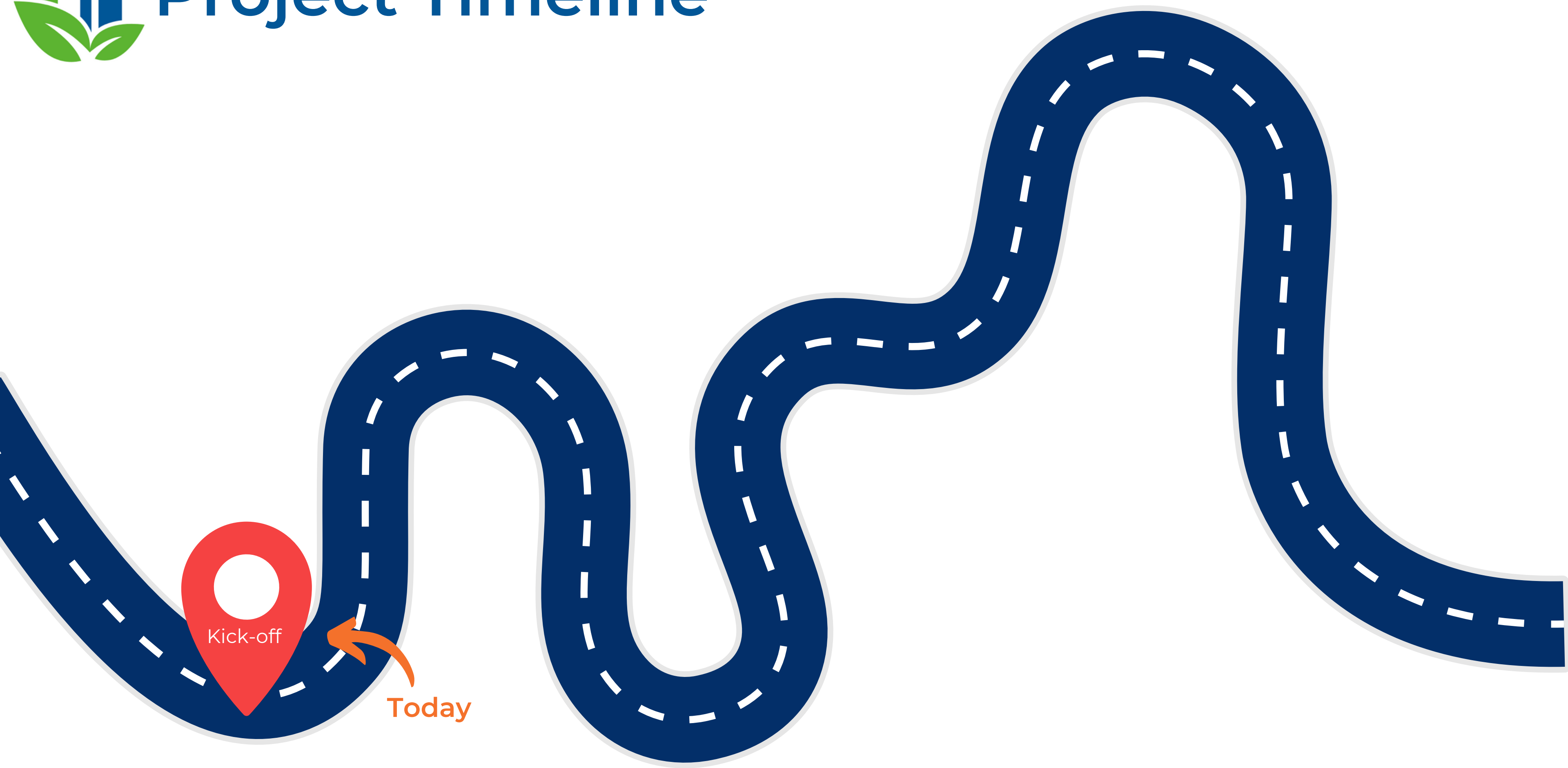


# Project Timeline





# Project Timeline







# Project Timeline

Mid-August



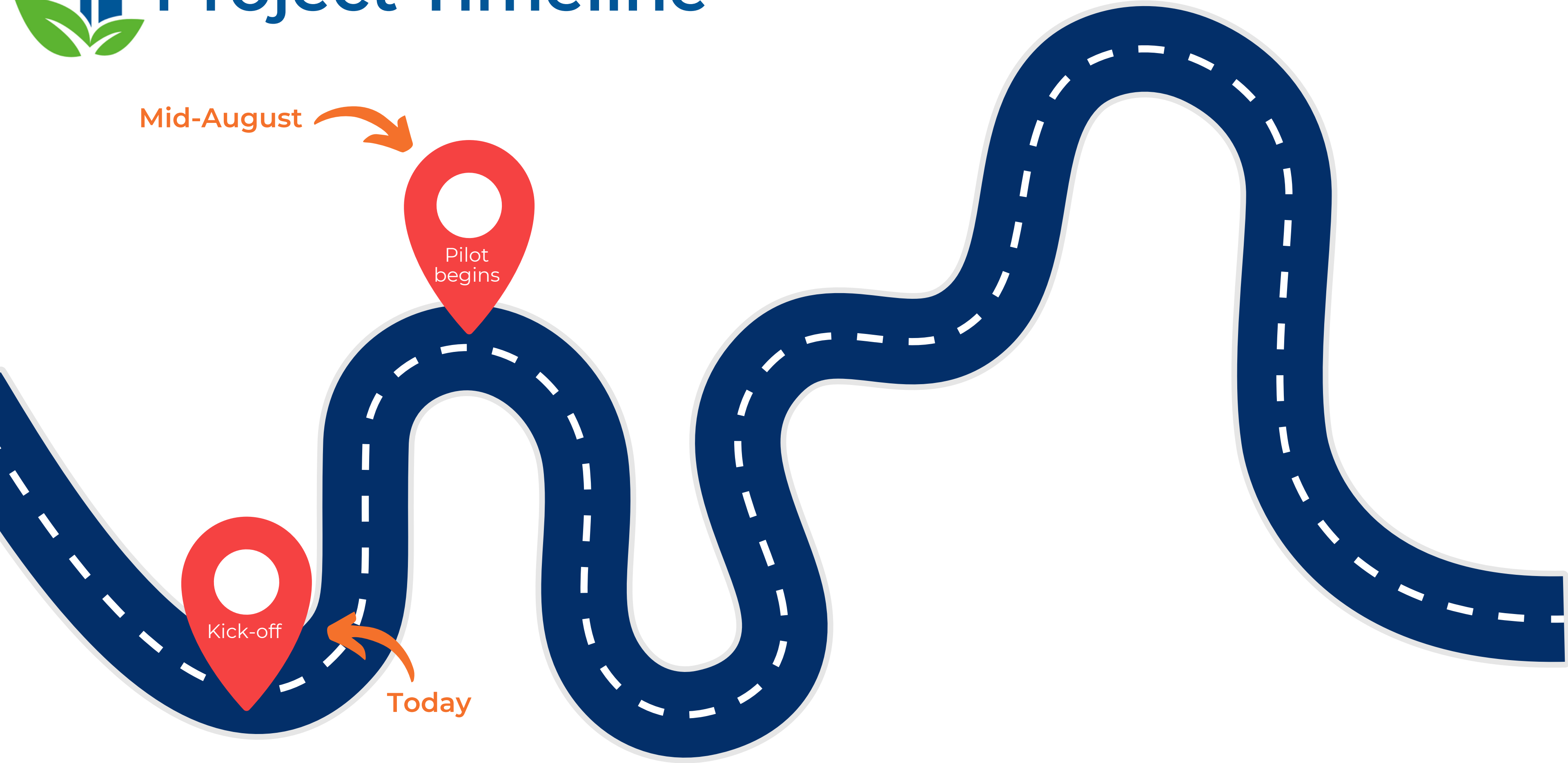
Pilot begins



Kick-off



Today





# Project Timeline

Mid-August



Pilot begins



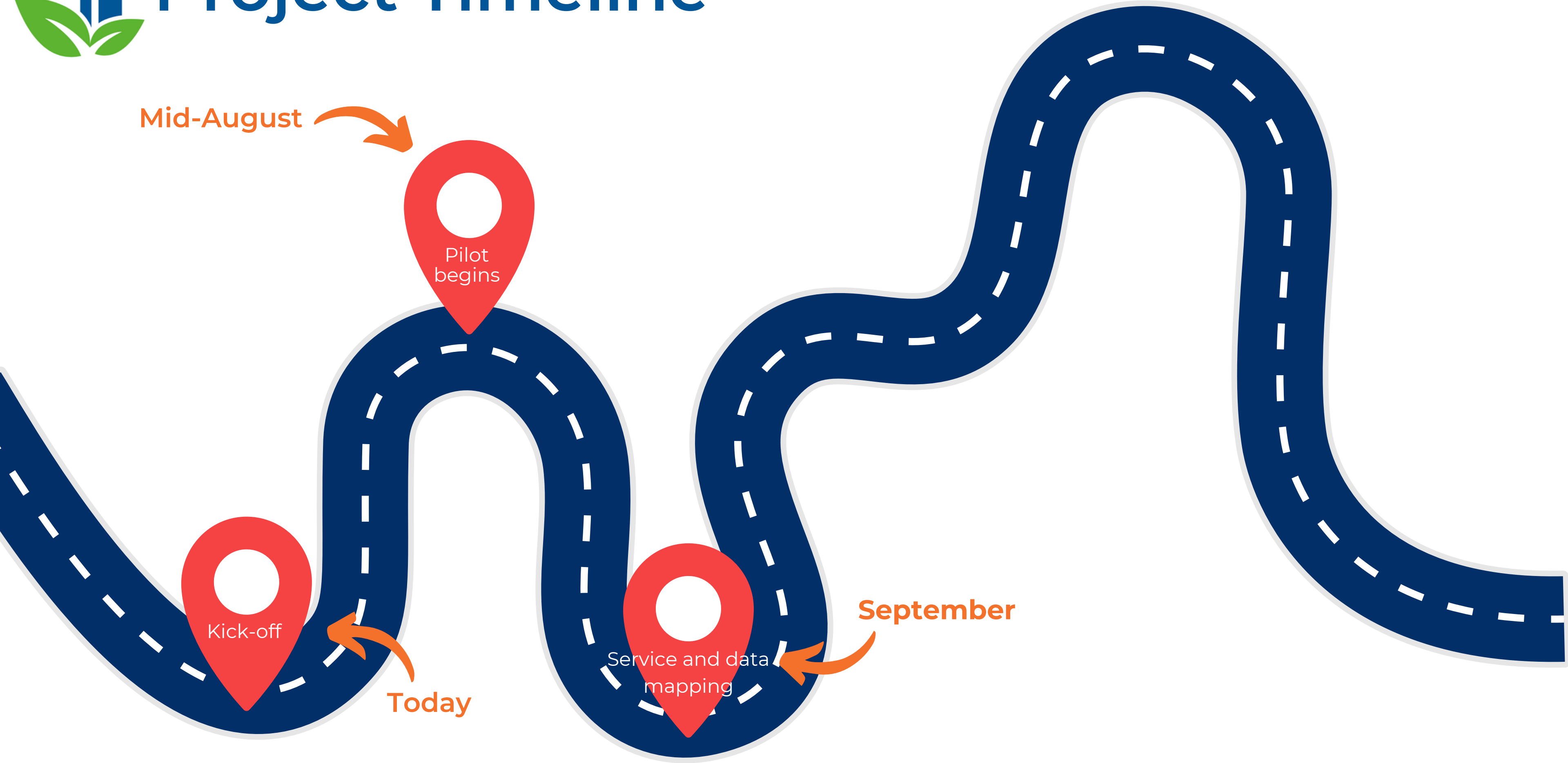
Kick-off

Today



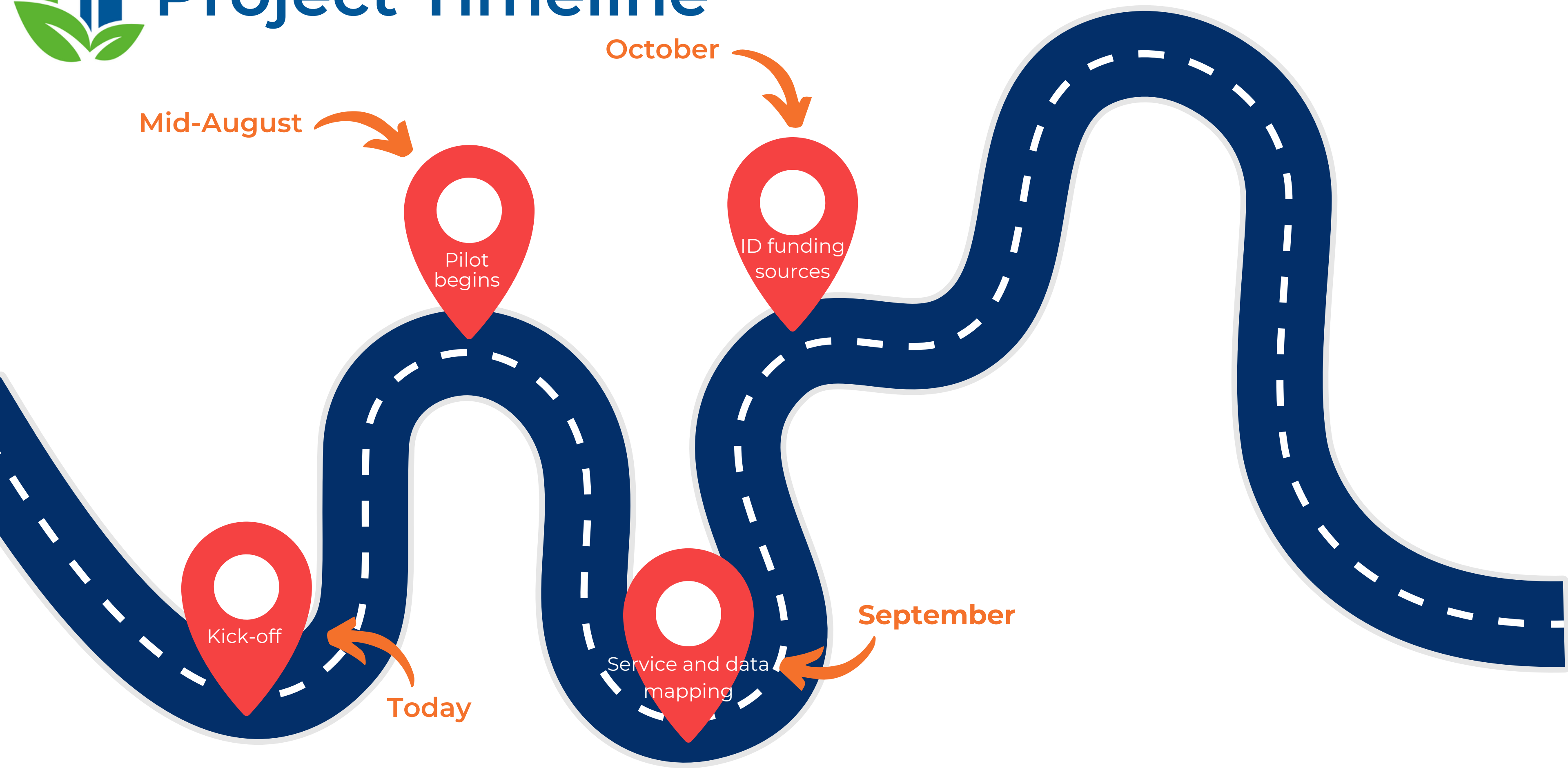
Service and data mapping

September





# Project Timeline



Mid-August



Pilot begins

October



ID funding sources

September



Kick-off

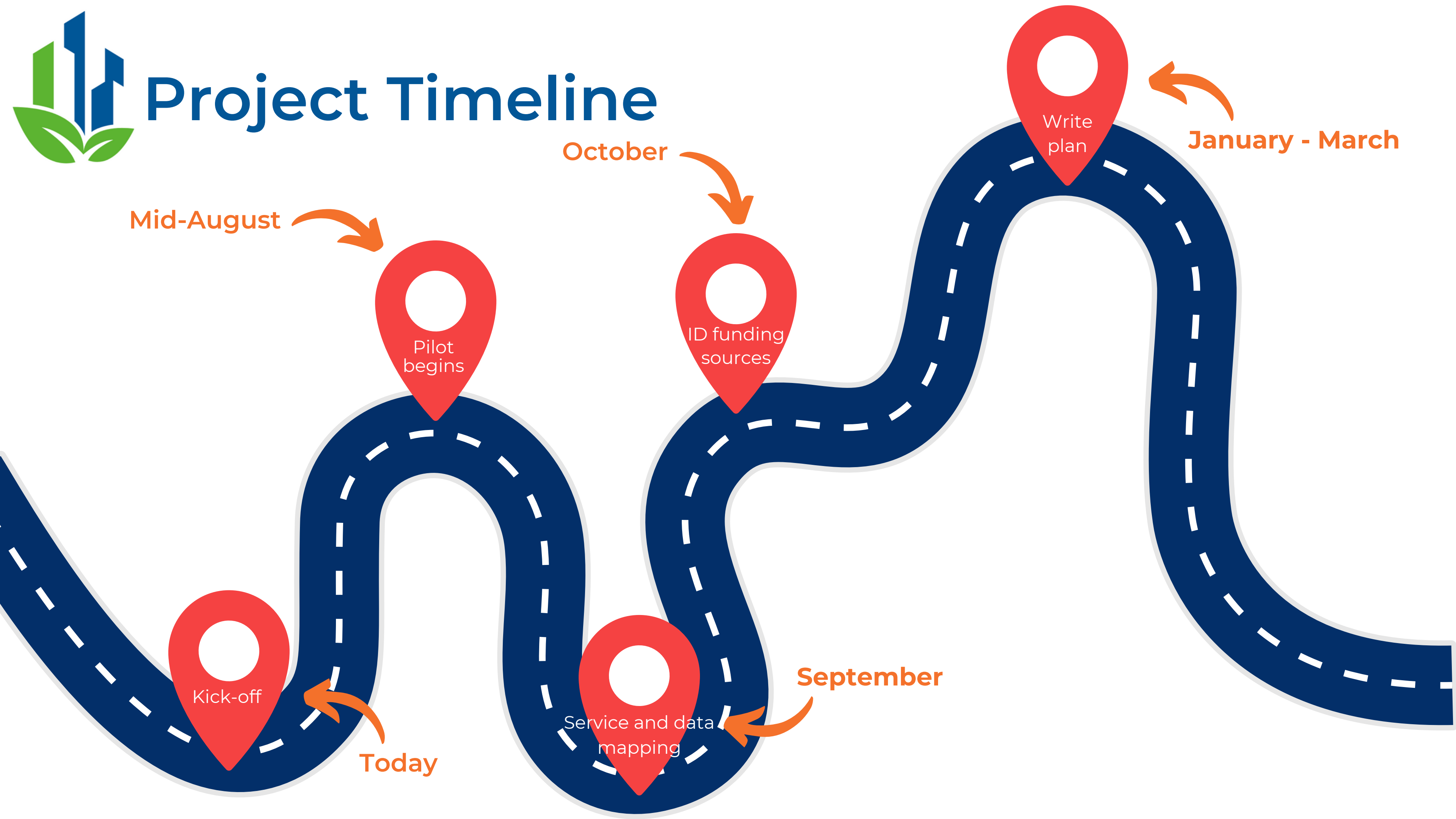
Today



Service and data mapping



# Project Timeline



Mid-August



Pilot begins

October



ID funding sources

September



Service and data mapping

Today



Kick-off

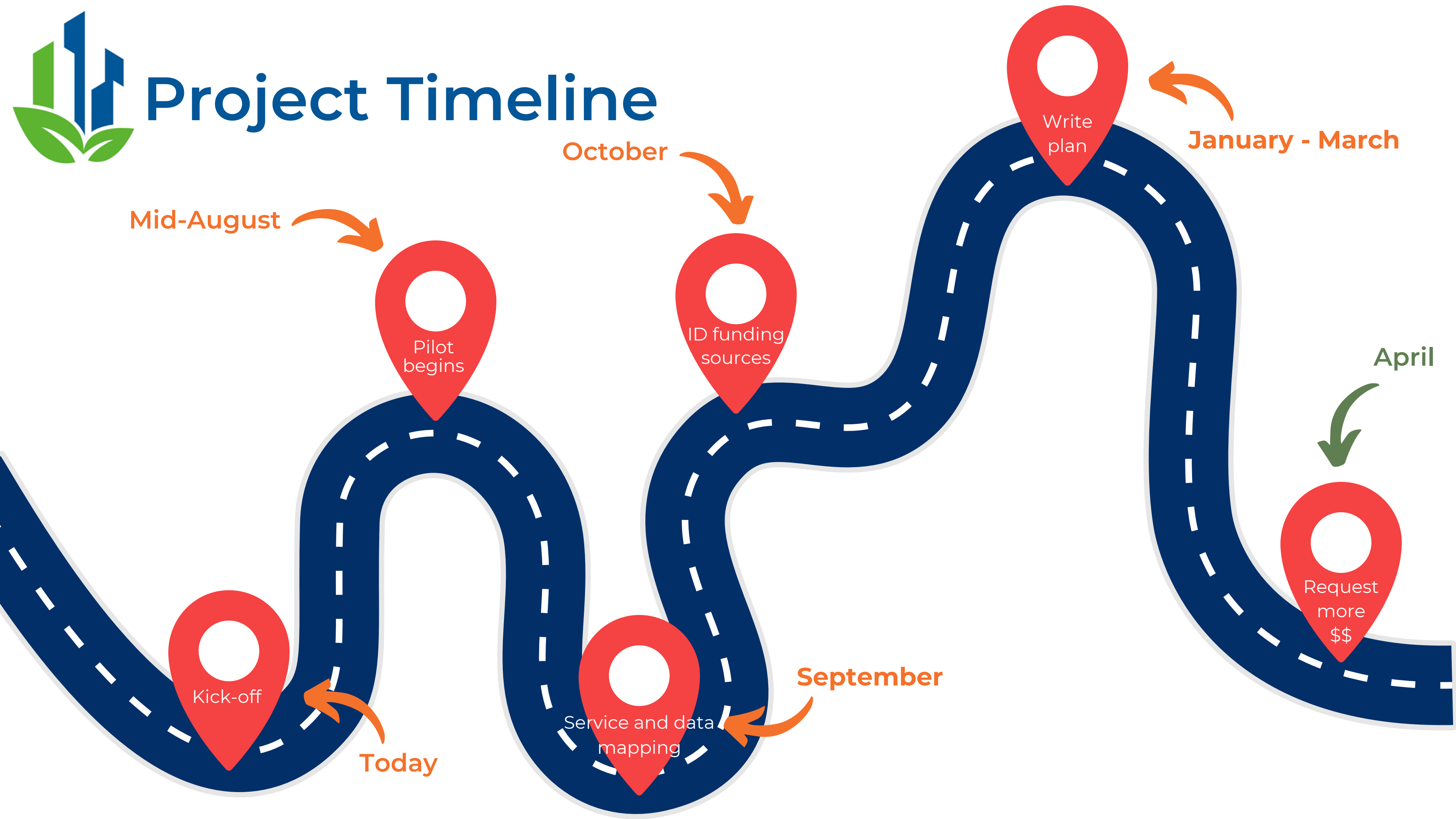


Write plan

January - March



# Project Timeline



Mid-August

Pilot begins

October

ID funding sources

September

Service and data mapping

Today

Kick-off

Write plan

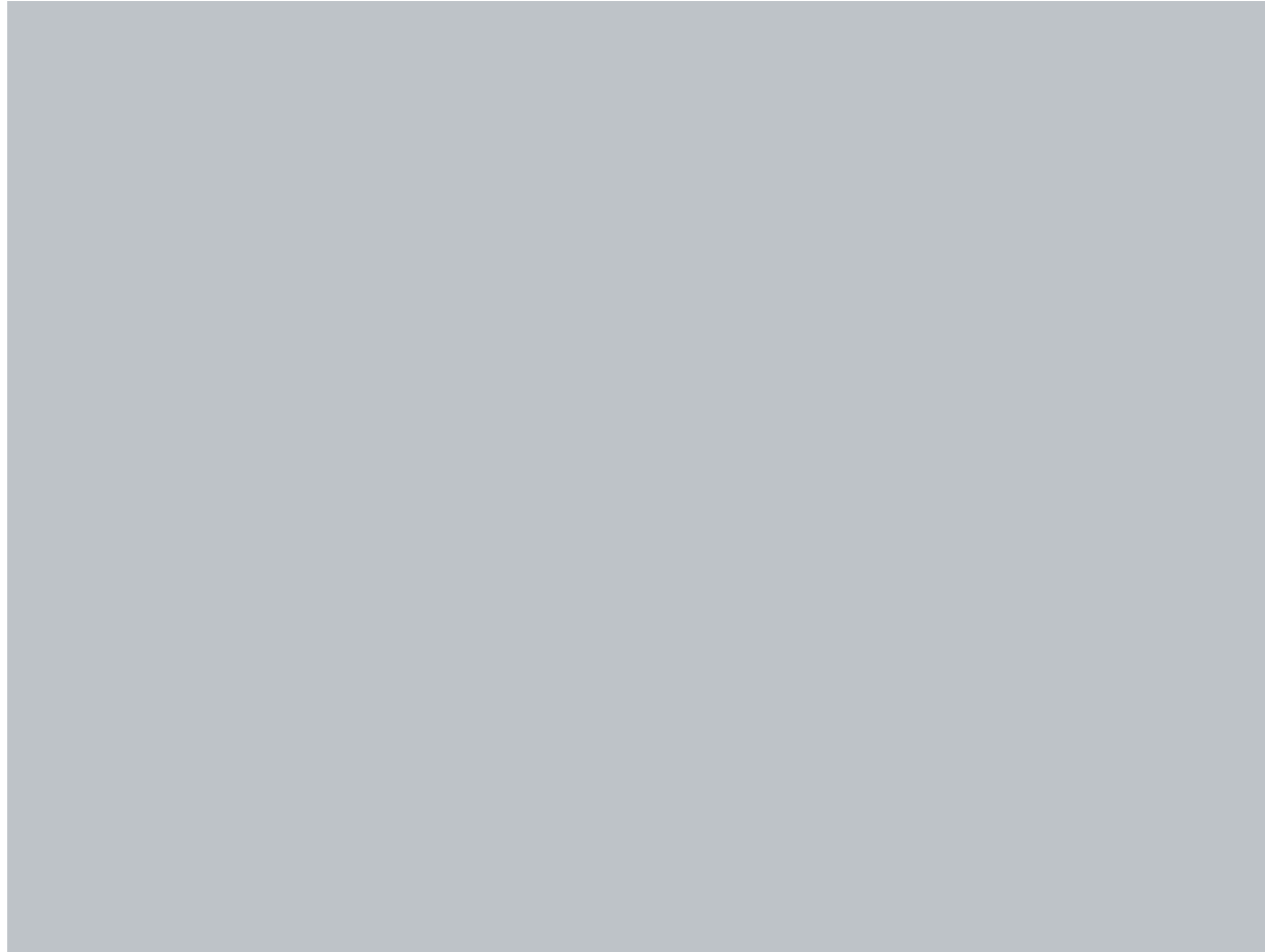
January - March

April

Request more \$\$



# Project Collaboration & Roles







# Partner Engagement & Feedback



Take a moment to complete simple survey



Tell us how you want to engage in process



Provide feedback on how we can improve

# Next Steps



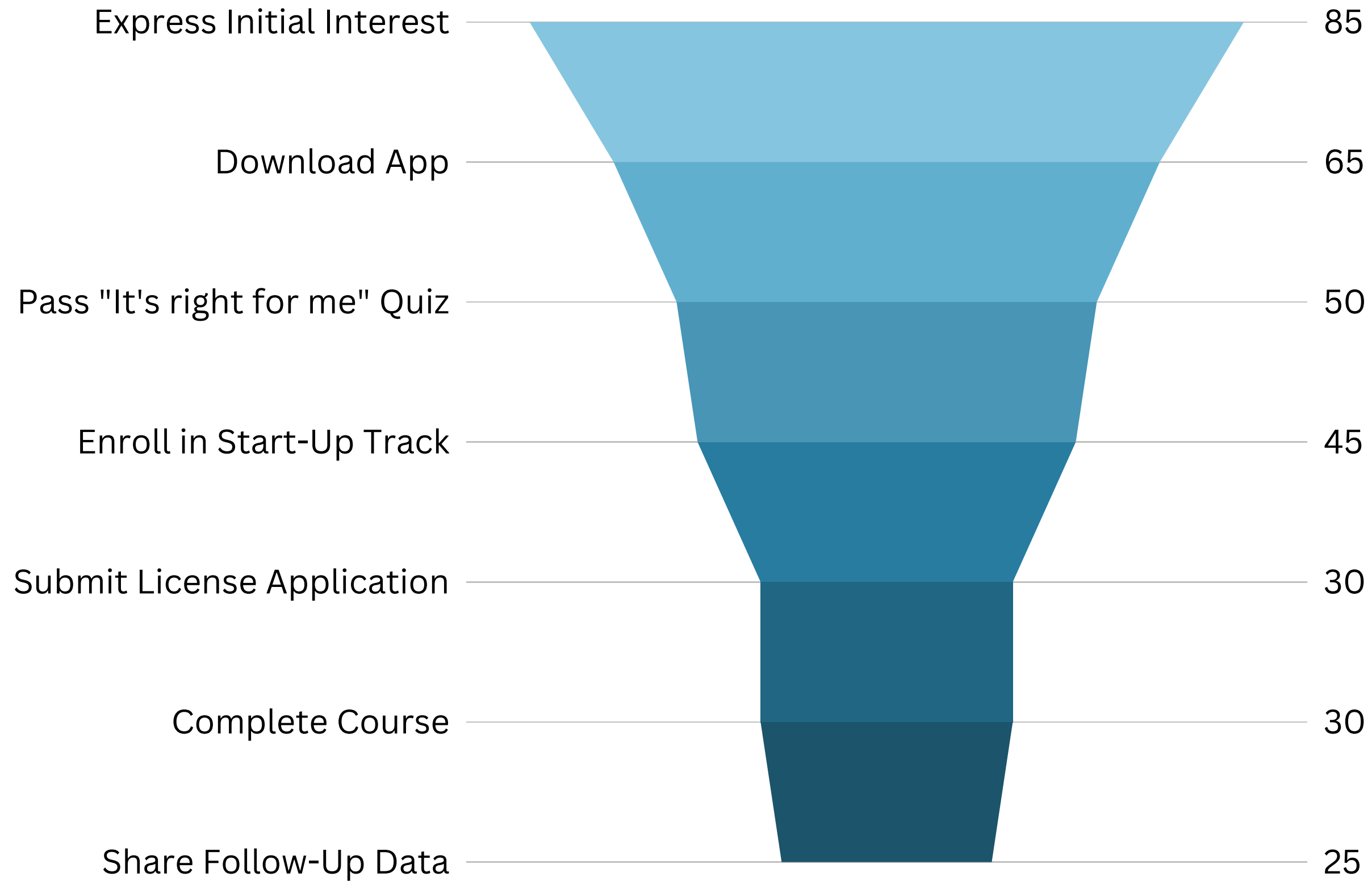
# Next Steps



Spread the word to potential entrepreneurs



# Pilot Recruitment Targets



# INTERESTED IN RUNNING A DAYCARE BUSINESS FROM YOUR HOME?



- ✓ Accelerated support through state licensing process
- ✓ Learn the business side of running a home daycare
- ✓ Self-paced learning, 1-on-1 coaching, group support
- ✓ Start-up grants available to qualifying entrepreneurs
- ✓ Ongoing access to learning content and business tools

**12-WEEK COURSE STARTS MID-AUGUST**

TO TALK TO A NURTURE COACH, TEXT "LEARN MORE" TO 916-919-1353

**WONDERING IF  
IT'S FOR YOU?**

DOWNLOAD THE APP TO EXPLORE  
CHILD CARE ENTREPRENEURSHIP



Turn the page to learn more



## WHAT TO EXPECT

To qualify for a **\$2,500** start-up grant, participants must live in Stanislaus County and ...

- 1 Participate in virtual weekly group sessions
- 2 Complete independent coursework on your smartphone
- 3 Obtain state family child care license
- 4 Participate in research study

### Share baseline and follow-up annual income

- July 2023, take and upload a photo of last year's income tax return with identifiable personal information blacked-out to provide a snapshot of your starting income
- In April of 2024 and 2025, upload a photo of your tax return to show how your household income has changed

### Share your progress

6, 12 and 18 months after completing the course, share:

- Whether you have received your license
- How many children are enrolled in your program
- Amount you earned from your program the prior month



Nurture is a nonprofit organization with fiscal sponsorship by Mission Asset Fund, a Community Development Financial Institution. Nurture's mission is to equitably design, build and scale practical solutions to improve work in child care sector.

[www.nurturebusiness.org](http://www.nurturebusiness.org) ~ [info@nurturebusiness.org](mailto:info@nurturebusiness.org) ~ 916-919-1353



## IS HOME-BASED CHILD CARE ENTREPRENEURSHIP FOR ME?

	YES	MAYBE	NO
<b>1</b> Do I want to be responsible for children's health and safety?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2</b> Do I know about child development or am I willing to learn?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3</b> Do I want to be a professional business owner?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4</b> Would I like to set my hours and decide how much to charge?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5</b> Would I like to be with my own children or grandchildren?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6</b> Am I willing to open my home to others?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>7</b> Is my family supportive?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>8</b> Am I able to come up with start-up funding?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



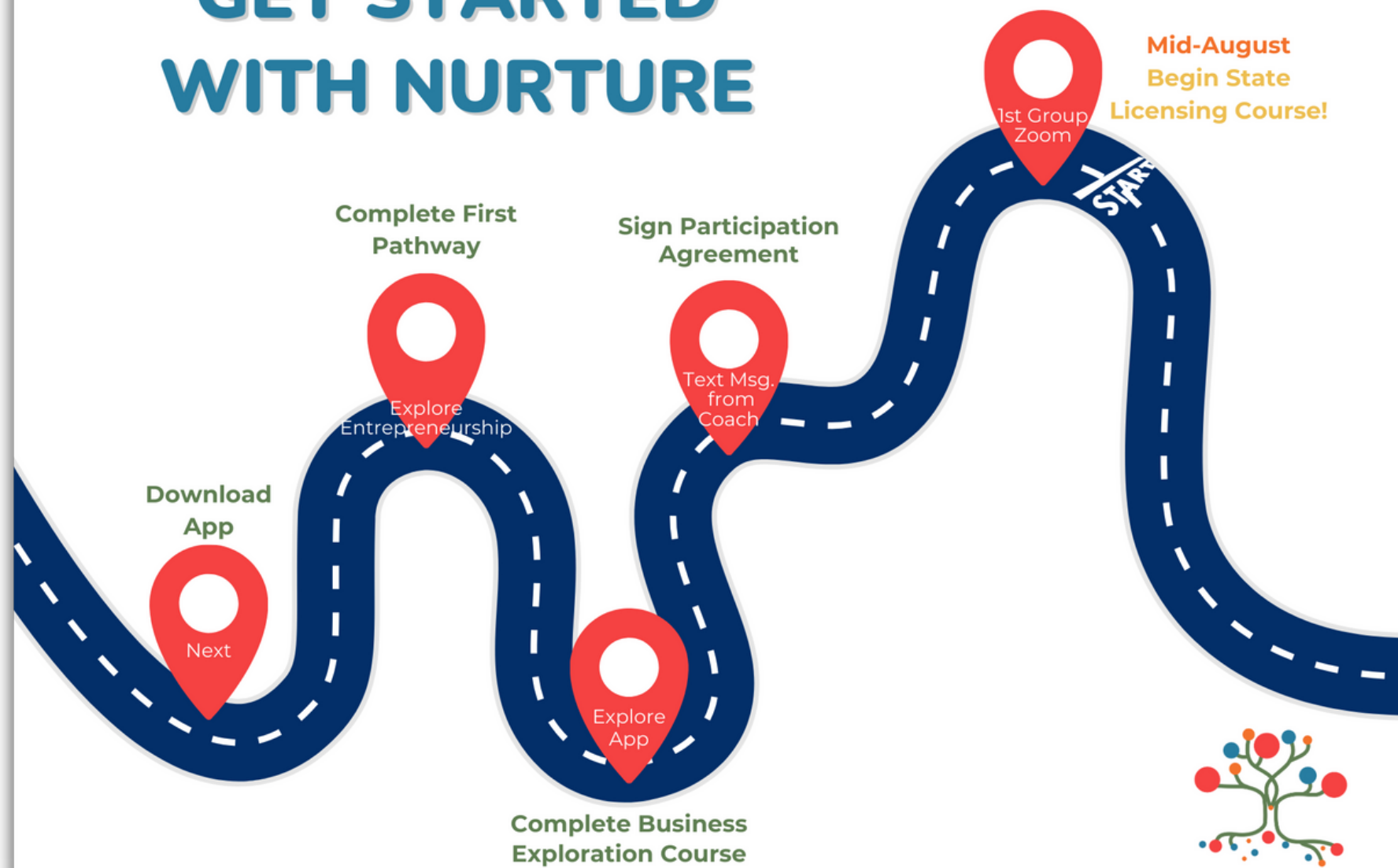
## FREQUENTLY ASKED QUESTIONS

- ? Do I need immigration papers?**  
No, you can be licensed as a Family Child Care Home regardless of status
- ? Do I need a computer?**  
No, all you need is a smartphone (we will help you use the app if you need it)
- ? I'm a renter, can I run a day care in my home?**  
Yes! You need to notify your landlord if you want to care for up to 6 children; for 7 - 8 you need landlord approval
- ? Does my home need to be a certain size?**  
No, the only requirement is that your home or apartment is safe for young children
- ? What if someone I live with has a record?**  
Everyone in your household must pass a criminal background check to get a state license
- ? What if I fall behind?**  
You can complete work independently, but you will be ineligible for grant
- ? What if I need extra help?**  
Your coach is available by text, phone or Zoom to help you stay on track

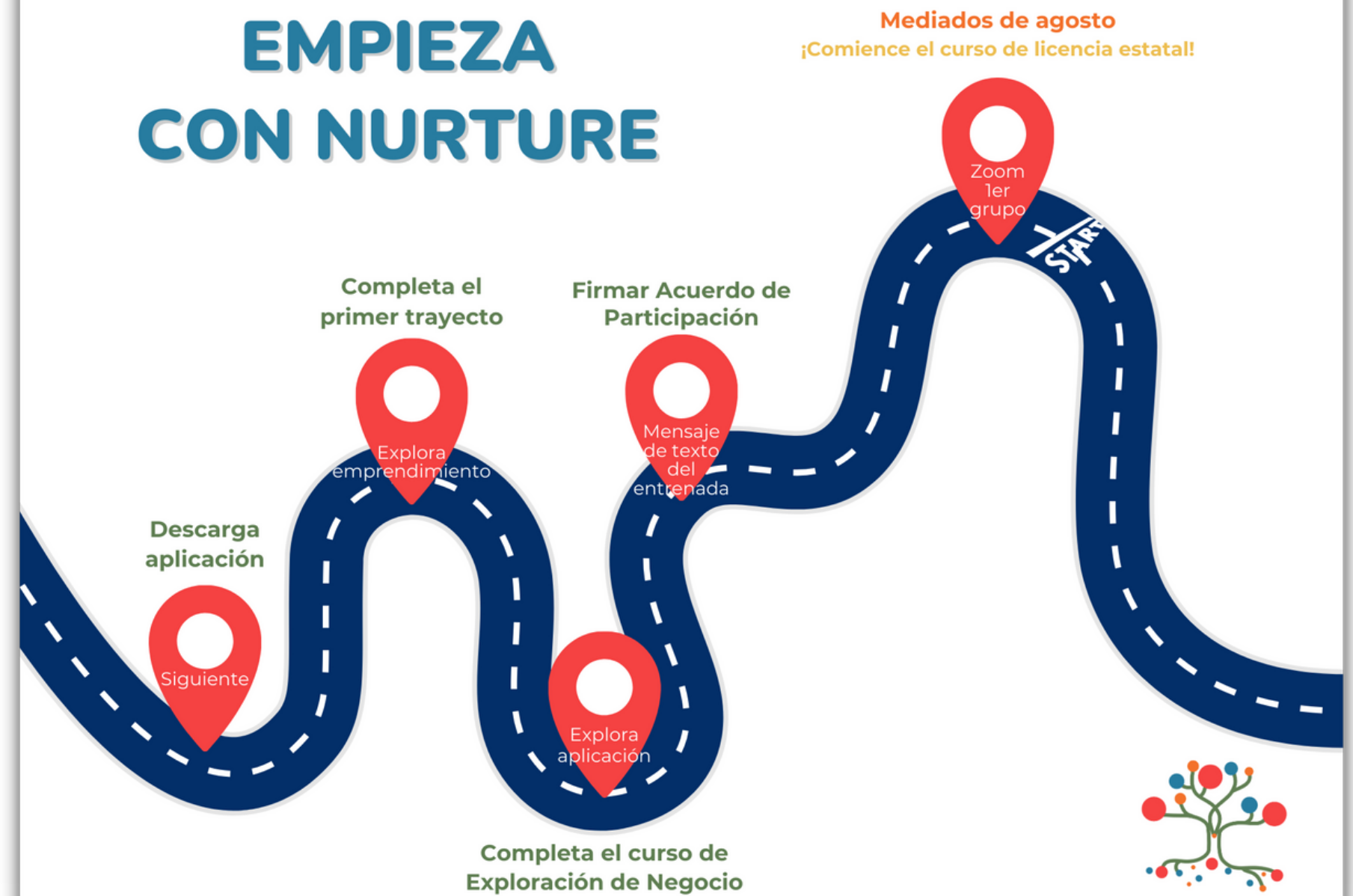




# GET STARTED WITH NURTURE




# EMPIEZA CON NURTURE





# GET STARTED WITH NURTURE

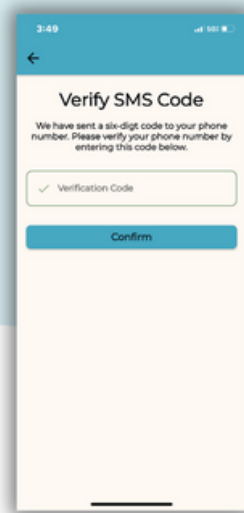
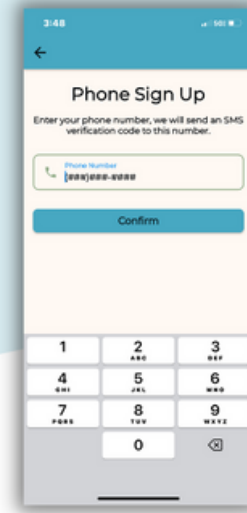
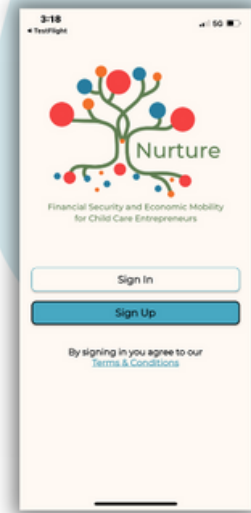
## 1 Download the app

1. Point your phone's camera at the QR code
2. Click the link that pops-up
3. Click Install or 



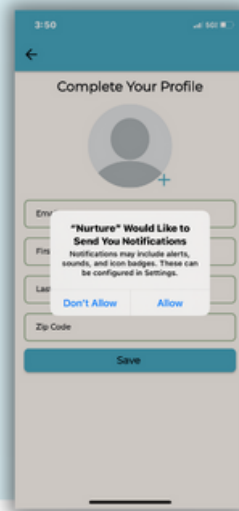
## 2 Create an account

1. Sign up
2. Choose language
3. Enter mobile number
4. Enter code sent by text

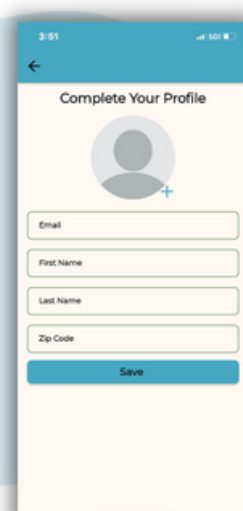


## 3 Create a profile

1. Click Allow

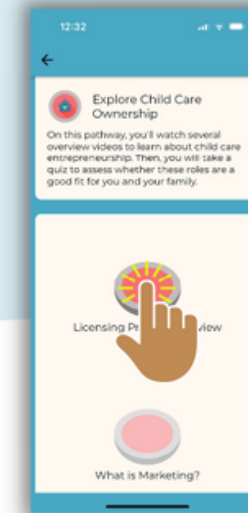


2. Enter
  - o Email address
  - o First and last name
  - o ZIP code



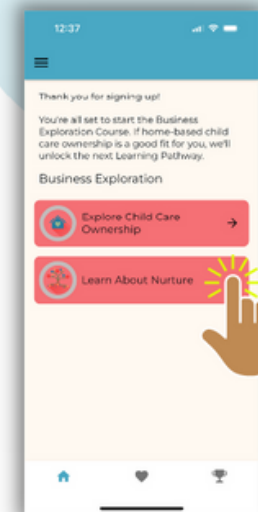
## 4 Complete first pathway

1. Click top box
2. Click first step
3. Watch videos
4. Take a quiz



## 5 Find a course that's right for you

1. Click bottom box
2. Click first step
3. Watch videos
4. Answer a few questions



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# Social Media Images

## English & Spanish

### Instagram

### Facebook & LinkedIn

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- Self-paced learning, 1-on-1 coaching, group support
- Start-up grants available to qualifying entrepreneurs
- Ongoing access to learning content and business tools

**CONSIDERING IF IT'S FOR YOU?**  
THE APP TO EXPLORE CHILD CARE ENTREPRENEURSHIP

Download on the App Store

Stanislaus 2030 is a public-private partnership that advances a shared vision of economic prosperity for all  
[www.stanislaus2030.com](http://www.stanislaus2030.com)

**¿ESTÁ INTERESADA EN ADMINISTRAR UN NEGOCIO DE GUARDERÍA DESDE SU HOGAR?**

- Soporte acelerado durante el proceso de licencia estatal
- Aprenda el lado comercial de administrar una guardería en el hogar
- Aprendizaje a su propio ritmo, entrenamiento 1 a 1, apoyo grupal
- Subvenciones de puesta en marcha disponibles para empresarias que califiquen
- Acceso continuo a contenido de aprendizaje y herramientas comerciales

**EL CURSO DE 12 SEMANAS COMIENZA A MEDIADOS DE AGOSTO**  
PARA HABLAR CON UN ASESORA DE NURTURE, ENVÍE UN MENSAJE DE TEXTO CON LA PALABRA "MÁS INFORMACIÓN" AL 916-919-1353

**¿TE PREGUNTAS SI ES PARA TI?**

DESCARGUE LA APLICACIÓN PARA EXPLORAR EL ESPÍRITU EMPRESARIAL DE CUIDADO INFANTIL

**¿QUÉ ESPERARÁS?**

Para calificar para una subvención inicial de \$2,500, los participantes deben vivir en el condado de Stanislaus y ...

- Participar en sesiones grupales virtuales semanales
- Complete cursos independientes en su teléfono inteligente
- Obtener una licencia estatal de cuidado infantil familiar
- Participar en un estudio de investigación

Comparta los ingresos anuales de referencia y de seguimiento

- Julio de 2023, tome y cargue una foto de la declaración de impuestos sobre la renta del año pasado con la información personal identificable tachada para proporcionar una instantánea de su ingreso inicial
- En abril de 2024 y 2025, cargue una foto de su declaración de impuestos para mostrar cómo han cambiado los ingresos de su hogar

Comparte tu progreso

6, 12 y 18 meses, recibirá un enlace con una encuesta preguntando:

- Si ha recibido su licencia
- Cuántos niños están inscritos en su programa
- Cantidad que ganó de su programa el mes anterior

Nurture es una organización sin fines de lucro con la misión diseñar, construir y escalar de manera equitativa soluciones prácticas para mejorar el trabajo en el sector del cuidado infantil.  
[www.nurturebusiness.org](http://www.nurturebusiness.org) - [info@nurturebusiness.org](mailto:info@nurturebusiness.org) - 916-919-1353

Stanislaus 2030 es una organización que promueve la prosperidad económica para todos  
[www.stanislaus2030.com](http://www.stanislaus2030.com)



# Next Steps



Spread the word to potential entrepreneurs



1:1 stakeholder meetings continue



Pilot begins!



Reconvene in September



# Thank

# You!



**STANISLAUS 2030**



Financial Security and Economic  
Mobility for Child Care Entrepreneurs