Imagine a child care center…

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

How do we fix the system?

Why do parents pay so much for child care when early educators earn so little?

Parents can’t afford to pay, but teachers can’t afford to stay. The average cost of child care rivals college tuition, while early educators are among the lowest-paid workers in the country.

How is this possible? The system is broken!

Imagine a child care center…

Open 10 hours/day

40 children

1 director

3 lead teachers

6 assistant teachers

Total budget: $400,000

Rent, Utilities, & Maintenance $48,000

Materials & Administration $92,000

Personnel $260,000

65%

23%

12%

Must stretch to meet 10 salaries!

How do we fix the system?

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?” © 2018 Child Care Aware of America, Center for the Study of Child Care Employment