



# Child Care Provider Expansion Initiative Communication Toolkit

The Texas Workforce Commission (TWC) has launched a **new funding initiative** to increase the supply of high-quality child care across the state of Texas. Funding is available to help home- and center-based child care providers with expanding or opening their child care businesses.

We need the help of Local Workforce Development Boards, community-based organizations, and other organizations to help spread the word and ensure all eligible Texas child care businesses take advantage of this opportunity.

**Applications for the Child Care Provider Expansion Initiative are now open!** New and existing home- and center-based child care providers who are opening or expanding their child care businesses on or after March 1, 2022 will be eligible to apply if they meet at least one of the following criteria:

1. Located within a [child care desert](#) (determined by location zip code);
  - A child care desert is defined in [Texas Labor Code §302.0461\(b\)\(2\)\(A\)\(i\)](#) as an area where the number of children younger than six years of age who have working parents is at least three times greater than the capacity of licensed child care providers in the area.
2. Operating in a documented partnership with an employer or consortium of employers to provide care for their employees' children; and/or
3. Increasing capacity for infants (0-17 months).

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

- **Start Up Award:** Eligible providers will be required to complete an application and viable business plan, with help and support from a free business coach if needed. Once approved, the provider will be eligible to receive a Start-Up Award.
- **Initial Operating Award:** After the provider applies for and receives their licensing permit from CCR, they will be eligible for an Initial Operating Award.

To apply, visit <https://www.childcare.texas.gov/childcare-expansion>.

## **Center-based & Home-based Child Care Businesses:**

- Child care businesses that **have not yet applied for** a 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 begun the permitting process with 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.

**Texas Employers:**

- 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.

**Your organization can help in two ways:**

1. **Share the opportunity** with providers, local employers, and community-based organizations using the **CHILD CARE PROVIDER EXPANSION INITIATIVE FLYER** and the sample email and social media posts in [ATTACHMENT A](#).
2. **Connect providers** with RESOURCES to help understand their eligibility and prepare to apply:

View recorded webinars on Preparing for the Child Care Provider Expansion Initiative at <https://www.childcare.texas.gov/childcare-expansion>

For more questions, please email [Expansion@civstrat.com](mailto:Expansion@civstrat.com). Thank you!

# Attachment A: Sample Email and Social Media Posts

1. Sample Email – English
2. Sample Social Media Posts – English

## 1. Sample Email - English

Hello,

A new funding opportunity from the Texas Workforce Commission to help home- and center-based child care businesses open or expand is now available!

**You are eligible to apply if you want to expand the capacity of your existing child care business or want to open a new business, and you will meet at least one of the following criteria:**

1. Located within a [child care desert](#) (determined by location zip code);
  - A child care desert is defined in [Texas Labor Code §302.0461\(b\)\(2\)\(A\)\(i\)](#) as an area where the number of children younger than six years of age who have working parents is at least three times greater than the capacity of licensed child care providers in the area.
2. Operating in a documented partnership with an employer or consortium of employers to provide care for their employees' children; and/or
3. Increasing capacity, or ability to serve, more infants (0-17 months).

Applications are **OPEN NOW** at [surveymonkey.com/r/ExpansionInitiative](https://surveymonkey.com/r/ExpansionInitiative).

Learn more about preparing to apply by viewing recorded information sessions at <https://www.childcare.texas.gov/childcare-expansion>

Keep up to date by visiting: <https://www.childcare.texas.gov/childcare-expansion>

If you have questions or would like information provided in Spanish, email [Expansion@civstrat.com](mailto:Expansion@civstrat.com)

## 2. Example Social Media Posts

### Example Post 1 (general information)



Coming Soon! The Texas Child Care Provider Expansion Initiative is a new funding opportunity available for home- and center-based child care providers who are opening or expanding in a child care desert, in partnership with a local employer, or to expand infant care. Applications are now available!

Learn more at <https://www.childcare.texas.gov/childcare-expansion>  
@TXWorkforce #childcare #expansion #startup #ECE #childcareisessential

### Example Post 2 (general information)



Do you have a new or expanding 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 help you, and applications are open! Learn more at <https://www.childcare.texas.gov/childcare-expansion>

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

### Example Post 3 (child care deserts)



Are you increasing capacity for a current or new child care business located within a child care desert? If so, you may be eligible for a NEW funding opportunity offered by the Texas Workforce Commission that can help you expand or open a child care business within a child care desert. Applications are open!

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

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

### Example Post 4 (infant care)



Child care providers: There is a NEW funding opportunity to increase the availability of infant care across Texas! You could be eligible if you are creating new infant slots after March 1, 2022. Learn more at <https://www.childcare.texas.gov/childcare-expansion>

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

### Example Post 5 (employer partnerships)



Child Care Providers + Texas Employers: did you know there is a NEW funding opportunity available from the Texas Workforce Commission to support employer-based child care? Learn more at <https://www.childcare.texas.gov/childcare-expansion>

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

#employerpartnership

### Example Post 6 (expansion)



Child care providers – are you thinking about expanding? Are you located in a child care desert, operating in partnership with an employer, or increasing availability for infant care? If so, you may be eligible for funding that can help you offset costs of expanding! Learn more at <https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #expansion #ECE #childcareisessential

### Example Post 7 (startup)



Are you thinking of opening a new child care business? If so, you could be for a NEW funding opportunity offered by the Texas Workforce Commission to help you offset the costs! Learn more and see if you could be eligible at <https://www.childcare.texas.gov/childcare-expansion>

@TXWorkforce #childcare #startup #ECE #childcareisessential

#### **Example Post 8 (No CCRF)**



Did you miss the cut-off for the Child Care Relief Fund because you were not licensed in time? If so, you may be eligible to apply for a new funding opportunity offered by the Texas Workforce Commission! Learn more at <https://www.childcare.texas.gov/childcare-expansion>

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