

# FAMILY CHILD CARE

Developing  
Communities  
through  
Entrepreneurship

## Developing Your Family Child Care Business™



### Program Benefits

Developing Your Family Child Care Business™ is a facilitator-led interactive learning process for individuals wanting to launch and grow successful family child care businesses. The program covers topics that help participants think and act as business owners. They create a clear blueprint for building sustainable businesses that serve the needs of the individual participants as well as the community.

The program was developed as the first industry-specific member of the Ewing Marion Kauffman Foundation family of FastTrac® products through a collaboration between members of the child development community and entrepreneurs within the child care field.

The Participant Manual is divided into modules that can easily accommodate the varying scheduling and content needs of providers and training organizations.

The Participant Manual walks providers through a step-by-step process for establishing or improving their businesses.

The unique combination of business and industry-specific information has a proven track record of assisting individuals in developing and sustaining more successful businesses. The format of the program, which includes worksheets and tips for completing assignments, is user-friendly and results in a high completion rate of Business Plans and Parent Handbooks.



The Facilitator Manual is a detailed step-by-step aid that allows training organizations to successfully conduct the program.

Additional assistance and training is available from First Step Fund, the authorized national distributor of the program.

First Step Fund was instrumental in the development of the product and has delivered the program since its inception in 1996.

Developing Your Family Child Care Business™ helps your organization create entrepreneurs and fulfill the growing demand for quality home-based child care in your community.

***Developing Your Family Child Care Business™ is available in Spanish.***

An interactive business development program to help individuals launch and sustain successful family child care businesses.

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But don't take our word for it, here's what participants around the nation are saying:

*"It is very informative. I liked the idea of being an entrepreneur and handling the business as a professional."*

*"I have been in daycare since 1995 and this was by far the best program I have been to."*



## Program Overview

Developing Your Family Child Care Business™ is a facilitated interactive business development program to help individuals launch or grow successful family child care businesses. This twelve-session, eight-module program includes:

### Module 1

#### Exploring Business Ownership

Distinguish among the roles played by a family child care business owner. Write and evaluate a business concept statement.

### Module 2

#### Managing & Organizing My Child Care Business

Identify critical personnel and resource team solutions. Choose a legal structure appropriate for the business concept.

### Module 3

#### Defining My Family Child Care Services

Identify family child care business features, benefits, and unique selling proposition. Determine governmental and professional licensing requirements for a family child care service.

### Module 4

#### Analyzing the Family Child Care Business Market

Profile the local child care industry and identify trends. Define target market. Determine the business's direct, indirect, and future competition and its distinctive competence.

### Module 5

#### Promoting My Family Child Care Business

Identify market advantages/disadvantages related to the business location. Develop promotional strategies. Begin the process of pricing services.

### Module 6

#### Keeping Track of Finances

Identify costs associated with running a family child care business. Learn to use basic accounting tools such as cash flow statement, income statement, and balance sheet. Project income based on pricing.

### Module 7

#### Operating My Family Child Care Business

Set policies for operating the child care business. Consider issues of entrepreneurial oversight that will improve the business. Complete final sections of the Business Plan and Parent Handbook.

### Module 8

#### Celebrating Our Accomplishments!

Graduation. Presentation of Executive Summary.