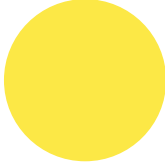


Creating a Stronger Missouri Workforce



A solid yellow circle is positioned to the left of the first text block.

Child Care Aware of Missouri (CCAMO) is a statewide nonprofit organization founded in 1999 that focuses on comprehensive early childhood education and its impact on families, child care professionals, businesses, and communities.

One area of expertise –

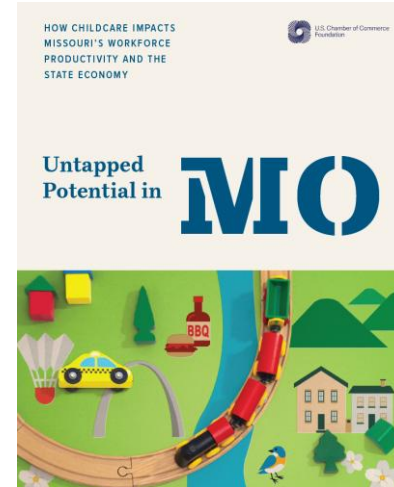
We know the strategies to deploy to support working families' access to child care so they can engage in the labor force.

Labor force participation = economic driver.

A horizontal bar at the bottom of the slide is composed of five colored segments: orange, light orange, blue, dark blue, and green.

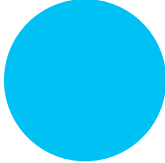
Today's Workforce Challenges:

1. Recruitment
2. Productivity
3. Attendance
4. Retention



Missouri's economy loses an estimated **\$1.35 billion annually due to child care issues.**

➡ Approximately **\$280 million of that loss is in tax revenue each year.**



In today's competitive job market, finding ways to stand out, recruit, and retain employees is more crucial than ever. Lack of child care options and difficulty understanding how to navigate finding quality child care can cause:

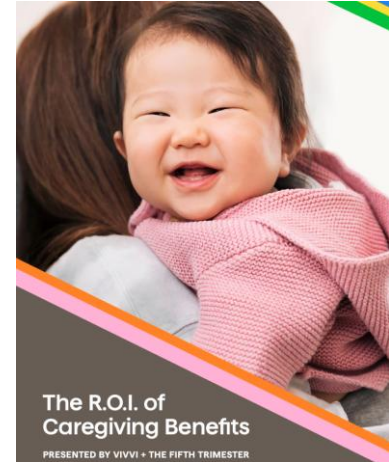
- employee fatigue, worry and additional stress
- absenteeism
- disengagement in the workforce
- frustration over not being able to accept a promotion or work a different shift with higher pay

Providing quality child care search and resource options can boost productivity and morale and improve employee performance.



80% of working parents say child care benefits impact their decision to stay at a company.

69% of women with young children said they'd be more likely to choose an employer that assisted with child care access.





What Child Care Support Looks Like for Businesses

Child Care Resource and Referral Services

Problem: Searching for quality child care is an overwhelming and time-consuming task for working parents.

One Solution: Child Care Aware of Missouri administers the statewide Missouri Childhood Resource and Referral Center.

We work directly with families in your company to quickly identify local child care programs and potential options, giving them the peace of mind to be **fully present and productive at work.**



Basic: What Child Care Support Looks Like



Facilitate conversations and/or administer a survey to understand challenges and current situations re: child care



Offer a Flexible Spending Account (FSA) and/or EAP benefits; educate employees about these benefits



Allow flexible work arrangements



Contribute to or subsidize child care costs, offer scholarships, and/or revisit benefits package - can adjustments be made?



Missouri's first statewide tri-share model launching Fall 2025!

Tri-share is when the cost of child care is shared among employer, employee and the State (or philanthropic or local funding partners).

Powered By:



With Missouri Child Care Works, families typically can save up to 75% on childcare costs while ensuring their children receive quality care from providers.

Missouri Child Care Works is supported by Kids Win Missouri, Child Care Aware of Missouri and partners like you.

Ready to make quality childcare affordable for your workforce or region? Join our list for exclusive updates and early access when we launch this fall.

RECEIVE UPDATES ABOUT CHILD CARE WORKS

- ☐ I am an employer who is interested in more information about offering child care benefits to my employees.
- ☐ I am a provider interested in offering child care to participants of child care works.
- ☐ I am an employee who is interested in encouraging my employer to offer child care benefits.
- ☐ I am interested in receiving updates on Child Care Works.

FREQUENTLY ASKED QUESTIONS

- + HOW DOES IT WORK?
- + WHO IS ELIGIBLE FOR STATE ASSISTANCE THROUGH CHILD CARE WORKS?
- + WHEN WILL THE PROGRAM LAUNCH?
- + HOW MUCH WILL FAMILIES SAVE?
- + WHICH AREAS OF MISSOURI WILL BE SERVED?
- + HOW DO I KNOW IF MY EMPLOYER OR REGION IS PARTICIPATING?
- + WHAT IF I'M A CHILDCARE PROVIDER?



Legislative Strategies

- Dedicated funding for the Tri-Share Model (\$2.5M in the state budget)
- Child Care Contribution Tax Credits (45F)
- Child Care Workforce Scholarships and Apprenticeships
- Mixed Delivery Models for Preschool Education
- Establishing a Dedicated Early Childhood Education Fund (local or state ballot initiative)
- Rely on entities like Child Care Aware of Missouri to be a resource and expert on child care issues, barriers, and innovative opportunities

(Sidenote: Increasing ratios in child care is not the answer.)

Questions?

Contact information:

Robin Phillips, CEO

robin@mochildcareaware.org

Connect with me on LinkedIn



Thank You for Coming!



Chamber of Commerce