

INVESTMENT IN CHILD CARE IS AN

Investment in Your Business, and Our Future

The Child Care Council of Cornell Cooperative Extension's goal is to ensure that every child in Herkimer, Madison and Oneida County has access to quality, education-based early care while parents are working. We provide information and resources to parents and care providers, and advocate at every level of government for policies that support access to affordable quality care.

Support Us,
So We Can
Support You

Contact us today
for assistance with
your employees'
child care needs
and to find out
how you can
contribute to
the Child Care
Council's mission.

We ask the business community to support our mission not only for the benefit of children and families, **but because it makes good business sense**. On a daily basis, the Council is a resource to your employees who have children - helping them find care, resolve issues, and access financial resources - to minimize loss of time and productivity as a result of unmet child care needs. Long term, better early care directly translates into a more ready workforce, and nothing is more fundamental to your ability to grow your business, and for our county to retain and attract businesses. It has to start early - well before age five. It's proven that the pre-K investment provides the greatest rate of return in human capital.

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Cornell University
Cooperative Extension
Oneida County



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The Child Care Effect

THE BUSINESS CASE FOR AFFORDABLE CHILD CARE

The growing number of women in the workforce need safe, reliable, affordable child care so they can be productive at work. The Child Care Council of Cornell Cooperative Extension connects working parents and employers with the resources they need to ensure working families have access to child care solutions.

70% of U.S. mothers are
in the workforce

55% of mothers with infants work

75% of employed mothers work
30+ hours per week

29% of dual wage earners have
women as primary earner

Single Parent Families
On The Rise in the US
(numbers in thousands)



The Importance of Reliable Child Care

Child care issues lead to employee absenteeism, tardiness, reduced productivity and translate into direct costs for employers.

45% parents who miss at least 1 day of work every 6 months due to child care breakdowns

65% parents whose work schedules are affected due to child care challenges

\$3 bil annual cost to employers of unstable child care

\$650-\$1,000 the per-employee cost to employers of unscheduled absences due to lack of child care

Benefits to employers who invest in child care support for their employees, including resource and referral information: **attracting and retaining employees, reduced turnover and absenteeism, increased productivity, and a boost in public image and positive public relations.** There are also a variety of tax benefits employers can claim related to child care services for employees.

85% Employers reporting heightened positive public relations as a result of their investment in child care programs

42% parents who say that child care was an important part of their decision to work where they work

19% parents who turned down another job because they feared losing work-site child care

Cornell University's Industrial Labor and Relations School study

When given an employer-funded subsidy for child care, participants were much more productive:

68% participants who reported using their sick days for child care emergencies less frequently

17.8% decrease in disciplinary actions during the study period

When the subsidy ended and participants were forced to handle child care on their own, there was an increase in tardiness and degree of work-family conflict:

45.5% decrease in work performance

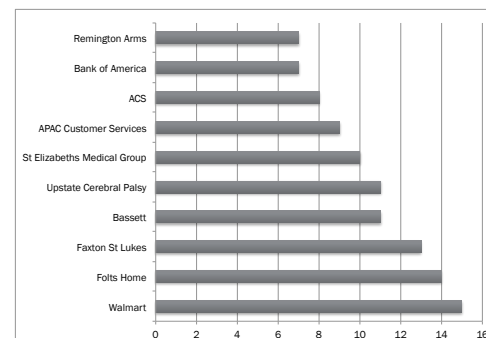
34.9% decrease in work productivity

Employers who offer child care support for their employees see benefits not only related to productivity, but in many other areas.

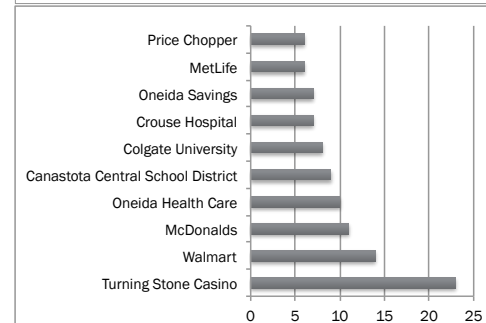
The Child Care Council of Cornell Cooperative Extension Works for Employers

800 parents – associated with approximately 500 different employers from a broad variety of sectors – called the Child Care Council for assistance in 2013.

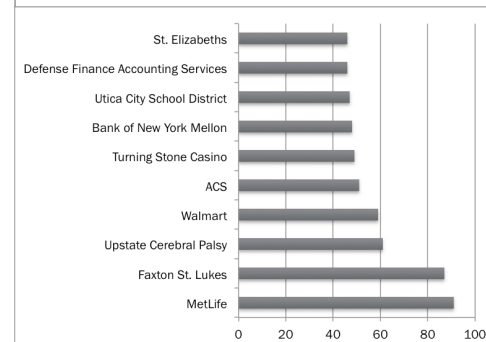
The charts below represent the top 10 employers for each county who have used our referral services and the number of times we assisted them.



Herkimer County



Madison County



Oneida County

Child Care Council

Assisted

800

parents in 2013

Assisted

4,871

parents since 2008

The Child Care Council also assists many unemployed parents by enrolling them in work programs in addition to helping them with child care; The absence of child care is often a tremendous barrier to employment.