

## **FACT SHEET**

### **What is the Child Care Works Campaign?**

The Child Care Works Campaign was inspired by the director of Eyes on the Future, a child care center in Chicago. The director wanted to find a way to communicate to her legislators how her center contributes to the local economy. Illinois Action for Children created a tool reflecting her ideas to give more child care providers a clear way to convey to others how child care helps the economy.

### **Why should I participate in the Child Care Works Campaign?**

By participating in this campaign, you will receive a 1- page economic impact tool that provides a picture of how your child care business helps your community and local economy. You can use this as an advocacy tool and to educate legislators and community members about the important role child care plays in the community.

### **How can I use the Economic Impact Tool?**

The economic impact tool allows you to talk about the different ways your child care business helps the community and local economy. You can share this tool with parents, legislators, community partners, and other stakeholders. Here are some ideas that providers shared with us about how they plan to use the economic impact tool:

- Bring to legislators' office to share with them the importance of child care services
- Share with parents
- Share with other providers to encourage them to start their own business
- Post in the child care provider bulletin board
- Share with Provider Association and local Child Care Resource and Referral (CCR&R)
- Share with other local business owners and chambers of commerce to broaden support for child care beyond the early learning field
- Share with funders or board members to increase awareness

### **What information will I need to complete the data entry form?**

The form will take at least *30 minutes* once you have collected all the information necessary to complete the form. You will need basic information about your child care business, tax forms, and accounting and financial records. Please refer to the "Checklist" to make sure you have the needed materials.

### **Will the information that I provide on the form be kept confidential?**

YES. Illinois Action for Children will not share the data you provide without your permission. The information will be used only to develop the final economic impact tool.

### **I completed the Data Entry form, now who do I send it to?**

For more information and to send your completed form, please contact: Community Engagement Team, at [advocacy@actforchildren.org](mailto:advocacy@actforchildren.org) or 773-564-8843

Community Engagement Team  
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