

Wonderschool Overview

We serve over 37,000 child care providers across the US with different products and services. Wonderschool has received investment through the Goldman Sachs “One Million Black Women” Initiative.



PARTNERSHIP EXPERIENCE



Wonderschool partnered with Michigan:

- Recruit new providers into Wonderschool Academy in order to launch 75 new child care programs across the state, specifically targeting high-needs areas
- Train existing child care providers on business technology tools that enable them to operate financially sound and sustainable child care programs
- Create learning toolkits tailored to Michigan’s business and licensing standards to educate providers about child care best practices, help them access state-funded grant opportunities, and ensure they can meet ongoing requirements for licensing and compliance. These toolkits are hosted on Wonderschool’s learning management system.



GOALS

All project deliverables for this partnership, which began in October 2022, have been completed **2.5 months ahead of project timeline**. Since then, LARA has invested additional funds into Wonderschool programming to expand the original project goals and increase the scope of our work in Michigan.



OUTCOMES

81/75

New providers graduated from Wonderschool Academy (108% goal) 23 providers on the Q4 waitlist

169/100

Providers onboarded to the Wonderschool Child Care Management System (170% of goal)

1,087

Business Plans: 1,087 approved 1,532 submitted 478 in progress

4/4

4/4 online Provider toolkits completed (100% of goal)



GOALS

Wonderschool partnered with the State of Nevada and the Las Vegas Urban League to:

- Increase the supply of Family Child Care programs available to families living in child care deserts
- Optimize business operations for existing child care providers across the state
- Provide on-the-ground individualized support to both new and existing providers.

Deliverables for the original agreement with DWSS included the creation of 50 new child care providers in six months. The result was 86 new child care providers registered in three months—the program was further expanded to target, recruit and enroll **252 new providers to the Wonderschool Academy in less than one year**. This goal has been met and exceeded as of June 23, 2023.



86 + 67

Phase 1: Exceeded goal of 50 new registered provider participation with 86 and 67 have completed their program in Wonderschool Academy

282 + 155

Phase 2: Exceeded goal of 252 new registered provider participation with 282 and 155 have completed their program in Wonderschool Academy

OUTCOMES

ADDITIONAL PARTNERSHIP EXPERIENCE



Statewide Child Care Management platform for all providers and a **customized child care finder** for ECECD.



New child care program creation and Substitute Teacher Portal.



New child care program creation and business coaching to support existing child care providers.



New interactive online child care finder for parents to find high quality care through a partnership with Early Learning Indiana.

KEY SOLUTIONS

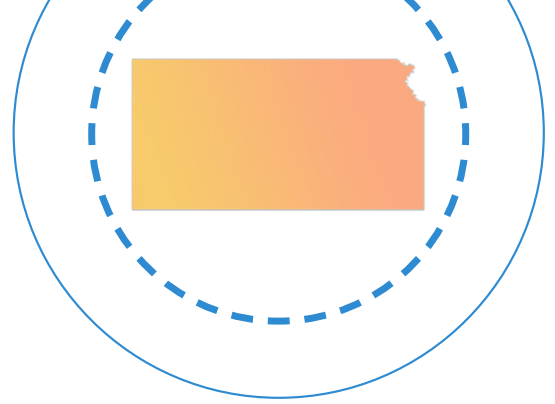
New Program Creation - Increase Access and Choice: Wonderschool has helped launch over 500 new child care programs in the US in the last 12 months. More than 90% of our programs are led by BIPOC women, and more than 33% are led by Spanish speaking entrepreneurs.

Child Care Finder - Helping Parents Find Child Care: Wonderschool's customized, statewide Child Care Finder enables thousands of parents to search for child care that meets their needs and to directly communicate with providers, find program information, enroll in programs, online or from a mobile device.

Child Care Staffing - Keeping Program Doors Open: Wonderschool is addressing the child care staffing shortage with a substitute teacher portal, which ensures programs remain open, fully enrolled, and financially viable by helping providers easily find coverage for their programs when they need it most.

Tri-Share - Making Child Care Affordable: A Tri-Share model helps parents afford child care by splitting the cost between government, employers, and parents. Our experience creating new child care markets and developing appropriate technical systems for government agencies, employers, and families ensure new Tri-Share programs have the foundation required to be successful.

The Wonderschool Difference



Wonderschool has developed an innovative way to help both new and existing child care providers. We offer tools and techniques that successful business owners use, helping these providers to thrive. This approach was proven effective during the COVID-19 crisis, as only a small fraction of Wonderschool's providers had to close compared to a much larger percentage nationwide. Thanks to their innovative and community-centered efforts, Wonderschool was recognized as one of the Time 100 Most Influential Companies of 2022.

The Challenge in Kansas

The child care challenges in Kansas are pervasive and exist across all populations and geographies within the state.

A child care desert is any census tract with more than 50 children under age five that contains either no child care providers or so few options that there are more than three times as many children as licensed child care slots.

- ◆ **74%** of children under age six have all available parents participating in the labor force, making this a significant impact on economic growth for nearly every community throughout the state.
- ◆ As of today, **45%** of Kansas families living in rural areas reside in child care deserts; however, child care desert areas include all ethnicities, geographic regions, and income levels².
- ◆ State-wide, there is a potential need for over **54,480** additional child care slots in order to fill the care gap³.
- ◆ Even more challenging, many parents need child care that serves non-traditional hours, especially in sectors such as **health care, manufacturing, agriculture and public safety**.
- ◆ One of the greatest benefits of building a robust network of home-based child care providers is that these providers are typically the most responsive to the **needs, values, and expectations of their specific communities**. This also opens the opportunity for parental choice for families when they are searching for care.

44%

of Kansas' population lives in a child care desert¹.

¹ <https://childcaredeserts.org/2018/?state=KS>

² [Council for a Strong America](https://www.councilforstrongamerica.org/)

³ <https://childcaregap.org/>



The Kansas Plan

Wonderschool will leverage our six years of experience supporting early educators and building new child care programs across the nation to expand the supply of high quality programs in Kansas. Wonderschool will center our outreach to engage prospective child care providers in areas identified by the researchers at the Kansas Department of Health and Environment (KDHE) and the Institute for Policy and Social Research (IPSR) at Kansas University.

375

Certified family based child care programs

3,750 - 4,500

Child care seats created

9,000

Parents able to work due to child care

\$225M

Long-term economic impact of each child care seat created

^{*}For every child care gap filled the long term economic impact is \$50,000 on average (www.childcaregap.org)

^{*}Impact example of 200 Certified Family Child Care Programs (programs with no more than six unrelated children at a providers home)



Budget

| Product | Quantity | Unit Price | Total Cost |
|---------------------------------------|---|-------------------------------|-------------|
| Child Care | <ul style="list-style-type: none"> ◇ New Supply creation ◇ 125 programs year 1 ◇ 125 programs year 2 ◇ 125 programs year 3 | \$23,000/Wonderschool program | \$8,625,000 |
| Real-Time Data | <ul style="list-style-type: none"> ◇ 2 year access | *included | \$0 |
| Dedicated Support Subscription | <ul style="list-style-type: none"> ◇ 2 years of support for 125 providers year 1 ◇ 2 years of support for 125 providers year 2 ◇ 2 years of support for 125 providers year 3 | \$300,000 | \$900,000 |

Build New Supply of Child Care Programs

Deliverables

- ◇ Recruitment and Community Outreach
 - In house digital marketing experts; Social media marketing; Radio advertisements; Direct outreach (text messages, phone, email, mailings); National marketing expertise
- ◇ Child Care Management Software (2-year subscription)
 - Program marketing; Enrollment management; Finance management;
 - Parent communication management; Digital community of practice; Access to national economies of scale; Data tracking; Customer support and Helpdesk
- ◇ Marketplace Webpage (2-year subscription)
- ◇ 12 Week Wonderschool Academy
- ◇ Technical Assistance, Business Operations Coaching, and Cohort-Based Community
- ◇ Assistance With Securing First Enrollments
- ◇ Data Dashboard & Bi-Monthly Reporting
- ◇ Personalized 1:1 Coaching
- ◇ Multi Regional Stakeholder Collaboration
 - Coordination of multi-departmental and multi-regional priorities; Holistic state-wide coordination and connection to local resources for early intervention, quality, etc..
- ◇ Access to National Discounts and Partnership Offerings

Dedicated Support Subscription

Deliverables: 2 years of dedicated support

- ◇ Support package dedicated to Kansas' project implementation, provider support and business strategy
- ◇ In-person events (1/quarter): group training sessions, networking events, luncheons, speaker forums, etc.
- ◇ Frequent site visits with providers
- ◇ Forums, community events, luncheons with prospective providers
- ◇ 2 years of customized provider support (1:1 virtual, webinar, in-person)

Real-Time Data

Deliverables: Monthly delivery of data to inform Stakeholders in policy and funding decisions related to childcare.

- ◇ New Program Licensing Progress/Completion
- ◇ Program Metrics
- ◇ Children/Enrollment Data
- ◇ Operational Insights
- ◇ Financial Trends
- ◇ Marketing Insights
- ◇ Family Feedback