

DAYCARE 101



COURSE BREAKDOWN

- **Module 1:** Professional Daycare
- **Module 2:** Starting a Daycare
- **Module 3:** Setting Up Your Daycare
- **Module 4:** Daycare Policies
- **Module 5:** Running Your Daycare
- **Module 6:** Getting and Working with Clients



01

PROFESSIONAL DAYCARE

ABOUT PROFESSIONAL CHILD CARE

As parents continue to take on demanding jobs, their young children are in dire need of child care in their absence.

The modern family in America is divided in the following major categories:



**SINGLE
PARENTS**



**MARRIED
PARENTS**



**NON-MARRIED OR
DIVORCED PARENTS**

TYPES OF DAYCARE

There are three types of daycares found in the United States of America



HOME-BASED
DAYCARES



DAYCARE
CENTERS



CHILDMINDING
CENTERS



HOME - BASED DAYCARES

- Affordable
- Ideal for children who require extra care and attention
- Comfortable homely environment
- Ideal for parents with night shift



DAYCARE CENTERS

- Authorized and follow government protocol
- Ideal for a larger number of children of various age groups
- Play areas, classrooms, more spacious
- Offer various activities for children
- Peer-to-peer interaction
- Trained staff



CHILD MINDING CENTERS

- Idea for those looking for quick childcare services
- Caters to children at specific hours of the day
- Parents available on premises
- Affordable
- Follows safety and hygiene laws

MEETING THE NEEDS OF CHILDREN

Child-care facilities need to lay special emphasis when it comes to the needs and requirements of the baby or toddler.

Parents rely on child-care facilities for fulfilment of their children's physical, emotional, intellectual, and behavioral needs.

Here is a list of things that child-care facilities need to focus on.

- Meals
- Resting Time
- Safety
- Hygiene
- Care and affection
- Activities
- Interaction with other children
- Building a schedule
- Intellectual growth
- Communication
- Good behavior and ethics
- Sick children
- Special-aids children
- Children with disabilities

CARING AT DIFFERENT DEVELOPMENTAL STAGES



INFANTS

6 weeks – 18 months



TODDLERS

12 months – 24 months



PRE-SCHOOL

3 – 5 year old



INFANTS

- Require constant attention and care
- Need to develop attachment with caretaker
- Must feel comfortable and safe with their caretaker
- Need assistance to deal with separation anxiety



TODDLERS

- Require support to develop social connections
- Need to get adjusted to playing in a group environment
- May need potty-training
- Heavily rely on entertainment and learning opportunity



PRE - SCHOOL

- Need thoughtful caring
- Require focus on developing social skills
- Proper learning curriculum and activities required
- Support with good behavior and habits development

PREPARING FOR YOUR CAREER AS A DAY-CARE OWNER

The organizations which can help guide child-care providers with learning resources are:

- **National Association for the Education of Young Children (NAEYC)**
- **National Association for Family Child Care (NAFCC)**
- **American Academy of Pediatrics (PediaLink Child Care Courses)**
- **Smart Horizons (Child Development Associate (CDA) Credential Training and Infant/Toddler Educator Advanced Certificate Program)**
- **Zero to Three**
- **United States Environmental Protection Agency (Training, Webinars and Resources for Child Care Providers)**
- **Childcare Training (childcaretraining.org)**
- **Childcare Education Institute**



02

STARTING A DAYCARE

DEFINING YOUR DAYCARE

In this module, you will learn the aspects you must consider before you begin investing in your dream child-care facility. These are some important factors to consider

Type of
Daycare

Age
Group

Funding

Size

Location

Operational
Hours

Facilities

Curriculum

LOCATION OF YOUR DAYCARE



HOME-BASED DAYCARE



Low start-up costs



Homely environment



Needs smaller client base



Licensing may be required

LOCATION OF YOUR DAYCARE



OUT-OF-HOME DAYCARE



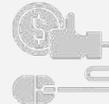
High start-up costs



More flexibility in
business operations



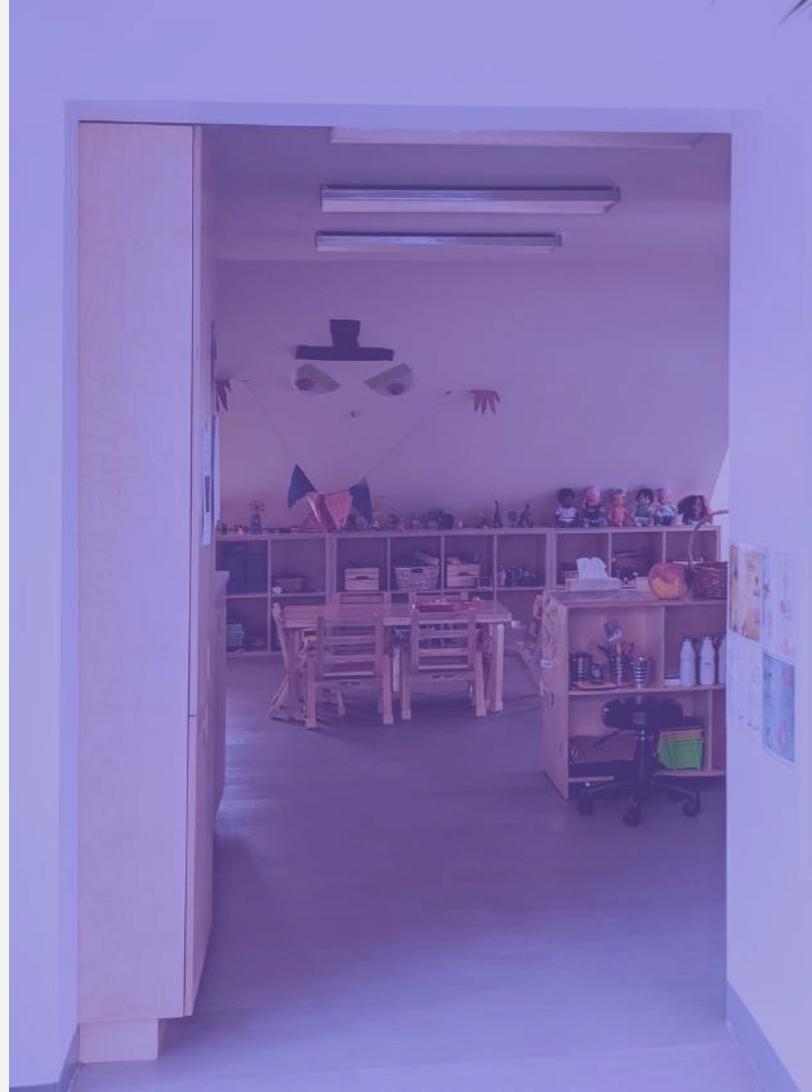
Dependant on location &
neighborhood



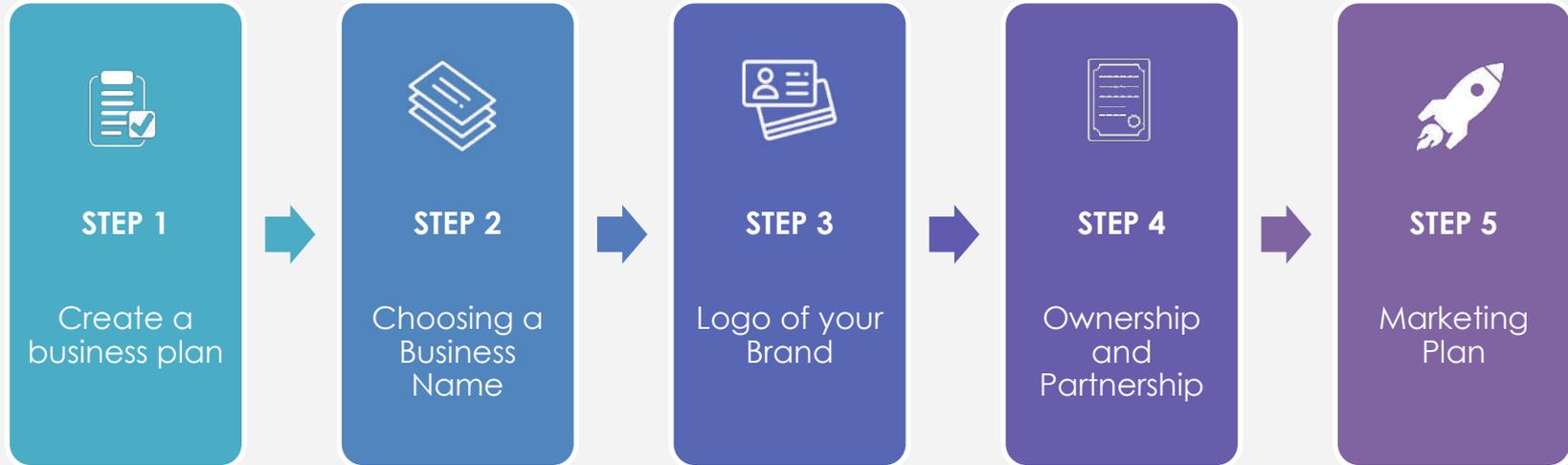
Lower marketing costs

TIPS FOR CHOOSING A LOCATION

- Look for a place on a prime location, like a main street.
- Consider parking space and drop-off zone.
- Opt for an existing daycare facility.
- Choose a location that can attract a good client base.
- Consider space requirements, zoning codes, building codes, and more regulations to ensure safe operations.
- Look for good natural lighting, great operational utilities and space for equipment such as cots, cribs, water fountains, baby changing tables, sinks, etc.



HOW TO START A DAYCARE?



DEALING WITH MONEY MATTERS

The startup costs for a child-care facility is in the estimated range:



\$10,000 to \$95,000

This startup estimate is likely to go higher in case of additional requirements like property renovations, equipment purchase, extra expenses, etc.

BUSINESS FUNDING AVENUES



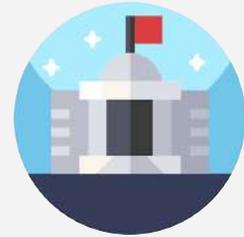
Savings
and
Personal
Assets



Borrowing
money from
your friends
and family



Banks
and
Credit
Unions



Local, State &
Government-
funded
programs

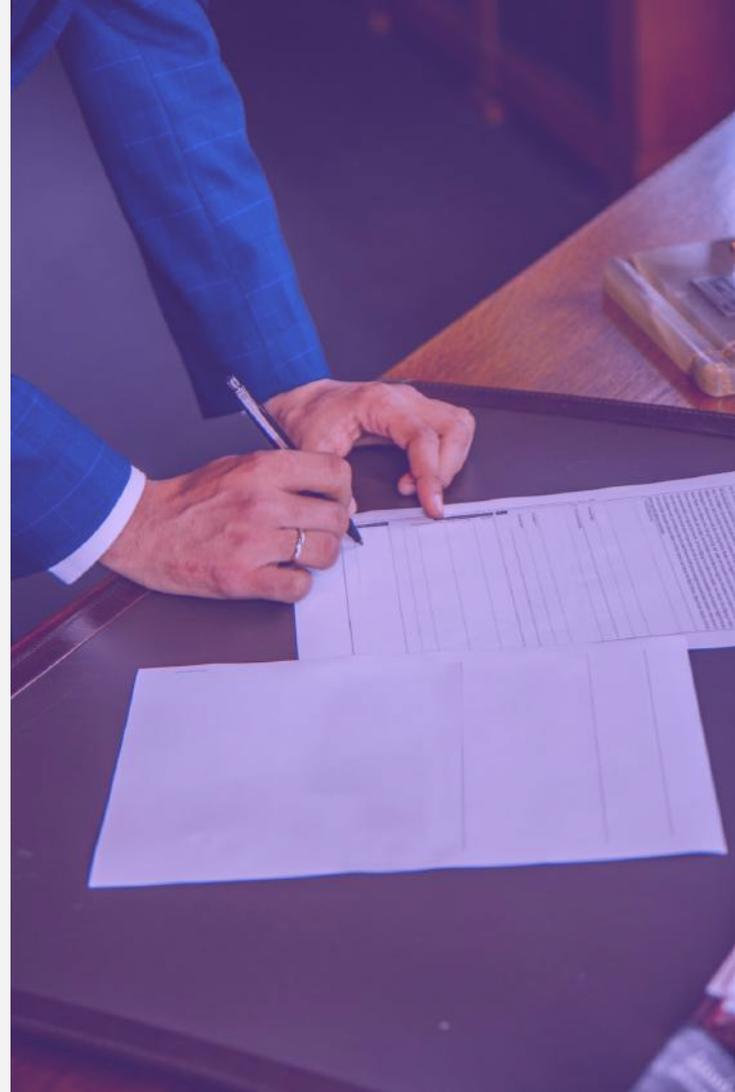
STATE AND PROVINCIAL DAYCARE LICENSING INFORMATION & CONTACTS

Child care licensing requirements vary from state to state.

The National Database of Child Care Licensing Regulations is available at <https://childcareta.acf.hhs.gov/licensing>

Child care licensing regulations includes the following:

- Size of the childcare – Child-staff ratio and the number of children allowed in a class
- Supervision of children
- Safety of the premises (emergency exits, hygiene, potential dangers)
- Health factors - Immunization, handwashing, diapering, and other health and safety guidelines that the daycare follows
- Nutrition of meals served to children
- Overview of training, health, and other requirements for staff working at the childcare facility

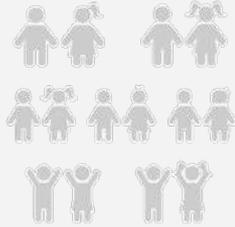




03

SETTING UP YOUR DAYCARE

SETTING UP YOUR DAYCARE



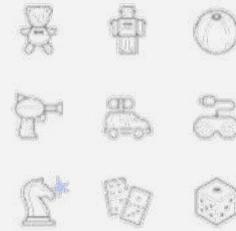
AGE GROUP

INFANTS: 6 weeks – 18 months

TODDLERS: 12 – 24 months

PRE-SCHOOLERS: 3 – 5 year old

VS



ACTIVITY

INFANTS: SENSORY ACTIVITIES

TODDLERS: SENSORY + PLAYTIME

PRES-SCHOOLERS: SENSORY +

PLAYTIME + ONGROUND

CHILDPROOFING YOUR DAYCARE

- Use baby gates to block off staircases, hallways, laundry rooms, and other off-limit sections.
- Keep furniture away from windows and use window guards.
- Baby-proof furniture using rubber bumpers.
- ★ ■ Don't use blinds with chords as they pose a choking hazard.
- Use baby-proof doorstops to avoid door slamming accidents.
- Cover all electric outlets and keep wires and cords out of reach of children.
- Keep the toilet seat locked and use slow-closing covers.
- Keep all hazardous items and chemicals out of reach of children.
- Secure all your heavy furniture like shelves, TV cabinet, cupboards, etc.
- Do not keep plants that may be toxic or harmful when ingested.
- ★ ■ Keep all sharp objects out of reach of children.
- ★ ■ Set hot water tank to a child-friendly temperature between 48 and 54 degrees Celsius.
- Keep radiator and floor heaters out of reach children.
- Test smoke & carbon monoxide detectors.



EQUIPMENT & SUPPLIES CHECKLIST



FURNITURE SUPPLIES

- ✓ Cribs
- ✓ High Chairs
- ✓ Tables
- ✓ Chairs
- ✓ Storage System for Toys
- ✓ Tables
- ✓ Chairs
- ✓ Booster Seats
- ✓ Storage System for Toys
- ✓ Nap Mats
- ✓ Step Stools



SAFETY SUPPLIES

- ✓ Locks for Cabinets
- ✓ First Aid Kits (1 for each classroom)
- ✓ Carbon Monoxide Detectors
- ✓ Smoke Detectors
- ✓ Fire Extinguishers
- ✓ Emergency Preparedness Kit
- ✓ Emergency Evacuation Plan



CLEANING SUPPLIES

- ✓ Multi-Purpose Cleaner (Spray)
- ✓ Multi-Purpose Cleaner (Bottle)
- ✓ Hand Soap
- ✓ Hand Sanitizer
- ✓ Disinfecting Wipes
- ✓ Bathroom Cleaner (Spray)
- ✓ Paper Towels
- ✓ Cloths
- ✓ Broom and Dustpan
- ✓ Vacuum
- ✓ Mop

EQUIPMENT & SUPPLIES CHECKLIST



EDUCATIONAL SUPPLIES

- ✓ Read-Aloud Books
- ✓ Devices to introduce new sounds
- ✓ Colorful blocks to match colors
- ✓ Colored Pencils
- ✓ Blank Paper
- ✓ Crayons
- ✓ Water-Based Paint
- ✓ Paint Brushes
- ✓ Coloring Pages
- ✓ Math Worksheets
- ✓ Worksheets with Words
- ✓ Lined Paper for Writing New Words



PLAY SUPPLIES

- ✓ Puzzles
- ✓ Board Games
- ✓ Stuffed Animals
- ✓ Dolls
- ✓ Toys Appropriate for Each Age Group
- ✓ Sports Equipment
- ✓ Chalk for Outside Playtime
- ✓ Swing Set
- ✓ Slides
- ✓ Miniature Basketball Hoop
- ✓ Playground Setup



TECHNOLOGY SUPPLIES

- ✓ Laptop or Desktop Computer
- ✓ Printer to Print Needed Documents
- ✓ Phone to Call Parents if Needed
- ✓ Program to Track Children's Stats
- ✓ Payment Processor to Collect Payments
- ✓ Website Host and Platform
- ✓ Social Media Platforms of Choice



04

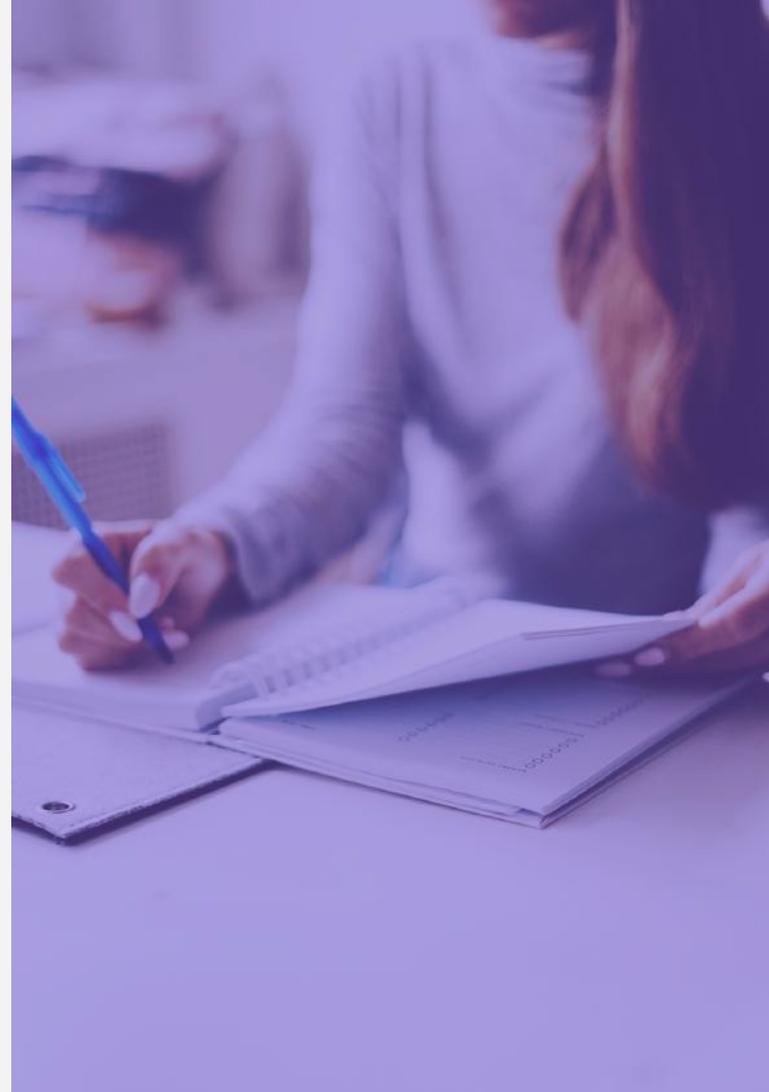
DAYCARE POLICIES



WRITING A POLICY MANUAL

Here is what your child-care policy manual should contain:

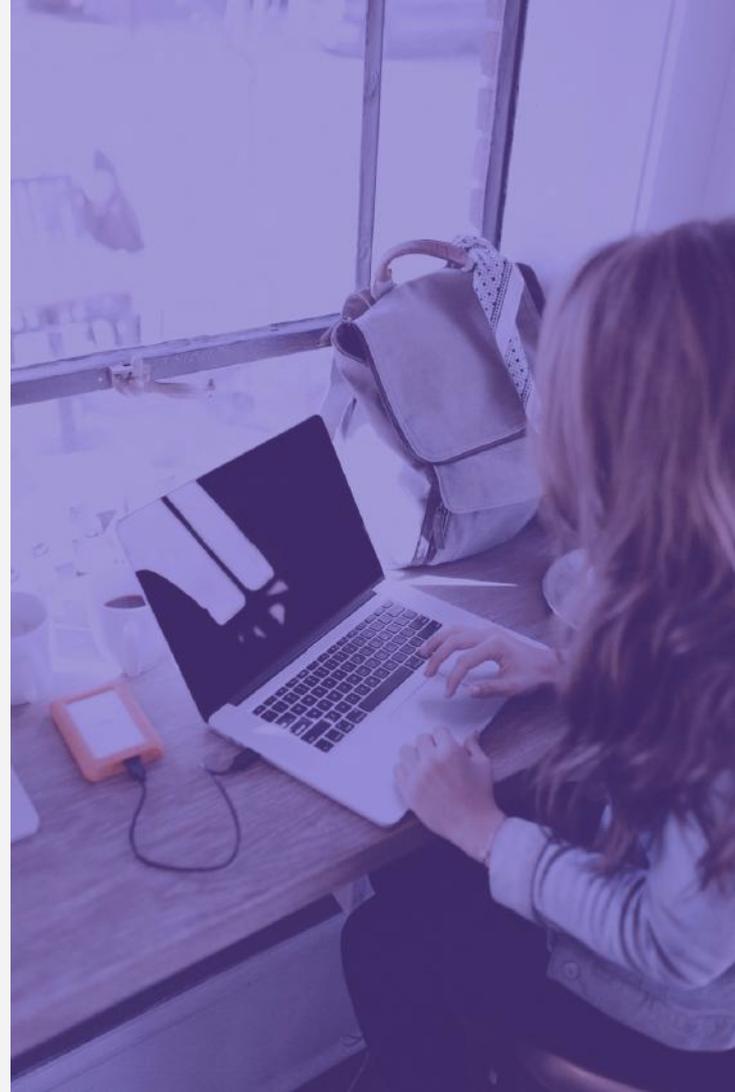
- Overview
- Educational program and practice
- Children's health and Safety
- Physical Environment
- Staffing Arrangements
- Relationships with Children
- Collaborative Partnerships with Families & Communities
- Governance and Leadership
- Acknowledgment and signature



WRITING A PARENT HANDBOOK

Here is what a parent handbook contains:

- Introduction to the child-care facility
- Child-care vision and operational details
- Enrollment, wait list, and withdrawing policies
- Sign-in and pick-up regulations
- Sample daily schedule
- Supplies and snacks overview
- Sick days and off days policies
- Special classroom activity rules
- Codes of conduct and discipline procedures
- Health, safety and emergency protocol
- Parent conferences and communications
- Billing policies
- Forms to return
- Acknowledgment and signature



STAFFING CRITERIA

The best way to hire daycare staff is through job fairs, online ad placements, social media, word-of-mouth referrals, schools, hospitals and community centers, and other placement offices.

Conduct
Screening
Interview on
phone or
online

Conduct a
physical
interview to
see how
skilled they
are

Do a demo
class with
children

Once they pass
the screening
health and
criminal
background
checks, offer
them a job

Lock
schedule,
pay rate,
leaves
policy,
benefits, etc.

Hire the
employee
and mutually
decide a
date of
joining

HOW TO FIND GOOD STAFF?



Local teaching programs



Daycare job fairs



Social media advertisements



Online parents community



Referrals from friends & family

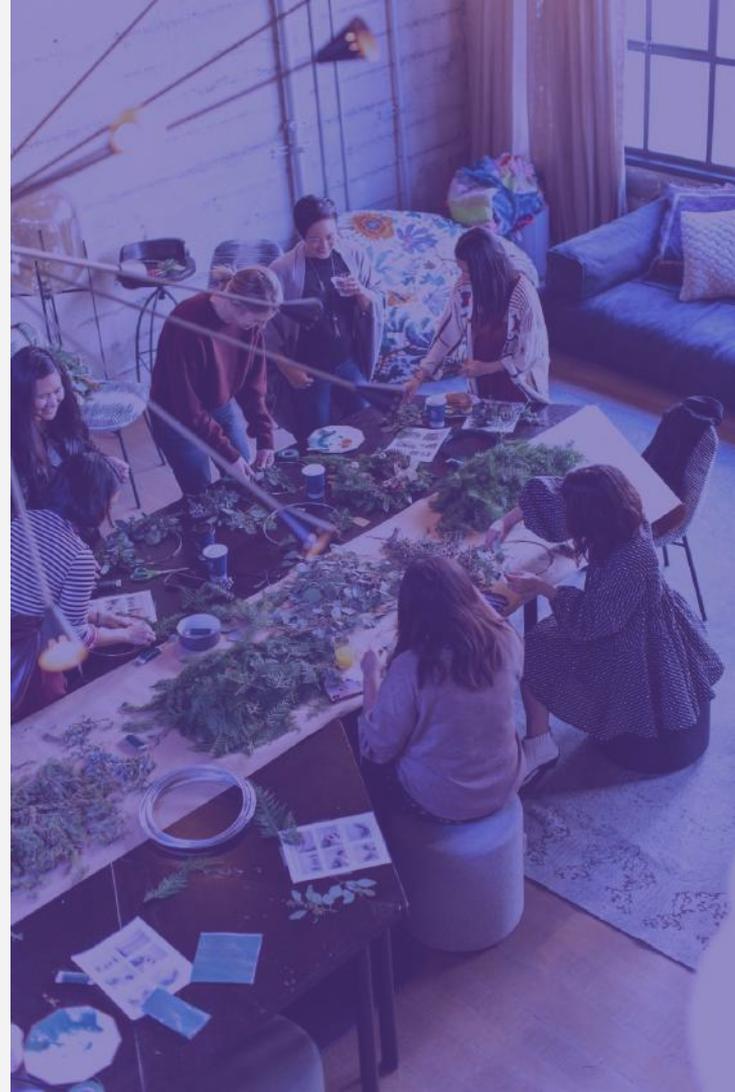


Market research

STAFF TRAINING & MANAGEMENT

Your childcare staff should be regularly trained on:

- Supervising and ensuring safety of the children
- Organizing mealtimes throughout the day
- Encourage good hygiene practices amongst children
- Diaper-changing skills for infants and toddlers
- Building and implementing an activities curriculum to develop the cognitive and behavioral skills of children
- Workshops to train them on creating schedules, daily plans with physical activity, nap time, meals & snacks, and play time incorporated
- Connecting with children on an emotional level to help them grow and deal with behavioral problems
- Maintaining progress reports of children





05

RUNNING YOUR DAYCARE

PLANNING DAILY ACTIVITIES

DAILY SCHEDULE	INFANTS	TODDLERS	PRE-SCHOOLERS
8am - 9am	Drop-off + Bottles/Breakfast	Drop-off + Breakfast	Drop-off + Breakfast
9am - 9:30am	Diapers	Independent Play/Play Centers	Fine Motor Work
9:30am - 10:00am	Circle Time (books + songs + puppets/finger plays)	Circle Time (morning routine + songs)	Circle Time (morning routine + songs)
10:00am - 10:15am	Bottles/Morning Snack	Morning Snack	Morning Snack
10:15am - 10:30am	Diapers/Clean up	Outside Play + Physical Activity	Outside Play + Physical Activity
10:30am - 11:30am	Naptime	Lunch	Table Work (Literacy/Math)
11:30am - 12pm	Bottles/Lunch	Sensory or Art Activity	Lunch
12pm - 12:30pm	Story Time (books + songs)	Story Time (books + songs)	Art or Sensory/Fine Motor Activity
12:30pm - 1:30pm	Outside Play/Gross Motor	Naptime	Story Time
1:30pm - 2:30pm	Naptime	Afternoon Snack	Naptime/Quiet Time
2:30pm - 3pm	Bottles/Snack	Group Play (puzzles + games + center activities)	Afternoon Snack
3pm - 4pm	Sensory or Art Activity	Closing Circle	Group Play (puzzles + games + center activities)
4pm - 5pm	Individual Play Time	Choice Time/Outside Play	Closing Circle

AGE-SPECIFIC ACTIVITY IDEAS



INFANTS

6 weeks – 18 months

- Hanging Mobile
- Smiling Faces
- Mirror Games
- Singing Songs
- Texture Board
- Sponges and Water
- Ice Cubes in a Bowl
- Plush Toys
- Musical Toys
- Safe Slime



TODDLERS

12 months – 24 months

- Rainbow Rice Sensory Bin
- Tape Shape Matching Game
- Busy Board
- Bottle Bowling
- Rainbow Alphabet Spaghetti
- Pool Noodle Lacing
- Play Dough
- Mystery Box
- Sandbox Games
- Finger Paint



PRE-SCHOOL

3 – 5 year old

- Painting and art projects
- Science experiments
- DIY playdough/slime
- Ice cube painting
- Exercises for kids
- Indoor obstacle course
- Scavenger hunt
- Dance routines
- Story go-round
- Easy cooking lessons

MEALTIME

Tips to improve mealtimes in daycare:

- Make mealtimes more fun by playing with different colors, textures and flavors
- Use colorful utensils and bite-sized food items in cute shapes to make them more appealing
- Encourage self-helping in children
- Make mealtimes a social activity
- Encourage sharing of food
- Play fun activities to introduce new food items
- Focus on the importance of balanced meats
- Focus on healthier food items
- Teach the importance of eating less junk food
- Encourage clean eating habits
- Serve fruits and vegetables more frequently



COMMON BEHAVIORAL PROBLEMS



Fussy Eaters



Low on Energy



Temper Tantrums



Bedtime Behavior Problems



Excessive screen time

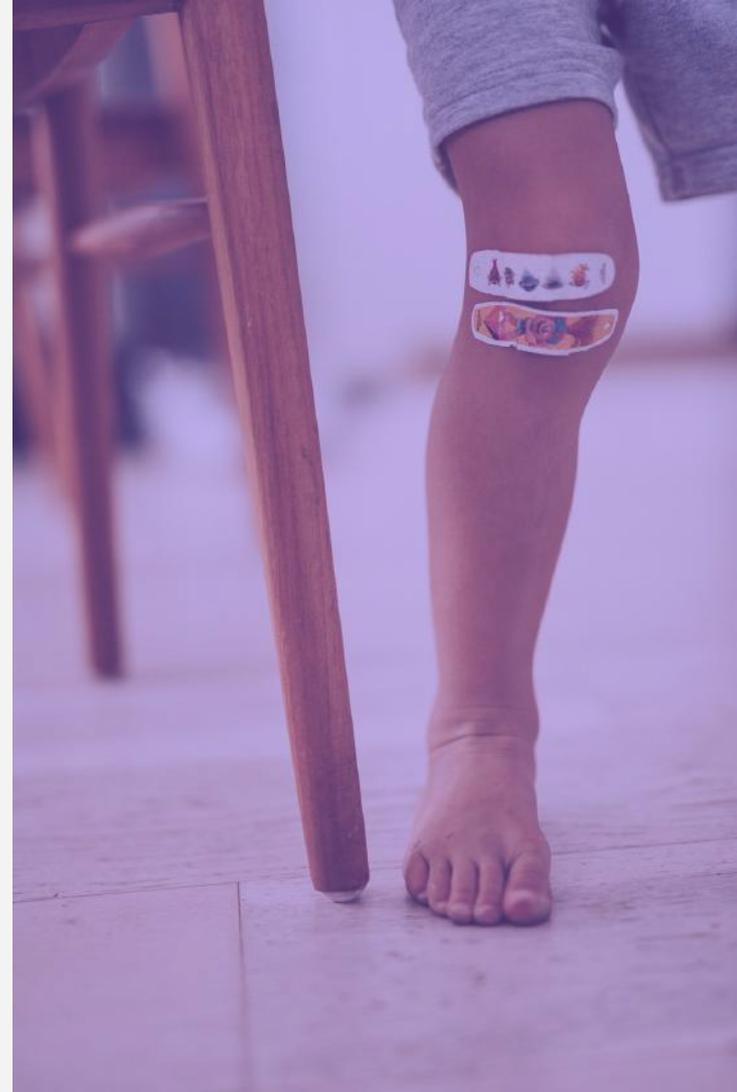


Aggression

ACCIDENTS & EMERGENCIES

In case of accidents and emergencies, this is the basic protocol to follow:

- Ensure you have a fully-stocked First Aid kit at the premises
- Immediately respond to the accident and see if it can be treated at the premises
- Inform the child's parent/guardian
- Call emergency services if the injuries are severe
- The supervisor or caretaker to accompany the child, if parent/guardian is unavailable
- Record and report procedures
- Conduct regular workshops to raise awareness on accidents prevention



FIRST-AID KIT CHECKLIST

- ✓ Disposable vinyl gloves (preferably latex free)
- ✓ Scissors
- ✓ Tweezers
- ✓ Non-glass, non-mercury thermometer
- ✓ Bandage tape
- ✓ Sterile gauze pads
- ✓ Flexible roller gauze
- ✓ Triangular bandages
- ✓ Safety pins
- ✓ Small plastic or metal splints
- ✓ Sealed packages of antiseptic for cleaning
- ✓ Eye patch or dressing
- ✓ Pen/pencil and note pad
- ✓ Cold pack
- ✓ First Aid guide
- ✓ Charged cell phone
- ✓ Water
- ✓ Liquid soap and hand sanitizer
- ✓ Tissues
- ✓ Wipes
- ✓ Individually wrapped sanitary pads to contain bleeding injuries
- ✓ Adhesive strip bandages, plastic bags for soiled cloths or gauze
- ✓ Emergency medication for children with special health care needs
- ✓ Flashlight
- ✓ Whistle
- ✓ Battery-powered radio
- ✓ Emergency contact information for families
- ✓ Poison Control Center contact information



06

GETTING AND WORKING WITH CLIENTS

MARKETING YOUR DAYCARE

Implement the following marketing tactics to create awareness around your daycare:

Have a story around
your daycare

Create your official
website

Promote activities on
social media

Host trial workshops for
parents

Partner with hospitals,
schools, offices &
community centers

Leverage existing
client testimonials

Introduce loyalty
rewards or referral
bonus

Collaborate with mom
influencers online

HOW TO FIND NEW CLIENTS?

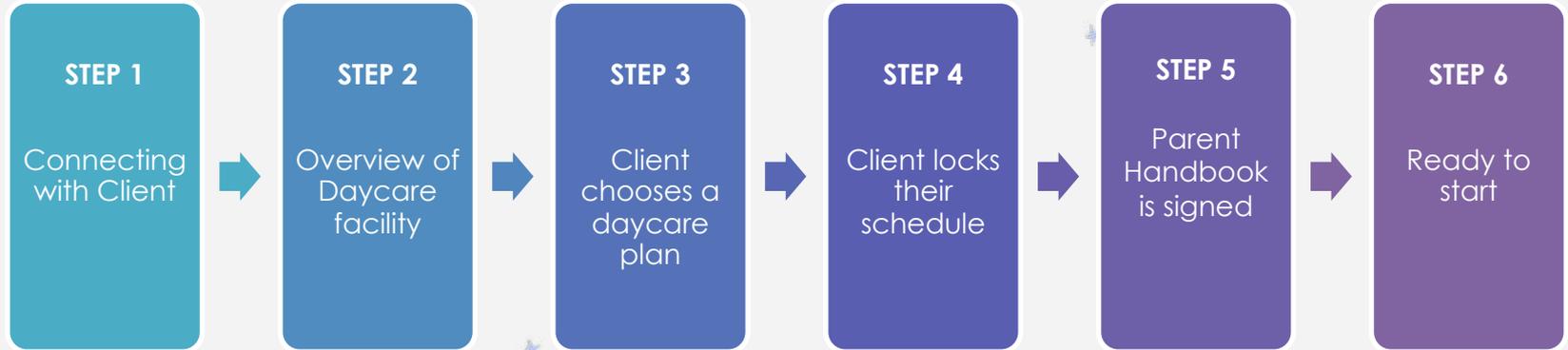
Here is how you can find new clients for your daycare:

- **Word of mouth** – Ask existing clients to refer your daycare to others
- **Know where to go** - Leave out pamphlets/daycare manual at hospitals, schools, offices, salons, gyms, baby clothing stores, community centers and other areas with a high footfall of your potential clients
- **Leverage the power of web** – Keep your daycare website and social media platforms up to date and do client-centric paid and organic marketing
- **Influencer endorsements** - Collaborate with influencer or celebrity moms via referral bonus or discount offers
- **Give them a test run** – Host free open-house and parent workshops to give your clients a sneak peek of your daycare's activities



CLIENT ENROLLMENT

This is how a typical daycare client enrollment process goes:



COMMUNICATING WITH PARENTS



- Always use warm and friendly tone of voice
- Empathetic behavior
- Make them trust your services



- If there are any concerns, bring them to the parent's attention immediately
- Avoid being defensive



- Hold regular meetings
- Have a Whatsapp group for updates on daycare
- Share daily/weekly progress reports

SETTING UP YOUR BILLING & INVOICES

Here's how you can streamline your daycare's billing and invoicing process to ensure better cash flow and records management:



SET TERMS & POLICIES

Establish clear billing and payment terms in your enrollment packet, including fee categories, payment methods, etc.



SET YOUR RATES

Charge enough to cover your operating expenses and provide an income



OPTIMIZE INVOICE TIMING

Set a standard invoicing billing cycle, weekly, bi-weekly, or monthly to ensure faster payments



DON'T FORGET TAX FORMS

Include the documentation for Form 2441 and W10 for filing and claiming taxes at the end-of-year bookkeeping

TIPS FOR MAKING YOUR DAYCARE'S INVOICE

Provide an itemized invoice, so parents understand what they are paying.

Include tuition fees, meals, special equipment, late pick up and late payment fees, and transportation fees.

The invoice should be personalized for each family and include a billing date and a due date.

Define in terms how fees are accrued for late pickup and late invoice payment (flat fee or percentage)

Send the invoices to everyone, including those who did not attend every day or left childcare in the middle of an invoice period.

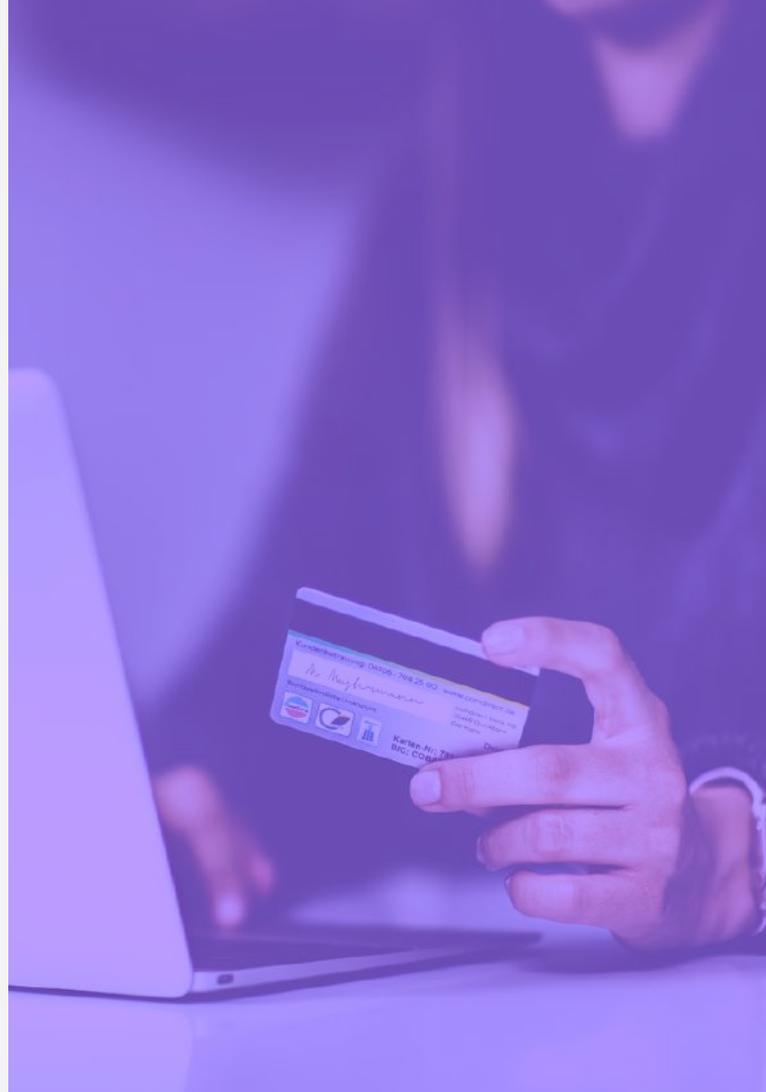
Set up an online billing system to easily create and send invoices to each client.

Establish transparency in billing and invoicing to build parent's trust and ensure steady cash flow.

PAYMENT PROCESSING

When setting your terms and policies, determine what forms of payment you wish to accept. Your options include checks, credit and debit cards, automatic bank drafts and cash.

- Register credit or debit cards for recurring payment to automatically transfer funds to your account each billing period.
- Provide other auto-pay options such as regular bank drafts through electronic funds transfer directly to your business account.
- Provide parents with a notice of their payment status and send payment receipts by email.
- Set up a regular process to collect subsidized payments from agencies.
- Try [automated payment processing softwares](#) to streamline your operations and cash flow.



SETTING FEES & PRICE STRUCTURE

- Your prices should reflect the value you place on your services, and you must find a pricing structure that neither undervalues your service, nor prices you out of the local market.
- ★ ▪ Do market research to find out what competitors are charging and what is the average market rate.
- Decide how to charge for your service - by the hour, week or month.
- Consider pricing for both full-time and part-time enrolled child.
- Consider discount offers or package deals for families with more than one child enrolled. ★
- ★ ▪ Consider additional fees like enrollment fee, late payment fee, late pick-up fee, meals fee etc.
- Consider different pricing structures for infants, toddlers, and pre-schoolers. ★



WHAT YOU WILL GET WITH THIS COURSE?

- Detailed Startup Guide
- Sample business plan
- Sample grant proposal and grant application for daycare Provider
- Daycare planner (includes contact sheet, income/expense report, menu template, birthday sheet, allergy sheet, weekly schedule sheet, weekly supply sheet, upcoming dates, weekly activities, yearly goals, schedule sheet, tuition report sheet)
- Editable handbook
- Editable contracts (full and part time contracts)
- Editable enrollment form/contract
- Editable permission to photograph form
- Editable Donation for daycare form
- Editable parent survey form
- Editable welcome to daycare form
- Editable late payment notice form
- Editable accident report form
- Editable termination form
- Editable getting to know your infant form
- Editable baby's daily report sheet
- Editable infant supply sheet
- Editable daily report sheet
- Editable weekly menu template
- Editable play observation sheet
- Editable preschool lesson plan weekly chart
- Editable daily schedule
- Editable behavior issue letter
- Editable personnel forms (time off for staff sheet, staff notice of schedule change, employee contract, job descriptions, staff survey, training record , phone call checklist, communication log, customer service quiz, staff emergency cards, "you have a tour" notice, measuring employee engagement form, employee counseling statement form, employee performance appraisal form)



THANK YOU