

A Broken Business Model

Why do parents pay so much and child care professionals make so little?

Consider a Wisconsin scenario: A group child care center...



Open 10 Hours/Day



52 Children



1 Director

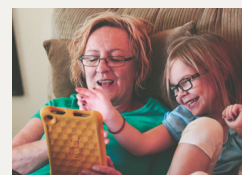
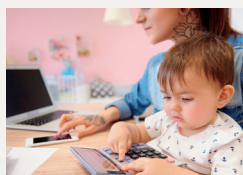


5 Lead Teachers



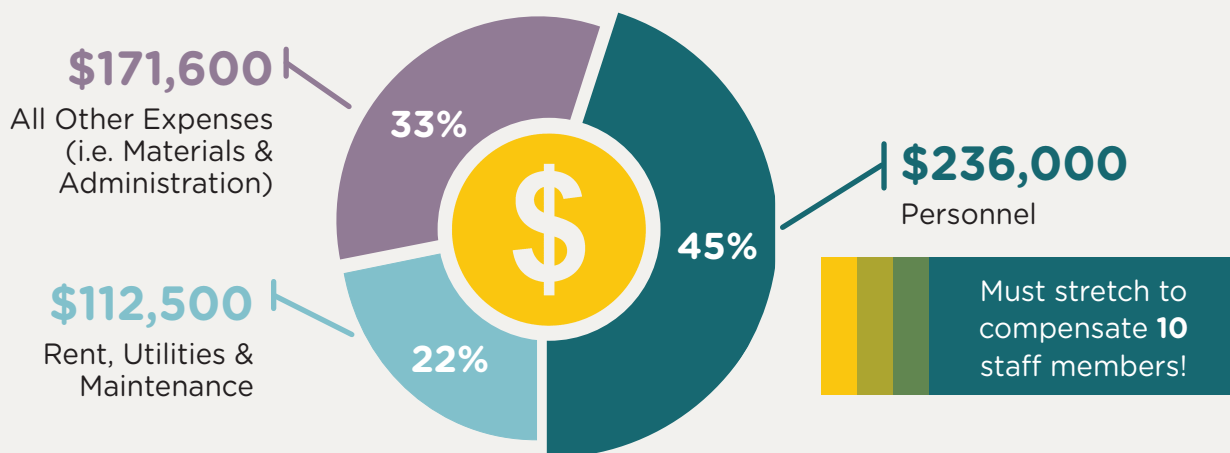
4 Assistant Teachers

...where parents pay an average of \$10,000 per child annually.



The center collects \$520,000 in parent fees.

Center Budget Overview



This means staff members earn an average of \$23,600 a year, or \$11.34 an hour. This does not leave room for standard benefits, like health insurance or retirement contributions.

It's clear: Parent fees alone cannot fund high-quality child care. Change is needed to support early childhood educators with higher wages and benefits, which will reduce the financial burden on parents and caregivers of young children. Significant state and federal investments are needed to support a profession in crisis.

Note: Scenario based on average tuition, space and other direct center expenses for a 3-star regulated Wisconsin program.