

To our generous supporters,

This update is like none other. With all of you, Preschool Promise is focused on combating the spread of Coronavirus and keeping our community safe — most specifically by ensuring essential workers have a safe and nurturing place for their children!

**Hundreds of child care professionals across the region are on the job so essential workers can be on the job!** Without them, nurses and doctors wouldn't be taking care of patients, firefighters and police wouldn't be on the scene of emergencies, grocery shelves wouldn't be stocked. We thank every one of these professionals for keeping young children safe and feeling secure under the most difficult circumstances.

Many programs made the difficult decision to close and not become a pandemic center. **They simply couldn't afford to stay open under the necessary, but costly, new child-teacher ratios and additional health and safety rules. Unlike public school Preschools and Head Start programs, teachers at many of these closed programs aren't being paid.**

While we know everyone's budgets are strapped and that hard choices will have to be made in the days ahead, we're continuing to pay Preschool Promise programs their tuition assistance, and teachers their professional development stipends. **We need Preschools and child care programs to be there for workers and start back up quickly when we get to the other side of this crisis!**

Children are intuitive. While they may not have words for what's happening, they're as unsettled as we are. Our essential workers need to know that when their children are in someone else's care, they are being embraced.

Thank you for your support as we get through this together!

Robyn



## How we're helping Preschool and child care providers

Join us for 3 Monday webinars on child care in the midst of the pandemic in Ohio

12:00 pm ODJFS Update for Child Care Providers  
4:00 pm Provider Panel on Practices for Temporary Pandemic Child Care  
6:30 pm Supporting YOUR Mental Health

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We're providing critical information not just to our 85 Preschool Promise providers but to the 300 Montgomery County child care programs — about getting a pandemic center license, responding to new stricter health and safety regulations, helping laid-off employees get unemployment, applying for Small Business Administration loans and more.

We're supporting the nearly 50 Montgomery County programs that have been awarded licenses to be a pandemic child care center with updates and critical information they don't have time to sort through as they enroll new children and adjust to stringent child-to-teacher ratios and additional health and safety rules.

We're giving one-on-one attention to providers about how to maximize the financial support they can receive from Ohio's Publicly Funded Child Care program — with the goal of helping them stay solvent during this crisis.

**1,945 families in Dayton, Jefferson Twp., Kettering and Trotwood-Madison attended Preschool Promise sites in 2019-20. Thank you for your support of young children!**

## How we're helping Preschool and child care providers, continued

We're advocating for providers at the State level, explaining how regulations are playing out on the ground and why the State has to do more to support pandemic centers and programs that have closed. If programs go under during this crisis, workers won't be able to go back to work when businesses start up again.

We partnered with other early childhood organizations across the state to **host 8 webinars** with experts who could answer their questions about ever-changing regulations. **Hundreds of people from across the state** are signing in.

We're continuing to give programs their promised **Quality Dollars** and **pay tuition assistance** directly to them whether the program has opted to be a pandemic center or decided to close — **so Preschools will be there when we get to the other side of this crisis.**

We're applying for grants to help pandemic centers meet their payroll — a huge challenge in the face of more demanding teacher-child

ratios, inadequate reimbursements, uncertain attendance and more.

We're continuing our **professional development training online** — and accelerating payment of teachers' promised stipends for their participation. The stipends mean so much to child care professionals, many of whom earn under \$15 an hour, while others have been laid off.

We're using **social media and snail mail** to provide **tips to providers** about the need to take care of their physical and mental well-being.

We're writing **personalized and encouraging letters to providers.**



## How we're supporting families



We re-tooled our website with an **interactive map showing where families can find a pandemic child care center.**

The **COVID-19 Response Fund for Greater Dayton** awarded us a **grant to help pay child care costs at pandemic centers for essential workers** who do not meet the extremely stringent guidelines to receive State-funded help. **We received the grant Friday, March 27, and launched the effort Monday, March 30.**

We're a **vital conduit to State officials**, sharing essential workers' stories about what they need from child care providers to remain on the job.

We're **sending texts, postcards and books to families**, and posting on social media about how to help their children find new routines. **Our social media metrics are exploding**, thanks to the robust content, much of which emphasizes the highly effective Conscious Discipline.

## How we're supporting families, continued

Over 900 Dayton families are enrolled in our Star Attendance initiative where they receive \$25 each month their child has 90% or better attendance at Preschool — **we're distributing these funds** even though programs have been ordered to close. This help is getting many of our families through tough financial times. We're updating those who have unused balances.

When our partner Ready4K offered its **subscription texting service** for free, **we got the word out** that all families can tap this fun tool to keep their children from Birth to 9 learning at home.



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In response to the COVID-19 pandemic, one of our partners, Ready4K is offering its texting service for FREE for the remainder of the school year for families who are not part of Preschool Promise. Ready4K's curriculum-based ideas are suitable for children from Birth to Age 9.

Preschool Promise families already receive three texts each week with fun and engaging tips on how they can help their children learn at home. **Families love getting these suggestions via text!**

If you would like to sign up to receive these free text messages, click the link on our website to register: [www.preschoolpromise.org/Ready4K](http://www.preschoolpromise.org/Ready4K)

## We'll get through this, and we're looking ahead!

Before the pandemic hit, **we onboarded 89 Preschool sites** for the 2020-21 school year.

We added:

- 5 sites in the City of Dayton
- 3 sites in the City of Kettering
- 3 sites in Mad River
- 3 sites in Northridge

We've put aggressive recruiting of families on hold, but enrollment for the 2020-2021 opened March 15. **Applications are coming in despite this crisis.**

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