



Child Care Innovations Driving Economic Growth in Nevada

Chris Bennett, CEO, Wonderschool

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WONDERSCHOOL CONFIDENTIAL



Our Mission



Create the ecosystem that empowers early educators to build sustainable small businesses and enables families to easily find high quality child care.

Highlights in State Partnerships

Michigan

- New Program Creation
- Business Sustainability
- Child Care Management Software

Mississippi

- New Program Creation
- Child Care Management Software
- Substitute Teacher Pool

New Mexico

- New Program Creation
- Child Care Finder

Nevada

- New Program Creation
- Business Sustainability
- Provider Platform

Idaho

- New Program Creation
- Child Care Management Software

Indiana

- Child Care Finder

Florida

- Child Care & School Finder

Missouri

- New Program Creation
- Child Care Management Software

Nebraska

- Child Care Management Software



Wonderschool operates in **46 states**, serving **37,000** providers through state, local, or employer partnerships.

Nevada's Child Care Need*



\$1B

Annual loss from Nevada's economy due to childcare challenges



72%

Nevada residents living in child care desert



90%

Nevada voters believe affordable child care is a priority



78%

Nevada voters believe increasing funding for child care is a good use of tax dollars

<https://www.ffyf.org/states/nevada/>

Our Nevada Impact & Findings

Wonderschool's Impact



**We've served
3,510 slots with
487 providers
and actively
supporting them**



**Minimum of
\$40k value of
each slot***



**Nevada
economic
impact is
\$140m in value**

*Financial impact analysis from the Bipartisan Policy Center's Child Care Gaps Assessment in 2019

Wonderschool Current Solutions Used By Child Care Providers To Grow Their Business



Business Sustainability

To help get licensed, expand capacity, and automate operations



New Child Care Program Creation

To help providers start new, quality programs from their home and receive marketing and business support



Child Care Management Software (CCMS)

To help with finances, communications, and enrollments

New Provider Spotlight

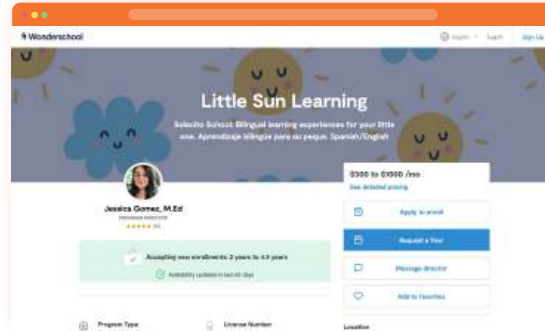


Jessica Gomez, M.ED

Program Director,
Little Sun Learning

Used New Child Care Program Creation to start a child care program from home.

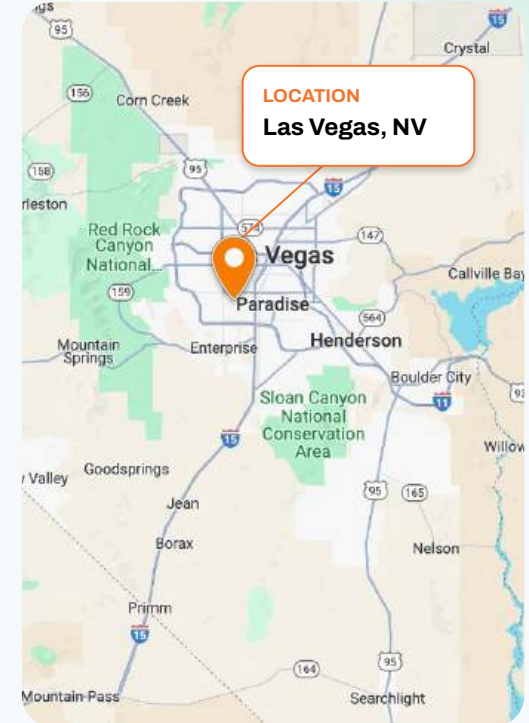
Has reached full capacity and maintains a waitlist using CCMS



Parent feedback and reviews

★★★★★ 5.0 (10)

- | | |
|--------------------------------|---------------------------------|
| ★★★★★ 5.0 Overall | ★★★★★ 5.0 Outdoor time |
| ★★★★★ 5.0 Atmosphere | ★★★★★ 4.8 Child communication |
| ★★★★★ 5.0 Physical space | ★★★★★ 5.0 Program communication |
| ★★★★★ 5.0 Learning environment | ★★★★★ 5.0 Provider interaction |



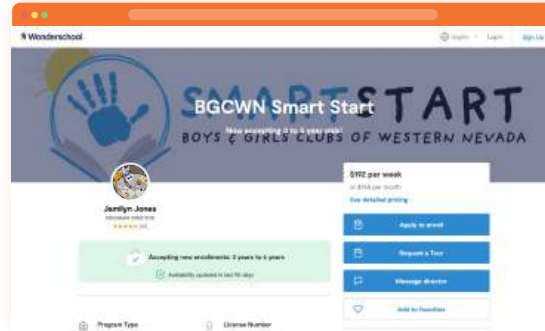
New Provider Spotlight



Jamilyn James

Program Director,
BGCWN Smart Start

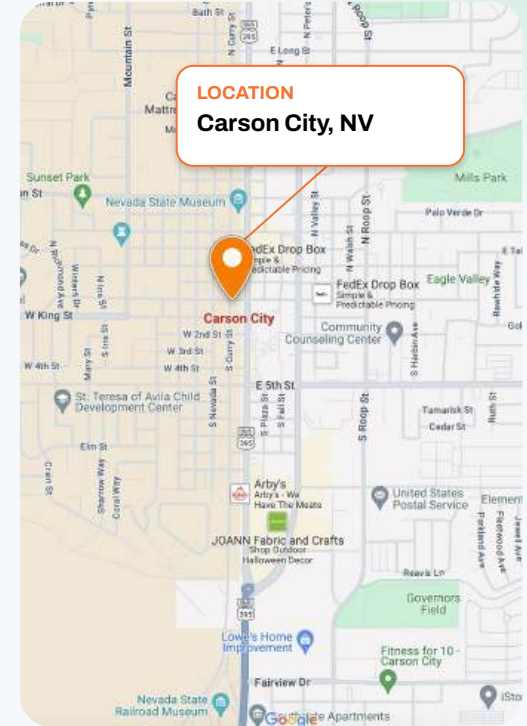
Used Business sustainability and
CCMS to expand operations to three
child care centers



Parent feedback and reviews

★★★★★ 4.7 (10)

- | | |
|--------------------------------|---------------------------------|
| ★★★★★ 4.7 Overall | ★★★★★ 4.8 Outdoor time |
| ★★★★★ 4.9 Atmosphere | ★★★★★ 4.6 Child communication |
| ★★★★★ 4.8 Physical space | ★★★★★ 4.5 Program communication |
| ★★★★★ 4.7 Learning environment | ★★★★★ 4.9 Provider interaction |



New Provider Spotlight

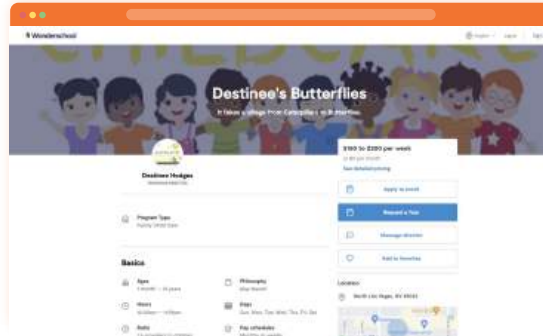


Destinee Hodges

Program Director,
Destinee's Butterflies

Used Wonderschool Business Sustainability to navigate licensing and start a program from home.

Has 8 enrollments and continues to use CCMS to manage payments



Parent feedback and reviews

★★★★★ 5.0 (10)

★★★★★ 5.0 Overall	★★★★★ 5.0 Outdoor time
★★★★★ 5.0 Atmosphere	★★★★★ 4.8 Child communication
★★★★★ 5.0 Physical space	★★★★★ 5.0 Program communication
★★★★★ 5.0 Learning environment	★★★★★ 5.0 Provider interaction



Nevada Recommendations and Learnings



Licensing

- Remove the ability for HOAs and landlords to block FCCs from starting in either their Associations or in their rental homes.
- Increase support to administrators to accelerate review of applications from submission to approval from six (6) months to three (3) months. We see time horizons of sixty to ninety (60-90) days in states such as CA, ID or MI as examples.



Rules & Regulations

- Instead of a patchwork of county by county rules, streamline the regulations, including Fire and Planning and Zoning, to make them uniform across Nevada.



Thoughtful Investment

- Tri- Share - Employer, Government, and Parents all pay 1/3
- City and County
- Consolidation of child care
- Workforce Department
- Cannabis funds

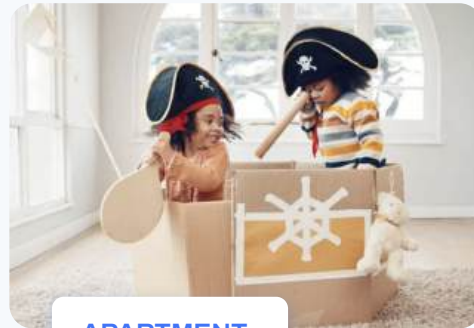
Summary and Learnings

In Other States

Providers can run a small licensed FCC in almost any type of home including an apartment, condo, or single-family home.

However, we do recommend that you have at least 35 square feet of space per child in your home and outdoor space available (either a large backyard or proximity to a park, ideally within 4 blocks) if you're registering for a small license.

SINGLE-FAMILY HOME



APARTMENT



CONDO

State Case Study

Case Study: Substitute Pool and Full Time Teacher Recruitment in Mississippi

Challenge

Mississippi Department of Human Services (MDHS) had over 1,000 registered Child Care Payment Programs that were suffering from **retention issues and burnout** and had no access to reliable substitute support.

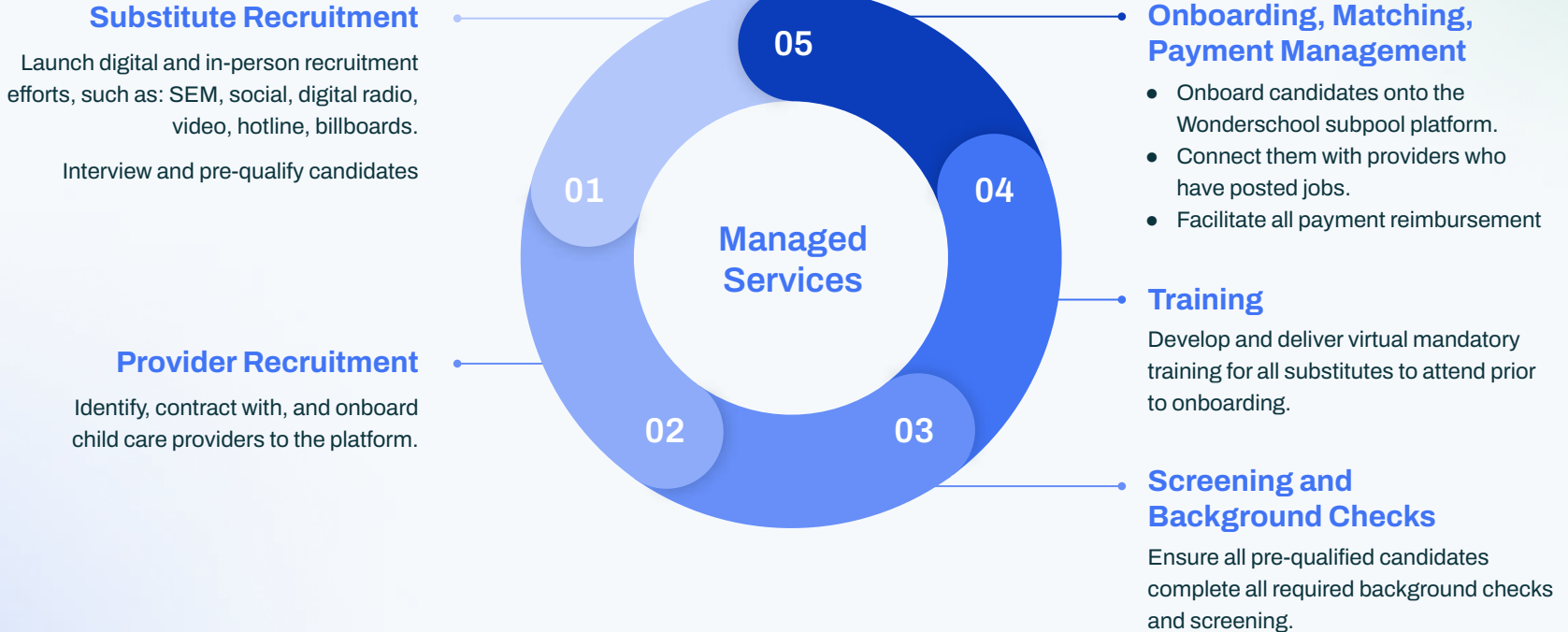
Findings & Solution

- Wonderschool researched and identified root causes of burnout and lack of accessibility to become a substitute teacher or find a qualified substitute in the state of Mississippi
- Wonderschool deployed a statewide **Substitute Teacher Pool** (online) designed to actively fill day-to-day staffing needs within child care programs

Six Months After Launching Substitute Teacher Pool

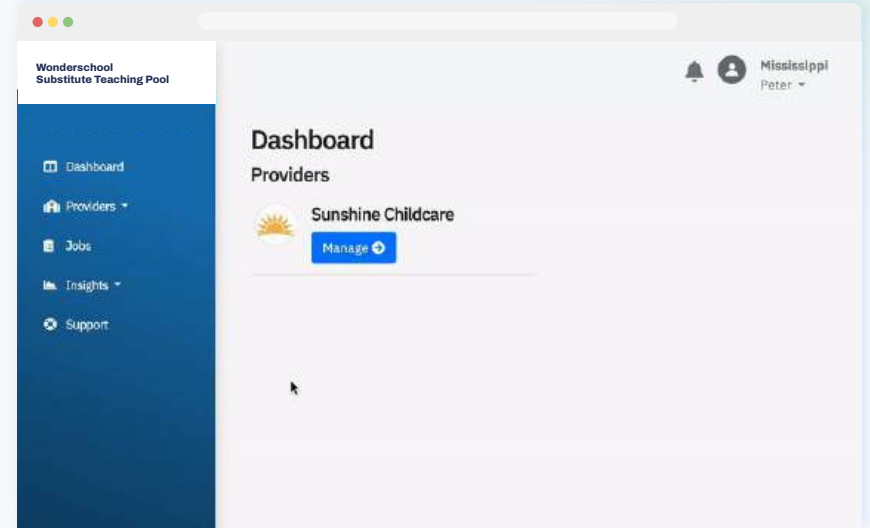
- **Recruited Candidates: 7,007**
- **Jobs Hours Worked: 14,000+**
- **Job Match Rate - 30 Day: 88%**
- **Job Work Rate - 30 Day: 93%**

How The SubPool Solution System Works



Mississippi Economic Impact

Jobs filled to date	3,118
Child care slots per job	12
Parents in workforce per slot	1.0
Economic Impact (current)	\$15,703,495
12 Month (projected annual)	\$60,436,800





Thank You