



# Child Care Provider Expansion Initiative SPECIAL Communication Toolkit for Workforce Boards: EMPLOYER-CHILD CARE BUSINESS PARTNERSHIPS

Without affordable, accessible options for child care, [qualified workers who are parents and caregivers cannot take on work, which leaves positions unfilled](#). Unfortunately, the availability of child care [fell sharply](#) during the pandemic in communities all across the State. Ensuring that Texas businesses are able to remain competitive will require a strong child care market for employees to rely on.

**We need the help of local Workforce Development Boards, community-based organizations, and other organizations to help spread the word and ensure that Texas employers and eligible child care businesses are aware of the Child Care Provider Expansion Initiative.**

## About the Initiative

To support the growth and stability of a strong child care industry, the Texas Workforce Commission's Child Care Provider Expansion Initiative offers funding to child care businesses that will operate in a documented partnership with an employer or consortium of employers to provide care for their employees' children. This funding presents a unique opportunity for Texas employers to collaborate with local child care providers to partner in offering high-quality child care for their employees as well as the parents within your community.

### **Expansion Initiative Eligibility**

Child care businesses increasing access to care in partnership with a local employer, within TWC child care deserts, and/or through increased infant slots may be eligible to apply for funding. The Initiative presents an incredible opportunity for Workforce Boards to help bring economic stability and growth to their regions.

To be considered eligible for Expansion Initiative funding through an employer partnership, **providers must be engaged in a partnership with at least one employer that is documented by a Memorandum of Understanding signed by all parties**. This MOU must result in an increase in the availability of licensed care, either through a new child care business, the expansion of an existing one, or conversion of existing child care slots to infant slots (all on or after March 1, 2022).

### **Expansion Initiative Funding**

Child care businesses may be eligible for either one or two awards under this Initiative depending on their licensing status:

- Child care businesses that **have not yet applied for** a new or modified permit from CCR to open or expand their child care business could be eligible to apply for both **Start-Up Award funding**, to help offset operations costs associated with preparing to open or expand their child care business, and **Initial Operating Award funding**, to help offset the first three months of operating costs.
- Child Care businesses that **have already received their new or modified permit from CCR** to open or expand their child care business (between March 1 and the date of applying for this initiative) could be able to apply for **Initial Operating Award funding** to help offset the first three months of operating costs.
- Child care businesses that received their new or modified permit from CCR prior to March 1, 2022 are ineligible.

### **Expansion Initiative Awards**

Child care providers may be eligible to receive one or two awards:

<b>Start-up Awards (Child Care Deserts and Employer Partnerships)</b>		
Type of Program	Increased Capacity (new slots only)	Amount
Licensed Center	101 or more	\$75,000
	75-100	\$60,000
	50-74	\$45,000
	25-49	\$30,000
	0-24	\$15,000
Licensed Home	Up to 12	\$8,000
Registered Home	Up to 4	\$4,000
<b>Start-Up Awards (Infant Care)</b>		
\$2,000 / new infant slot*		
<b>*Start-Up Awards for Infant Care can be combined with the Start-up Award amounts shown above, if expanding in a child care desert or with an employer partnership</b>		
<b>Initial Operating Awards</b>		

### **Child Care Desert and Employer Site-Based Initial Operating Awards**

*New Provider capacity x Market Rate Survey 75th Percentile Average Daily Market Rate for All Ages x 3 months (63 days)*

### **Child Care Infant Initial Operating Award**

*New Infant Capacity x Market Rate Survey 75th Percentile Average Market Daily Rate for Infants x 3 months (63 days)*

**Applications for the Child Care Provider Expansion Initiative are currently being accepted.** To apply, providers can visit <https://www.childcare.texas.gov/childcare-expansion>. They may also follow that link to find helpful pre-application resources and guides, and answers to frequently asked questions.

## **What is in this for employers? About the Tax Credit for Employer-Provided Child Care Facilities and Services**

Offering child care as an employee benefit can reduce turnover, improve employee engagement and morale, and have a net positive impact on the company's bottom line. Partnerships can take many forms depending on what is best for the company and their employees. Employers looking to learn more can read our [guide](#).

Additionally, for 20 years, the federal government has offered a tax credit to encourage businesses to offer child care benefits to their employees. The Employer-Provided Child Care Facilities and Services credit allows businesses to receive a valuable tax credit of 25% of related child care expenses and 10% of their resource and referral expenses, up to a total of \$150,000. This [employer tax credit](#) is available for businesses that subsidize child care expenses for employees through either on-site care or contracted, off-site care, as well as research and referral costs to help employees find child care.

## Your organization can help in three ways:

1. **Share the opportunity** with providers, local employers, community-based organizations, and your local news using the **CHILD CARE PROVIDER EXPANSION INITIATIVE FLYER** and the sample email and social media posts in [ATTACHMENT A](#).
2. **Connect providers** with RESOURCES available in English and Spanish to help understand their eligibility and prepare to apply:
  - [Guide to Employer-Child Care Partnerships](#)
  - View [recorded webinars](#) on Preparing for the Child Care Provider Expansion Initiative
  - Plan to [attend a live webinar](#)
  - Review the Child Care Provider Expansion Initiative [Application Guide](#) and [Developing Your Business Plan Guide](#)
  - Visit our [website](#) for even more resources

3. Reach out to Civitas Strategies Early Start at for opportunities to provide videos, informational slide decks, or live webinars to child care providers and/or businesses in your area.

Please email [Expansion@civstrat.com](mailto:Expansion@civstrat.com). Assistance is available in English and Spanish.

## [Attachment A: Sample Email and Social Media Posts](#)

1. Sample Email for Providers
2. Sample Email for Employers
3. Sample Social Media Post
4. Sample News Release

### **1. Sample Email for Providers**

Hello,

Recently, the Texas Workforce Commission launched the Child Care Provider Expansion Initiative to support providers who are expanding the capacity of their existing child care business or opening a new child care business on or after March 1, 2022. To be eligible, providers must be opening or expanding their business in a child care desert, in partnership with an employer, or expanding availability for infants.

Have you considered partnering with an employer to offer expanded or new child care services? The [Employer-Child Care Business Partnership Guide](#) offers answers to questions such as:

- What does it mean to be in a partnership with an employer or consortium of employers?
- How do I develop a service agreement for the partnership? What goes into a service agreement?
- What funding is available for my business if I were to expand or open a new program in partnership with an employer or consortium of employers?
- How do I find an employer to partner with?

To learn more about the Expansion Initiative, visit [childcare.texas.gov/childcare-expansion](http://childcare.texas.gov/childcare-expansion). All resources are available in English and Spanish. If you have questions, email [Expansion@civstrat.com](mailto:Expansion@civstrat.com); assistance is available in English and Spanish. You can submit your application [here](#)!

Thank you,

### **2. Sample Email for Employers**

Hello,

The Texas Workforce Commission recently launched the [Child Care Provider Expansion Initiative](#) to support new and existing child care providers who are expanding the capacity of their child care business or opening a new child care business on or after March 1, 2022.

To be eligible, providers must be opening or expanding their business in a child care desert, in partnership with an employer, or expanding availability for infants.

This is a unique opportunity for Texas employers and local child care providers to partner together to ensure workers have access to high-quality child care. Offering child care services as an employee benefit can help attract new, qualified staff, who may face barriers to work due to insufficient child care options—and to keep the great staff you already have.

We need the help of local Workforce Development Boards, community-based organizations, and other organizations to help spread the word and ensure that Texas employers and eligible child care businesses are aware of this opportunity.

To learn more information about what a qualifying partnership with a child care business can look like, see [Employer-Child Care Partnerships: A Comprehensive Guide for Employers and Child Care Providers](#).

Businesses can learn more about how investing in child care as a benefit can make good fiscal sense in our guide, [Tax Credit for Employer-Provided Child Care Facilities and Services](#).

Any questions can be emailed to [Expansion@civstrat.com](mailto:Expansion@civstrat.com). Assistance is available in English and Spanish.

Thank you,

#### 4. Sample Social Media Posts

##### General

##### Example Post 1



Child Care Providers + Texas Employers = success! Did you know there is a NEW funding opportunity available from the Texas Workforce Commission to support child care offered in partnership with an employer or consortium of employers? Learn more at <https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #expansion #startup #ECE #childcareisessential #employerpartnership

##### Example Post 2



The Texas Child Care Provider Expansion Initiative offers funding for home- and center-based providers who expand their capacity or open a new child care business on or after 3/1/22. One way to qualify is partnering with a local company! Learn more at <https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #expansion #startup #ECE #childcareisessential #employerpartnership

### Example Post 3



Are you thinking of expanding your center or home-based child care business? Thinking about opening one? There is a new funding opportunity offered by the Texas Workforce Commission that could support your growth! Learn more at <https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #expansion #startup #ECE #childcareisessential #employerpartnership

### For Employers

### Example Post 4



Texas Employers, do you see reduced productivity in the workplace due to your employees' unstable or insufficient child care? Trouble recruiting and retaining qualified employees? Partnering with a child care business to offer child care services as an employee benefit can help. Learn more about how the Texas Workforce Commission is supporting these efforts and how you can get involved at

<https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #expansion #startup #ECE #childcareisessential #employerpartnership

### Example Post 5



In today's staffing crunch, you need to leverage every advantage possible to attract and retain top-quality staff. TWC's Child Care Expansion Initiative offers funding to child care businesses partnering with employers to expand child care options for Texas workers. Learn more about the advantages of adding child care services to your employee benefits package at <https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #expansion #startup #ECE #childcareisessential #employerpartnership

### Child Care Businesses

### Example Post 6



Child care providers – are you thinking about expanding? There's funding available that can help you to offset the costs of expanding if you do so in partnership with an employer or consortium of employers! Whether you want to add more slots to your current site or open another location, there are many ways to make an employer partnership work for your business. Learn more at

<https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #expansion #ECE #childcareisessential #employerpartnership

### Example Post 7



Are you thinking of opening a new child care business? There's funding available that can help you to offset startup costs if you open your new business in partnership with an employer or consortium of employers! Learn more about the Child Care Expansion Initiative and see if you could be eligible at <https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #startup #ECE #childcareisessential #employerpartnership

## 5. Sample News Release

The Texas Workforce Commission is offering a unique new funding opportunity to support the growth and stability of the Texas child care industry as well as the variety of industries that operate across Texas. The **Child Care Provider Expansion Initiative** offers start-up funding to child care businesses that will open or expand services in a documented partnership with an employer or consortium of employers.

If you are a business looking to retain and attract employees, providing an affordable, accessible option for child care is an appealing addition to an employee benefits package. Create a package that works best for you – you can collaborate with a local child care provider to arrange on-site or off-site care, offer employee discounts, or a variety of other options.

While the funding goes to child care programs directly, there is a [federal tax credit](#) available for businesses that subsidize child care expenses for employees. You could recoup up to 25% of the costs related to tuition assistance, program operating expenses, and constructing, expanding, or converting your business property to accommodate child care services!

[Learn more](#) about how you can set up a partnership with a child care program and to access sample service agreements, visit [childcare.texas.gov](http://childcare.texas.gov).

If you are child care program interested in expanding or opening in partnership with a local employer, learn more about the Expansion Initiative at [www.childcare.texas.gov/childcare-expansion](http://www.childcare.texas.gov/childcare-expansion).