

LINCC Promotes and Supports Business and Public/Private Investments to Strengthen the Child Care Infrastructure

The Alameda County LINCC Project offers the following resources to businesses of all sizes that recognize the importance of the child care infrastructure to the economy, children's school success, and their employees:

Reports/Information Clearinghouse Land Use and Child Care:

- *Alameda County Land Use Zoning Report, "A Tool for Developing Child Care Facilities Through Land Use Planning."*

Economy and Child Care:

- *"The Economic Impact of Child Care in California,"* NEDLC, 2001.
- *"The Economic Impact of Child Care in Alameda County."*
- City specific economic impact of child care reports.

Referrals to resources to support employer child care program needs assessment and program development.

Presentations to business groups on the economic rationale for corporate investments in the child care infrastructure.

Publicity for corporate child care champions.

For more information on what your business can do, contact Ellen Dektar at (510) 208-9578 or your local child care resource and referral agency.

“A company's child care investments create business, employee, and social returns that cannot be 'duplicated.'”

– Paul Orfalea, Founder, Kinko's Inc.

ALAMEDA COUNTY LINCC PROJECT

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LINCC Project Background

Launched and initially supported by the David and Lucile Packard Foundation in six counties, the Local Investment in Child Care Project (LINCC) integrates child care planning and resource development with land use, transportation, economic development, and business planning and partnerships.

LINCC is guided by an advisory committee comprised of representatives from Planning Departments, elected officials, business, and the child care field. LINCC loses funding in 2003. Call (510) 208-9578 to help support this important project.

Get Results *for* Your Business & Your Community



with Child Care
Partnerships
and Investments

Alameda County Child Care Programs

Benefit Children, Families, the Economy, and Businesses

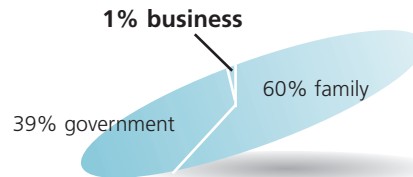
HOW TO INVEST

ECONOMIC BENEFITS

In addition to providing children with positive developmental experiences and early learning opportunities, licensed child care supports the economy. Alameda County's child care industry annually generates \$332 million in gross receipts, supports 13,000 local jobs, and enables tens of thousands of parents to go to work.

Business Investments are Critical for an Under-Resourced Industry

Broad Early Care and Education Revenue Sources



(Stoney and Greenberg, "The Financing of Child Care: Current and Emerging Trends," 1996.)

It costs the same amount to send three students to UC Berkeley for one year as it does to send one infant to center based child care.

(Alameda County Child Care Needs Assessment, 2002.)

How Business Can Invest

- **Advocate** for supportive local and state child care policy, and fund or participate in planning initiatives to strengthen the child care system.
- **Strengthen** the County's child care infrastructure through corporate grants to the Child Care Fund. The Fund seeks ongoing financing to sustain initial investments from the County, Every Child Counts (the Alameda County Children and Families Commission), and Providian Financial Corporation.
- **Meet** the child care needs of employees via on site programs, flexible leave policies, child care subsidies, and resource and referral services.

EMPLOYER BENEFITS

A stable and quality child care arrangement can **reduce employee absenteeism and staff turnover, raise morale and productivity, and save dollars** in employee retraining and benefits.

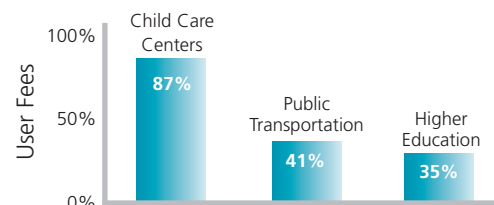
Investments and partnerships can help your business **achieve commercial success** through enhancing your image.

Federal and state employer tax credits are available for philanthropic investments in child care, start-up costs, and referral service fees.

Parents Currently Shoulder Child Care Infrastructure Financing

In Alameda County, there are many more children who have working parents than licensed child care spaces, and continuous quality improvement is needed to maintain safe and engaging environments for the County's children. Child care is expensive largely due to high operating costs even though wages are paid at a low hourly rate. Most providers cannot increase their fees to improve and expand their facilities or pay staff competitive wages because parents cannot afford to pay more.

Infrastructure User Fees:
Child Care Center Users Pay Greater Percentage of Revenue



(Mitchell, Stoney et al, "Financing Child Care in the United States," 2001.)



“Almost eight in ten Americans believe that companies have a responsibility to support causes, up from 65% in March, 2001. ...Americans expect companies to adopt this social role regardless of the economic climate.”

(Cone/Roper Corporate Citizenship Study, national survey of 1,020 adults, 12/2001.)