

One of the first questions that prospective parents ask is: "What do you charge?" When we tell them, the response you often hear is, "You charge how much?"

One of the hardest things we have to do as providers

is justify our daycare rates. Some parents have a hard time comprehending the costs of running a childcare business and, like anything else, they are looking for the best deal. Most parents are willing to spend more on an auto payment than they are for quality child care. And yet, they are trusting us with their most precious possession - their child.

The REAL cost of Child Care

Do you really know what you are paying your child care provider? Take a look at this ...

Weekly Rate	Care Hours Daily/Weekly	Daily Rate	Hourly Tuition Rate
\$375.00	9/45	\$75	\$8.33
\$350.00	9/45	\$70	\$7.77
\$325.00	9/45	\$65	\$7.22
\$300.00	9/45	\$60	\$6.67
\$275.00	9/45	\$55	\$6.11
\$250.00	9/45	\$50	\$5.55
\$225.00	9/45	\$45	\$5.00
\$200.00	9/45	\$40	\$4.44
\$175.00	9/45	\$35	\$3.88
\$150.00	9/45	\$30	\$3.33
\$125.00	9/45	\$25	\$2.78

Ask yourself ... would you work for that?

California Minimum Wage (2019) = \$12.00/hr
SitterCity (babysitter rate) = \$12.19-\$12.46/hr
Care.com (babysitter rate) = \$13.97/hr

The REAL cost of child care

You charge HOW much?



You Can Actually SAVE \$

The good news is that we can suggest ways for parents to "reduce" the costs of childcare without compromising our rates for quality care.

First, make sure you are utilizing your company's flexible spending account. (most companies have one). Money is set aside from your pre-taxed income (up to \$5,000 per year) which lowers your taxable earnings. You must use a licensed and registered provider, and you must use the money for childcare by each year's end (or you lose it).

Also income earners are eligible for a child care credit of 20 percent of their child care costs, for a maximum of \$2,400 (up to \$480 per child).

Ask your provider if they offer a discount for child care tuition paid biweekly or monthly.



Ask your provider about money-saving options to offset child care costs

If you still have concerns about the cost of daycare, we would like to point out that family home child cares are usually far less expensive than the daycare centers in the area.

Listed below are some of the benefits of our childcare and the cost of doing business:

- We offer a family environment including nutritious meals and snacks. Since we are providing breakfast, lunch, and an afternoon snack according to the USDA Food Program requirements, we would like to ask you to think about the cost of groceries.
- The children in our daycare do a variety of crafts. Crayons, tape, scissors, markers, paper, pipe cleaners, foamies, paints, etc. all cost money. With six or more children playing with toys, games, puzzles, books, etc. for the better part of ten hours per day, the cost of repairing or replacing these items is much higher than one child playing with his own toys at home for a couple hours in the evening.
- Toys, cribs, bedding, high chairs, and changing tables all require more care and cleaning. Dishwasher use is increased use due to more dishes, and an extra load for daily sanitation of toys put in mouths of babies. As a result we go through more cleaning supplies than the average household.
- We celebrate each child's birthday with a gift. We have other parties to celebrate a theme or teach a concept. These may include special crafts, snacks, or supplies.
- Utilities cost more because of the increased use of electricity, heat, air conditioning, water, garbage, and gas. Furniture wears out faster.
- Annual licensing, insurance and training costs for the provider and staff (so we can provide the best care possible) including CPR and first-aid, nutrition classes, playground safety, and children's issues to name a few.

And the list goes on!



By now, most parents realize that there are more behind the scenes costs than they realize. We would like to conclude by saying ...

"You cannot put too high a price on the well being of your child, the experience and the dependability of your childcare provider.

Isn't it worth the cost?"

WHAT IS THE DIFFERENCE BETWEEN PRESCHOOL VS. CHILDCARE?

HOURS



Preschools typically have shorter days than childcare. Many have half-day schedules and are closed during Summer.

Childcares usually have a more flexible schedule. Unlike preschool, many childcares are open year round with less closures. Geared toward fulltime care.

PRICE



Preschools typically have options for extended day care in addition to the base tuition. May require additional fees.

More affordable, based on the hourly rate. Enrollment, activity, and other fees are usually lower.

AGES



Preschool usually start at age 3 with some now accepting as young as 2 yrs.

Most childcares accept a wider age range, from infant to pre-kindergarten. Allow the child to grow with the program.

POTTY



Although some schools will accept non-potty trained children, most expect potty trained children.

Childcares in general work to get the child potty trained and support the parents efforts.

TRAINING



Teachers are educated and trained in childhood education.

Increasingly many FCC providers have had child development education as well as parenting experience.

LEARNING



Public perception may be that these school-based programs are more educationally focused.

The best childcare programs encourage children's cognitive, social, and physical development, just like preschools.