



**Marion County
Child Care Coalition**

Identifying and Implementing Child Care Solutions for Marion County



United Way
of
North Central Ohio





The MCCCC was first convened in early 2021 by local nonprofits with a vested interest in removing barriers to accessible, affordable child care for Marion County residents.

Founding organizations included United Way of North Central Ohio, YMCA, YWCA, Marion Matters, Marion Community Foundation, Boys & Girls Club, and Marion Jobs & Family Services. The Coalition now also includes Goodwill and Marion Area Chamber of Commerce.





Child Care in Marion County Post-Covid

The Marion County child care industry was in crisis prior to the pandemic; post-COVID the situation is catastrophic.

- Many established Marion child care centers have closed permanently since spring 2020, including Epworth and Berean.
- Emanuel Lutheran Child Care Center is the sole center accepting ODJFS-funded infants and toddlers. Marion YMCA is the only center accepting ODJFS-funded school-age children.
- Head Start (and several school districts) provide early childhood education programs following traditional school hours - not a working parent's 8-hour day.
- Child care fee assistance is available through Job & Family Services; to qualify, families must be at or below 142% of the Federal Poverty Level. This means many parents earning just \$16.00 an hour don't qualify for help.



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Child Care Costs in Ohio & Marion County



\$18,267/year

*Ohio's average annual cost for one infant
& one 4-year-old at a child care center

Center-Based Care

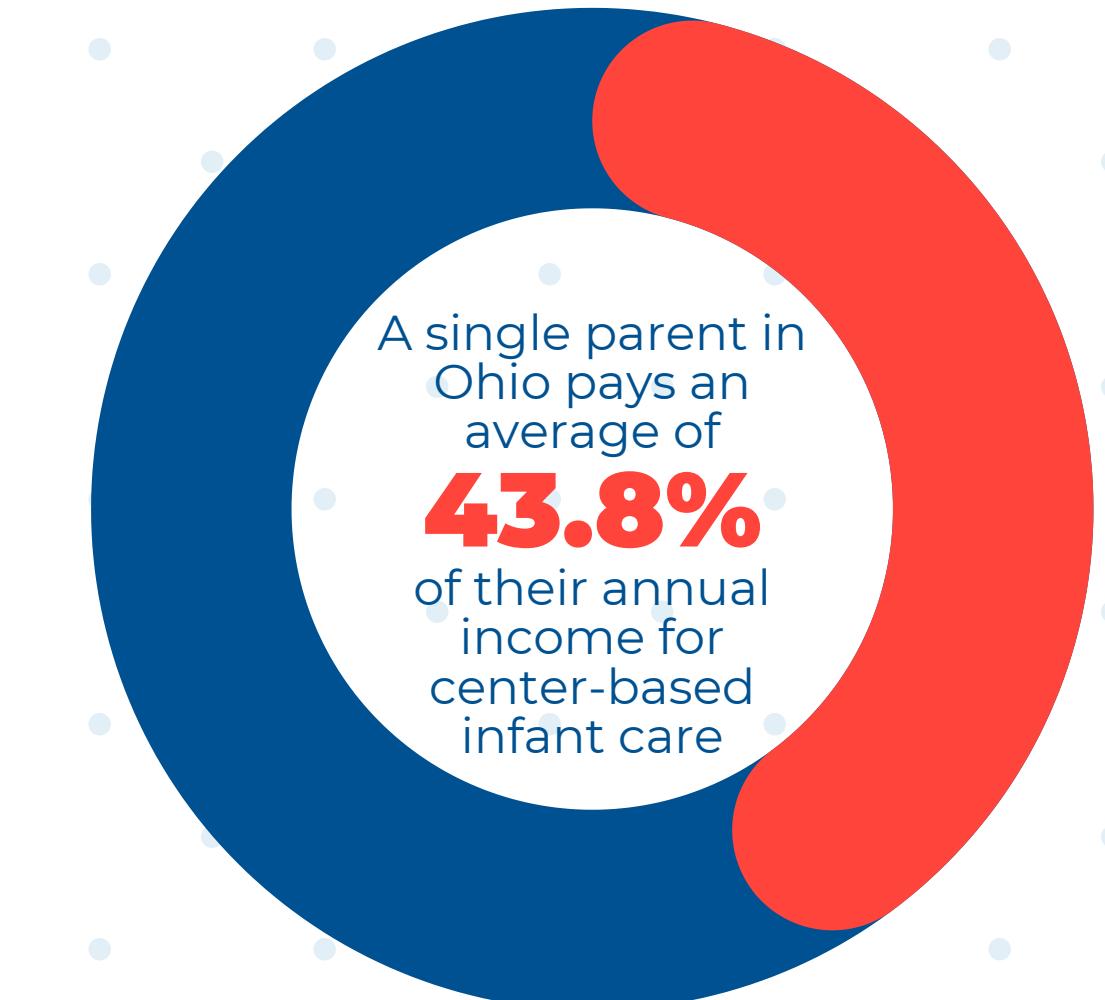


\$14,038/year

*Ohio's average annual cost for one
infant & one 4-year-old in a home setting

In-Home Care

**ChildCare Aware of America*



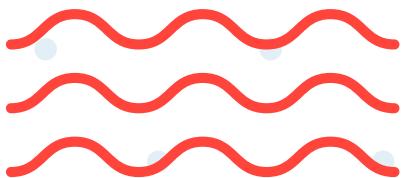
Weekly cost of infant and preschool child care in Marion County ranges from \$165 to \$225.

School age care costs range from \$85 to \$165 weekly, and vary widely based on schedule.

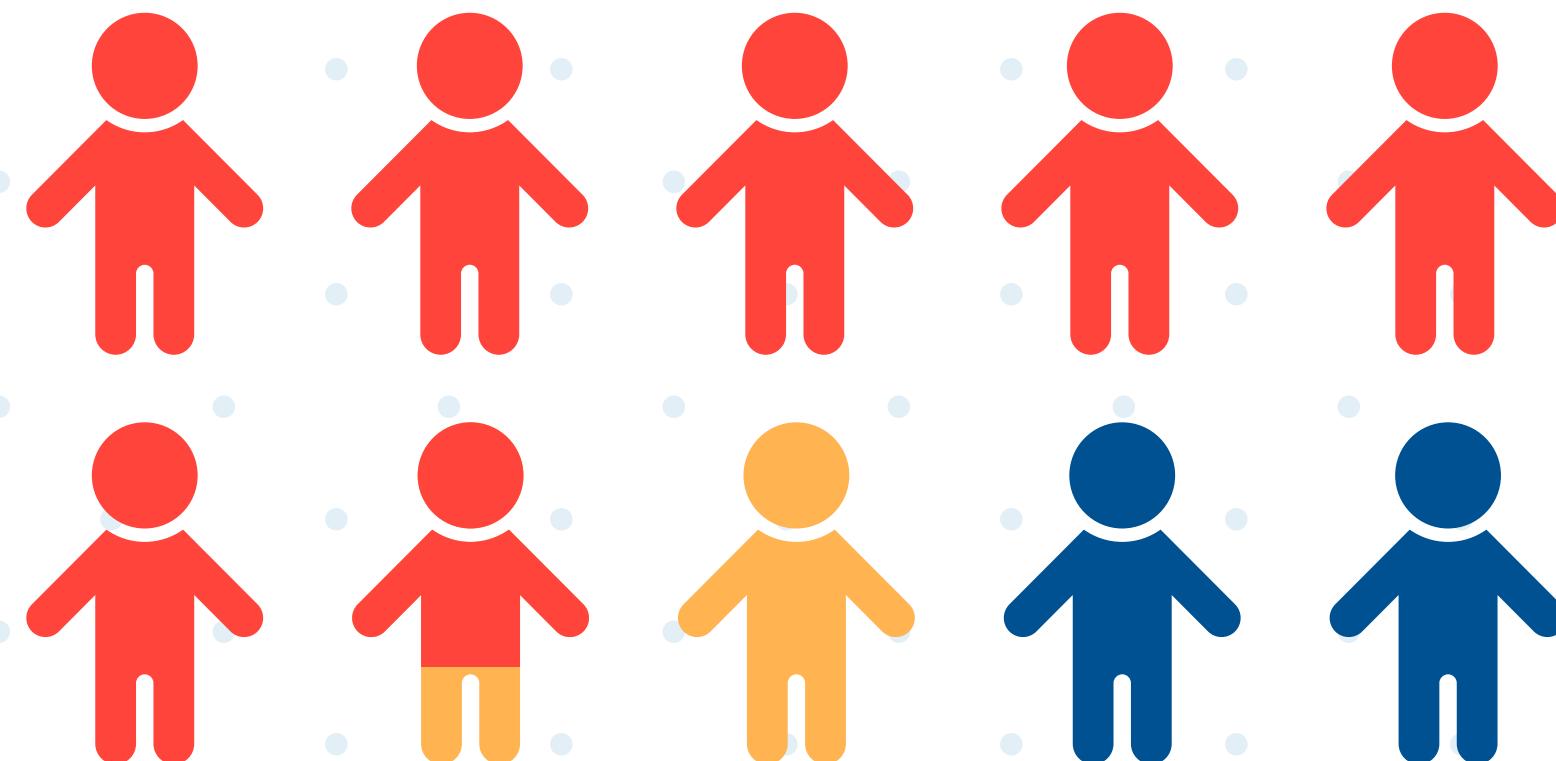


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Marion County Family Survey



MCCCC surveyed working families across the county about their current and future child care needs and their experiences with child care in Marion County.



66%

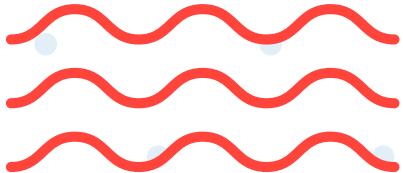
reported unstable options if faced with a sudden loss of child care; i.e. would have to take vacation or sick time, quit job or school, or risk being fired.

13% of those surveyed are able to look for another provider if faced with a sudden loss of child care. 20% have stable options; i.e. dependable family/friends, able to work from home or take child to work.



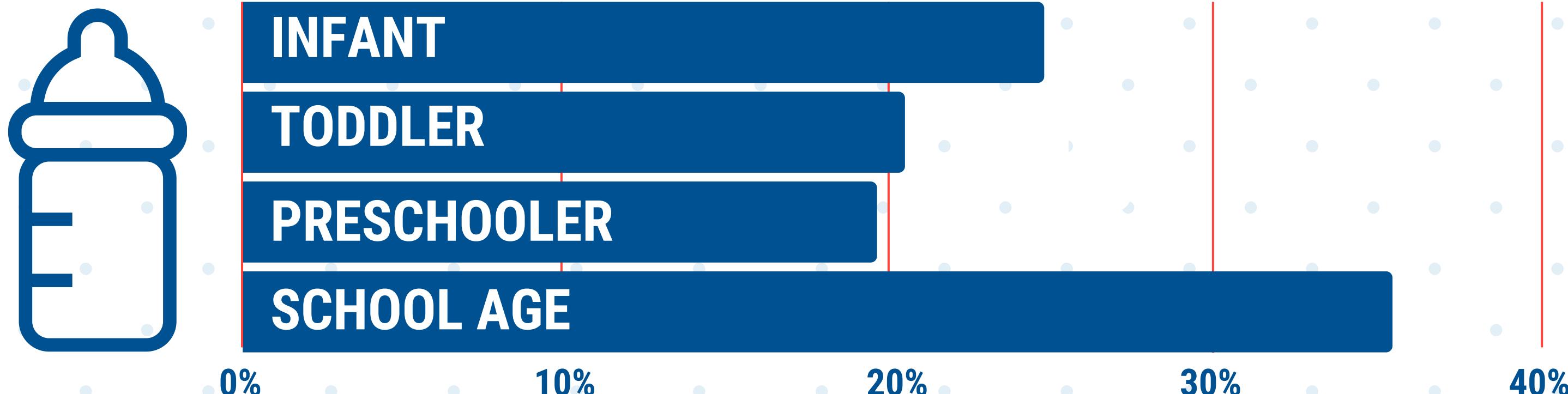
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Marion County Family Survey



MCCCC surveyed working families across the county about their current and future child care needs and their experiences with child care in Marion County.

FOR WHICH AGE GROUPS HAVE YOU STRUGGLED MOST TO FIND CHILD CARE?



More respondents reported a struggle to find school age childcare, although a gap exists for all age groups.



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Marion County Family Survey

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93%

of families who said
TRANSPORTATION was an
issue in considering child care
providers had preschool and/or
school aged children.



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Marion County Family Survey



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WHAT WAS THE MOST IMPORTANT FACTOR IN YOUR CHILD CARE CHOICE?



32%
TRUST



27%
QUALITY
(HEALTH & SAFETY)



21%
COST



20%
OTHER



**Marion County
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"Ohio is facing dual crises: a workforce crisis and a child care crisis."

*Shannon Jones, President/CEO, Groundwork Ohio
The Columbus Dispatch, Feb 9 2022*



- A Groundwork Ohio poll of Ohio families found that more than 40% of working parents with children under the age of 5 have had to cut back on work hours to care for their children.
- Nearly 50% reported serious problems with child care that impacted their work, managing work and family responsibilities, or affording childcare.
- Nationally, nearly 1.8 million women have left the workforce since the start of the pandemic.
- 60% of non-working or part-time working mothers with young children say they would go back to work if they had access to quality child care at a reasonable cost.

*Shannon Jones, President/CEO, Groundwork Ohio
The Columbus Dispatch, Feb 9 2022*

PARENTS
UNDERSTAND THAT
QUALITY CHILD CARE
NOT ONLY PREPARES
CHILDREN FOR
SCHOOL, LIFE, AND
THEIR FUTURE
CAREERS, BUT IT IS
ALSO A POWERFUL
TOOL IN CONFRONTING
THE WORKFORCE
CRISIS THAT OHIO IS
FACING.





ChildCareShare

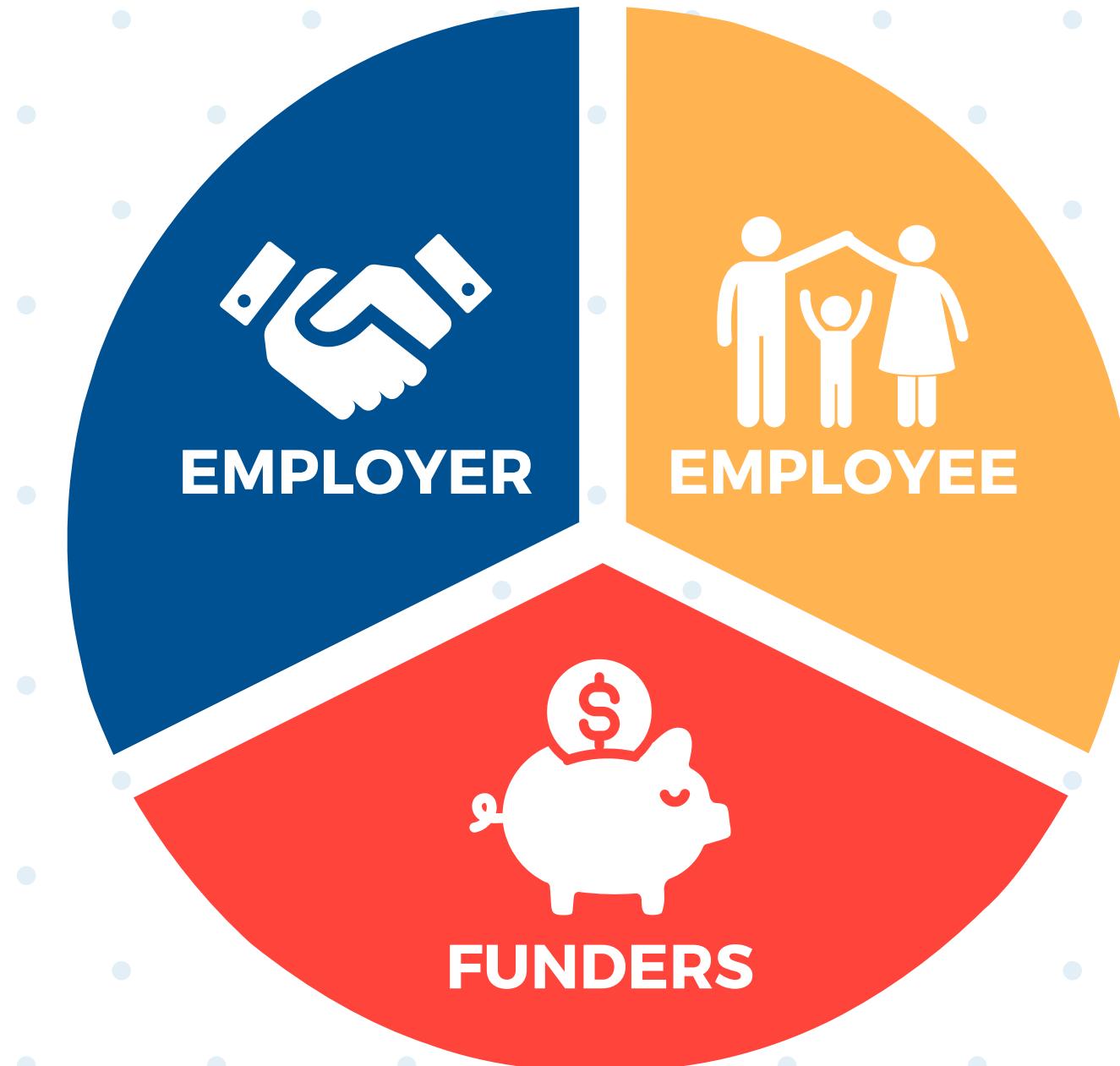
ChildCareShare has emerged as the Coalition's cornerstone initiative for Marion County.





ChildCareShare Marion

Modeled after the state of Michigan's TriShare, the ChildCareShare framework shares the costs of child care between the employer, the employee, and outside funders.

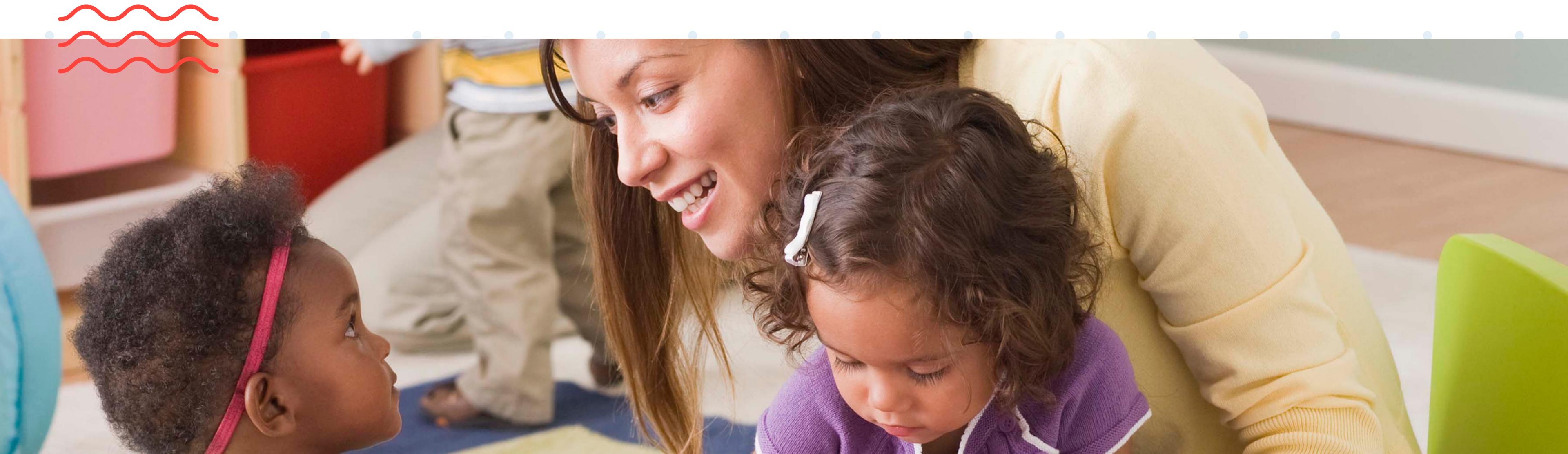


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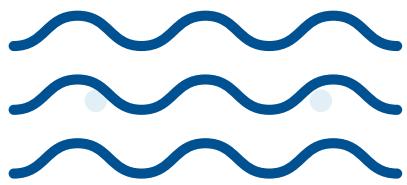
Benefits to Employees

- Reduces out-of-pocket child care costs by 66% (or greater, depending on employer's commitment)
- Improves work-life-family balance
- Removes barrier to seeking and maintaining employment



Benefits to Employers

- Reduces absenteeism
- Major recruitment & retention benefit
- Removes significant barrier to employment
- Widens the talent pipeline
- Flexibility in your commitment
 - You decide how many child care slots to offer to employees
 - You set a maximum dollar amount for your investment
 - Employee share can be collected through payroll deduction





Removing barriers to employment and bolstering the workforce by sharing the costs of affordable, quality child care between employers, employees, and funders.

Considering becoming a ChildCareShare employer? Want to learn more about this invaluable recruitment & retention benefit?

Contact Beth Granlee, Marion Goodwill & MCCCC Backbone Administrator, at bgranlee@mariongoodwill.org.



Outside Funders

The initial funding organizations in MCCCC's ChildCareShare pilot program include:

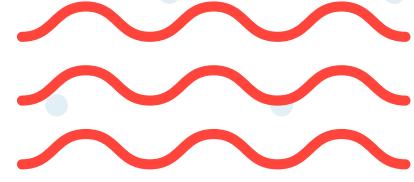
- United Way of North Central Ohio
- Marion Community Foundation
- Marion County Commissioner's Grant

Funding organizations also help fund coordination efforts for participants, recruiting employers and helping eligible employees find providers.



United Way of
North Central Ohio





United Way & Collective Impact

- As a collaborative initiative funded through United Way of North Central Ohio, MCCCC uses RBA (Results-Based Accountability) and a collective impact framework to ensure transparency and to track efficacy and success of the program.
- United Way will track the RBA reporting data collected by the Coalition and use it to effect realtime course correction (Turn the Curve) for continuous improvement and to secure the biggest possible impact for the Coalition's efforts.



United Way
of North Central Ohio



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Results-Based Accountability



2 KINDS OF ACCOUNTABILITY

Population and Performance



3 KINDS OF PERFORMANCE MEASURES

How Much, How Well, Better Off



5 QUESTIONS TO TURN THE CURVE

Baseline? Story behind the curve? Partners? What works? Action plan?

5 core questions based on the 7 population and performance questions developed by Mark Friedman.



United Way
of North Central Ohio

MCCCC will use RBA to measure success and to improve ChildCareShare program performance.



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Results Statements for ChildCareShare

RBA is an ends to means process. Each United Way-funded project is based on a Result, the impact we want to see; and works backward to find the Means, or the path to the result.

ChildCareShare impacts TWO of United Way's Results Statements for the community:

All children in Marion County will achieve their full potential.

BOLDGOAL1: SUCCESSFUL CHILDREN

All residents in Marion County are able to meet their financial needs.

BOLDGOAL3: SELF-SUFFICIENT RESIDENTS



United Way
of North Central Ohio



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Performance Measures for ChildCareShare Marion

RBA asks **How much did we do? How well did we do it? Is anyone better off?** MCCCC has selected these performance measures (or goals) for data collection and tracking:



ChildCareShare will serve 50 children by May 31, 2023



80% of parents with children served through ChildCareShare will report that they have more stable child care than before participating in the program



At least 51% of partner employers will report that participating employees improved work attendance above non-participants.

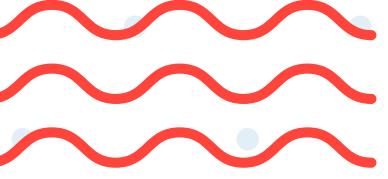
"Experts in science and in economics agree that investing in early childhood will help ensure the future economic success of communities and of society at large."

The Urban Child Institute



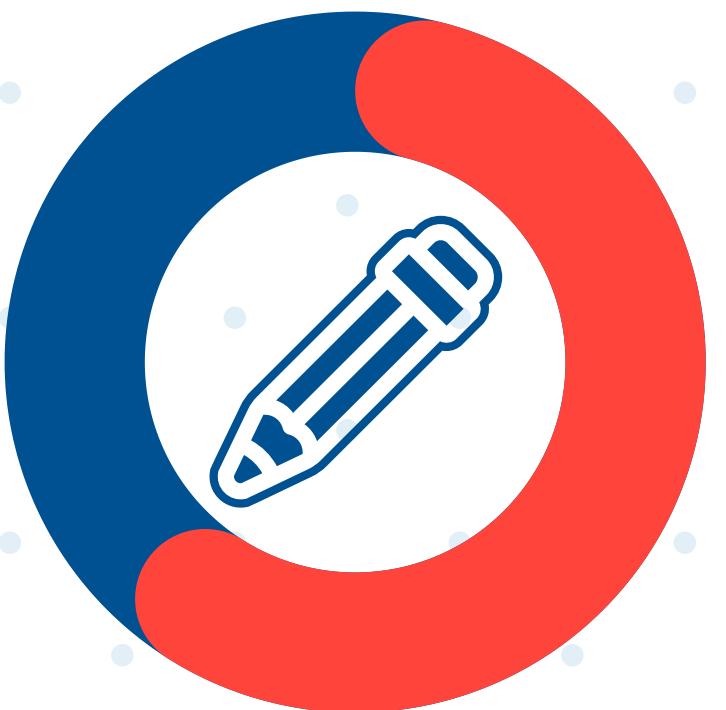
United Way
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United Way & Bold Goals for Children in North Central Ohio

RESULTS INDICATORS



**63% of local
preschoolers are
not ready for
Kindergarten**

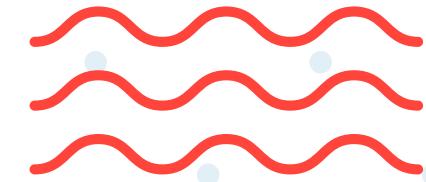


**33% of local high
school students
do not graduate in
4 years**



**46% of households live
below the poverty level
or struggle to make
ends meet (ALICE)**

United Way & Bold Goals for Children in North Central Ohio



ALICE in Marion

ASSET LIMITED | INCOME CONSTRAINED | EMPLOYED



36% of Marion households earn more than the **Federal Poverty Level** but less than the cost of living for the state. These **ALICE households** are working, but have no safety net for emergencies and the cost of living outpaces their earnings, making basic economic survival a struggle.

52% of Marion households live below the poverty level or struggle to make ends meet as ALICE families.

United Way ALICE 2020 Ohio Report



United Way
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United Way & Bold Goals for Children in North Central Ohio



SUCCESSBY6 Marion Kindergarten Readiness for All

Success By 6 Marion provides 45 hours of preparatory instruction, acclimatization, and skills reinforcement to rising kindergartners.

Currently offered to Marion City Schools students, our collaborative is moving to make the program available to all rising kindergarten students in Marion County.



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Thank you!

Considering becoming a ChildCareShare employer? Want to learn more about this invaluable recruitment & retention benefit?

**Contact Beth Granlee, Marion Goodwill & MCCCC Backbone Administrator, at
bgranlee@mariongoodwill.org.**

**WE WELCOME YOUR QUESTIONS &
COMMENTS**

Scan the QR code to download today's presentation

