



Since our inception, nonprofits have served as the bridge between government and community – a role that has ultimately defined America. As a reliable and trusted source of information, you are uniquely qualified to inform the communities and nonprofits within your network about the vital role that child care plays in sustaining gainful employment for every workforce across all industries and sectors.

The Issue

State of Play: The rapid decline of the child care system will prevent employees across all industry sectors from returning to the workforce full-time. American workers shouldn't be forced to choose between caring for loved ones and their livelihood.

During COVID-19, many parents have been forced to leave the workforce due to a lack of affordable childcare. An adequate child care system not only benefits working families but also serves as a lifeline that drives revenue for local economies throughout every industry-market.

What Can I Do To Help?

This toolkit is designed to support your advocacy and mobilization efforts. Curated content and resources included are as follows:

- Talking points and context to support the enclosed policy solutions
- An email template with sample language to support outreach efforts to advocates and stakeholders
- A letter template to support advocacy efforts to Congressional lawmakers
- Social media graphics and sample text to support digital advocacy and engagement

Talking Points & Context

Economic Recovery Requires a High-Quality & Affordable Child Care System

Use the following talking points and context to engage policymakers, constituents, and nonprofit advocates:

Child Care is A Critical Component of Civic Infrastructure

Millions of nonprofit workers are struggling to meet increased community needs due to COVID-19 while simultaneously serving as full-time caretaker for their children. For nonprofits to continue to support our communities and build back a strong economy, we need significant investments in childcare infrastructure, including home-based childcare.

- We call upon Congress to invest \$25 billion through a Child Care Growth and Innovation Fund for states to build a supply of infancy and toddler care in high-need areas, in addition to universal Pre-K, increased tax credits for households that incur childcare or caregiving costs, and ensuring incentives for employers to support childcare also apply to nonprofits.
- We also ask for increased investment in childcare providers and their workforce, including providing educational opportunities and higher wages.
- Approximately 60 percent of the nation's licensed child care programs have closed due to the ongoing pandemic. As a result, 1/3 of child care workers nationwide have been laid off or furloughed.
- To date, the industry faces an estimated shortfall of \$9.6 billion a month as experts project the loss of 4.5 million child care vacancies—leaving working parents without child care options.

An Inadequate Child Care System Will Impede Economic Recovery

As the child care sector struggles to recover from the coronavirus pandemic, Congress has a responsibility to provide financial support to the industry—as it has done in the past. Failure to appropriate federal funds would have dire consequences on the U.S. economy.

- A stable, affordable child care system serves as the foundation for a productive workforce, particularly for the charitable sector that is on the front lines of addressing the COVID-19 pandemic.
- Women – who comprise 66% of the nonprofit workforce – have been disproportionately impacted, in part due to the outsized caregiving burden they

carry for their households and communities. This burden falls disproportionately on minority and low-wage workers and it is contributing to unprecedented levels of stress, depression, and burnout among both nonprofit parents and their colleagues.

- A study found that a lack of child care options costs the United States economy \$57 billion per year in lost earnings, productivity, and revenue. A lack of child care during the pandemic played a major role in women's participation in the workforce hitting a 30 year low.

Immediate Action Is Needed

Congress must appropriate additional funds to stabilize the child care system and enable providers, many of which are nonprofits, to operate safely.

- While the previously enacted relief proposals included provisions to support child care stabilization, funding levels and mechanisms for offering resources have varied. Regardless, support to shore up the child care sector remains bipartisan.
- Without requisite funding many nonprofit employees will be forced to reduce their hours or leave the workforce all together – damaging the critical mission to provide much-needed services to their communities during this time and in the years to come.

Nonprofits Are Trusted Sources of Information — Our Collective Advocacy is More Important Now than Ever

Research indicates that nonprofit roots and trust within communities provide ample opportunity to increase civic engagement among those who are regularly excluded from the democratic process.

- The charitable nonprofit sector's natural engagement assets and unparalleled reach make us uniquely equipped to encourage active civic participation.
- As the nation's third largest employer, nonprofits are able to organize 12.3 million employees and mobilize networks of donors, volunteers, and constituents across 1.5 million organizations.

Email & Letter Templates

Invest Federal Resources to Support Child Care Infrastructure

Take Action Today

- Now is the time to go beyond acknowledging that juggling child care and mission is hard. We must urge Congress to take immediate action in forthcoming legislation.
- Submit a [letter](#) to your Congressional members today and urge your nonprofit network to take action using our [Nonprofit Infrastructure Investment Advocacy Toolkit](#).

Use the following email templates to support your outreach efforts to policymakers and organizations in your network:

Call-to-Action Email to Advocates

Issue Summary: Child care is infrastructure, because it allows working parents, in particular minority women, to do their jobs effectively and remain in the workforce. As the charitable sector has remained on the front lines of addressing the COVID-19 pandemic, our ongoing struggle to meet exponentially growing need while also serving as full-time caretaker to their children continues.

Subject Line: Make Child Care Funding an Infrastructure Priority

Dear {Name},

Child Care is infrastructure, because it is essential to the economic recovery and our nation's long-term wellbeing as people are going back to work. A study found that a lack of child care options costs the United States economy \$57 billion per year in lost earnings, productivity, and revenue. A lack of child care during the pandemic played a major role in women's participation in the workforce hitting a 30 year low.

Women – who comprise 66% of the nonprofit workforce – have been disproportionately impacted, in part due to the outsized caregiving burden they carry for their households and communities. This burden falls disproportionately on minority and low-wage workers and it is contributing to unprecedented levels of stress, depression, and burnout among both nonprofit parents and their colleagues. Without requisite funding many nonprofit employees will be forced to reduce their hours or leave the workforce all together – damaging the critical mission to provide much-needed services to their communities during this time and in the years to come. To increase access to affordable child care for working parents, Congress should invest \$25 billion through a Child Care Growth and Innovation Fund for states to build a supply of infancy and toddler care in high-need areas, in addition to universal Pre-K.

Now is the time to go beyond acknowledging that juggling child care and mission is hard. An Inadequate Child Care System Will Impede Economic Recovery Take action today to urge legislators to support child care funding as they craft infrastructure legislation.

Sincerely,
{Organization}

Thank You:

Thank you for supporting our efforts to secure emergency funds to ensure a stable and affordable child care system. Share this information with your nonprofit network and encourage them to take action today.

Letter to Congress

Dear {{target member}},

A stable, affordable child care system serves as the foundation for a productive workforce, particularly for the charitable sector, which is on the frontlines of our communities' recovery efforts. The closure of so many child care providers due to the pandemic may mean there will not be enough safe, affordable child care spaces available for essential nonprofit employees to return to work. Without funding for child care, a significant proportion of nonprofit employees could be forced to reduce their hours or leave the workforce all together – damaging the critical mission to provide much needed services to their communities during this time and in the years to come. While Congress has provided important emergency funding during the pandemic, further investment is needed to meet ongoing needs and build a more equitable workforce.

Specifically, I urge you to invest \$25 billion through a Child Care Growth and Innovation Fund for states to build a supply of infancy and toddler care in high-need areas, in addition to universal Pre-K, increased tax credits for households that incur child care or caregiving costs, and ensuring incentives for employers to support child care also apply to nonprofits. I also ask you to increase investment in child care providers and their workforce, including providing educational opportunities and higher wages.

In addition to being a critical priority in its own right, this request also aligns with the agenda of the Nonprofit Infrastructure Investment Advocacy Group. This diverse coalition advocates for investments in and through nonprofit organizations that

strengthen civic bonds across the country, put people back to work rebuilding our communities, and provide – at a national scale — the critical resources and services nonprofits need to accomplish their missions. I hope you will see more about this coalition’s policy agenda: independentsector.org/infrastructure_agenda

Sincerely,

{{contact_full_name}}

Social Media Graphics & Sample Messaging

Use the following messages and graphics to engage in digital advocacy across your organizational platforms:

Graphic: Infrastructure is affordable, quality child care. Because it’s an investment in our workforce today and tomorrow.

Tweet/Facebook Post: Our economy works because people work. And people are more productive when they know their children are safely cared for. So, let’s invest in #civicinfrastructure that strengthens the workforce, creates educational opportunities for providers, and offers higher wages.

Tweet/Facebook Post: If we want a society where every person can thrive, all of us need to work for it. That means all of us need to have the opportunity to work. We need to invest in #civicinfrastructure that supports and trains those with barriers to employment.



Additional digital advocacy resources can be accessed [here](#)