



**GENERAL INFORMATION FOR GRANT 2014-2015:**

Organization Name:	<b>FRANCIS INSTITUTE FOR CHILD AND YOUTH DEVELOPMENT</b>
Program/Project Name:	<b>DEVELOPING YOUR FAMILY CHILD CARE BUSINESS™</b>
Report Completed By:	<b>REBECCA CURTIS, DIRECTOR</b>
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**GRANT INFORMATION**

Indicate Funding Source:	<b>Stanley H. Durwood Foundation</b>
Total Grant Amount:	\$47,500

**Outcomes:**

- Deliver two *Developing Your Family Child Care Business™* Courses for Spanish speaking providers in collaboration with Kansas City Area Parents as Teachers Consortium, El Centro, Guadalupe, Mattie Rhodes, Hispanic Economic Development Corporation, and Kansas City Public Schools Office of Early Learning (Latino Communities in Missouri and Kansas).
- Provide technical assistance to assist the providers in furthering their business skills (i.e. marketing, financial statements, licensing, zoning etc. on the Missouri side and/or any provider in Kansas that is not served by Parents as Teachers).
- Produce evidence based measures of program impact of *Developing Your Family Child Care Business™*.

**What evidence will be provided to support your outcomes?**

- We always conduct evaluations after the course and then our Professional Development Specialists will follow up with past participants to see if they have completed their goals. We will track those goals via the phone and our on-site visits. If they are Kansas sites, then we will follow up with Isabel to determine if any of those sites need additional assistance with their business plan and/or anything else related to their course. On the Missouri side, we are gathering our own data. (See attached excel sheet).
- For the collaboration evidence will include focus groups with the participants for the past two years in *Developing Your Family Child Care Business™* graduating class; train a new trainer from the Consortium in Developing your Family Child Care Business; recruit providers tracking the recruitment process; track the demographics of the person attending class, graduating, licensing and opening their child care business; conduct focus groups with the graduating class to determine follow-up onsite services.

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**Successes:**

**Expanded Market Opportunities in Kansas:**

- This is the second time we have offered *Developing Your Family Child Care Business*™ in Spanish on the Kansas side. Even though we had more people who graduated last year, this partnership blossomed in the past year! We joined forces with Kansas City Area Parents as Teachers Consortium again this year and participated in the Olathe Business Latino Expo to assist us in recruiting additional participants for this program. We are contracting with Isabel, from the Kansas City Area Parents as Teachers Consortium to assist us in teaching this course to help familiarize her more with the materials, so that she can “coach” her Kansas clients even better on how to open and maintain your business.
- In doing so, we also learned about other avenues that will be assisting us in recruitment in the future. For example, Wells Fargo and Commerce Bank in Olathe stated that many providers come to them for a loan, but do not have a business plan which they complete during this course. They did not realize they could refer people to our training, so now we have agreements with them to hand out flyers, plus we set up a booth at their festival last fall. In addition, the Oak Park Library on 9500 Bluejacket Street has asked us to do workshops at their site as they have a program committed to growing business. They will assist us in advertising our next course on their website under the Business and Personal Finance Class and Event’s section and have offered us space for our course if we don’t do it in Olathe. In addition, they will allow us to put flyers at their library. They serve the Latino community and are seeking other avenues such as our program, to assist the community. We will continue to have a booth at their festivals and are staying in close contact with them.

**Expanded Market Opportunities in Missouri:**

- The Francis Institute is collaborating with Carlos Salazar from United Way, who also serves on the Hispanic Development Economic Corporation in Kansas City, to assist us in recruiting participants for our Missouri class. The Missouri class is running a little later than normal because we decided to house it at 711 Woodland at the Kansas City Public Schools and it was not completed until December/January. Jerry Kitzi, the Director of the Office of Early Learning at the Kansas City Public Schools, has allowed us to put flyers up at his site at 711 Woodland. Flyers are also being distributed at housing complexes around 711 Woodland, the North East at Mattie Rhodes, and Guadalupe to recruit people for our Missouri class. Guadalupe is putting the advertisement in their newspaper and on Facebook as well.

**Example of a Participant's Testimony:**

Meet J, an enthusiastic and eager up and coming entrepreneur. Ms. J came to the Olathe Latino Business Expo to explore opportunities for her to start her own business. This event was instrumental in her discovering the Spanish course, *Developing Your Family Child Care Business*<sup>™</sup> provided by the Francis Institute for Child & Youth Development. J came to the orientation and enrolled in this thirteen week course taught on Tuesdays and Saturdays. Her eagerness and dedication to learning about business was eagerly displayed by the quality of her Parent Handbook and Business Plan. J graduated from the program in the fall of 2013 and has since been involved in networking with other community organizations such as the Hispanic Economic Development Corporation. J's experience with a business curriculum has motivated and given her confidence to use additional resources for improving her plans. Her goal is to open her business in the future and provide children a quality early learning experience.

**Challenges in working with Multi-Cultural Populations:**

- Our experience offering the *Developing Your Family Child Care Business*<sup>™</sup> during the past two years, has led to additional marketing need. Working with the Latino community, some our clients did not realize they were not in compliance with Kansas State regulations. For example, many participants were taking care of too many children in an unlicensed facility. Explaining licensing rules in English is difficult enough; however, translating licensing regulations into Spanish is even more complex. This was recognized by both partners, and as a result, training in licensing regulations is being offered in both English and Spanish.
- Teaching fiscal financial responsibility in owning your own business presents additional challenges. The Francis Institute will continue to provide on-site coaching to assist the providers outside of class time to ensure their business is viable.

**Future of *Developing Your Family Child Care Business*<sup>™</sup>:**

- We will conduct focus groups of our past two courses to ensure we, Parents as Teachers, and the Francis Institute, are meeting their needs with the training and the follow up.
- Set up booths and flyers at the libraries, schools, banks, and other organizations that reach the Latino Community in Missouri and Kansas.
- Work on recruitment all year long on both sides of the state line.
- As the Francis Institute identifies additional ethnic groups that require culturally relevant training in *Developing Your Family Child Care Business*<sup>™</sup>, we will use the model created by working with the Latino community. Since we do not currently gather child outcomes directly, we will collaborate with Parents as Teachers in Missouri and Kansas.

- The Francis Institute will incorporate child-related outcomes into the current and future training modules to measure impact of the training programs on child developmental outcomes. As outlined in the chart below:

**Developing Your Family Child Care Business Classes**  
**Child – Related Outcomes and Measures**

Child Outcome Related Data	Current	Planned	Future
<p>Providers are better able to support school readiness of children.</p> <p>Providers focus on cognitive stimulating environments for children.</p> <p>Providers and parents utilize community-based child well-being resources and services.</p> <p>Providers and parents participate in The Child and Adult Care Food Program (CACFP).</p> <p>Parents are able to access high quality Early Childhood Education Centers.</p>	<b>Track Economic Status Indicators</b>	<b>Track Education Attainment</b>	<b>Evaluate School Readiness Knowledge and Structure</b>
	<b>Track Training Participation and Completion Rates; Business Development</b>	<b>Monitor Business Compliance with State Requirements and Regulations</b>	<b>Evaluate Cognitive Development Environment and Activities</b>
		<b>Track Designated Resources and Services Utilization by Providers and Parents</b>	<b>Track Progress of Physical and Mental Child Development Milestones</b>
		<b>Track Provider and Family Participation in CACFP</b>	<b>Track Progress of Physical and Mental Child Development Milestones</b>
		<b>Track Enrollment and Retention Rates</b>	<b>Conduct Independent and Parent Assessments of Early Childhood Education Centers</b>





**Bi-State Developing Your Family Child Care Business (DYFCCB) in Spanish and  
On-Going Support for Opening Their Business and Obtaining Licensure**

**PROPOSED BUDGET FOR 2014-2015**

Category	Budget
DYFCCB Class (2 courses, one in Kansas and one in Missouri) (\$10,000 x 2 – Instructor’s Time for Francis Institute) each class	\$20,000
Business Coaching (Follow up with each participant) including quarterly meetings: (150 hours x \$75)	\$11,250
Evaluation (up to 4 focus groups and analysis of data – see chart above)	\$7,250
Mileage (to and from classes, quarterly meetings, and on-site coaching) – both agencies	\$3,000
Supplies, printing, books for participants (\$3,000 per each class)	\$6,000
<b>Total</b>	<b>\$47, 500</b>

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