



WE ARE ALL IN THIS TOGETHER

LIVING UNITED

PROVIDES

Weld Child Care Child Care Provider Recruitment

OPPORTUNITIES

Growing up, Camila took care of her younger siblings; later on, she began caring for nieces and nephews. Eventually Camila opened up her child care to other families. Without a formal education, Camila felt she could do better. She heard about United Way’s programs for those interested in becoming licensed providers. With help and perseverance, she obtained her license. As she continues to learn and implement new practices, Camila can see the positive changes in herself, the children she cares for, and their parents.

ABOUT UNITED WAY OF WELD COUNTY

United Way has the vision, experience, relationships, and ability to take on and solve some of Weld County’s biggest challenges. Through United Way, together we are building a better Weld County, one where children are reading to learn by the start of fourth grade, youth are working at good jobs by age 25, families have stable housing, older adults are aging well, and people are connecting to the help they need. **Will you join us?**

Reading Great by 8-involved programs help children enter kindergarten ready and read at grade level by the start of fourth grade.



Studies have shown that based on the quality, intensity, and duration of the program, when we spend **\$1** on early childhood education the return on investment in our community ranges from **\$8 - \$16**.

CHALLENGES

In 2016 in Weld County there were 14,249 children with both parents in the workforce, yet there were only 6,400 licensed child care slots – creating a critical child care desert. When there isn’t child care available, parents are forced to leave the workforce or children don’t receive adequate care. It will take a combination of licensed, exempt (or FFN), and school age providers to fill the current shortage. The importance of

high quality care cannot be overstated. Children who have high quality early childcare (versus those who do not)...

- have higher cognitive skills with achievement gains persisting into adulthood
- complete more years of schooling and have a higher graduation rate
- demonstrate less aggressive behavior and higher motivation
- have higher income well into adulthood
- have improved health outcomes





“Everything changed for the better. I was no longer just the ‘aunt’ or lady that babysits. Now, my work was appreciated and respected. I was seen as a professional, from the home environment I provided to how the families treated me personally, and the way I was now working with the kids.”

– recently licensed child care provider

INVESTMENTS

Child Care Provider Recruitment at United Way of Weld County works in partnership with Weld County Department of Human Services’ Weld Child Care initiative to increase the number of child care providers – both licensed and unlicensed. This is done through social and print media campaigns that educate people about the need for more child care slots and the benefits of being a child care provider.

Additionally, this initiative increases the number of providers who accept CCCAP (Colorado Child Care Assistance Program – a subsidy that allows lower income families to be able to afford child care). For family, friend, and neighbor (FFN) providers, an incentivized program with five tiers walks providers through the steps necessary to begin accepting CCCAP. For example, one tier requires the provider to complete a CPR/First Aid course; once she completes the requirement, she’s provided with a first aid kit and fire extinguisher, and she’s one step closer to being able to accept CCCAP.

The effort also:

- works with those with a beginning interest in becoming a home-based child care provider all the way to taking in their first child
- encourages professional development for school-age child care center staff and taking on families that use the CCCAP subsidy

In 2020-2021 UWWC staff attended 27 community events to recruit potential providers and connected with 933 individuals with 99 of these receiving 1-on-1 orientations.

In 2020-2021 10 individuals became licensed child care providers.

GIVE

Make a donation to United Way of Weld County to support the Child Care Provider Recruitment initiative.

ADVOCATE

Tell people about the need for more child care slots in Weld County, and how United Way helps interested providers fill that gap.

VOLUNTEER

Volunteers are always needed to help with office and clerical tasks.

Please contact the UWWC Community Impact team at Impact@UnitedWay-Weld.org or 970-353-4300 for more information or to get involved.