

Delaware Association for the Education of Young Children (DAEYC), Goodwill and B.F. Rich Partner to Pilot Child Care Consultation Services

The Delaware Association for the Education of Young Children (DAEYC) is offering businesses in the state an opportunity to join leading employers in a pilot partnership program designed to increase employee productivity and retention, while helping New Castle County working parents access critical, high-quality child care services.

Supported by a grant from the W.K. Kellogg Foundation, DAEYC is currently working in partnership with Goodwill of Delaware and Delaware County, one of the state's largest employers and B.F. Rich Windows & Doors of Newark, a well-established leading manufacturer. Through this partnership with employers, DAEYC offers child care consultation services to employees. In Delaware, and across the nation, lack of knowledge about access to high-quality early child care and support services, particularly among low-income parents, has created obstacles for parents working to achieve economic security for their families.

"Goodwill is pleased to partner with DAEYC on this initiative," said Allison David, Vice President of Mission Services at Goodwill. "For families struggling with work life balance, especially childcare, this is the right support to help them become successful at work. It is an investment in your team member that positively affects their performance and your company's bottom line."

Childcare consultation services have been provided to 232 employees at Goodwill and B.F. Rich, and 14 employees have changed child care arrangements to enroll their child in a high-quality child care center. To date, 98 percent of employees who were provided consultation services remain employed and 100 percent of employees who changed child care arrangements as a result of consultation services remain employed.

The program, funded by a \$625,000 grant from the Kellogg Foundation, enters its second year in providing working parents with consultation services to access high-quality child care. Consultation services include referrals to high-quality child care providers throughout New Castle County, assistance navigating purchase of care, and help creating a Delaware ASSIST account, which is a web site that allows individuals to screen and apply for a broad range of social service programs. DAEYC is seeking prospective businesses that support working families, value the benefit of high-quality, early child care and are interested in increasing employee productivity and retention by offering on-site child care consultation services to its employees.

"Businesses have an important role to play in ensuring that parents they employ are able to access resources such as high-quality child care. A parent who does not have to worry about how their child is being cared for during the day is better positioned to focus on work, and be more productive and loyal to their employer," said Andria Keating, President-Elect of the DAEYC Board of Directors. "We encourage Delaware businesses to join our efforts. It is good for business, families and the greater community."

Felicia DeHaney, director of Education & Learning at the Kellogg Foundation, commends the community-driven efforts to promote family economic security in the state. "The W.K. Kellogg Foundation is guided by a strong commitment to helping both children and families simultaneously, and partnerships like these in Delaware are an important part of creating sustainable change in communities." DeHaney said. "Quality, stable child care and education are important factors that provide parents with the peace of mind and resources they need to support their families, advance in their careers and ensure their children are ready to learn and succeed in school."

For more information on this project and how your business can become involved, contact Iris McKenney at imckenney@daeyc.org or 302-764-1500 ext. 114.

About DAEYC: The Delaware Association for the Education of Young children (DAEYC) is an affiliate of the National Association of the Education of Young Children (NAEYC), the leading membership association for those working with and on behalf of children from birth through age eight. DAEYC adheres to the NAEYC mission which is to promote high-quality early learning for all children, birth through age 8, by connecting practice, policy, and research. We advance a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children.

About the W.K. Kellogg Foundation: The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to create conditions for vulnerable children so they can realize their full potential in school, work and life. The Kellogg Foundation is based in Battle Creek, Mich., and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti. For more information, visit www.wkkf.org.