

Helping organizations thrive  
**CIVITAS**  
STRATEGIES



Opportunities  
Exchange

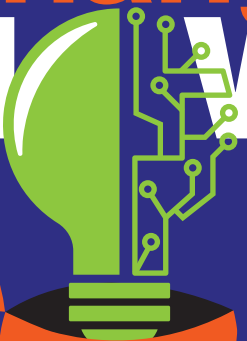
# Language and Digital Equity for Child Care Entrepreneurs

Presented by

Jennifer Brooks, *Founder and CEO, Nurture*  
Crystal Quiñonez, *Lead Coach, Nurture*

Phoenix, Arizona | October 2-4, 2023

**Change  
NOW!**





Nurture

Financial Security and Economic Mobility for Child Care Entrepreneurs

Who are  
we?



# Who are we?

Jennifer Brooks  
Founder and CEO



Crystal Quiñonez  
Lead Coach



# Who are we?



California-based nonprofit supported by philanthropic, small business, and workforce development funding



Equitably design, build, scale practical solutions improve financial security for caregivers and meet community needs



What  
problem are  
we trying to  
solve?

What  
problem are  
we trying to  
solve?

How can we  
solve it?



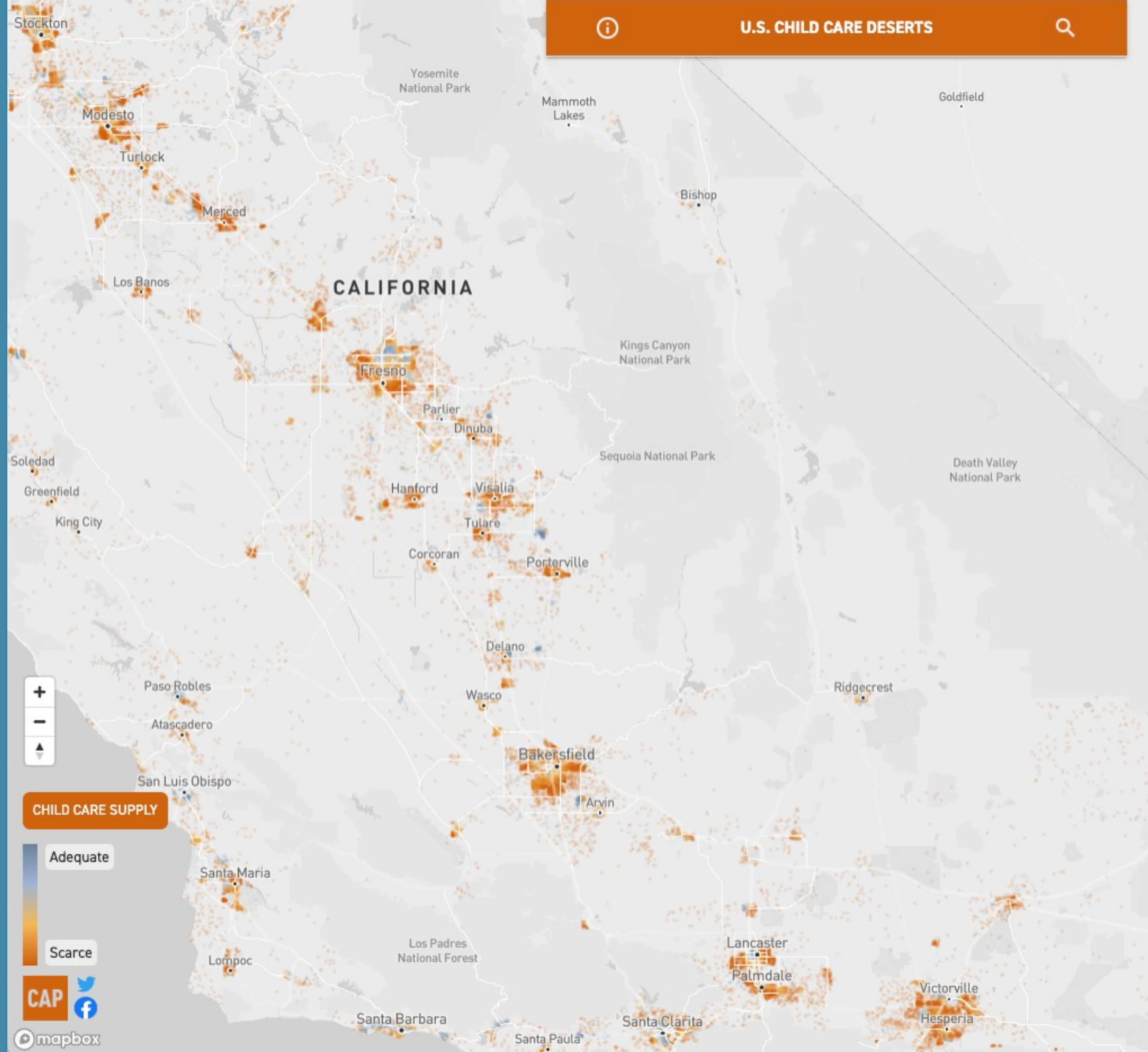
How can we  
solve it?



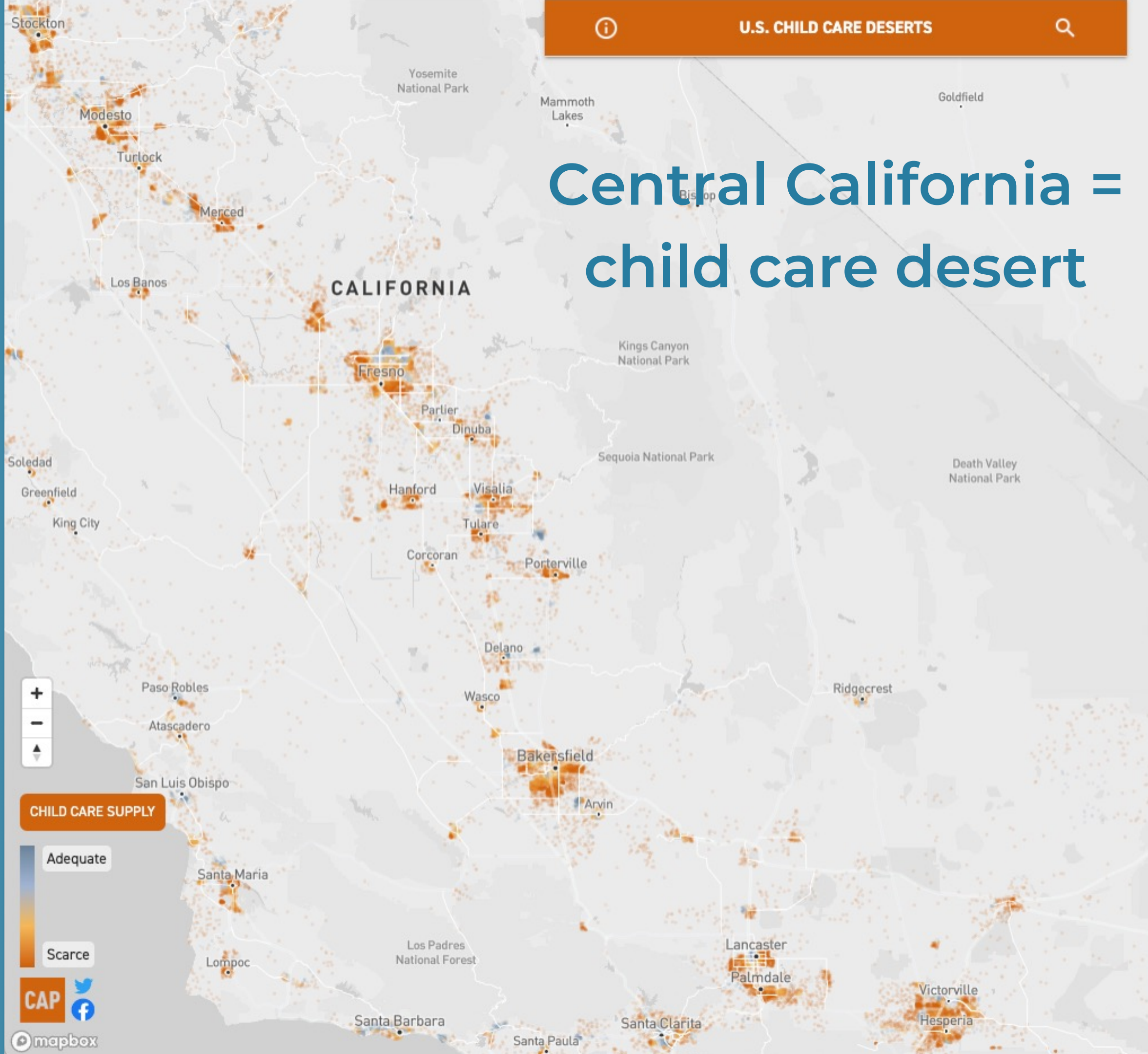
**Support development of  
home-based child care  
entrepreneurs**

Why focus  
on home-  
based child  
care?

# Why focus on home-based child care?

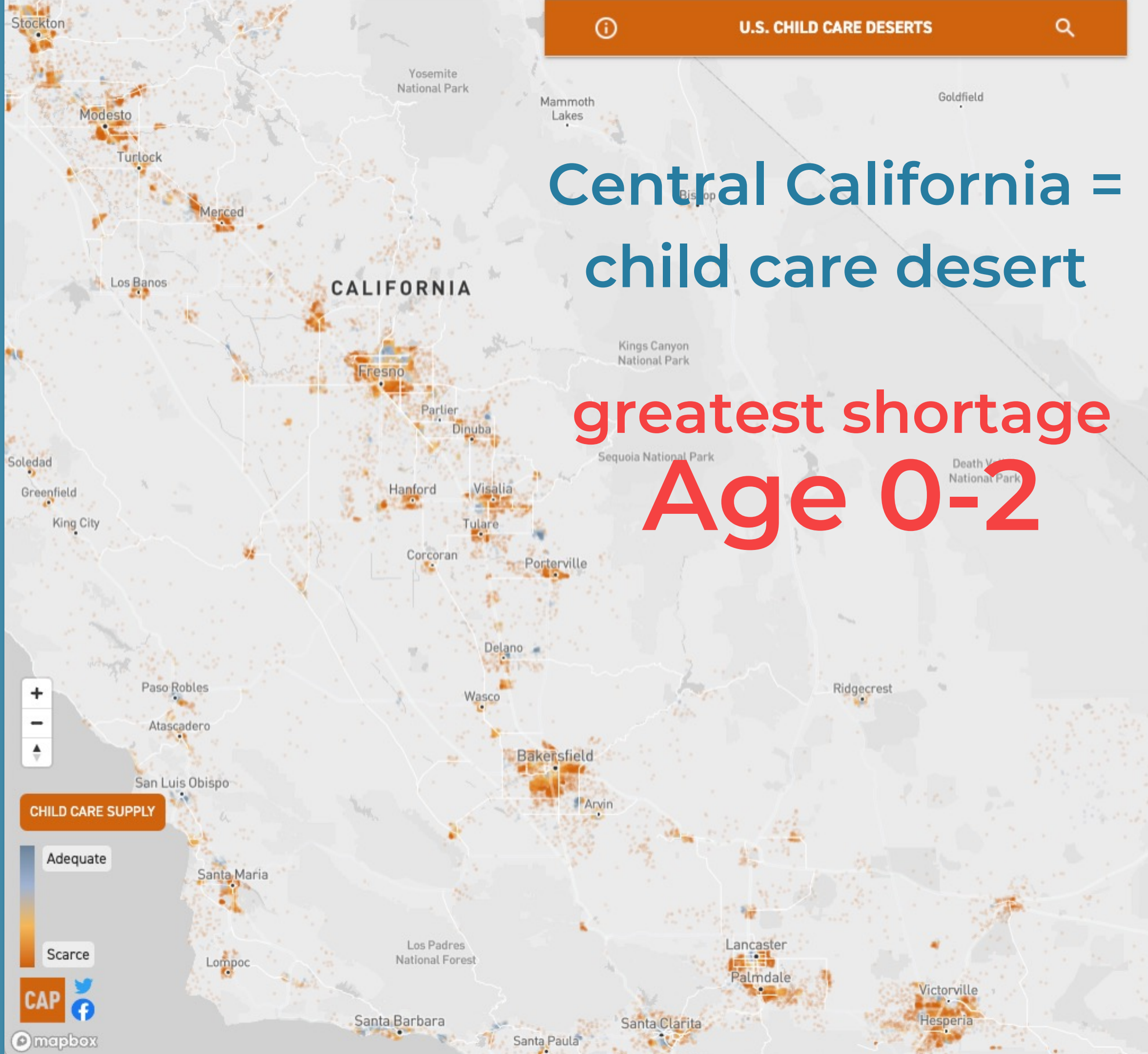


Why focus  
on home-  
based child  
care?



Central California =  
child care desert

Why focus  
on home-  
based child  
care?



Why focus  
on home-  
based child  
care?

**Infants and toddlers  
commonly cared for  
in home settings**



# Why focus on home-based child care?



**Child care entrepreneurship "done right" offers family sustaining income**

Why focus on home-based child care?



Child care entrepreneurship "done right" offers family sustaining income

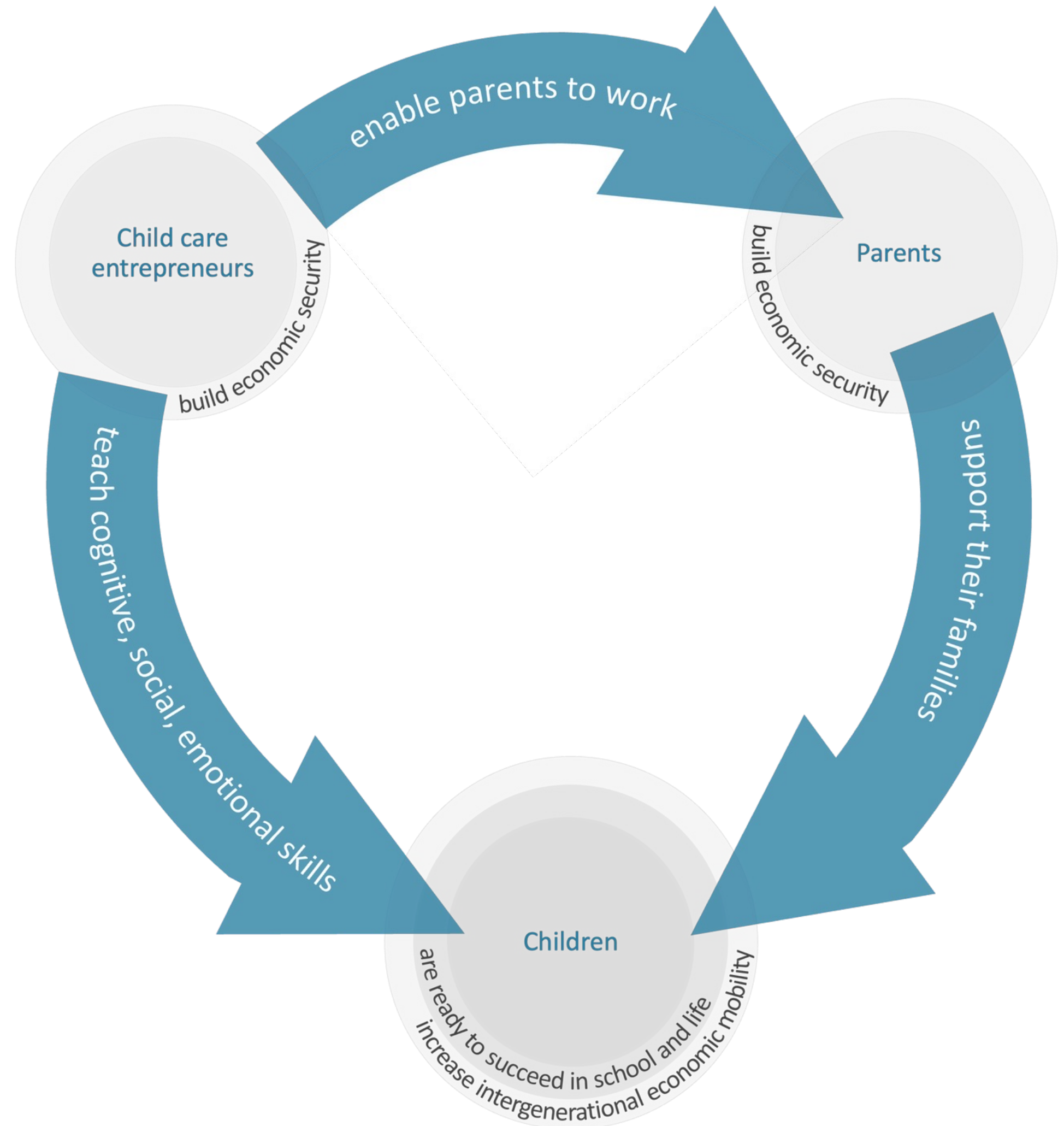


Why focus  
on home-  
based child  
care?

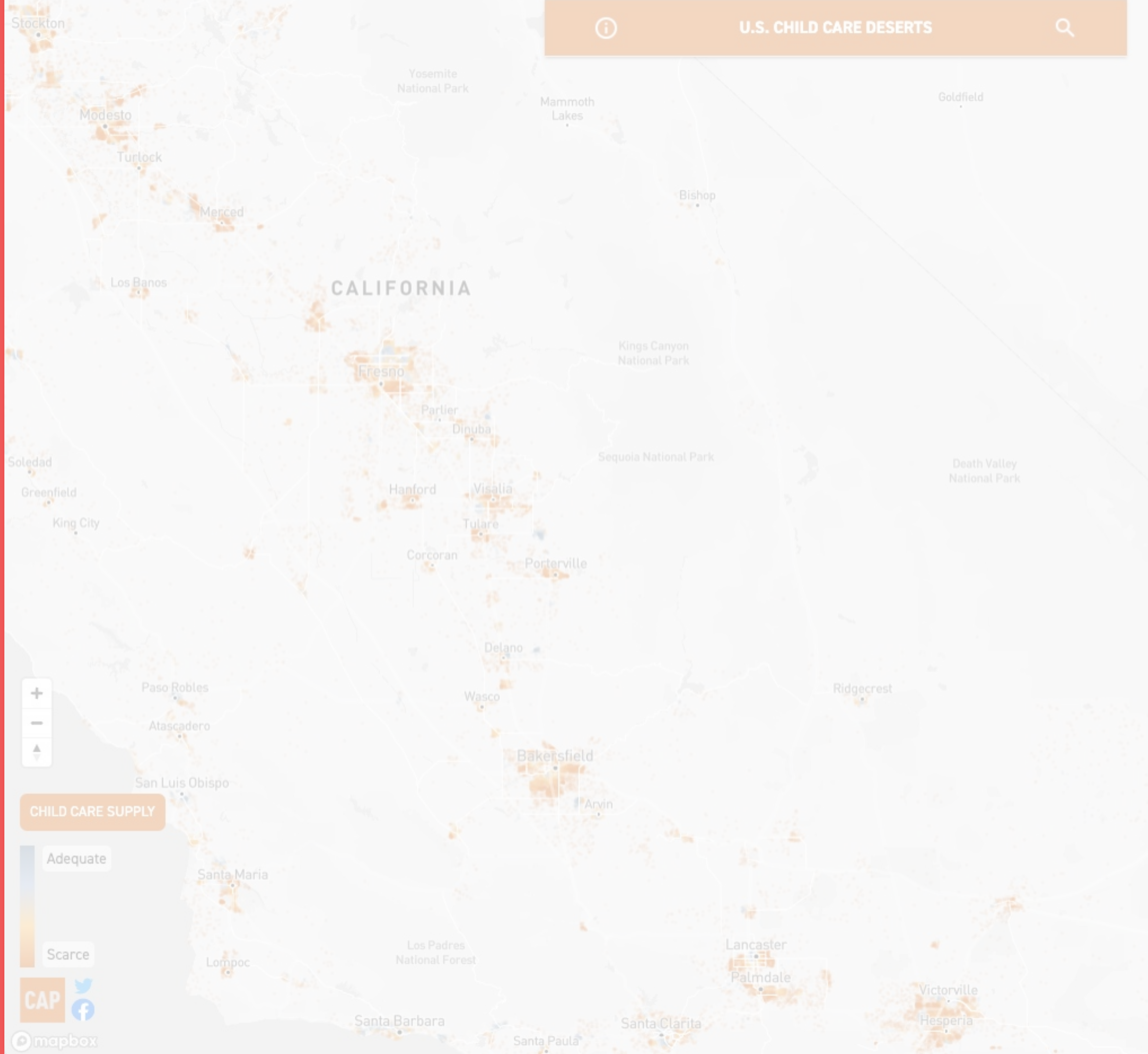
# Low barriers to entry for marginalized entrepreneurs



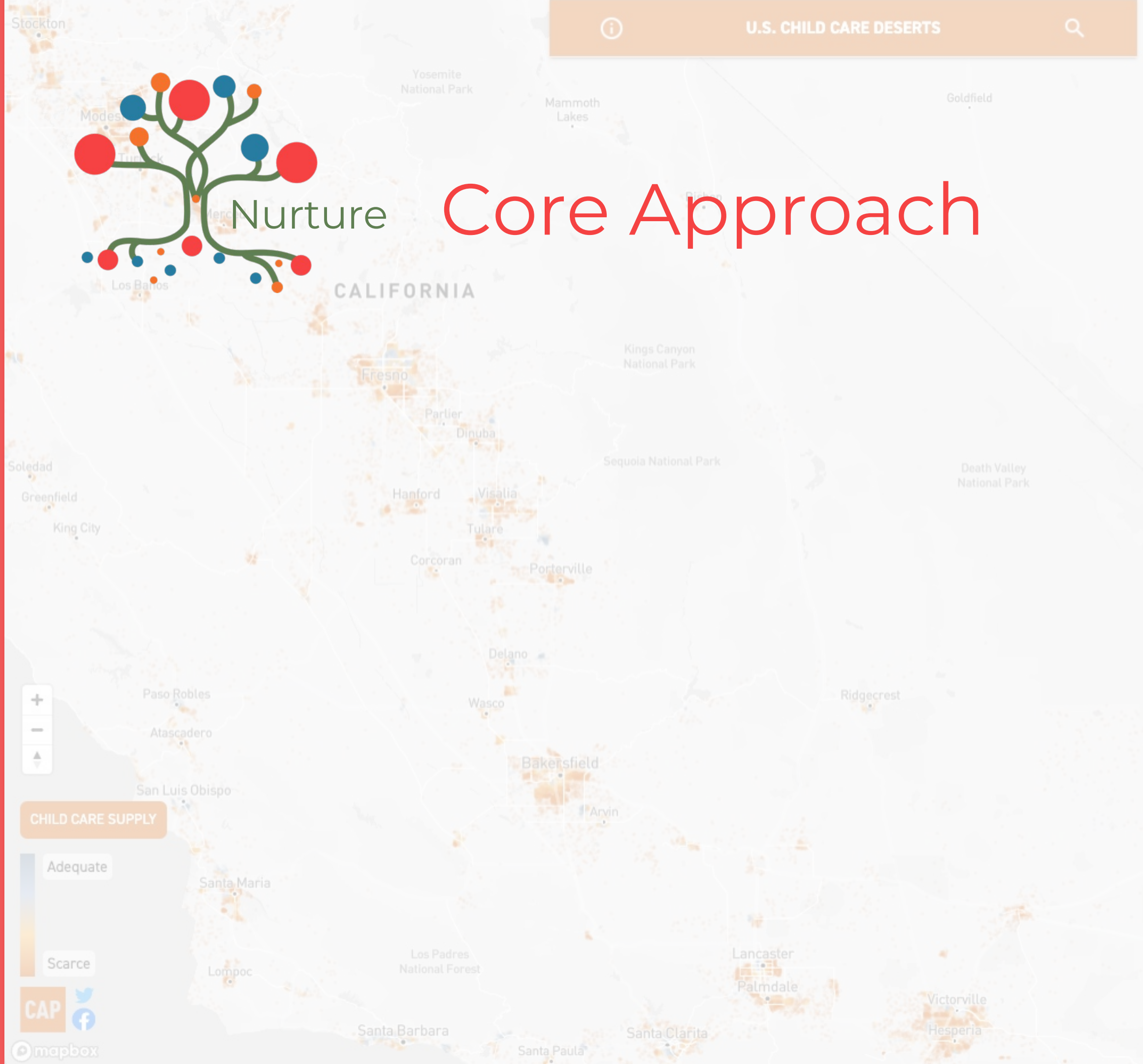
# Why focus on home-based child care?



How do we  
accelerate  
child care  
business  
incubation?



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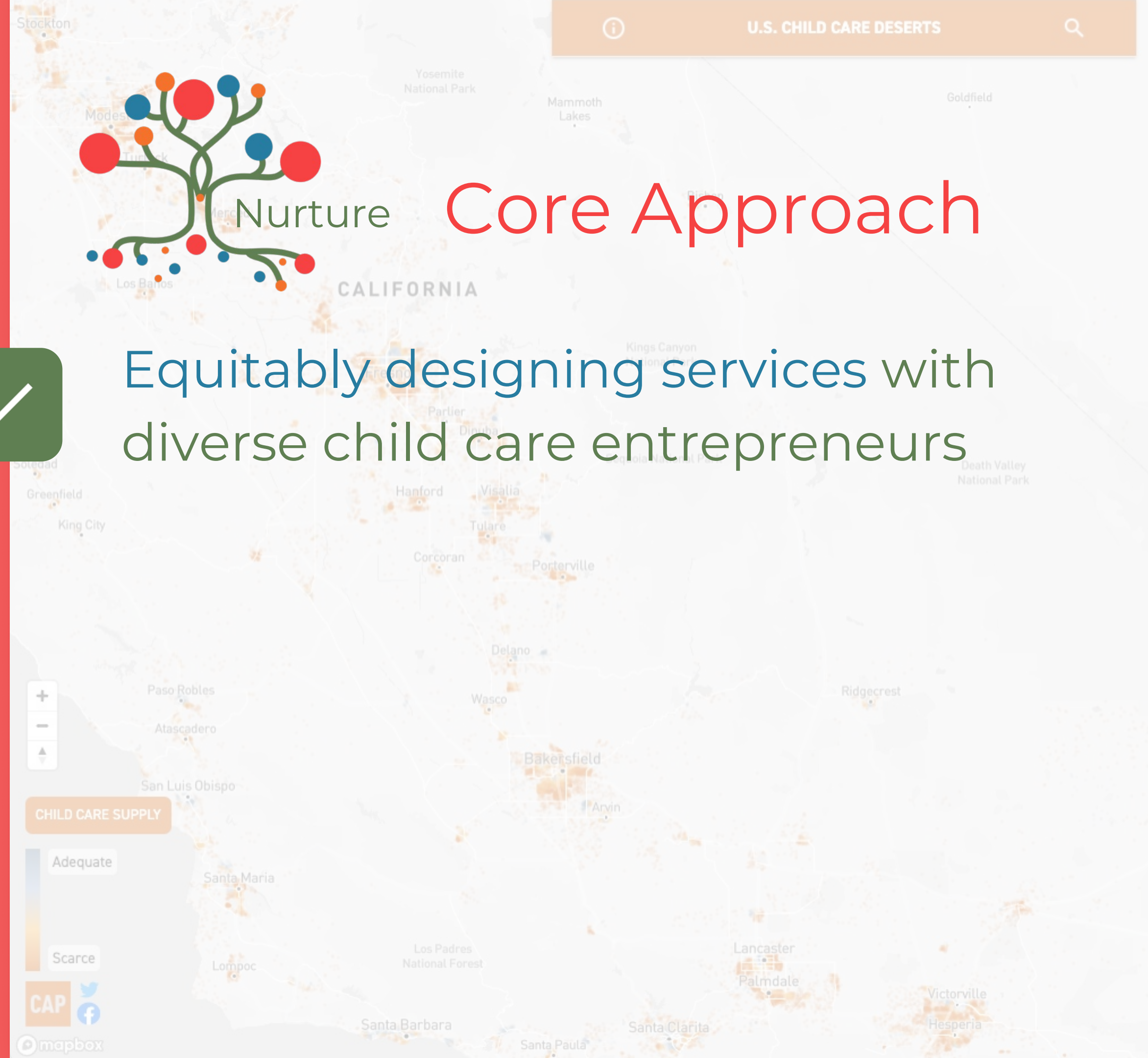
How do we  
accelerate  
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Nurture

# Core Approach

Equitably designing services with  
diverse child care entrepreneurs



How do we  
accelerate  
child care  
business  
incubation?



Equitably designing services with  
diverse child care entrepreneurs

Harnessing the power of technology



How do we  
accelerate  
child care  
business  
incubation?



Equitably designing services with diverse child care entrepreneurs



Harnessing the power of technology



Building on the strength of community relationships



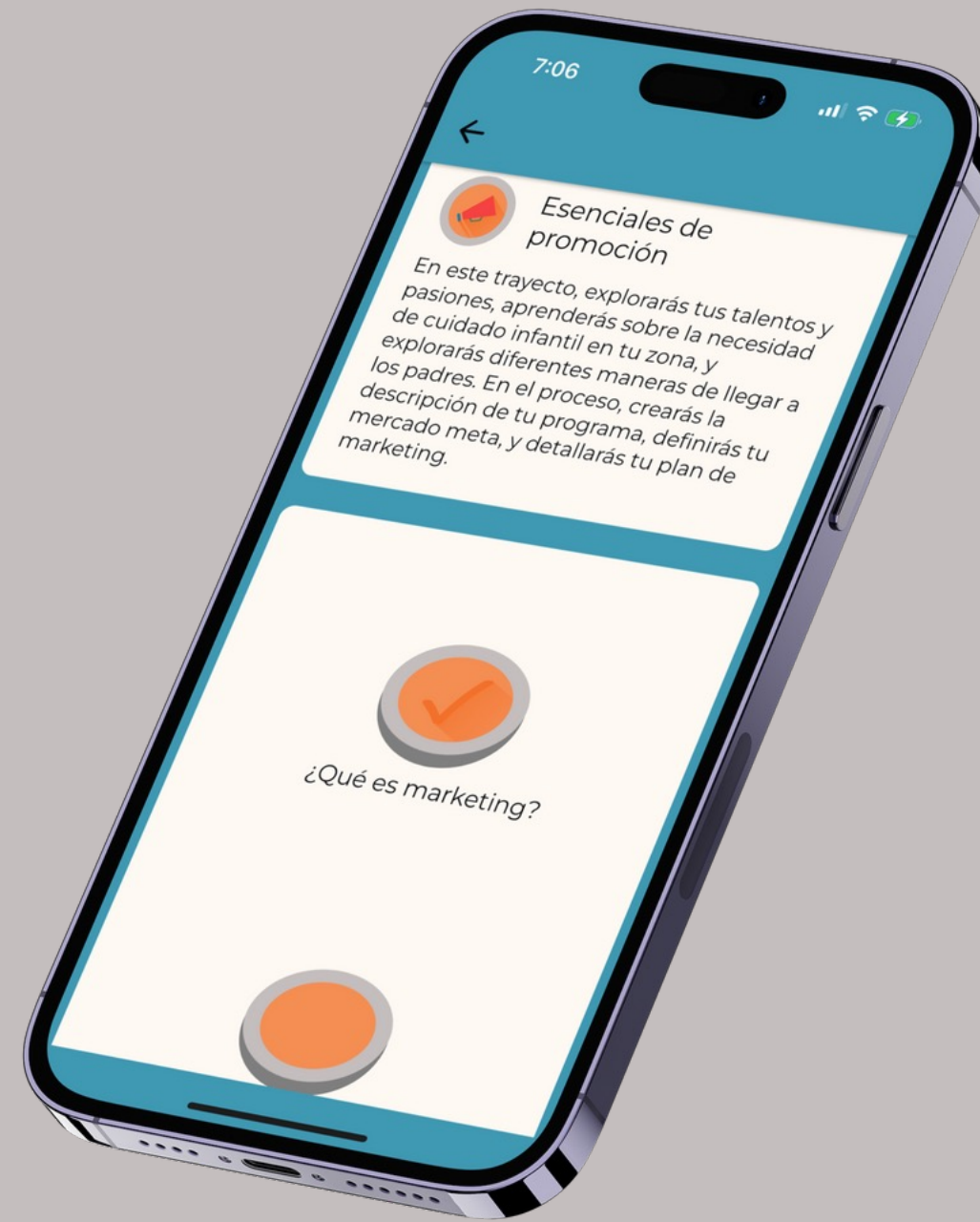
What's is it like to  
grow with Nurture?





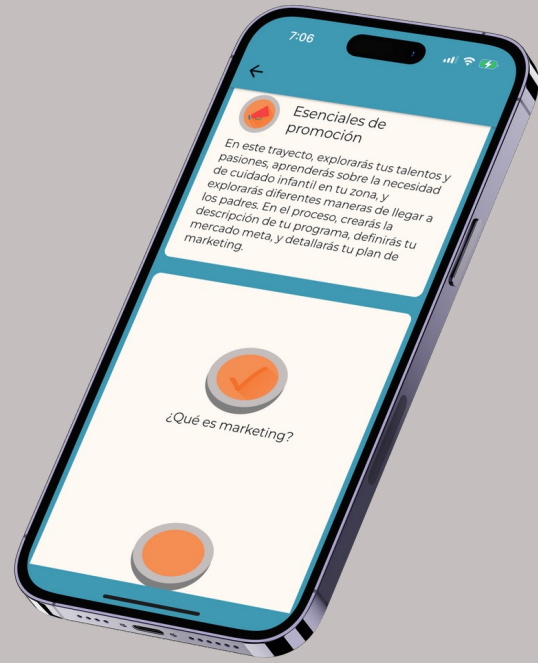
# Content is divided into courses





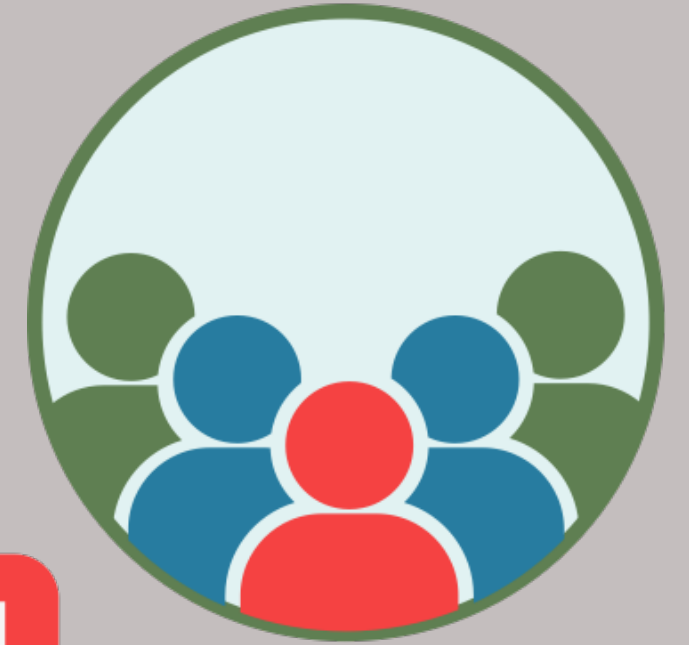
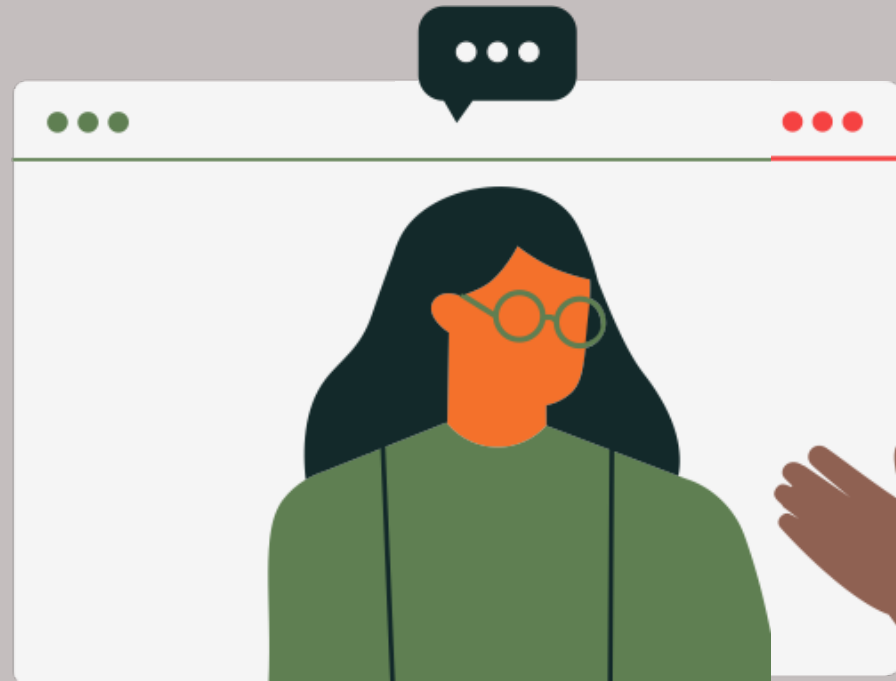
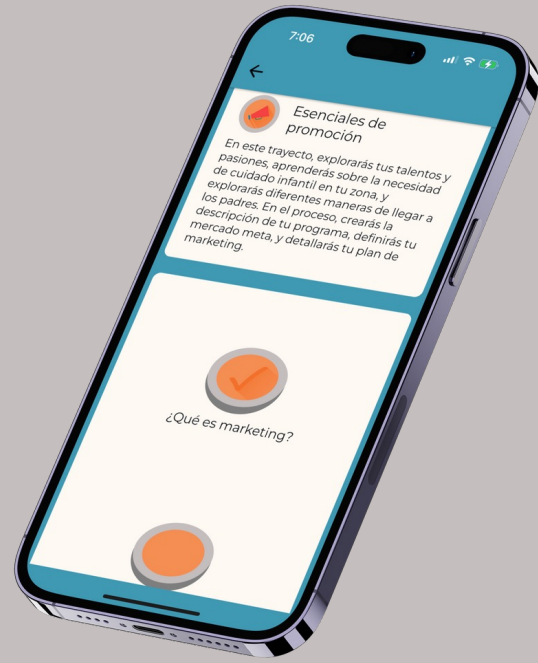
self-paced learning





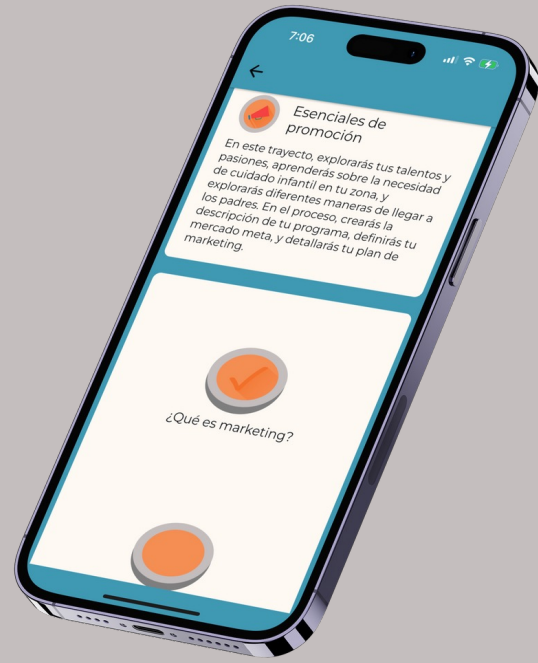
group support





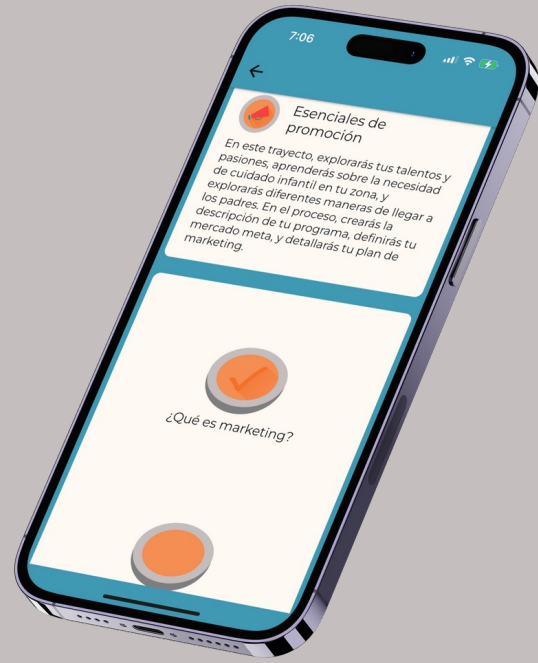
1:1 proactive coaching





access to capital





# Watch videos, explore resources, reflect on options

A vertical video thumbnail with a light blue background. It features a circular video frame with a red border showing a woman with long dark hair wearing a pink sweater. Below the frame, the text 'Inscripción de niños' is written in a light blue font.

Inscripción de niños

### Desarrollo del lenguaje y la alfabetización

IDEAS DE ARREGLO DE ESPACIO

Cree un área de lectura dedicada con estantes para libros a la altura de los niños que muestren las portadas de los libros. Haga que el área sea cómoda con cojines y almohadas suaves. Ubique el área lejos de áreas de actividad más activas o ruidosas.

Cree un lugar para que los niños se sienten con una superficie plana y materiales de escritura accesibles y apropiados para su edad. Coloque obras de arte o materiales ricos en lenguaje en las paredes.

Cree un lugar donde todos puedan reunirse para hablar, para la hora del círculo y la hora del cuento.

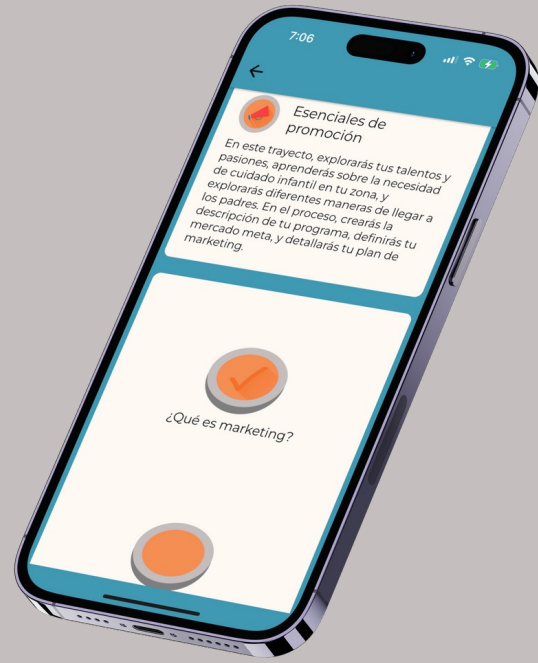
Is there enough licensed care in your community?

How might the availability of care shape your marketing strategy?

### la comunicación con los padres

An illustration showing a parent in a red jacket and a caregiver in a blue dress standing on either side of a small child in a white shirt. They are in a room with a bookshelf and a framed picture on the wall. The child is standing on a circular rug with a red and orange pattern.

la comunicación con los padres



# Apply what you learn using interactive tools

## Marketing Message Builder

Use your notes to respond to the prompts, then click Submit. Then, look for your program description in your email inbox and celebrate your milestone!



## Describing Your Program

Use your notes to respond to the prompts. When you hit Submit at the end, a description of your program, including your philosophy, features and benefits, will be delivered to your inbox.

## El Generador de presupuestos operativos

Escribe ahí tus gastos, planes de inscripción, y tarifas. Luego, ve si las decisiones que tomaste van a generar ganancias o pérdidas. Haz ajustes hasta que quedes satisfecha. Luego, busca tu presupuesto en el buzón de tu correo electrónico y ¡celebra tu hito!

### Gastos mensuales

*Ingresa la cantidad de dólares en números enteros, sin puntos decimales ni centavos (por ejemplo, 400 ... NO 400.00).*

*Si tienes tus propios cálculos, sustituye las cifras que se llenaron automáticamente con tus propias cifras.*

#### El cuidado de niños

##### Útiles de aprendizaje ⓘ

\$

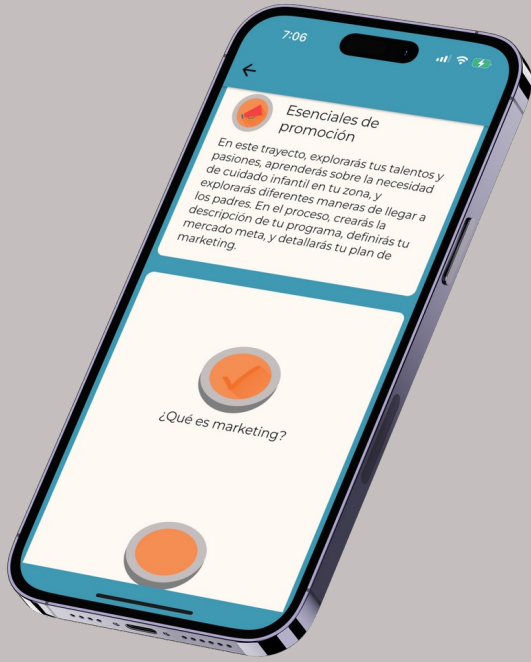
##### Útiles de limpieza, productos de papel, etc. ⓘ

\$

##### Alimentos para los niños ⓘ

\$

##### Pañales ⓘ



# Decisions and commitments become your business plan

## Nice work describing your program!

Here's your target market, program philosophy, and program features and benefits.

### TARGET MARKET

My target market ...

- Lives in my neighborhood
- Works near my home
- Needs care 8:00 AM - 6:00 PM on weekdays
- Is low income
- Is unlikely to have a college degree
- Is Latino/a/x or Hispanic
- Speaks Spanish

### PROGRAM PHILOSOPHY

I believe ...

that predictable routines help children become their child's first teachers and children become their early learning, in fostering children's learning.

## Check out your child care

### Start-Up Budget

- Furniture & Equipment \$500
- Supplies \$200
- Toys & Learning Materials \$250
- Insurance \$250
- Marketing \$150
- Operating Expenses \$500

## Ositos Family Day Care - Guardería familiar Ositos Manual de los Padres/Tutor

1479 Winchester Way Los Banos CA, 93635 \* +18317758348 \* romancarolina09@gmail.com

### BIENVENIDOS A OSITOS FAMILY DAY CARE - GUARDERÍA FAMILIAR OSITOS!

Mi nombre es Carolina Roman Martínez y yo soy la propietaria del negocio, cuidadora y educadora. Como cuidadora de niños para crecer y desarrollarse, en fomentar la curiosidad, la creatividad y el autoestima de los niños, los niños se sientan seguros, queridos y con un sentimiento de pertenencia, desarrollo en los niños, los niños aprenden en sí mismos, y les ayuda a los niños a crear relaciones satisfactorias con otros niños y con los adultos.

### CON RESPECTO A LA PROGRAMAS

Mi currículo está diseñado a promover el desarrollo infantil de las siguientes maneras.

A promover el desarrollo socioemocional, mi currículo crea un clima de colaboración, respeto mutuo y los niños se sientan seguros, queridos y con un sentimiento de pertenencia, desarrollo en los niños, los niños aprenden en sí mismos, y les ayuda a los niños a crear relaciones satisfactorias con otros niños y con los adultos.

A promover el desarrollo del lenguaje y la lectoescritura, mi currículo incluye hora del cuento diaria, hora de lectura, un área dedicada a la escritura, un área dedicada a la lectura, and Para apoyar con el Desarrollo en nuestra rutina diaria canciones que indiquen las transiciones de las actividades, canciones estructuradas que se le animará al niño a usar sus propias palabras para decir lo que sus necesidades, conversaciones que se le animará al niño a comenzar a usar sus ideas y colocarla en papel e actividades que utilicen sus ideas.

A promover el desarrollo cognitivo, mi currículo incluye excursiones de campo y conversaciones planeadas sobre aspectos de nuestra comunidad y cultura, incorpora el desarrollo de las habilidades tempranas para el aprendizaje, contar y medir objetos, mediante las rutinas diarias y momentos de aprendizaje, incorpora actividades tempranas para las matemáticas a través de juegos, como con "¿Cuál de estos es más grande?" desarrollo cognitivo incluiremos estaciones de arte, música y juegos dramáticos. Estas estaciones de aprendizaje.

A promover la creatividad y el desarrollo físico, mi currículo incluye oportunidades diarias para la imaginación, ofrece una diversidad de materiales para las artes visuales, el juego dramático, la música y la danza para desarrollar los músculos grandes y los pequeños, and En nuestro horario diario incluiremos donde cantaremos, bailaremos canciones estructuradas para que los niños desarrollen su habilidad física.

### LICENCIA

Tengo licencia para operar como Guardería Infantil en el Hogar otorgada por el estado, lo cual significa que estoy autorizada para recibir a niños en mi hogar.

He completado 16 horas de capacitación sobre Salud y Seguridad Pediátrica, la cual incluye prácticas de Reanimación Cardiopulmonar (RCP) pediátrica, y primeros auxilios pediátricos.

A todos los adultos de mi hogar se les ha hecho una verificación de sus antecedentes y han sido aprobados para trabajar en mi hogar.





# Weekly 1-hour Zoom meetings anchor content



## Mariposas

🕒 Mondays at 6:00 PM.

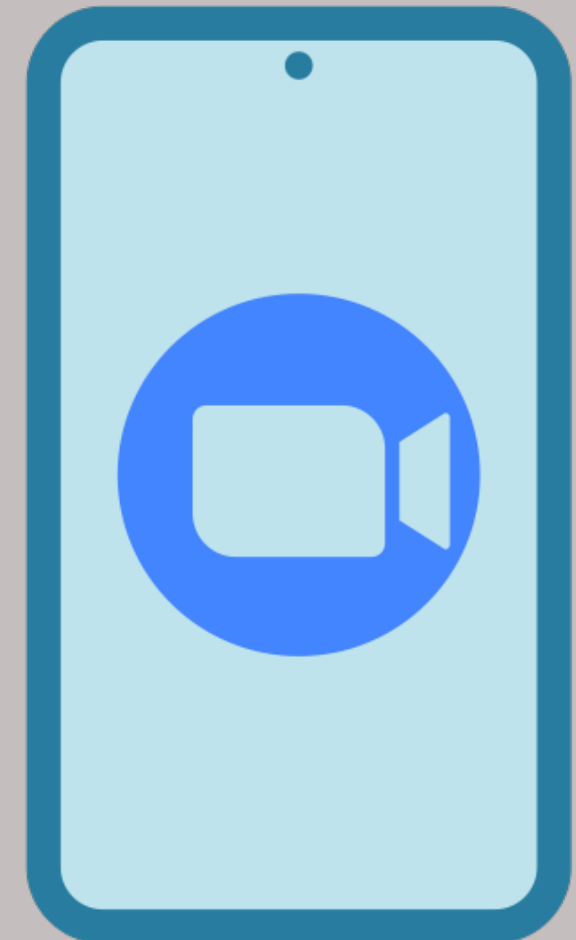
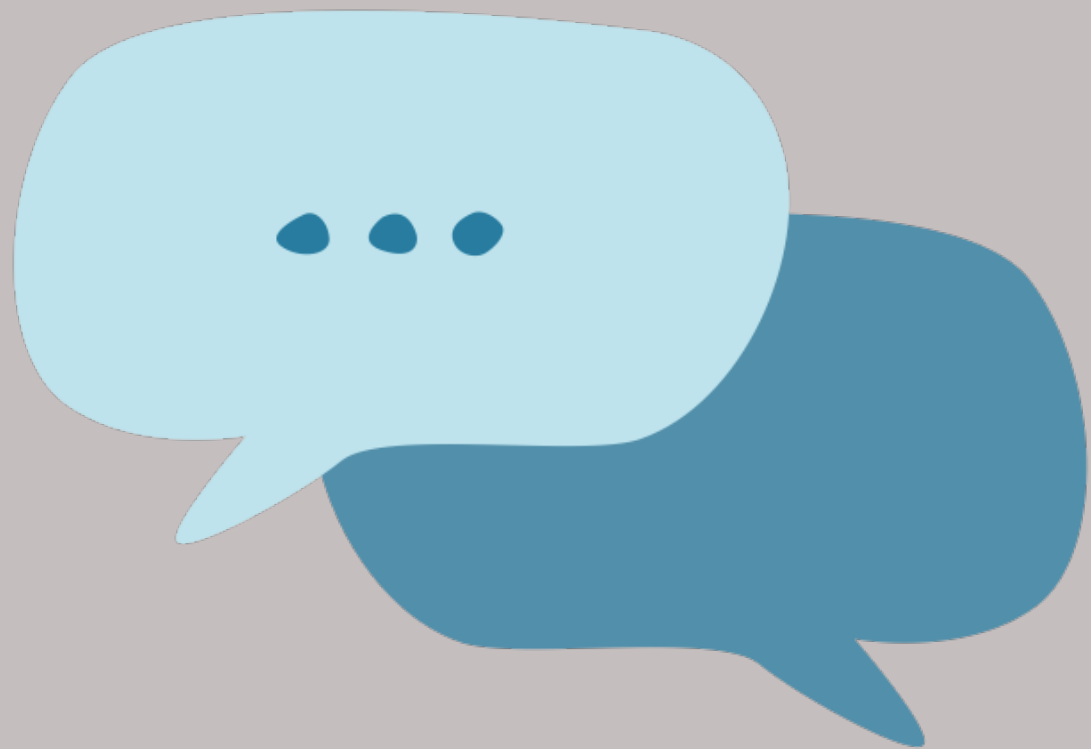
📍 Zoom

Open Zoom

Click Open Zoom, then click Launch Meeting. If you don't yet have the Zoom app installed on your phone, click the download icon (cloud with down arrow).



Flexible, proactive 1:1 coaching supports persistence

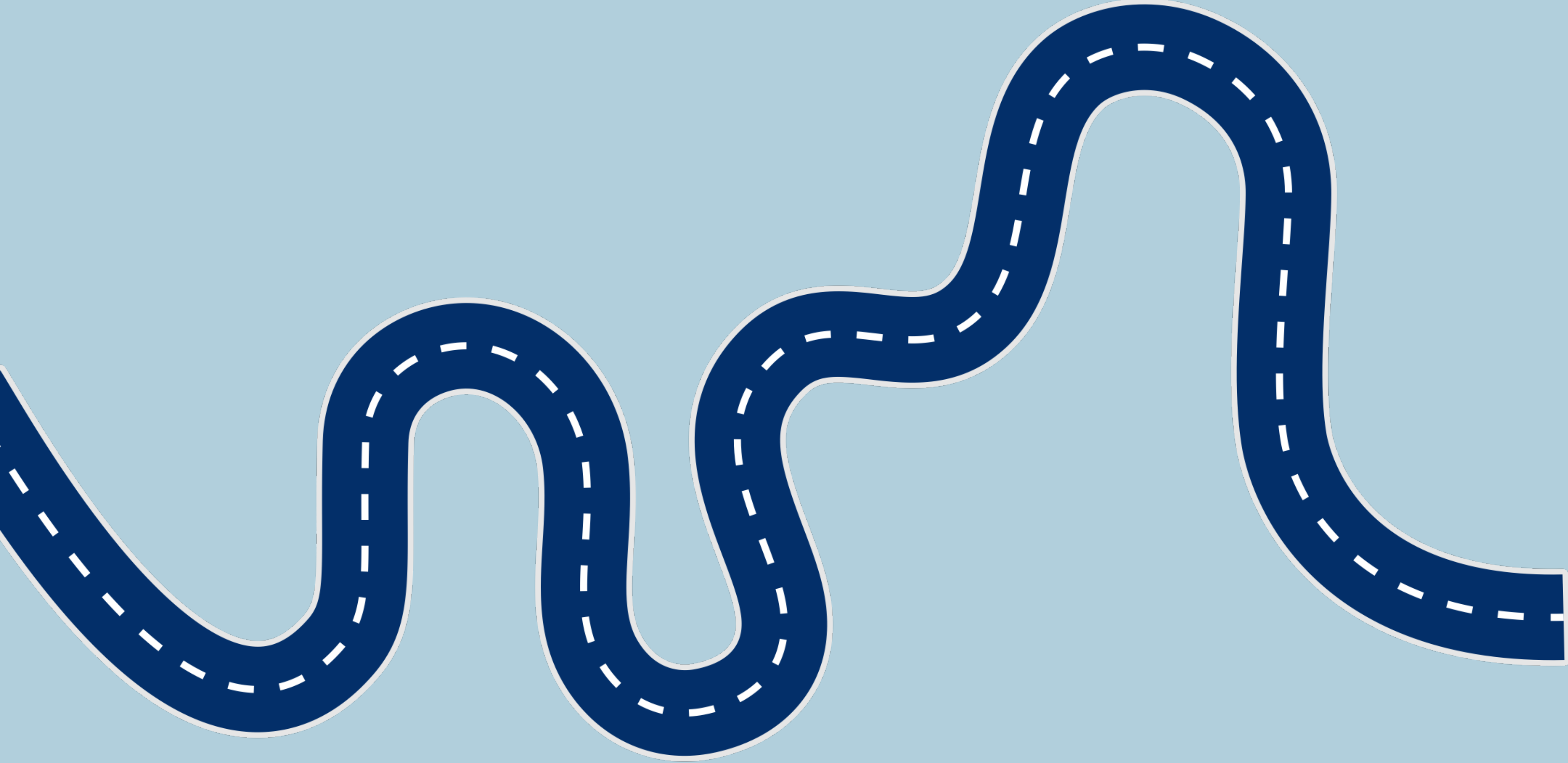




Equity-first  
business capital

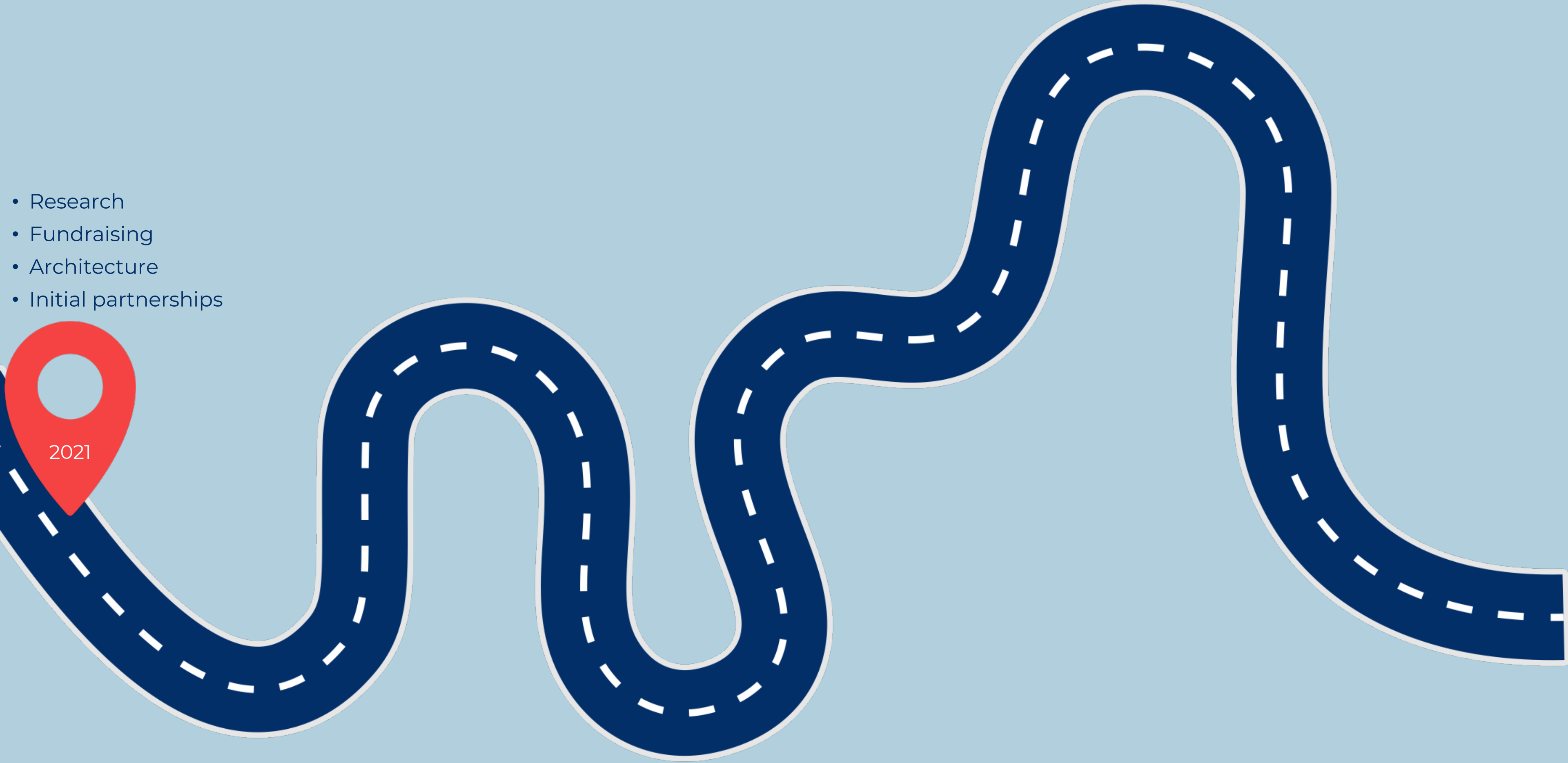
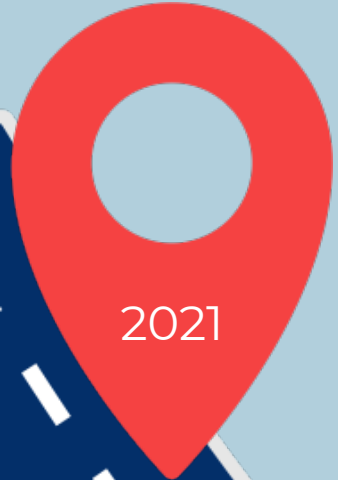
- \$ Business start-up grants
- \$ Emergency licensing grants
- \$ 0%-interest loans

# Nurture Development Timeline



# Nurture Development Timeline

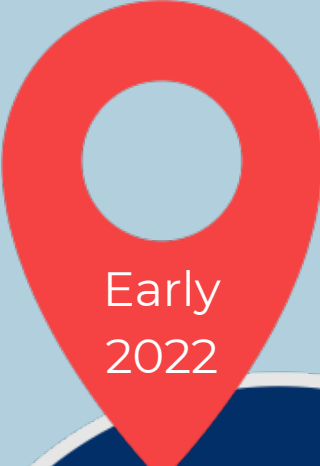
- Research
- Fundraising
- Architecture
- Initial partnerships



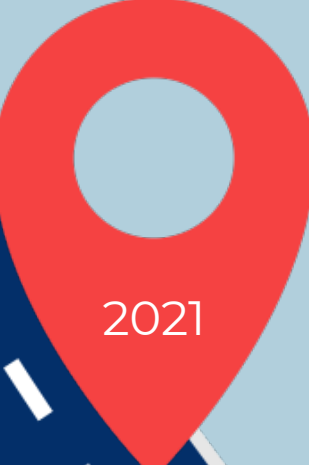
# Nurture Development Timeline

- Empathy interviews
- Content development
- Test MVP with entrepreneurs

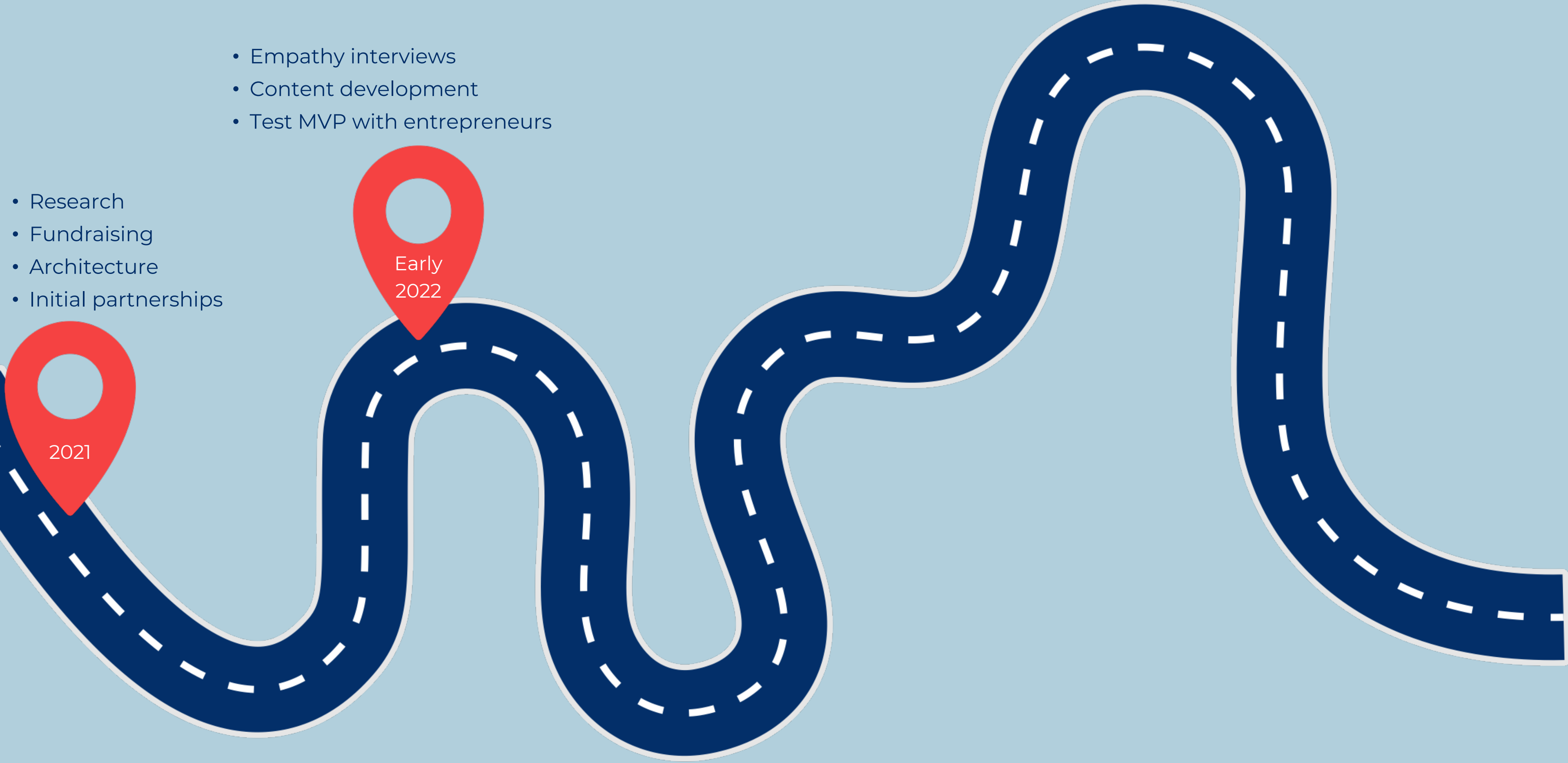
- Research
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Early  
2022

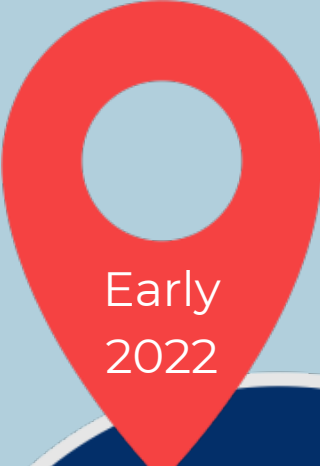


2021



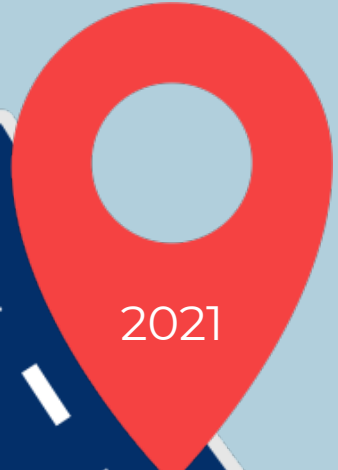
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Early  
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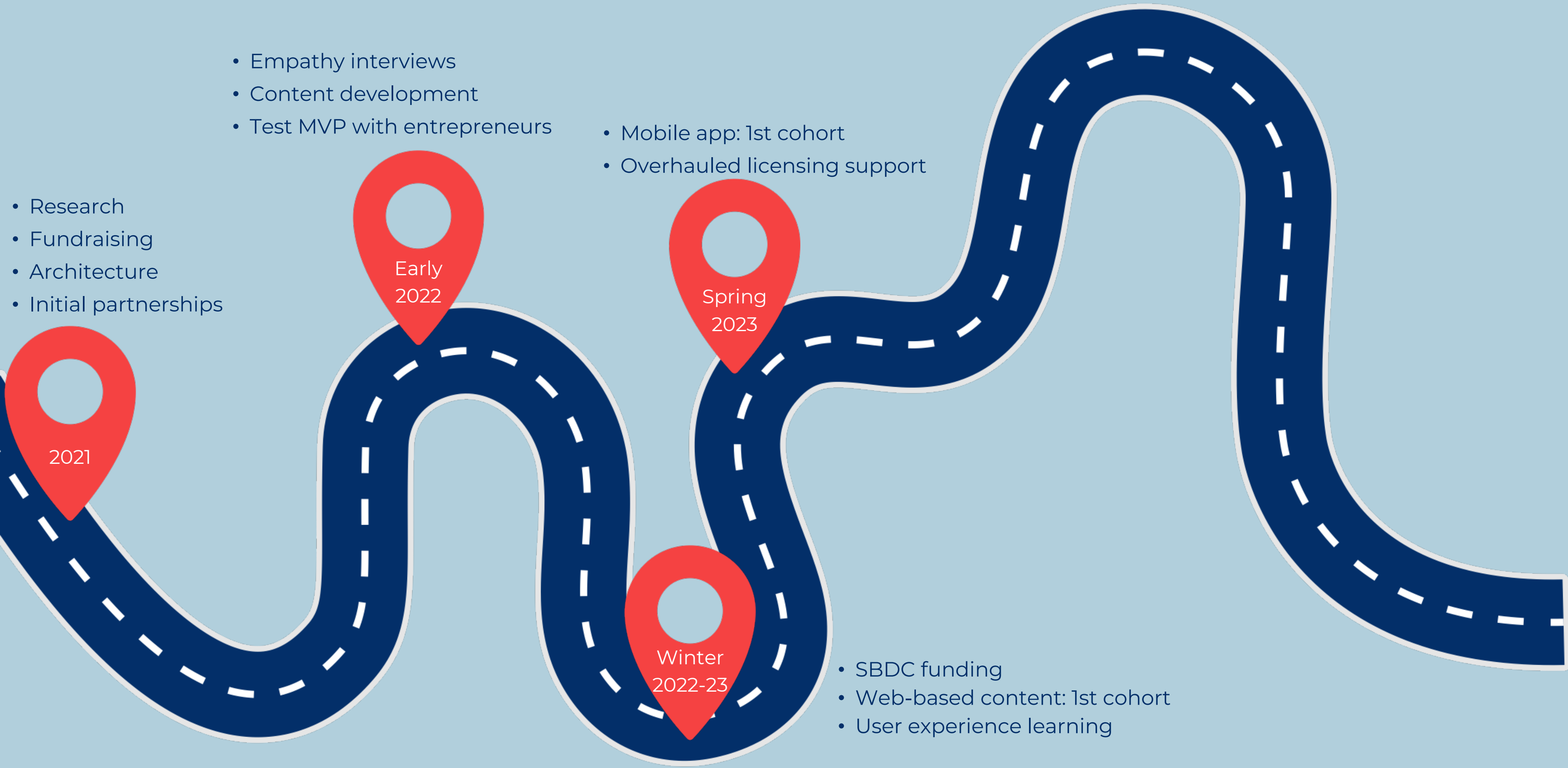
2021



Winter  
2022-23

- SBDC funding
- Web-based content: 1st cohort
- User experience learning

# Nurture Development Timeline



- Empathy interviews
- Content development
- Test MVP with entrepreneurs

- Mobile app: 1st cohort
- Overhauled licensing support

- Research
- Fundraising
- Architecture
- Initial partnerships

Early 2022

Spring 2023

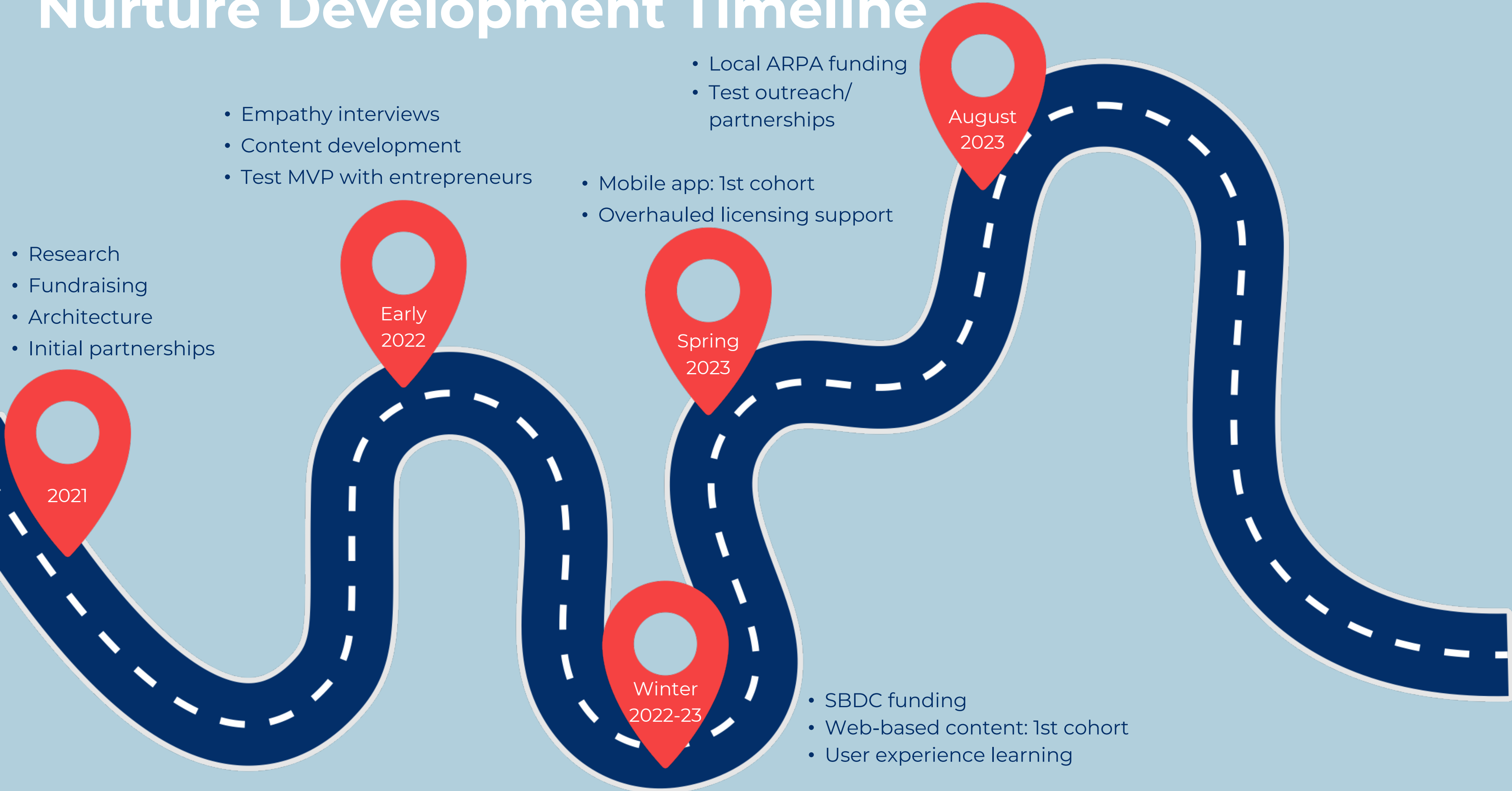
2021

Winter 2022-23

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# Nurture Development Timeline



2021

- Research
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- Architecture
- Initial partnerships

Early 2022

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- Test MVP with entrepreneurs

Spring 2023

- Mobile app: 1st cohort
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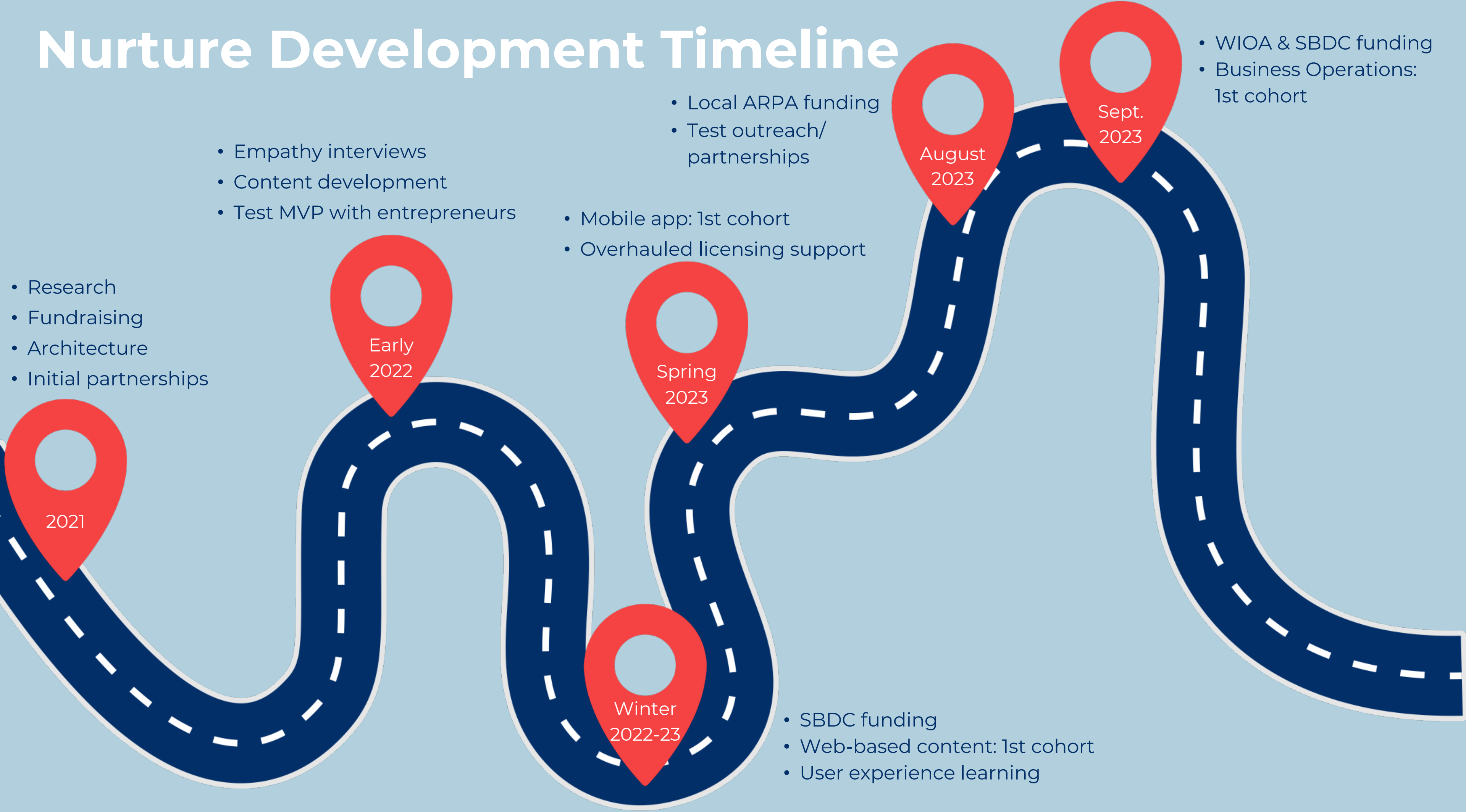
Winter 2022-23

- SBDC funding
- Web-based content: 1st cohort
- User experience learning

August 2023

- Local ARPA funding
- Test outreach/partnerships

# Nurture Development Timeline



- Research
- Fundraising
- Architecture
- Initial partnerships

- Empathy interviews
- Content development
- Test MVP with entrepreneurs

Early 2022

- Mobile app: 1st cohort
- Overhauled licensing support

Spring 2023

- Local ARPA funding
- Test outreach/partnerships

Winter 2022-23

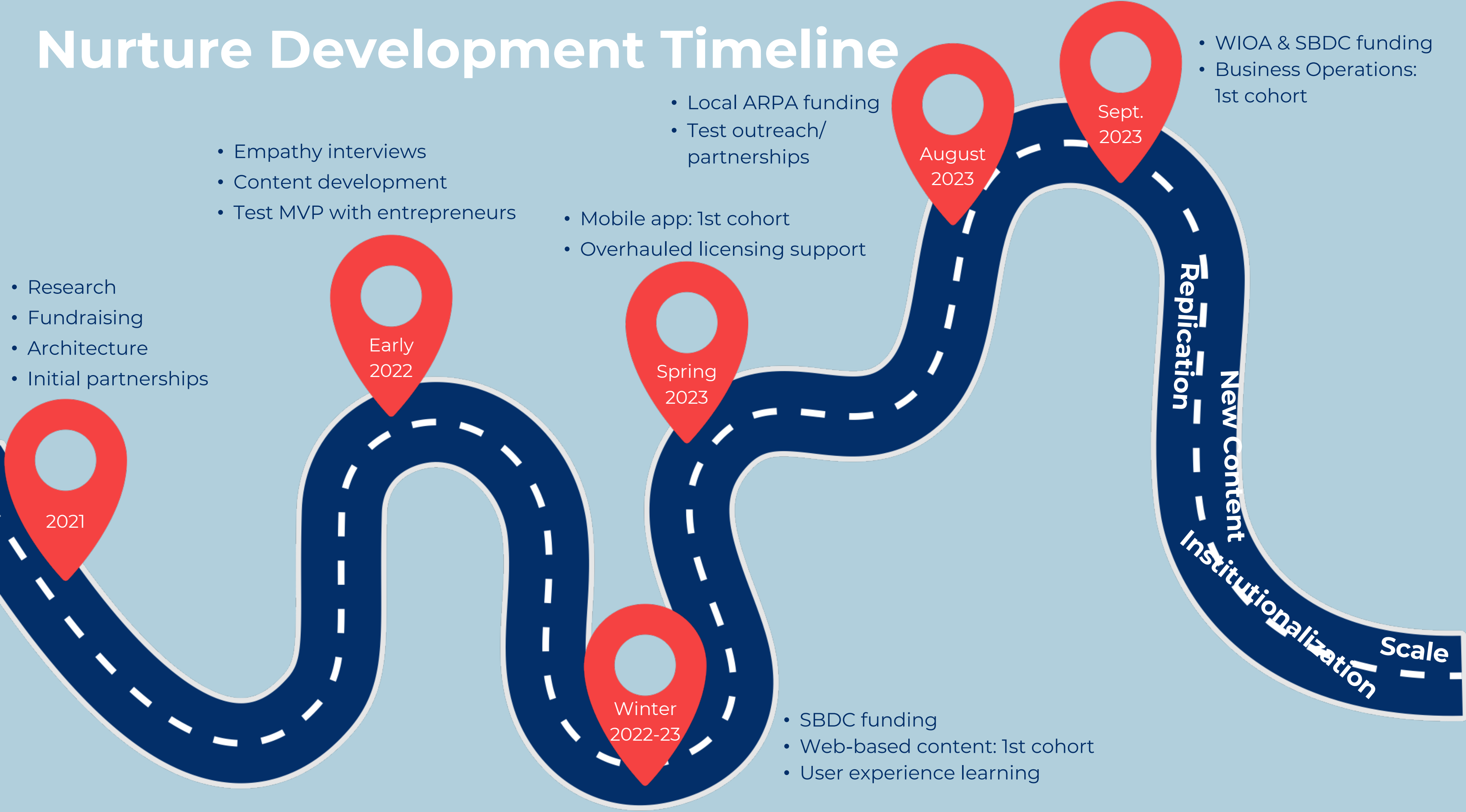
- SBDC funding
- Web-based content: 1st cohort
- User experience learning

August 2023

Sept. 2023

- WIOA & SBDC funding
- Business Operations: 1st cohort

# Nurture Development Timeline



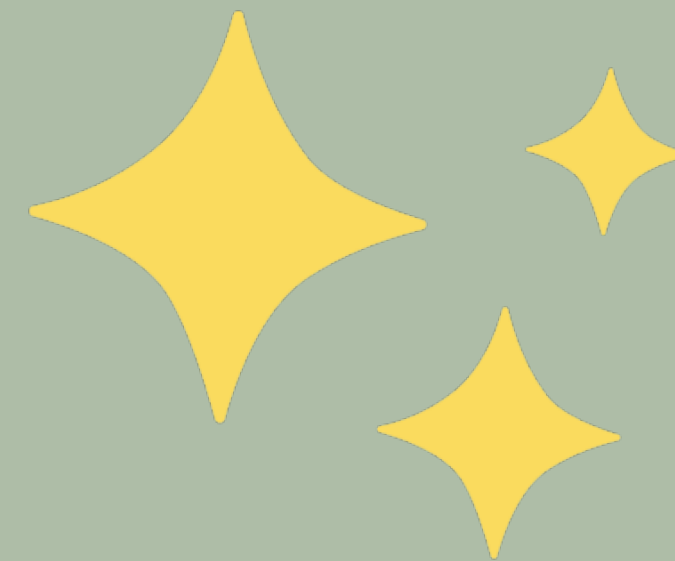




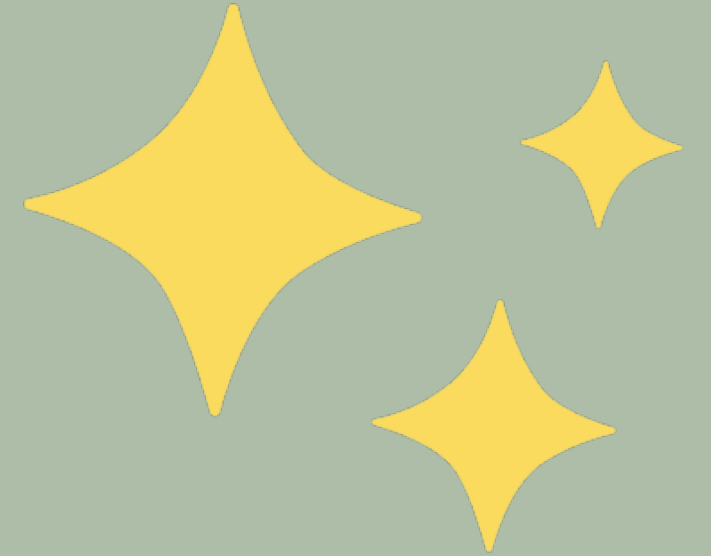
# Design North Stars



# Design North Stars



# Design North Stars



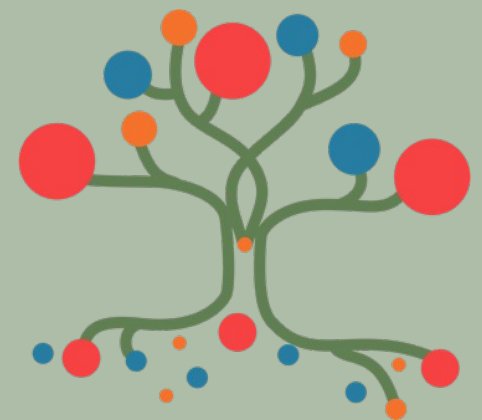
Equity

Flexibility

Scale

*y*

*y*



# Productive Tension

Equit  
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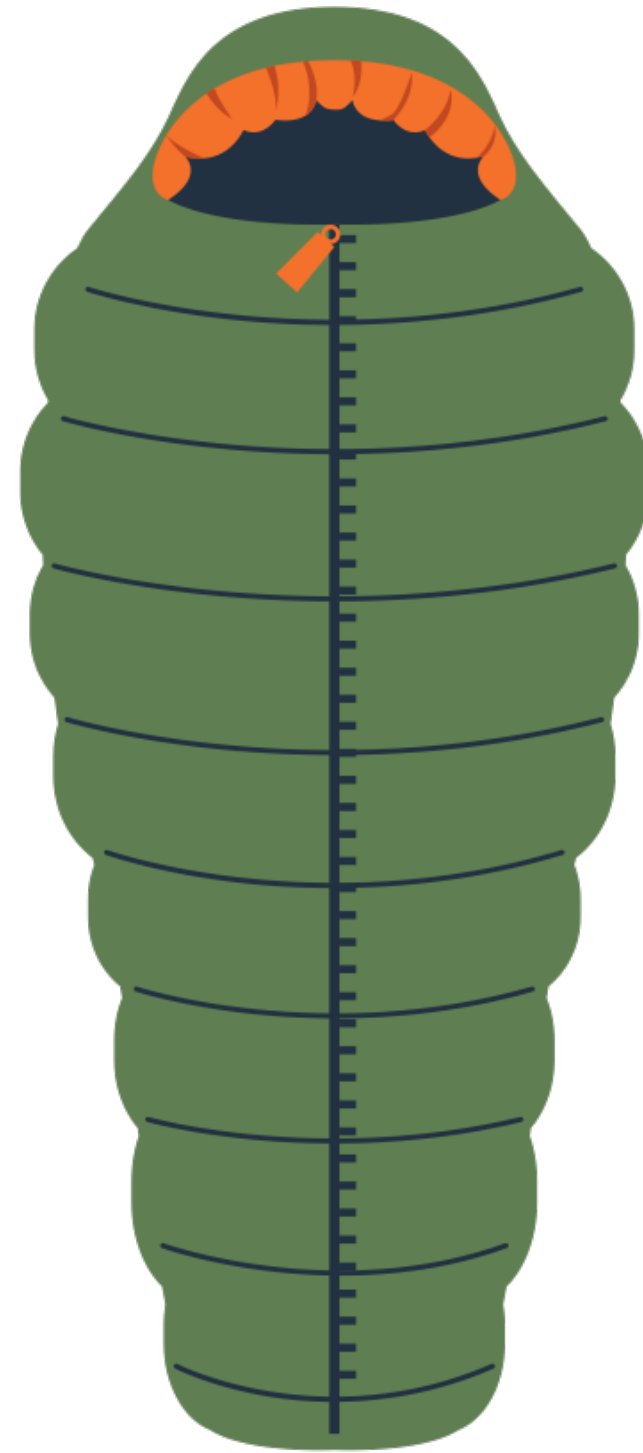


# Productive Tension

Equity  
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Flexibility  
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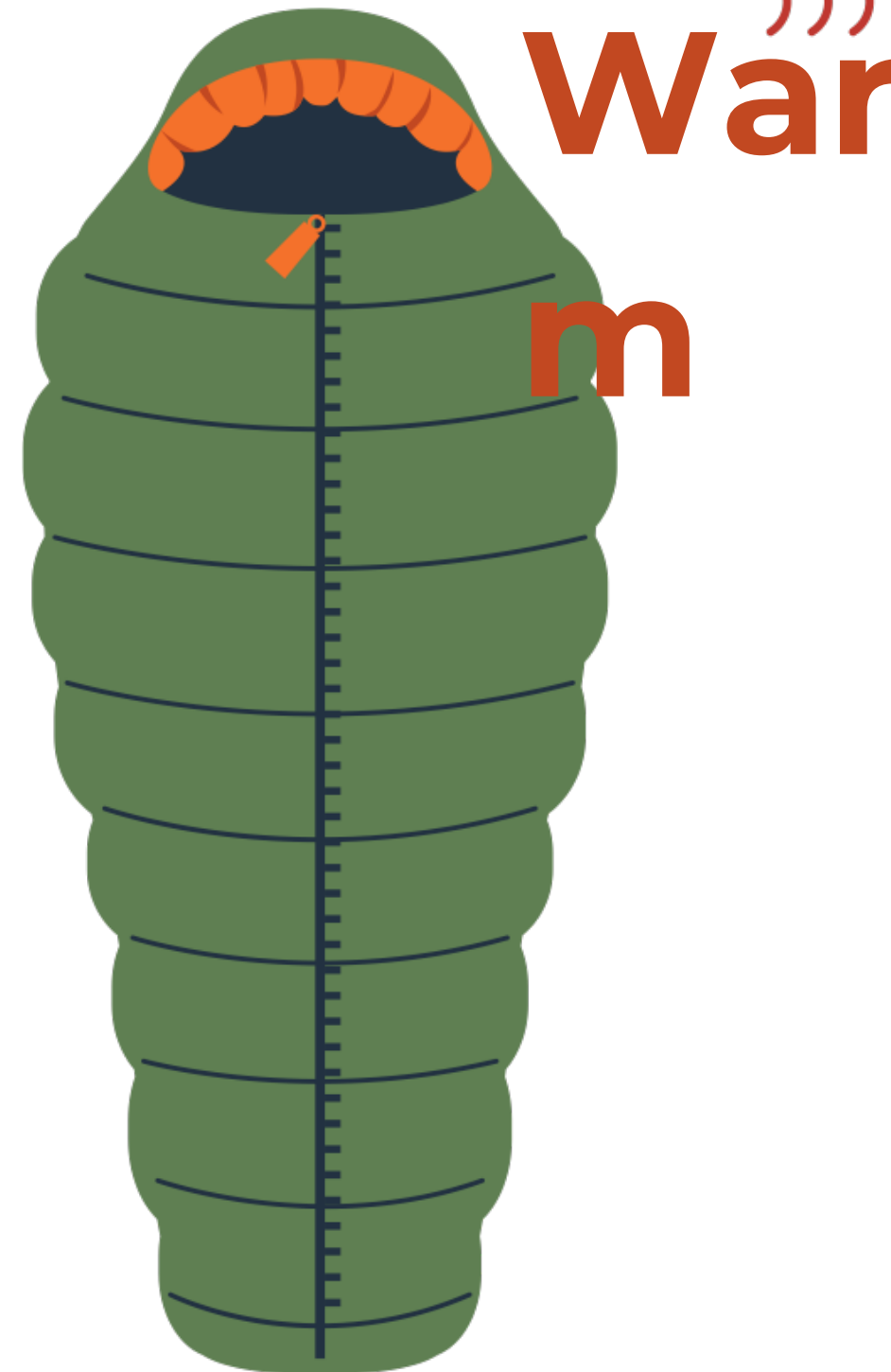


# Productive Tension

Equity  
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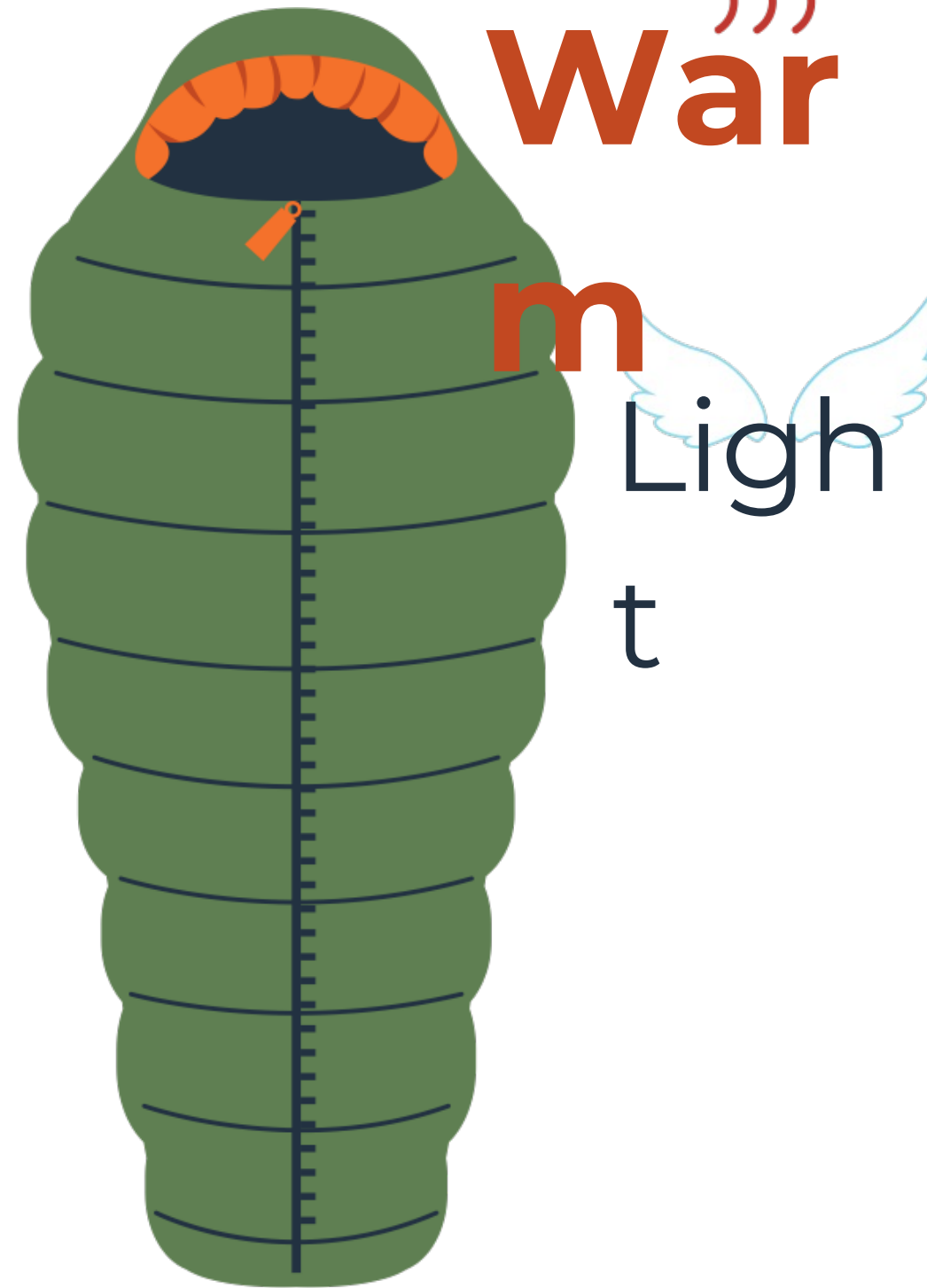


# Productive Tension

Equity  
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Flexibility  
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Scale  
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# Productive Tension

Equity  
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Flexibility  
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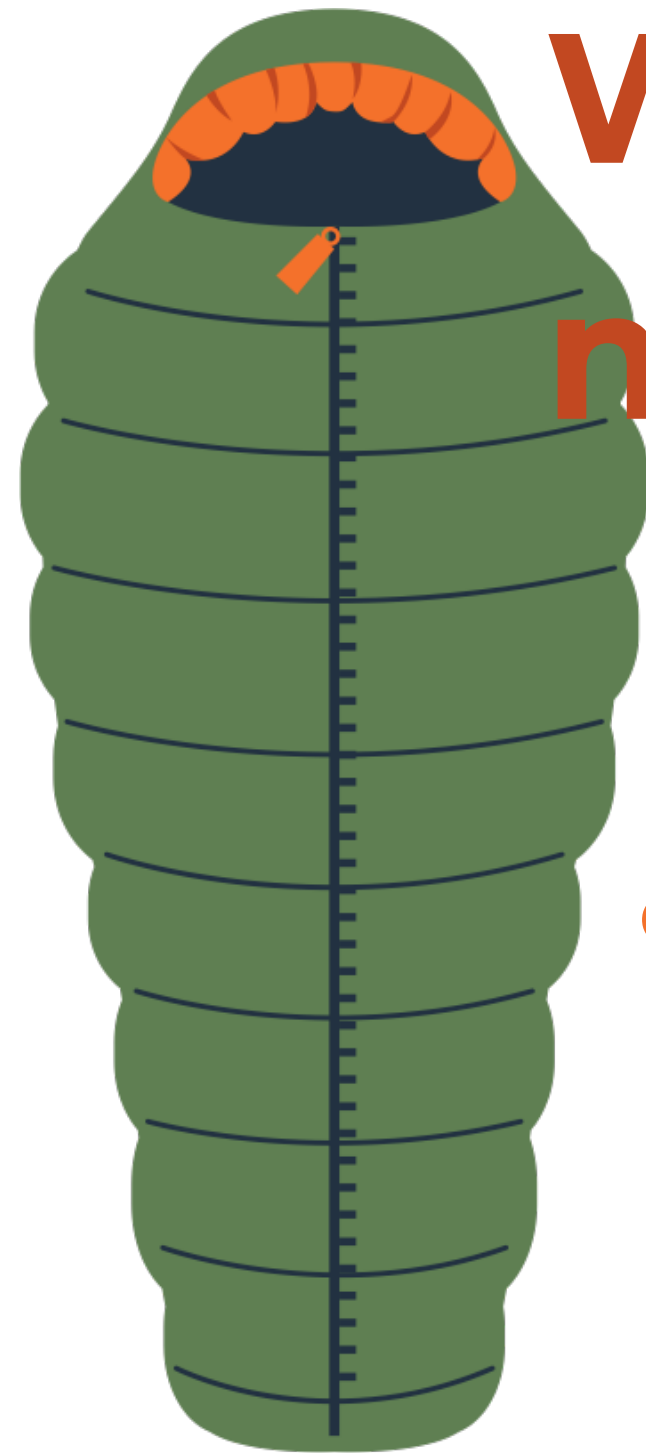


# Productive Tension

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practical

economical

# Productive Tension

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**effectiv  
e**

**practical**

**economical**

# Productive Tension

Equit

Flexibilit

Scal



y y e  
To achieve North Stars, solution must ...

**effectiv**

**e**

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**economical**

# Productive Tension

Equit

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y

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To achieve North Stars, solution must ...

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**e**

Work for

**marginalized entrepreneurs**

**practical**

**economical**



# Productive Tension

Equit

Flexibilit

Scal



y

y

e

To achieve North Stars, solution must ...

**effectiv**  
**e**

Work for

**marginalized entrepreneurs**

**practical**

Be **specific** to home-based  
child care and place

**economical**

# Productive Tension

Equit

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y y e  
To achieve North Stars, solution must ...

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**e**

Work for

**marginalized entrepreneurs**

**practical**

Be **specific** to home-based  
child care and place

**economical**

Be **cost-effective**

Equity

Flexibility

Scale



Work for  
**marginalized entrepreneurs**



Be **cost-effective**

Be **specific** to home-based  
child care and place



Business Exploration



Accelerated State Licensing (CA)



Business Essentials



Business Bootcamp



Business Operations (CA)



Business Best Practices



Business Expansion





Business Exploration



Accelerated State Licensing (CA)



Business Essentials



Business Bootcamp



Business Operations (CA)

202

4



Business Best Practices

202

4



Business Expansion





# Questions & Discussion

THANK  
YOU



Financial Security and Economic Mobility  
for Child Care Entrepreneurs

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[jbrooks@nurturebusiness.org](mailto:jbrooks@nurturebusiness.org)

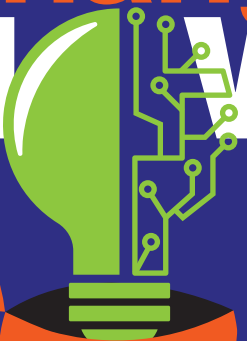
[cquinonez@nurturebusiness.org](mailto:cquinonez@nurturebusiness.org)

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**Change  
NOW!**



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Exchange

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