

ADVOCAP, INC
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ADVOCAP
Helping People Help Themselves

CHILD CARE INCUBATOR PROJECT

WINNEBAGO COUNTY'S CHILD CARE CRISIS

Winnebago County has experienced a **steady decline of the availability of child care** since 2015, meaning fewer options for working parents.

- In one year alone (2021 to 2022), **the county lost 138 child care slots.**
- Finding childcare is especially challenging for parents who work a second- or third-shift job. An online search in Oshkosh found **just one child care provider offering night and weekend care**, an in-home provider licensed to care for only three children.
- The problem is not unique to Winnebago County. **54% of Wisconsin residents live in a child care desert** where more than three children compete for every slot of childcare that is available.

This lack of availability in child care has led to two major problems:

INCREASED COSTS

The price of child care is rising. The average cost of infant care in Wisconsin is over \$12,000. As the child gets older, the cost remains high - childcare for a 4-year-old is over \$10,000 annually on average.

SHRINKING WORKFORCE

Lack of child care is a contributing factor to our shrinking workforce when parents decide to quit work to remain home with their children rather than pay a large percentage of their income for outside care.

Many parents who want to be in the workforce just can't afford to pay these costs on the salary they would earn.

There are not enough child care providers to serve all working parents who need it.

THE SOLUTION: AN INCUBATOR TO GROW NEW CHILD CARE PROVIDERS IN OSHKOSH

- ADVOCAP will recruit and support people starting their own child care business within its Child Care Incubator building in Oshkosh.
- Each new business owner will receive specialized assistance to obtain the proper training, licensure, and skills to run a successful child care.
- After achieving stability, the providers will be supported in moving out to become in-home providers or grow into full child care centers.
- As successful providers move out, new entrepreneurs will be recruited to launch their child care business with the support of the Incubator.



MARY'S STORY

Mary is a single mom to two boys under the age of four working part-time as a cashier. She's a great worker and her manager would love to give her more hours, but she can't accept them due to the cost of getting additional child care beyond what her family can provide. **The additional money she'd make from the extra shifts might not even cover the cost of paying for child care while she works.**

Mary feels trapped, discouraged, and hopeless about ever becoming self-sufficient enough to support her kids without having to rely on public assistance to make ends meet.

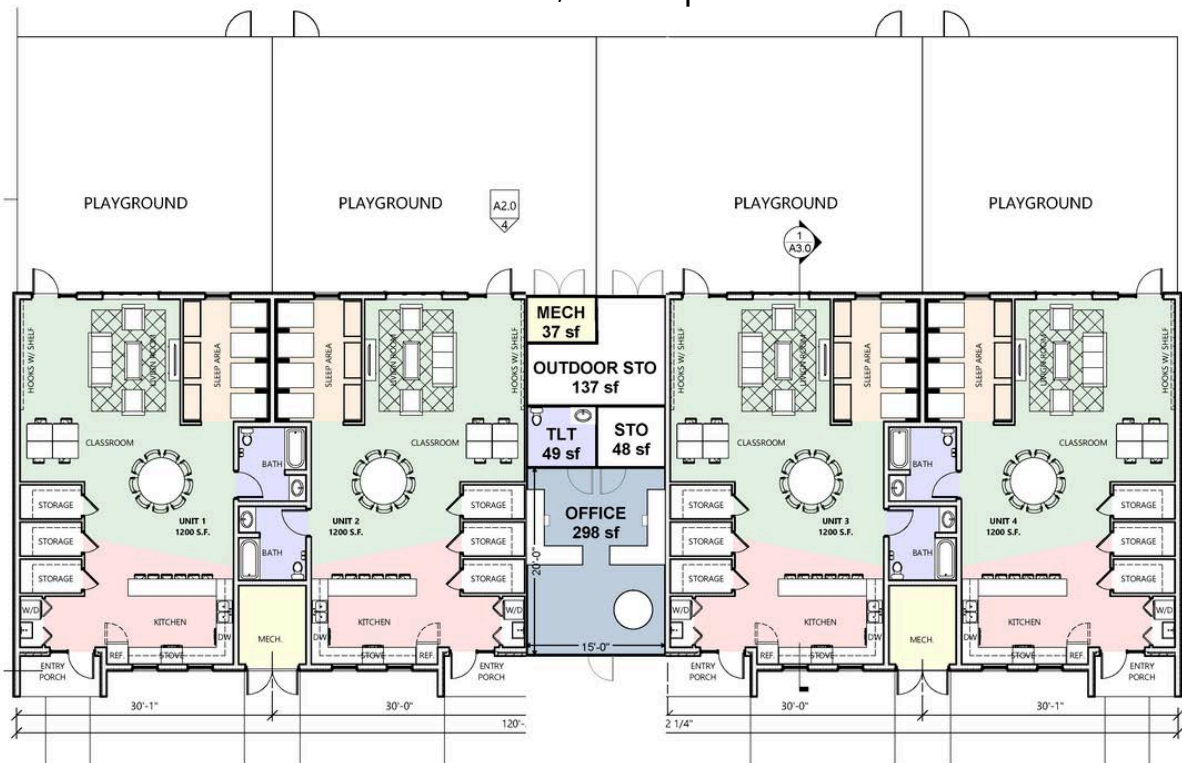
Mary's dream is to open her own in-home daycare that would allow her to earn money to support her family while being at home with her own kids while they're young. But like many people with limited incomes, her housing is not suitable for becoming a licensed in-home provider, even if her landlord would allow it. And in her current situation, Mary can't afford to move.

Mary is the type of smart, resourceful person who would thrive in a Child Care Incubator. **Access to a space to open her business and support to get it off the ground would change Mary's life!**

OUR LOCAL CHILD CARE RESOURCE & REFERRAL OFFICE HAS A LIST OF OVER 60 PEOPLE LIKE MARY WHO WANT TO START A CHILD CARE BUSINESS IN BUT LACK THE RIGHT SPACE.

CHILD CARE INCUBATOR FLOOR PLAN

N. Jackson Street & Snell Road, Oshkosh, WI
5,400 square feet

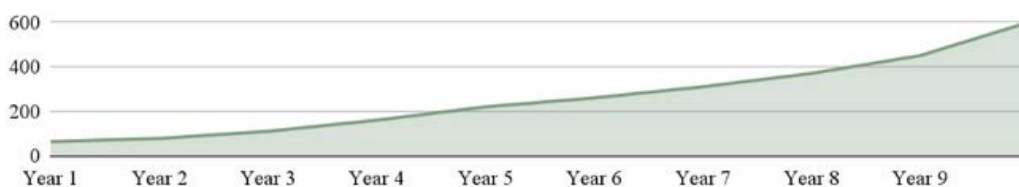


WHAT IS A CHILD CARE INCUBATOR?

A child care incubator provides low-cost space, business coaching, licensure help, purchasing efficiencies, and curriculum assistance to give would-be providers all they need to create and grow their child care businesses. It offers a supportive place to launch a child care business and learn the skills necessary to make it profitable for the long-term.

An incubator can **create exponential growth in the amount of child care** available to working families as providers “graduate” from the program and continue growing their businesses elsewhere, making space for new entrepreneurs to enter and open their own child care businesses.

As businesses grow “up and out,” the initial 64 child care slots the ADVOCAP Child Care Incubator will create can grow to hundreds.



THIS PROGRAM WILL BE A HUGE ASSET IN ADDRESSING THE NEEDS OF BOTH NEW AND EXPANDING CHILD CARE PROVIDERS IN WINNEBAGO CO. THIS OPPORTUNITY WILL ALLOW PROVIDERS THE STABILITY TO RUN THEIR BUSINESSES IN A PROFESSIONAL AND SUPPORTED WAY LIKE NEVER BEFORE.

- Lesa Alston, County Certifier,
Child Care Resource & Referral

THE GOALS & IMPACT

INCREASE CHILD CARE IN WINNEBAGO COUNTY

The Child Care Incubator is an important part of solutions needed to increase child care locally. The supports the Incubator provides will help ensure the success of new child care providers.

WORKFORCE DEVELOPMENT

The Incubator will:

- equip low-income individuals to be self-employed with their child care business
- increase access to child care so more parents can be in the workforce

KINDERGARTEN READINESS

ADVOCAP will help our child care providers develop thoughtful age-appropriate curriculum that, like Head Start, will ensure the children in their care will enter school ready to learn at grade-level.

REDUCE POVERTY

This program is a hand up not a hand out, helping low-income entrepreneurs create a good living for themselves through their child care business to eliminate their need for public assistance.



PROJECT BUDGET

Land Purchase	\$218,000
Site Preparation	\$386,000
Incubator Construction	\$1,217,000
Construction Finishes*	\$116,000
Playgrounds/Fence	\$25,000
Parking Lot/Sidewalks	\$85,000
Landscaping	\$23,000
Solar Panels	\$150,000
Furniture & Equipment	\$80,000
<u>Fees, Permits, Overruns</u>	<u>\$100,000</u>
TOTAL	\$2,400,000

**includes flooring, cabinets, counters, etc.*



SUSTAINABILITY PLAN

ADVOCAP will include **active and passive solar** as an integral part of the Child Care Incubator’s construction and operational energy use. The energy savings from solar will **reduce the ongoing cost** of occupying the building.

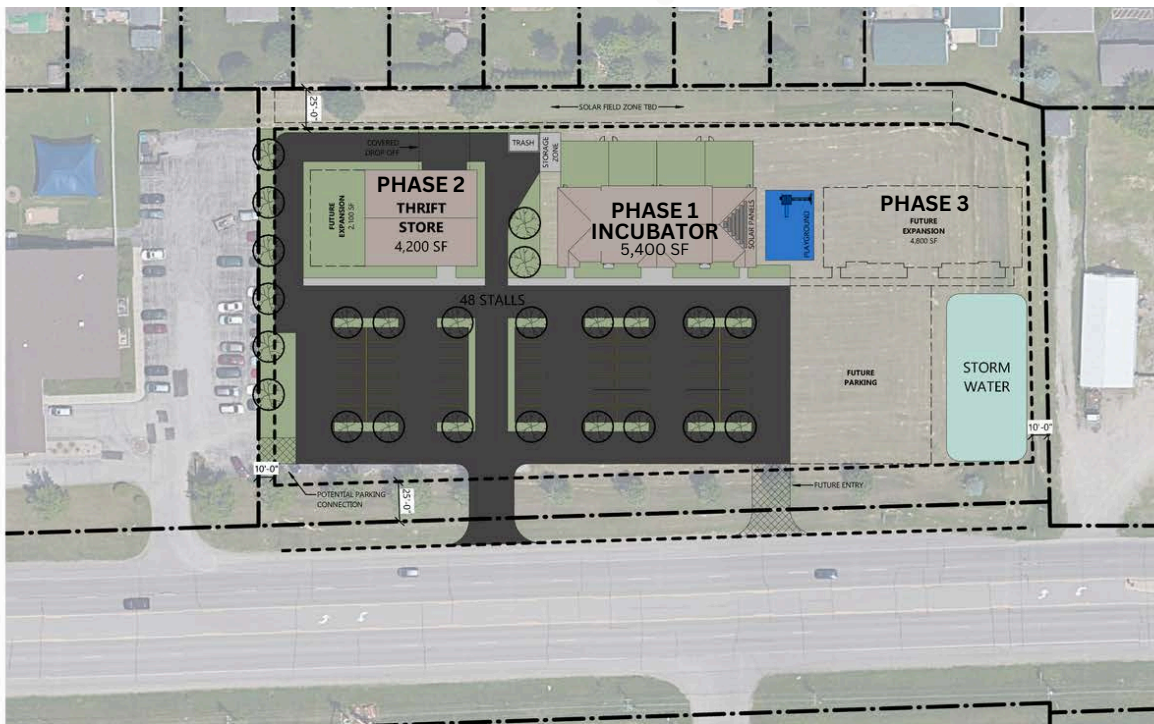
Initial program costs associated with running the incubator will be paid by grant funds and by drawing upon ADVOCAP’s existing Business Development Program to **cover the start up phase** of the incubator.

The land bought for the Incubator has space for **two additional phases** of construction after the incubator is open. In Phase 2, ADVOCAP plans to build and operate a **Children’s Thrift Shop** to sell quality resale children’s clothing and items at affordable prices. Projections from the financial statements of a similar store in Prairie du Chien show that **profits from the thrift shop will cover operating and maintenance of both buildings, a store manager, and help fund Phase 3.**

Phase 3 will add additional units to the Child Care Incubator to serve more providers as demand grows.

WHY ADVOCAP?

- ADVOCAP is an established, stable nonprofit organization that has served Winnebago, Green Lake, and Fond du Lac counties since 1966.
- ADVOCAP's Business Development Department has helped low-income entrepreneurs develop, operate, and grow small businesses for decades, creating more than 2,500 new businesses and over 6,000 jobs since 1986.
- ADVOCAP has expertise in early childhood development from its Head Start pre-school program, giving it additional resources to ensure the incubator businesses have high quality curriculum.
- ADVOCAP has numerous community partnerships to help make this project a success including Fox Valley Technical College, Fox Valley Workforce Development Board, Oshkosh Chamber of Commerce, Oshkosh Area Community Foundation, Child Care Resource & Referral, Greater Oshkosh EDC, Forward Service Corps, and many others.



ADVOCAP has purchased land on Jackson Street in Oshkosh that is the perfect location for the Child Care Incubator with space to expand in the future with a thrift store to fund ongoing costs.



CONTACT US FOR FURTHER INQUIRIES

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