

WHY INVEST?



Childcare is a smart investment that pays dividends for our community.

- Generates between \$7 and \$13 in benefits for every dollar spent on quality childcare.
- Links to higher graduation rates.
- Leads to a more competitive workforce in the short and long term.
- Lowers crime rates and healthcare costs.

Childcare is a life-altering investment in children.

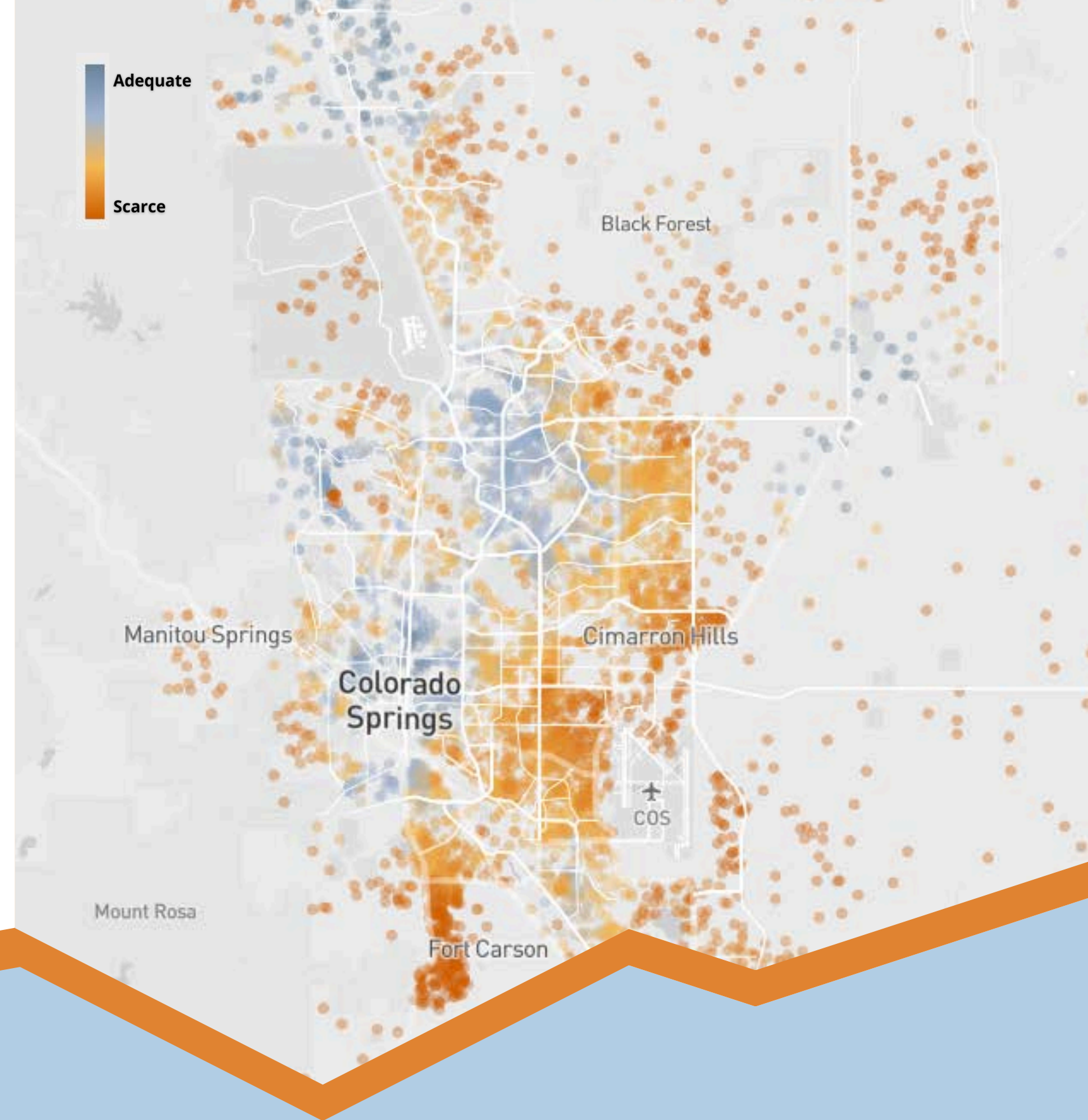
- Ninety percent (90%) of a child's brain develops during the first five years of life.
- Our children deserve the best early learning during this critical part of development.
- Children who have access to early learning programs are more likely to read proficiently by the third grade, which leads to higher high school and college graduation rates.

Childcare should be accessible for all families.

- Shouldn't be a luxury for a few.
- Cost is high at \$1,300/month.
- Need investment so it's affordable.



The majority of El Paso County is a **childcare desert**, with limited access and options for most families. Joint Initiatives estimates that roughly **70% of families would utilize childcare if the spots existed.**



EXECUTIVE SUMMARY

FAMILY FRIENDLY INITIATIVE



Family Friendly Initiative

HONORARY CO-CHAIRS



Margaret Sabin



Mayor Yemi Mobolade



Johnna Reeder Kleymeyer



Thayer Tutt

STEERING COMMITTEE (JUNE 2025):

Thomas Aicher, Matthew Ayers, Laura Blackburn, SherryLynn Boyles, Betsy Brown, Max Cupp, Liz Denson, Margaret Dolan, Michael Gaal, Dirk Hobbs, Lauren Hug, Sally Hybl, Catania Jones, Judy Mackey, Deb Mahan, Tracy Marques, Becky Medved, Lindsay Pack Moll, Elizabeth Quevedo, Doug Quimby, Mike Scruggs, Michelle Talarico, Barb Winter, and Joe Wyka.



ORGANIZER:
Joint Initiatives for
Youth + Families

FAMILY FRIENDLY SUMMIT

The initiative was born out of the work of 110 Summit delegates representing business, education, faith-based, government, health and human services, media, military, nonprofit, and childcare sectors. Delegates came together for a day of strategic planning to solve the childcare challenge.

NEED

Only 17,452 childcare spots exist in El Paso County, though 46,863 children 0-5 live here. Childcare is not only hard to find, but expensive, averaging \$16,333/year/child.



46,863

**El Paso County
Children 0-5**



17,495

**El Paso County
Childcare Spots**



\$16,333

**Childcare cost
per child/per year**

CHALLENGES

The funding system is flawed.

Childcare businesses and nonprofits are built on parents' fees. The annual cost of childcare in Colorado averages \$16,333 (the 5th most expensive state in the country).

Early childhood professionals are underpaid.

The median wage for childcare workers in 2022 was \$14.22 an hour.

The community is not aware.

There is not awareness of this crisis, just how significant the childcare gap is, nor how the gap affects not only families but the economy as a whole.



Creating childcare spots is only half the story. When childcare is high quality, children's lives are changed for the better.

VISION

All children under six have access to affordable quality childcare in the Pikes Peak Region.

PURPOSE

COLLECTIVE IMPACT

Studies have revealed that collaboration across organizations and leaders is the most effective approach to creating desired change in a community. This approach is often referred to as collective impact.

INITIATIVE

The **Family Friendly Initiative** provides a launch pad for community engagement to stimulate a wide variety of actions in the Pikes Peak Region to catalyze the creation of quality childcare spots.



SCAN ME

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