Imagine a child care center...

Open 10 hours/day
40 children
1 director
3 lead teachers
6 assistant teachers

...where parents pay an average of $10,000 each

Total budget: $400,000
Rent, Utilities, & Maintenance $48,000
Materials & Administration $92,000
Personnel $260,000


How do we fix the system?

We need to invest in early education as a public good

Parent fees can't support living wages and benefits

Child care is the largest household expense for many families

The average early educator earns $12.12/hour

About 96% of early educators rely on public assistance

Early educators struggle to make ends meet

Benefits like health care and sick days are rare

Many worry about affording food for their own families

Teacher turnover is rampant in all 50 states
It's hard for children to learn and grow when they lose their teachers

Early educators require a system that supports their livelihood
Children and families require a qualified and stable workforce

Take a stand for public investment
Ask policymakers to fund a system that works for children, parents, and teachers

Inspired by the video “Why Do Parents Spend So Much on Child Care, Yet Early Childhood Educators Earn So Little?”
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