



Women's Fund Childcare Initiative



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A collaborative solution to meet our community's childcare needs with a new onsite daycare facility in our city's Industrial Park.



Why did we do it?

- Childcare barriers keep parents out of the workforce
- The issue affects more than parents and caregivers – children, employers/businesses, communities and more
- We couldn't wait any longer



Develop our workforce, support families

- Help **parents** enter/remain in the workforce, advance careers, provide for family
- Help **employers** recruit workers, retain talent, increase productivity
- Provide **children** with safe, stable, educational environments to thrive
- Make Ashland a more desirable place to locate/expand **businesses**
- Allow **Ashland** to keep up with current growth and build workforce capacity for future growth



How did we do it?



PHASE 1 Ideation

- Brainstorm
- Identify specific need
- Research need
- Devise basic concept

More infant and toddler spaces

Open beyond traditional work hours

Affordable

Safe

Supplement, not duplicate

PHASE 2 Development

- Informally engage with interested parties
- Convene strategic partners
- Narrow concept into specific plan
- Announce plan to community
- Engage stakeholders
- Conduct formal needs assessment
- Analyze assessment results

Real Estate Developer
Businesses
Government Officials
Law Enforcement
Chamber of Commerce
Job & Family Services
Childcare Professionals
Church Community
Nonprofits/Social Services
Others



Ashland Business Park employee survey results



The Need



Of the 173 respondents who work in or near the industrial park, **125 said they would be "likely" or "very likely"** to use a new childcare center near their workplace.

Those parents have a total of **214 kids under age 13**.

Of the 125 parents likely to use the center,



Struggle to find **affordable** care



Struggle to find **dependable** care



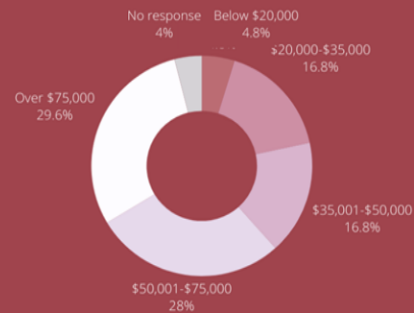
Struggle to find care that matches their work **schedule**



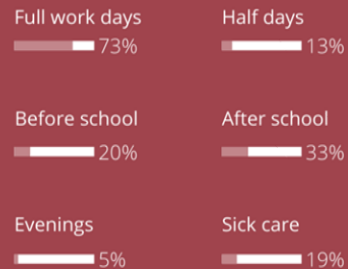
Struggle to find **quality** care

Parent characteristics

Income of parents likely to use the center



Percentage of parents needing various care types



Childcare Needs Assessment

Welcome to the Women's Fund of Ashland County Community Foundation survey of childcare needs.

This survey will be used to analyze the childcare needs of individuals employed at or near Ashland Industrial Park. If you have parental or guardianship responsibilities and work at or near Industrial Park in Ashland County, Ohio, your time in completing this survey is greatly appreciated.

This survey should take approximately 5 minutes.

1. Are you a resident of Ashland County, Ohio

- Yes
- No

2. What days of the week do you typically work? (Mark all that apply)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

3. What hours/shift do you typically work?

- First Shift - 8 hour shift, or traditional work hours
- Second shift - 8 hour shift
- Third shift - 8 hour shift
- First shift - 12 hour shift
- Second shift - 12 hour shift
- Other (Please specify): _____

4. What are the ages of your children? (Mark all that apply)

- newborn to 8 months old
- 9 months to 18 months old
- 19 months to 24 months old
- 2 years old
- 3 years old
- 4 years old
- 5 years old
- 6 years old
- 7 years old
- 8 years old
- 9 years old
- 10 years old
- 11 years old
- 12 years old
- 13+ years old

5. If you have twins, or if you have more than one child in one of the above age ranges, please list the ages of your children: _____

6. What type of childcare do you need? (Mark all that apply)

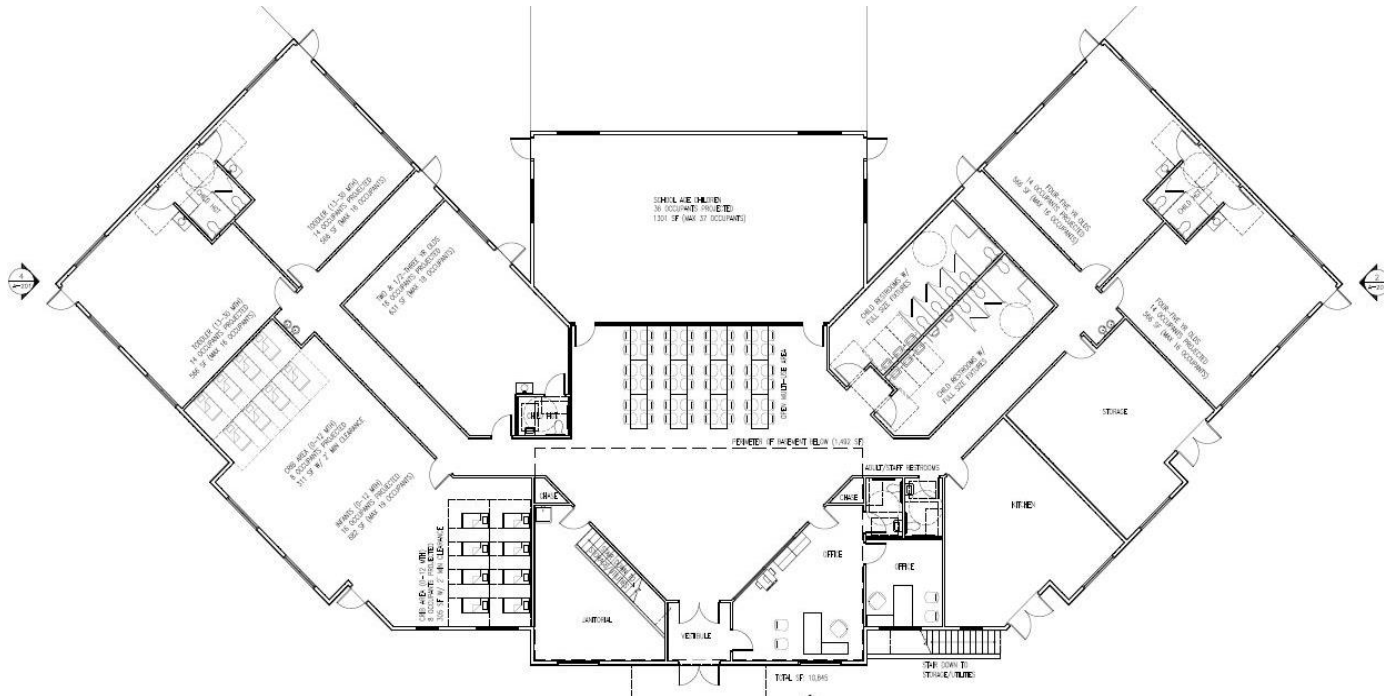
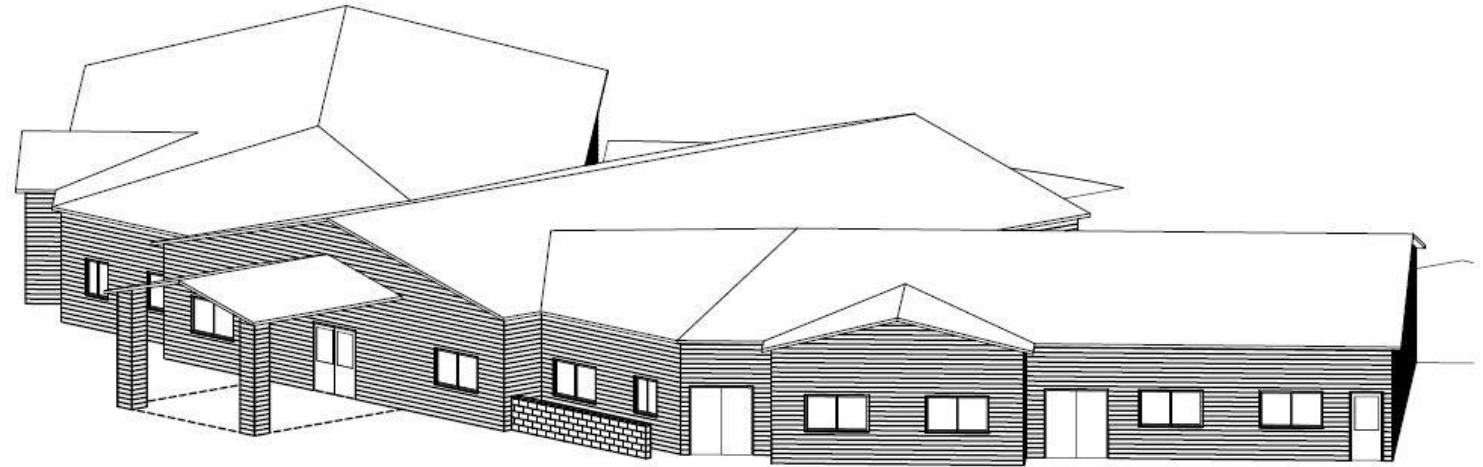
- | | |
|--|--|
| <input type="checkbox"/> Full work days | <input type="checkbox"/> Drop-in care |
| <input type="checkbox"/> Half days | <input type="checkbox"/> School delays |
| <input type="checkbox"/> Before school | <input type="checkbox"/> Snow days |
| <input type="checkbox"/> After school | <input type="checkbox"/> School holidays/breaks (i.e. President's Day, Winter Break, Spring Break) |
| <input type="checkbox"/> Evening care | <input type="checkbox"/> Summer care |
| <input type="checkbox"/> Weekend care | <input type="checkbox"/> Other (Please specify): _____ |
| <input type="checkbox"/> Overnight care | _____ |
| <input type="checkbox"/> Sick child care | _____ |
| <input type="checkbox"/> Extended care (12+ hours) | _____ |



ASHLAND COUNTY
COMMUNITY FOUNDATION

PHASE 3 Planning

- Refine and flesh out plan
- Finalize building footprint and estimated cost
- Develop detailed preliminary budgets for construction, startup and operations
- Create fundraising campaign structure
- Start new nonprofit organization to own and operate center





FOUNDATIONS
Community Childcare



Women's Fund
Childcare Initiative



ASHLAND COUNTY
COMMUNITY FOUNDATION





Women's Fund Childcare Initiative

Capital/Start-up Budget

EXPENSES		
	CAPITAL PROJECT	3,284,300.00
	OPERATING/START-UP	262,530.00
	Total Capital/Start-Up	3,546,830.00
	ENDOWMENT	1,000,000.00
	Total Expenses	4,546,830.00



PHASE 4 Fundraising

- Begin quiet fundraising (major gifts)
- Launch campaign publicly
- Actively fundraise (Grant writing, letters, meetings, events)
- Consult with new nonprofit and phase out

The Campaign



More than 300 supporters contributed to the Women's Fund Childcare Initiative Campaign, including the following major donors.

Visionary
\$1,000,000+

Robert M. and Janet L. Archer

Champion
\$500,000 - \$999,999

Anonymous
Ashland County Commissioners

Leader
\$250,000 - \$499,999

Ashland County Community Foundation
Dr. JoAnn Ford Watson
State of Ohio

Partner
\$100,000 - \$249,999

Barbasol Foundation
BCU Electric
SJE, Inc.
The Norma Foundation

Benefactor
\$50,000 - \$99,999

Anonymous
Pamela J. Archer Spark Joy Fund
William and Martha Buckingham
Charles River Laboratories International
Chandler Systems, Inc.
Hire Family Foundation
Park National Bank
Simonson Construction Services, Inc.



NEWS

Ashland County Commissioners pledge \$500K to new childcare facility



by dillon@richlandsource.com June 30, 2022



Business involvement

- Early buy-in
- Needs assessment
- Start-up dollars
- In-kind contributions
- Annual memberships
- Employee childcare benefits



Ongoing operations and affordability

- Employer-supported tuition assistance
- Income-based government subsidies
- Endowment fund income
- Grants
- Donations
- United Way
- Other partnerships



