

Child Care Rate Reduction Family Outreach Toolkit

This toolkit is for child care providers and partners interested in promoting the child care rate reduction to families. This toolkit includes:

- An overview of the program, including messages you can use with families
- Sample social media to promote the rate reduction grants
- Sample letter providers can give families announcing the program

For more information about rate reduction or to apply for a grant, visit www.michigan.gov/childcare.

Rate Reduction Talking Points

Use these notes to tell providers and families about rate reduction.

What is child care rate reduction?

The Governor and Legislature have invested an additional \$125 million to reduce the cost of child care for families. All families are stretched and child care is among the largest expenses in a family's budget. The Governor and Legislature wanted to offer families some relief to help them keep their children in quality child care while parents work.

Who is eligible?

Licensed child care providers are eligible for funding through the Child Care Relief Fund grant. Applications are open from July 13 through August 13.

Families are eligible to receive a tuition credit from their licensed provider if they paid their provider in June.

How does it work?

1. Families pay tuition.
2. Providers apply for the Child Care Relief Fund. They report the total amount of tuition billed in June (June 1-June 30).
3. Providers receive a grant money for 30% of the total June tuition they collected from families.
4. Once providers receive grant money, they provide a credit to families on their next tuition bill for 30% of the tuition they paid in June.

When can I expect the credit?

Once the state pays the provider, families will receive a tuition credit. Providers will process credits for families after receiving funds from the state.

Where is this funding coming from?

This program is part of the state's COVID-19 response. Governor Whitmer and the Legislature know the importance of helping families pay for quality child care, and this rate reduction makes it a little easier.

Is this a one-time program?

No! The grant will continue through the summer. If a child is in care in June, July, and August, their family will be eligible for a credit at a participating provider.

Can families receive the credit for multiple children?

Yes. The credit is based on the total tuition charged. That includes all children enrolled.

Social Media

Use the messages below to tell families in your networks that the rate reduction credit is available. Please tailor the messages for your audiences. Remember: Providers apply for the grant, so the messages should encourage families to ask their provider to apply.

Message #1

Get rewarded for paying for child care!

Did you pay for child care in June? Ask your provider if they've applied for the Child Care Relief Fund now. You could earn \$30 for every \$100 in tuition paid.

Child care providers: Apply between July 13 and August 13 to receive funding to provide a 30% tuition credit for families in your care. Visit www.michigan.gov/childcare to learn more and apply today!

Message #2

Spend \$100, Get \$30

If your child was in licensed child care in June, you could be eligible for a \$30 credit, for every \$100 you spend on tuition. Remind your child care provider to apply for the Child Care Relief Fund!

Child care providers: Apply between July 13 and August 13 to receive funding to provide a 30% tuition credit for families in your care. Visit www.michigan.gov/childcare to learn more and apply today!

Sample Outreach to Families

If you have applied for the Child Care Relief Fund and will be offering rate reduction for families, use the sample letter below to let families know more about the credit.

Dear families,

I am so grateful for each of you, and your confidence in my program to care for your children. To thank you for your partnership, I have applied for grant funding from the state to reduce the cost of care for families like you.

Thanks to the Child Care Relief Fund, for every \$100 you spend on child care in June, you will receive a \$30 credit on a future bill.

Here's how it works:

- **Who's eligible?** Any family who paid tuition in June is eligible.
- **How does it work?** As your child care provider, I applied for grant funds from the state. Once I receive the grant funds, I will provide a tuition credit on your next bill. The credit will be equal to 30% of the tuition you paid in June.

- **When can I expect the credit?** In the next month. I am waiting for payment from the state and will pass on this savings to you as soon as I can.
- **Where is this funding coming from?** This program is part of the state’s COVID-19 response. Governor Whitmer and the Legislature know the importance of helping families pay for quality child care, and this rate reduction makes it a little easier.
- **Is this a one-time program?** No! The grant will continue through the summer. If your child is in care in June, July, and August, you’ll be eligible for the credit!
- **Can I receive the credit for multiple children?** Yes! The credit is based on the total tuition charged in June. That includes all of your children enrolled in my program.

I am here to answer any questions you have. Thank you again for being part of our community!

<<Your name>>