Tips, tricks and flyers to start your journey building child care solutions!
Welcome to the possible solution. Let’s power through this together!

The Child Care Ready by CCR&R marketing toolkit is designed to help communities statewide plan a professional development series to access potential child care providers. This series is targeted towards communities looking to build child care solutions. These trainings are offered to anyone interested in establishing a career in the early childhood field such as center staff or home providers. This toolkit can be utilized by community members, business leaders and other key partners willing to be part of the child care solution and host Child Care Ready by CCR&R.

1. Start the Process and discuss solutions
2. Market
3. Follow Up!

Share resources on all social media channels!

Facebook
Instagram
Twitter
YouTube

What can your community do to support child care locally? Are you looking for a possible solution to address the child care crisis in your community? Child Care Ready is an accelerated series designed to help find potential child care providers. CCR&R, in partnership with local community organizations, will invest in community-led solutions to address the child care and workforce shortages. Hosting Child Care Ready in your community will increase the availability of quality child care.
Key Partners

When making plans for your community-led solutions meeting, be sure to invite all possible partners!

Example of partners: IowaWorks, Iowa Workforce Development, Early Childhood Iowa, local community college, chambers, betterment board/director, county foundations, schools, other child care programs, child care task forces, hospitals, public health, local community action, county outreach offices, Iowa Womens Foundation, city groups, city officials, businesses who see child care as a need, the local philanthropist, local businesses, Hy-vee, Casey’s, Fareway, Economic Development organizations, etc.

Iowa Workforce Development Partnership will include:
1. Hosting classes or helping secure a location for the classes.
2. Reaching out to employers and provide education to them about the child care issues many of their employees face as well as ways they can support the cause.
3. Marketing of the Child Care Ready program - this would include using the IowaWORKS promotional emails to job seekers, advertising on social media, sharing with the local workforce board and other high profile partners who can assist in marketing (Economic Development/Chambers).
4. Meeting with career planners for a training prior to the program to educate them on the importance of child care registration and the potential benefits a child care provider has in order to share with job seekers.

Donation Opportunities

- Fire stations/EMT
  (smoke detectors, batteries, fire extinguishers, CPR training)
- Hospitals (CPR, training space, automated external defibrillator)
- Library’s (space, computers)
- Community Action (grants)
- Child Care Nurse Consultants (health and safety items)
- Start up supplies, examples are cribs, first aid kits, child care equipment, gas cards, etc.
To address the child care crisis, the Iowa Women’s Foundation and partner organizations started the Building Community Child Care Solutions Collaborative. Through our shared work, 30+ communities across Iowa are now exploring innovative ways to exchange ideas among business and community leaders, employees and organizations to promote child care investments that support children’s healthy development and a competitive business environment—both for the short and long term. Together, we are investing in community-led solutions to address the child care and workforce shortages. We are increasing the availability of quality child care. We are growing Iowa’s workforce. And we are strengthening our communities.

Iowa Council of Foundations Partnership will include:
1. Relaying information to staff.
2. Reaching out to employers and provide education to them about the child care issues many of their employees faces as well as ways they can support the cause.
3. Marketing of the Child Care Ready program
SUCCESS
THIS IS OUR PROPOSAL FOR YOUR CHILD CARE BUSINESS

Do you enjoy working with children and want to be your own boss? If you have a passion for children, are eager to make a change in your life and you are ready for help in reaching your goals - NOW is the time to make it happen!

Start your journey today!

For questions regarding this event or a career in early childhood education, contact a Community Development Specialist: www.iowacct.org

Funding provided by the Iowa Department of Human Services through the Child Care Development Fund.
**Sample Agenda**

**Business Training**

**3 hours**
- 1st Aid/CPR training

**6 hours**
- Introductions and welcome; Setting up Iowa Professional Workforce Registry accounts; Careers and Pathways (discussion regarding Professionalism in Early Childhood, What does it Look Like?) - 2.5 hours
- Fingerprinting - .5 hours
- Registration packet walk through; connect with consultant - .5 hours
- Lunch & Networking time (lunch provided on site) - .5 hours (optional)
- What's next/Door prize drawing - .5 hours (optional)
- Mandatory Reporter Training (MCART) – 3 hours*

*participants can leave once they have completed the 2-hour MCART training - staff will be on hand afterwards for questions/connections.

**6 hours**
- Essentials Modules 1 through 3 training – 3 hours
- Lunch break (lunch provided on site) – .5 hours (optional)
- Essentials Modules 4 through 6 training – 3 hours

**6 hours**
- Essentials Modules 7 through 9 training – 3 hours
- Lunch break (lunch provided on site) – .5 hours (optional)
- Essentials Modules 10 through 12 training – 3 hours

**3 hours**
- Family child care information only
  - Emergency preparedness planning - policy worksheet, DHS required policies – .5 hours
  - Registration application, pre-inspection checklist – 1.5 hours
  - Networking & Fingerprinting – 1 hour

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**Start your journey today!**

For questions regarding this event or a career in early childhood education, contact a Community Development Specialist: [www.iowaccrr.org](http://www.iowaccrr.org)
Do you want a rewarding career working with children? Have you always wanted to have your own business? CCR&R and <<partners>> are teaming together to bring you Child Care Ready. This educational series offers all the pre-certification training required to start as child care center staff or start a home child care business. This allows you to start your journey of becoming a child care provider at little to no cost! Please email or call the numbers below for more information.

#TogetherWeWill... Be Child Care Ready!
(Add regional contact information here)

Looking for a way to work from home? Have you considered owning your own business? CCR&R and <<partners>> are partnering to bring you Child Care Ready. This accelerated professional development series includes coaching, mentorship and best practices for child care providers. Be part of the solution to provide quality child care for your community and workforce. Please email or call the numbers below for more information.

#TogetherWeWill... Be Child Care Ready!
(Add regional contact information here)

Ready to start your career in the early childhood education? You are in luck… #ChildCareReady is being held near you! Join entrepreneurs like yourself to begin the process of becoming a home child care provider! Take the first step to a career you love and join in on this professional development series!

Date:
Time:
Location:

#TogetherWeWill... Be Child Care Ready
Dear (Stakeholders).

We are excited to share with you that Child Care Resource & Referral (CCR&R) along with community (add community) partners are hosting Child Care Ready: an accelerated professional development series near you! Learn more about Child Care Ready at https://iowaccrr.org/providers/CCR/. We would appreciate your help in sharing this information within your organization and the community so that we can get the word out to those interested. As many of you know, we are in a child care crisis. Across the nation, we are seeing the need for more quality early childhood programs to meet the child care needs of our parents, communities, and businesses. This educational series offers all the pre-certification training required to start as a child care center staff or start a home child care business. The Child Care Ready series can assist communities in building child care solutions.

Attached to this email is the schedule for the upcoming events and an invitation flyer. Please share this information on social media and by email to take part in the child care solution in your community. To learn more about CCR&R’s FREE services, please visit www.iowaccrr.org. If you have any further questions, please feel free to email me at entername@services.org or call <phone number>.

Thank you,
(add regional contact information)
Email 2
Hello!
Child Care Ready by CCR&R Kick-off Day has arrived!!
We are so excited to see that you will be joining us tomorrow! Attached is the schedule for the accelerated professional development series in your community.
Once you have completed this educational series offering all the pre-certification training required, you will be able to start as a child care center staff or start a home child care business. Please contact CCR&R if you are having any questions or concerns and a local Child Care Consultant will assist you.
Thank you,
(add regional contact information)

Email 3a
For Home Providers
We want to take a moment to thank you for attending and completing Child Care Ready by CCR&R. You have completed the pre-certification training required to start a home child care business and at this time should currently be working with your CCR&R staff to mail in your registration packet.
A pre-Inspection checklist is attached. This may be helpful to look over before your DHS pre-inspection visit. Please contact your local consultant if you would like us to do a walk through with you before this visit.
Thank you,
(add regional contact information)

Email 3b
For Center Staff Providers
We want to take a moment to thank you for attending and completing Child Care Ready by CCR&R. You have completed the necessary trainings required by DHS for licensed center staff. Moving forward, you may contact a local center or your current center director on the process of continuing training hours.
If you need additional supports as you work with children in the center, please contact CCR&R we would enjoy working with you again.
Thank you,
(Add regional contact information)
The Child Care Crisis is Happening Now! What Can You Do to Make a Difference?

Have you ever considered opening your own business? Does this vision of yours include children, creativity and flexibility? Maybe this is your time to shine and open your own in-home child care business! Child Care Resource & Referral (CCR&R) staff reports that parents in Iowa are struggling with the lack of child care slots.

CCR&R Child Care Consultants can offer free guidance to start and maintain a quality child care business. They give information on regulations, additional sources of income, business practices and child development. The CCR&R Child Care Consultant provides support to all child care businesses, whether it is in a home, a center or a preschool. If you are currently doing child care and not working with your local consultant, call or text (Phone Number) today!

Did you know that in Iowa, family child care home providers are able to serve five or fewer children at any one time without being registered with the Iowa Department of Human Services? If the home provider is serving six or more children, then they must be registered. CCR&R is here to help with the process of registration and to assist with the location of many resources that benefit the business, such as receiving funding reimbursement on the Child and Adult Care Food Program, local grant projects to support quality and being identified as quality on the Iowa Quality Rating System.

CCR&R is a program to support quality child care throughout the state of Iowa. Funding for CCR&R services is provided by the Iowa Department of Human Services through the Child Care Development Fund. CCR&R is available to assist families in selecting child care providers who best meet the needs of children and their families. Our free parent referral line helps walk families through the process of placing their child in a safe and reliable environment that they deserve. Call 855-244-5301 for the parent referral line today!

If you or someone you know is interested in our services please contact a Community Development Specialist at (Phone Number) or visit our website at www.iowaccrr.org.

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Do you enjoy working with children and want to be your own boss? If you have a passion for children, are eager to make a change in your life and you are ready for help in reaching your goals - NOW is the time to make it happen!

Check out Child Care Ready by CCR&R and let us help you! Across the state of Iowa, communities are coming forward to tackle the child care crisis many towns are facing. In the past five years, the state of Iowa has lost 37% of child care programs.

Parents are faced with challenges of missing work or quitting their job due to the lack of child care. According to a study done by the Iowa Women’s Foundation, 65% of parents are late to work or leave early due to child care issues. You can make a difference and start your career all while helping your community!

Are you someone who:
- Enjoys working with children?
- Wants to be your own boss and schedule your own hours?
- Wants to work from home?
- Needs extra money while staying at home to raise your own children?
- Already provides child care but want to become registered?
- Plans on graduating from high school or college with a goal of starting a career in the child care field?

Child Care Ready by CCR&R is designed to help individuals seeking a career in early childhood education. This accelerated professional development series includes coaching, mentorship and best practices, that will help individuals to become Child Care Ready!

Children deserve a safe and quality environment. YOU can give them that environment! Call or email your Community Development Specialist today at (Phone Number) and (Email) to find our more information about Child Care Ready by CCR&R!
WHAT DO CCR&R STAFF NEED

PRE-INSPECTION VISIT

Schedule a visit and go over all required information with the possible child care provider.

RENTAL AGREEMENT

The provider must rent or own the space they use for child care. A note from the owner stating they could do child care at the address would not be acceptable. This is the one thing we have seen several times that makes the application packet incomplete. The rental agreement or lease agreement must include the following:

- Rent paid/services rendered in exchange of control of the property;
- Address of the child care location;
- Date that at minimum covers the beginning of the registration;
- Signed and dated by all parties. If applicable, language that leaser/renter has full and exclusive control of the property and access during specific days and hours;
- Property is not accessed by others that are not involved with child care;
- During this time, the sole purpose of the property is for child care;
- The leaser/renter has approval to make modifications to the property to ensure the health and safety of children.
WHAT DO CCR&R STAFF NEED

TRAINING SPECIALIST

Plan ahead for time, location, instructors, and fee. CCR&R provides training for providers for no cost.

BUDGET BREAKDOWN

Bring budget breakdown to community meetings. Start up costs for Child Development Home document will be used. Other examples are allowed.

![Start-up Costs for a Child Development Home](image-url)