

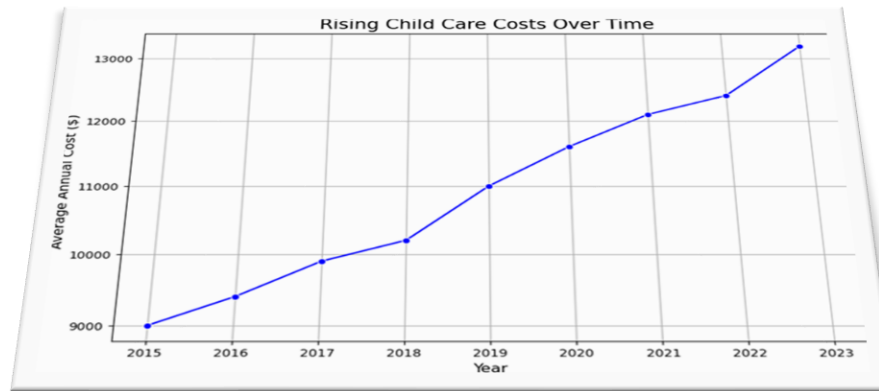


# THE CRUSHING COST OF CARE

How Rising Childcare Expenses Impact Families



# THE ESCALATING COSTS OF CHILDCARE

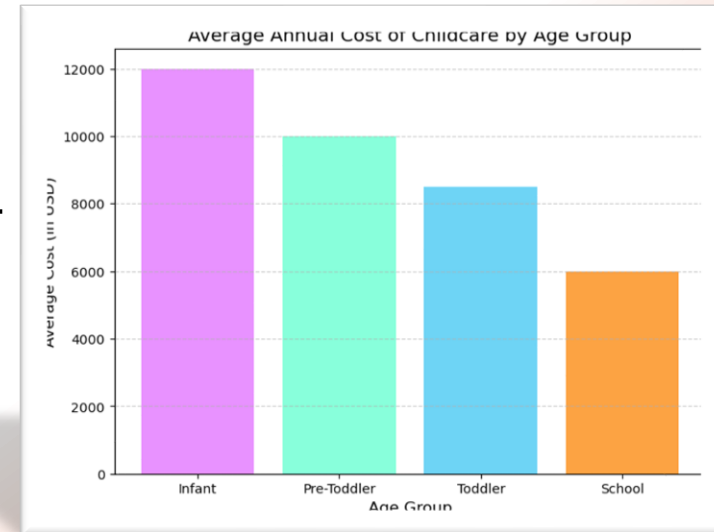


- Childcare expenses have been steadily rising, creating a significant burden for families.
- Child care plays a crucial role in supporting family life, allowing parents to balance work and caregiving responsibilities.
- Rising child care costs across various age groups are placing significant strain on household budgets.
- The rising costs significantly impact parental employment, forcing tough work-life balance decisions.



# VARYING COSTS BY AGE GROUP

- 1. Infants: Highest costs due to low caregiver-to-child ratios (up to \$17k)
- 2. Pre-Toddlers & Toddlers: Developmental needs drive expenses. (up to \$9k)
- 3. Pre-Kindergarten: Education-focused, costly despite subsidies. (up to \$11k)
- 4. School-Going Kids: After-school programs add financial burdens. (up to \$6k)



# THE CHOICE BETWEEN CAREER AND CARE



- High childcare costs push many parents, especially women (13%), out of the workforce.<sup>1</sup>
- Reduced Workforce Participation: One parent may leave the workforce.

- Parents opt for flexible jobs, limiting career growth.
- Financial Stress: Child care costs consume significant income (15% to 30%).<sup>2</sup>
- Gender Disparities: Women are more likely to take career breaks.



Note :

<sup>1</sup> - 13% of working mothers left jobs due to childcare

<sup>2</sup> - Families spend 15% to 30% of their income on child care



# OTHER EMPLOYMENT IMPACTS

- Childcare forces parents into part-time work or flexible schedules, limiting income.<sup>1</sup>
- Childcare limits career advancement, impacting promotions, skills, and long-term finances.<sup>2</sup>



Note :

<sup>1</sup> - On average, 92,000 full-time workers shift to part-time roles each month because of childcare problems

<sup>2</sup> - 26% of parents have quit their jobs due to childcare-related problems





# THE BROADER ECONOMIC CONSEQUENCES



- Impact of childcare costs on workforce participation, productivity, and GDP (\$122 billion loss)
- Reduced workforce participation affects economic productivity. (\$260 Billion loss)
- Financial stress on families impacts emotional and mental health.
- Limited child care access hinders children's early development.



# POLICYMAKERS: TAKING ACTION ON THE CHILDCARE CRISIS



## Policymakers Expand Subsidized Childcare Programs:

- Policymakers seek a **30% childcare subsidy expansion**, prioritizing low- and middle-income families and **reaching 2 million more families**.

## Implement Tax Credits for Families:

- Introduce a refundable childcare **tax credit of up to \$5,000** per child, benefiting over 10 million families with incomes below \$100,000.



## Support Childcare Workforce Development:

- **Fund \$500M yearly** for childcare worker training programs to address the workforce gap.



# EMPLOYERS : ADDRESSING THE CHILDCARE CRISIS

## Employers Introduce Employer-Sponsored Childcare Benefits:

- Provide employee childcare support (on-site or **\$200-\$500 monthly stipends**) to potentially raise retention by 25%.



## Flexible Work Arrangements:

- Implement family-friendly policies to **improve work-life balance satisfaction by 20%** for employees with children..



## Partner with Local Childcare Providers:

- Partner with childcare centers to offer employee discounts, **targeting a 15% reduction in childcare costs.**





# COMMUNITY : ADDRESSING THE CHILDCARE CRISIS



RURAL COMMUNITIES  
CHILD CARE

## Community Stakeholders Expand Community-Based Childcare Networks:

- Develop community center **childcare spaces to increase slots by 40%** for underserved rural and urban families..

## Fundraising for Subsidized Care:

- Organize to **Raise \$10M annually** via community initiatives for childcare subsidies, **benefiting 100,000+ kids**.



## Public Awareness Campaigns:

- Educate families about childcare benefits to **increase program enrollment by 25%** in two years.



# INVESTING IN OUR FUTURE

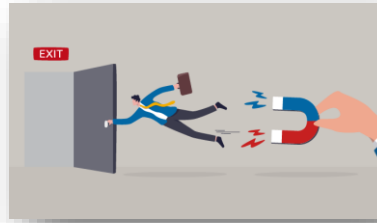
## Boost to GDP:

- Expanding childcare access boosts women's workforce participation, **adding \$500B annually to GDP**



## Improved Productivity:

- Employers Offering childcare benefits **increases employee retention (20-30%) and productivity (15%)** by reducing parental stress and absences.



## Economic Multiplier Effect:

- Every \$1 invested in childcare subsidies **returns ~\$7 in economic benefits** (increased earnings, reduced welfare, higher taxes contributions)



# INVESTING IN OUR FUTURE- CONT'D

## Workforce Growth:

- Affordable childcare could **bring 2 million more parents** (mostly mothers) into the workforce, easing labor shortages.



## Child Development Benefits:

- Early childhood program investments **yield a 13% annual return** through better education, health, and lower crime, creating a more skilled workforce.



# ABOUT THE SLIDE DESIGN

## Audience

- The target audience includes employers, government officials, and policymakers who can address the burdens of rising childcare costs for parents.

## Medium

- A presentation is chosen as the medium, as it offers a direct, face-to-face opportunity to communicate. This allows for immediate feedback, questions, and discussion, fostering a more interactive experience and influential in persuading or informing key stakeholders.

## Design

- Slides 1 to 6 focus on Parents' Challenges, using a red-shaded theme to highlight the urgency of rising childcare costs and their impact on families. These slides include bold, capital headings to capture attention and emphasize key struggles, such as financial strain, limited career opportunities, and work-life balance challenges.
- Slides 7 to 10 shift the focus to Callouts for Stakeholders, with a grey-brown shade to create a professional and neutral tone. These slides address policymakers and employers directly, emphasizing their role in alleviating childcare burdens and providing actionable steps to support families. Bold capital headings are strategically used to maintain audience engagement and clarity.
- Visualization are customized for each slide to convey the core message. Charts and images are used for the respective slides to Annual increase in expenses (year over year), Costs based on age group, Impact on employment and society and Gender disparities in employment impact.

