Advocacy Tips
Sharing your Story to Advocate for Early Childhood Needs

Jennifer Washburn
I am the owner of a small business in Benton, KY, that serves the early care and preschool needs of our community. I have a bachelor's degree from Murray State University, master's degree in counseling from the University of Louisville, completing a PhD in Developmental Psychology from Capella University and a Certificate in Early Education Leadership from Harvard. I have owned and operated my small business for 22 years.
Where does your story begin?
Sharing your testimony
Continued…

• Using “The Human Story” with emotion and passion is deemed most effective.

• Use media relations – conflict and stories, ask yourself what your angle is.

• Be honest, credible and consistent!
It is all about RELATIONSHIPS...

- Building relationships.
- Cultivating champions.
- Being bi-partisan while being true to yourself.
- Becoming a trusted source of information.
- Building relationships with key players who have influence.
- Who are the key legislative staff and committee chairs around your issue?
At iKids, we take the health and safety of our friends very seriously. We have updated scrubbing schedules and have NEW POLICIES/PROCEDURES in place.

Health Checks
- All temps are taken BEFORE ENTRY.
- Any child with a temp over 100 will be sent home.
- Children must be fever free for 48 hours before returning.
- Sick children must be picked up within 30 minutes of parent notification.

Our Lobby is CLOSED
Your car is your waiting space.

www.ikids-care.com

Our team is here for you.

New Hours
7am - 5pm

Visitors are LIMITED. All adults in the building will be given a temperature check and will be required to wear a mask.

We are ESSENTIAL

#SaveChildCare

ARGH!

The Cost of Quality

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<th>NV Ratio</th>
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LOSSES WITH REOPENING

We will reopen Monday June 15th.

We have already trimmed at iKids to below 100% and are now about 85% of capacity daily.

With the newly announced price reductions, we are down to 85%.

We are now at 84.8% reduction in revenue.

We are still meeting our needs and closed services to cover the budget shortfall.

Theust ratios of staff and the number of staff have increased by 25%.

If we maintain the current staff reduction to cover the budget shortfall, iKids will incur a loss of $23,389.74.

LOSSES AS an LDC

iKids is operating as a Limited Duration Center following the NACFC accreditation guidelines.

Please see the community’s health department and emergency management for details.

April Income: $4,502.00
April Expenses: $4,352.00
April Net Profit Loss: $150.00

Chances to continue as an LDC, iKids lost more than $23,389.74 in April. The board of a CDC must determine whether to continue. The board will meet next week on June 12, 2020. The closed for 42 weeks a year 2019.

Lock to add notes