



# CARING HOMES

## INITIATIVE

Empowering childcare providers who nurture the next generation.

**A Comprehensive Technical Assistance toolkit for Home-based Childcare Businesses to promote business proficiency and early childhood quality care**

Powered by





# Overview

## Introduction



The Caring Home Initiative, CHI, is a comprehensive program designed to address the critical needs of our community.

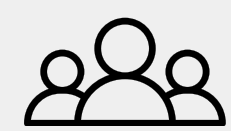


## Purpose

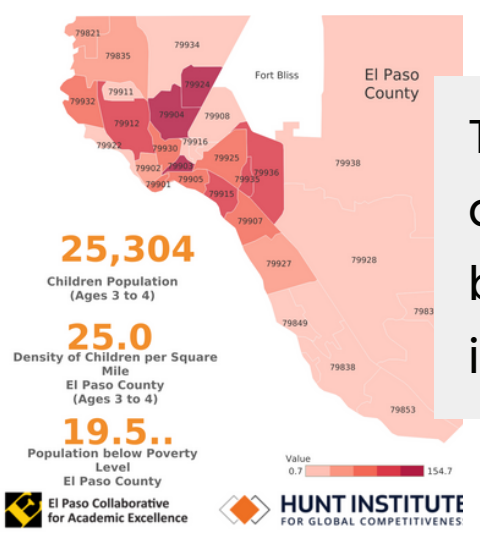
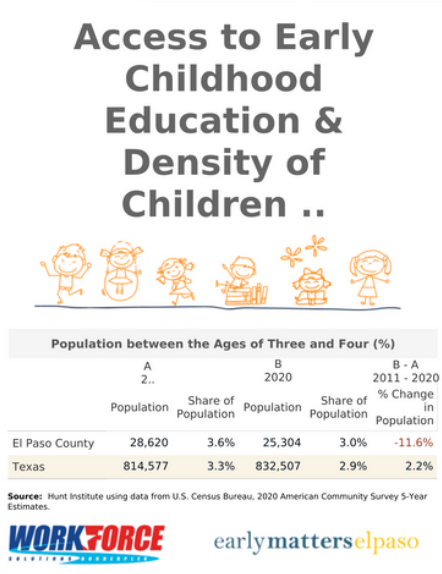
The Caring Homes Initiative provides technical assistance and capacity building for small businesses within the home-based childcare industry.



## How CHI Can Help the Community



CHI addresses the need for quality early childhood care.



# How CHI Can Help the Community

CHI addresses the need for quality early childhood care. Additionally, we strive to foster the growth and success of small businesses, recognizing their significance in driving economic growth and stability within our community.

We help the Community by:

- ◆ Increasing Quality Early Childhood Care
- ◆ Increase Texas Rising Star Home-based Daycares
- ◆ Supporting Working Families Through Various Resources
- ◆ Increase Business Management Skills

We can provide technical assistance such as:

- ◆ An Introduction to Texas Rising Star (TRS)
- ◆ Safety and Compliance
- ◆ Business Management
- ◆ Securing and Reporting for Grants, Subsidies & Donations





# CARING HOMES

## INITIATIVE

.....  
Empowering childcare providers who nurture the next generation.

**A Comprehensive Technical Assistance toolkit for Home-based Childcare Businesses to promote business proficiency and early childhood quality care**

Powered by





# Table of Contents

## 1. Introduction

- Purpose ..... 8
- Caring Homes Initiative Goal ..... 9
- United Way of El Paso County..... 10
- Community Collaborations ..... 11

## 2. Business Development

- Business Coaching ..... 12
- Technical Assistant ..... 12
- Business Plan ..... 13
- Growing the Business ..... 14
- Financial Administration..... 14
- Administrating Employees ..... 15
- Securing and Reporting for Grants, Subsidies,  
and Donations..... 16
- Business Loans and Credit ..... 16
- Social Media and Business..... 17

## 3. Child Care Quality

- What is Child Care Quality ..... 18
- Texas Rising Star ..... 19
- Licensing Description ..... 20
- Program Calendar and Activity..... 22
- Setup Structure and Scalability of Room Setup..... 23
- Age-appropriate Learning Materials..... 24
- Safety Protocol and Regulatory Compliance ..... 25
- Policies and Procedures..... 25
- Parent Communication and Engagement..... 26

**Resource Page 28: Resources to Support Business**

**Resource Page 29: Resources to Support Child Care Quality**





## ◆ 1. Introduction

The Caring Home Initiative, CHI, is a comprehensive program designed to address the critical needs of our community. This program focuses on the power of investing in quality early childhood education, job skills training, and providing additional resources for working families. Additionally, we are dedicated to supporting small businesses as they play a vital role in fostering economic growth and stability within our community.



# Purpose

## Early Childhood Education Indicators

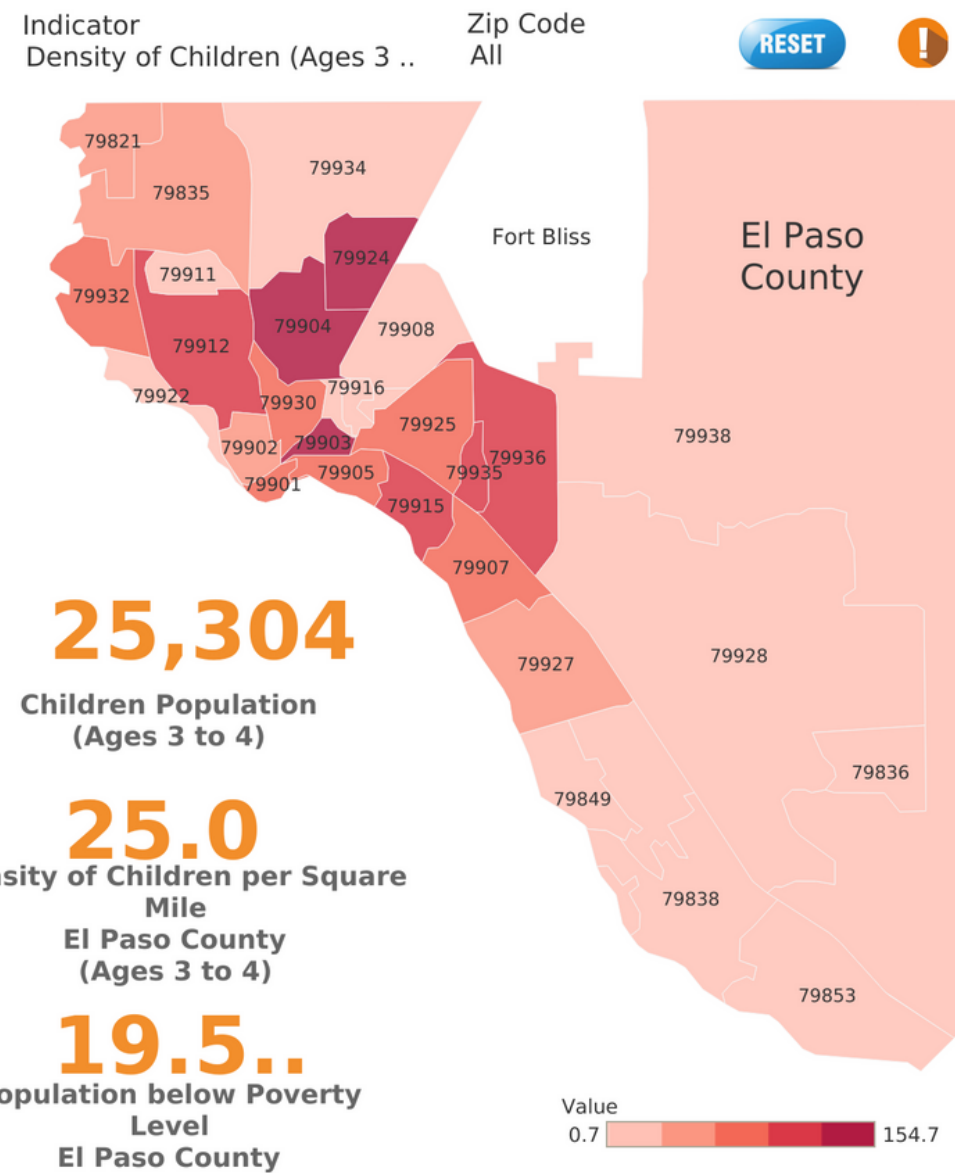
Density of Children
Enrollment Trends
Childcare Facilities
Texas Rising Star
Head Start
Family Structure

### Access to Early Childhood Education & Density of Children ..



Population between the Ages of Three and Four (%)					
	A 2011		B 2020		B - A 2011 - 2020
	Population	Share of Population	Population	Share of Population	% Change in Population
El Paso County	28,620	3.6%	25,304	3.0%	-11.6%
Texas	814,577	3.3%	832,507	2.9%	2.2%

Source: Hunt Institute using data from U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates.



The Caring Homes Initiative provides technical assistance and capacity building for small businesses within the home-based childcare industry. With a Hispanic population of 83% in El Paso and more than 96% of childcare workers identifying as female, these efforts are expected to impact BIPOC small business owners.

Childcare desert is identified through zip codes, if the number of children under age 6 with working parents is three times greater than the licensed capacity of childcare providers in the area. 48% of El Paso residents live in areas deemed childcare deserts, where the number of children under age 6 with working parents is three times greater than the licensed capacity of childcare providers in the area.



# Our Goal

The goal of CHI is to address the critical needs of our community by focusing on three key areas: quality early childhood education, job skills training, and support for working families. Our ultimate aim is to create a brighter future for everyone by providing children with high-quality education, empowering individuals with the necessary skills for meaningful employment, and supporting working families through various resources.

CHI addresses the need for quality early childhood care, Additionally, we strive to foster the growth and success of small businesses, recognizing their significance in driving economic growth and stability within our community. Through these efforts, CHI aims to build a stronger, more prosperous community where everyone has the opportunity to thrive.





## United Way of El Paso County

The United Way of El Paso County, with corporate partners, organizations, donors, and volunteers, stands up for the education, health, and basic needs and financial stability of every person in our community.

Our United Way is an independent, locally governed, and community-supported nonprofit agency focused on creating lasting changes for local children and families.



# Community Collaborations

CHI provides technical assistance and mentorship services to help home-based childcare businesses thrive and succeed. United Way of El Paso County is collaborating with other local organizations, Project Vida and Workforce Solutions Borderplex, to provide comprehensive support.

Project Vida's Microenterprise Technical Assistance Program assists low- and moderate-income micro-business owners to help increase stability, profitability, and growth toward small business status. They offer financial literacy, business entrepreneurship sessions, and assistance identifying grants or small business loans.

Workforce Solutions Borderplex Child Care Services assists entrepreneurs in becoming childcare providers by offering opportunities such as growing a business, establishing a safe, secure, and nurturing environment, Texas Rising Star Certification, and becoming part of the Child Care Services subsidies program.

## ◆ 2. Business Development

### Business Coaching

Business coaching is a form of professional development that aims to improve the performance of individuals and teams in a business setting. It involves working with a Technical Assistant who provides guidance, feedback, and support to help enrolled childcare providers, and individuals, identify and achieve their goals.

Business coaching can cover various topics, including leadership development, business accounts, time management, and strategic planning. It can be particularly helpful for individuals looking to grow their careers or businesses looking to improve their overall performance.

### Technical Assistant

Technical Assistant's responsibilities include paperwork, report preparation, correspondence handling, managing databases, and information flow, and providing prompt technical assistance whenever necessary.

Technical assistance toward profitability includes but is not limited to business start-ups, licensing, permitting, accounting, business plans, marketing, preparing for loan applications, seminars, and workshops by knowledgeable professionals.

Project Vida Technical Assistant offers support for qualifying micro-business owners to help start, stabilize, and/or grow a business of 5 or fewer participants with 51% low or moderate-income members in which the owner works full time.

# Business Plan

Creating a solid business plan and setting achievable goals are crucial for any business to succeed.

Provides a clear future roadmap and helps identify potential obstacles and opportunities. Accurate and organized accounting records are essential for making informed business decisions and ensuring financial stability. Keeping all documents in order is also important for legal compliance and avoiding any potential issues with audits or taxes.



# Growing Business & Financial Administration

Having a deep comprehension of the business is an indispensable factor for achieving triumph. Strengths Weaknesses Opportunities Treats (SWOT) Analysis provides entrepreneurs with the ability to recognize their forte and limitations.

cognizant of the market is crucial for businesses to personalize their strategies to cater to customer needs and surpass competitors.

Set rates appropriately as it directly impacts profits and customer perception. To expand the business, it is imperative to increase its visibility through effective marketing and partnerships and invest in employees and technology.

Keeping financial administration is crucial for any business, it helps the owner maintain a clear picture of their business's financial health, including revenue, expenses, and profits.

Financial administration identifies any potential cash flow issues, monitor spending, and budget accordingly.

Financial administration helps stay compliant with tax laws and regulations, preventing any legal issues that could harm the business.

Establish a system for tracking income and expenses, such as using accounting software such as Domebook. Regularly review financial statements and make adjustments as needed.

# Administrating Employees

- ◆ Managing employees is crucial for any business.
- ◆ Accurately track employee work hours on a timely basis.
- ◆ Maintain accurate employee records—paper or electronic.
- ◆ For more than two employees, consider utilizing a payroll system



## Securing and Reporting for Grants, Subsidies, and Donations

When securing funding for a business, there are a few different options to consider, such as applying for grants, subsidies, and donations.

- Grants are typically awarded based on specific criteria, such as the industry business, location, or type of project.
- Provide the funding needed to get started, grow, and innovate.
- Help cover the costs of equipment, supplies, marketing, and more.

## Business Loans and Credit

While grants are a great option, loans can also be an important tool for businesses looking to grow. Technical Assistants help business owners understand the importance of credit and loan interest rates can support their financial growth.

- Loans provide businesses with the capital needed to expand operations, hire new employees, or invest in new technology.
- Loans need to be paid back with interest.

# Social Media **for Business**

The importance of social media and online presence cannot be overstated. With so many people using the internet, businesses need to have a strong online presence to reach their target audience.

Social media platforms such as Facebook, Instagram, and Google provide businesses with an opportunity to connect with customers. Promote services, and build business.

Identifies a target market, sets goals, and creates strategies to achieve those goals.





## ◆ 3. Child Care Quality



Quality childcare ensures the child is safe, healthy, and happy while parents work or take care of other responsibilities. Parents want to know that their child is receiving the best possible care, and they are more likely to recommend the services to other families if they are satisfied with the quality of care provided. Children who receive quality care are more likely to develop cognitive, social, and emotional skills that will serve them well throughout their lives.

Quality childcare is essential for families and childcare providers alike. By prioritizing quality care, it can be ensured that children have the best possible start in life and that childcare businesses thrive.



# Texas Rising Star



Texas Rising Star system offers high-quality child care and early learning programs in Texas. This program uses a rigorous approach to assess and improve quality in early learning programs, going above and beyond the minimum standards required by the CCR.

Programs that participate in Texas Rising Star are assigned a score based on a set of defined program standards and engage in continuous quality improvement. The program offers support to encourage participation and improve quality, including training, technical assistance, mentoring, and peer-learning opportunities.

Finally, financial incentives are available to help childcare businesses improve learning environments, attain higher scores, and sustain long-term quality.



# Child Care

## Operational Levels

Childcare providers are categorized into **three** operational levels based on their experience and accreditations.

The main objective is to become a licensed childcare home eventually. To qualify as a TRS site, a provider must meet the minimum requirement of being a registered or licensed childcare home.

### Listed Home

Can care for up to three children and does not need to meet any minimum requirements. All the City of El Paso requires for listed homes are background checks.

### Registered Home

The Provider must have a high school diploma or equivalent certification. Additionally, they must complete CPR, first aid, and child development courses.

The home must also have smoke and carbon monoxide detectors, a fire extinguisher, and a first aid kit.

Providers must undergo background checks.

### Licensed Child Care Home

The Provider must have a high school diploma or equivalent certification. Additionally, they must complete CPR, first aid, and child development courses. The home must also have smoke and carbon monoxide detectors, a fire extinguisher, and a first aid kit. Providers must undergo background checks.



## Continued Learning

It's crucial for anyone providing childcare to stay informed on the latest developments in child development, engaging in continuing professional development can provide valuable insights into the unique needs of the children under your care.

- Attending conferences or taking online courses allows you to offer high-quality childcare services that meet each child's needs.
- Local organizations offer low-cost or even free training, and assistance is available to make it easier to stay up-to-date with continued learning.

## Curriculum

A structured curriculum can significantly enhance a child's development in all domains.

- A good curriculum should cover cognitive, social, emotional, and physical development.
- Provides a variety of activities and experiences, children are allowed to learn and grow in multiple areas.
- Increase the quality of childcare in a home daycare setting.

# Program Structure & Activity Calendar

A home-based daycare's program structure and activity calendar are crucial for ensuring high-quality child care. Children can develop a sense of stability and predictability with a well-organized daily routine.

An activity calendar can provide various learning opportunities and experiences for children, which can enhance their cognitive, physical, and social-emotional development. Offer a range of activities; children can explore their interests and strengths and build new skills and relationships.

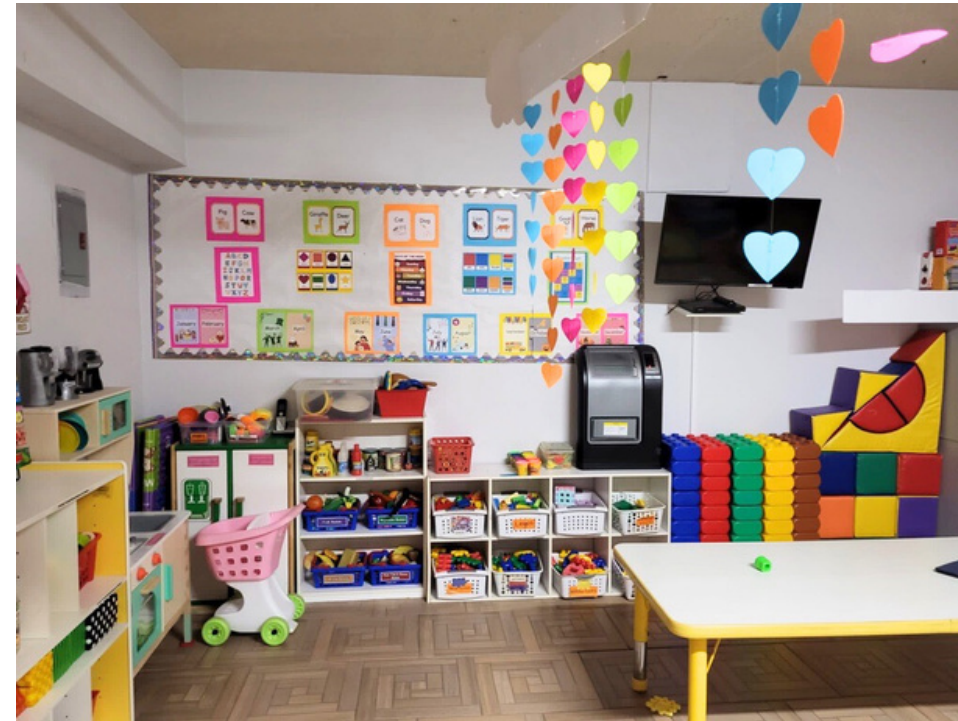




## Setup Structure & Scalability of Room Setup

Setting up the structure and scalability of the room in your home daycare is essential. Having a well-organized and structured space helps with the children's attention.

- Five learning centers that include but are not limited to reading, manipulatives, art, music, and dramatic play to increase the child's development domains.
- A scalable setup accommodates more children as the daycare grows.
- Provides a safe, nurturing, and stimulating environment for the children.





## **Age-appropriate learning materials**

As a daycare provider, having age-appropriate learning materials and toys for the children in your care is important.

- Provide toys and materials that are appropriate for their age and skill level.
- Age-appropriate materials also help prevent frustration and boredom, leading to behavioral issues and other problems.

# Safety Protocol & Regulatory Compliance



It is crucial to have safety protocols in place to ensure the well-being of the children under care. Safety protocols help maintain a safe environment for the children.

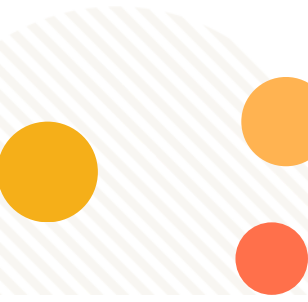
Safety protocols allow accidents and injuries to be prevented and responded to rapidly and effectively in emergencies.

It helps you maintain high standards of care and provides peace of mind to parents.

Regulatory guidelines can create a safe, nurturing, and stimulating environment that promotes children's growth and development.



# Parent Communication & Engagement

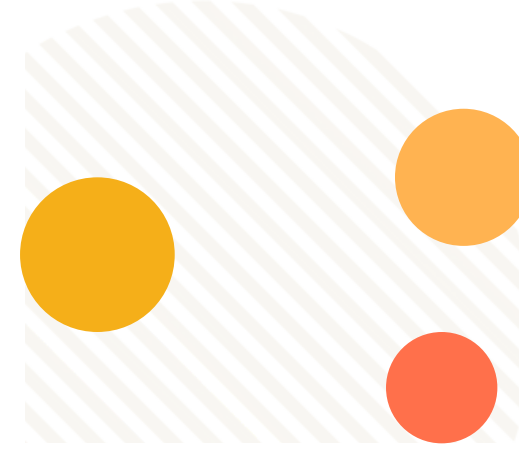


Childcare providers must establish an open line of communication with the parents of the children they care for:



- More personalized approach to childcare, with providers tailoring their services to meet each child's specific needs.
- With four family activities a year, parents are more likely to feel involved and invested in their child's care, leading to a better overall experience for everyone involved.

# Staff Training



Ensuring that each assistant has undergone a thorough background check before working with children is essential.



- Assistants should have a solid understanding of child development, and they must receive professional development hours on the subject.
- Find training opportunities that will benefit the children in their care.



# Resource Page

## Resources to Support Business

- 1 Community Development Financial Institution- Small Business Loans for operational expenses  
**[El Paso Collaborative \(pvida.net\)](#)**
- 2 Economic & International Development- City of El Paso- city grants and loans for business and provide incentives to business  
**[Business Services \(elpasotexas.gov\)](#)**
- 3 El Paso Community College- Business Coaching  
Lift Fund- Business Loans and Financial Training  
**[LiftFund | Small Business Loans, Microloans, SBA Loans for Women & Minorities](#)**
- 4 Small Business Bureau- *Business counseling and business loans*  
**[Small Business Administration \(sba.gov\)](#)**
- 5 People Fund- Provides small business loans  
**[Small Business Loans in El Paso Texas - PeopleFund](#)**
- 6 Pioneers 21 Business Incubator and Co-Work Space- Business mentoring and workshops  
**[Business Incubator \(pioneers21.org\)](#)**
- 7 Project Vida- Business Coaching  
**[Small Business Support \(pvida.net\)](#)**
- 8 Texas Workforce Commission- *Business Coaching and Resources*  
**[Texas Child Care/Free Business Resources](#)**



# Resource Page

## Resources to Support Child Care Quality

- 1 Child Care Education Institute- Child Development Associate and Child Development trainings  
**[ChildCare Education Institute | Child Care Training | CCEI \(cceionline.com\)](#)**
- 2 Children Learning Institute- Training, tools and resources for Providers  
**[CLI Engage Public – CLI Engage Public](#)**
- 3 National Association for the Education of Young Children- *Resources to promote higher quality care*  
**[NAEYC](#)**
- 4 Texas A & M Agrilife- Free to little cost continue professional development for providers  
**[Child Care | Texas A&M AgriLife Learn \(tamu.edu\)](#)**
- 5 **Tick Tock training-** *Child Development Associate, Webinars and Trainings*  
**[Home | Tick Tock Training | United States](#)**
- 6 Texas Early Childhood Professional Development System- list of Texas Registered trainers  
**[Search Organizations – Texas Early Childhood Professional Development System \(tecpds.org\)](#)**
- 7 Texas Health and Human Services: Childcare Regulation- Licensing Training  
**[Child Care Regulation | Texas Health and Human Services](#)**
- 8 TYM the trainer- *Low Cost trainings for Providers*  
**[TYM THE TRAINER](#)**
- 9 Workforce Solutions Borderplex- *Child Care Serves Provider Agreement*  
**[Solutions for Job Seekers | Workforce Solutions Borderplex | Providers \(borderplexjobs.com\)](#)**
- 10 Texas Rising Star- TRS guidelines and resources for providers  
**[Texas Rising Star – Texas' QRIS for ECE Programs](#)**
- 11 Texas Workforce Commission- Resources for Providers  
**[Child Care & Early Learning Services – Program Overview – Texas Workforce Commission](#)**