



**ADVOCACY  
IS  
ACTION**

**2025**





## National Association for Family Child Care (NAFCC)

August – September 2025

### INTRODUCTION

Advocacy is Action is NAFCC's annual campaign mobilizing family child care (FCC) educators, allies, and advocates during the congressional recess. Beginning August 11, 2025, FCC educators across the country rose in unified action to safeguard the future of family child care.

This year's campaign came at a decisive moment. Despite being the backbone of early care in rural, multilingual, and underserved communities, FCC continues to be squeezed out of the system. Since 2012, nearly 100,000 programs have been lost, with more closures looming.

The stakes could not be higher. Our message was clear: this is about survival and justice. Without bold federal action, families will lose access to the most flexible, community-based, and culturally rooted early education system in America.

## Campaign Reach

This year, 18 FCC educators across 12 states were engaged to lead advocacy efforts—an increase from the previous year’s 10 engaged educators. Together, they held 15 policymaker visits and organized a walk for family child care, combining in-person and virtual engagement.

Compared to 2024’s eight visits, this year’s momentum showed real growth in reach and visibility.



*Maria Amado, NAFCC State Representative for Connecticut, met with Mike Fallon, Outreach Director, and Erin McBride, Outreach Assistant, from Senator Chris Murphy’s district office to bring forward the pressing issues impacting family child care. She was joined by NAFCC Director of Membership, Francina Wisnewski, and brought together a group of educators who shared their experiences and offered clear insight into the policy changes needed to sustain and strengthen home-based care in Connecticut.*

## Policymaker Engagements

### FIFTEEN MEETINGS AND ONE WALK FOR FAMILY CHILD CARE.



- Rep. Mark Pocan (WI) – Chandler Denhart, Field Director
- State Rep. Francesca Hong (WI)
- Rep. Alma Adams (NC) – Caroline Drury, Senior Policy Advisor
- Rep. Derrick Van Orden (WI) – Brian J. Westrate, Field Director
- Rep. Frederica Wilson (FL) – Lisa Hogan, General Counsel / Legislative Counsel
- Rep. John Rose (TN) – Ray Render, District Director
- Sen. Patty Murray (WA) – Juan Beltran-Gonzalez, District Director
- Rep. Sydney Kamlager-Dove (CA) – Naomi Riley, Outreach Director
- Rep. Jamie Raskin (MD) – Kathleen Connor, District Chief
- Sen. Adam Schiff (CA) – Jamie Thompson, Legislative Assistant
- Sen. Ed Markey (MA) – Lisa McClure, Congressional Aide
- WI Lieutenant Governor Sara Rodriguez
- Sen. Chris Murphy (CT) – Erin McBride and Mike Fallon
- Sen. Mark Warner (VA) – Cole Kawugule, Outreach Representative
- Congresswoman April McClain Delaney (MD) - Sanjay George  
Constituent Services Representative
- Rep. Sheila Cherfilus-McCormick (D-FL): In-person district visit scheduled for Aug. 25 was canceled by the legislative office.
- Legislative offices in Ohio and Texas were unresponsive.

*Corrine Hendrickson, featured in the We Are Family Child Care documentary, hosted Lt. Governor Sara Rodriguez at her family child care home. This visit gave the Lieutenant Governor a first-hand look at the vital role FCC educators play in their communities, the challenges they face in sustaining their programs, and the critical need for state policies that recognize and support their work. By opening her doors, Corrine ensured that state leadership connected directly with the realities of daily operations and the long-term impact of family child care on children, families, and the workforce.*

## Personal stories made the difference.

- Juan Beltran-Gonzalez shared how, as a child of agricultural workers, he often sat in apple carts due to a lack of child care.
- Jamie Thompson noted his mother is also a family child care educator, deepening his commitment to FCC's role.

These personal connections reinforced the FCC as essential and a lived experience.

## What We're Fighting For in 2025

- This year's advocacy focus was clear: bold federal action that centers and protects family child care.
- FCC educators and allies called on Congress to:
- Fully fund the Child Care and Development Block Grant (CCDBG) at more than \$13 billion in FY2026, ensuring a fair share goes to FCC educators.
- Preserve and expand Head Start and Early Head Start investments, with a directive to better engage FCC educators.
- Include FCC voices in all federal child care decisions, from data collection to program design.

FCC educators are early childhood educators, small business owners, and cultural anchors in their communities. Federal policy must reflect their value—and ensure their survival.



*District Director Ray Render, from the office of Congressman John Rose, visited the family child care home of Lenise Parker, NAFCC State Representative for Tennessee. During the visit, he engaged with children and saw firsthand the essential role family child care plays in supporting working families and strengthening communities.*



*In Maryland, Tiffany Jones – NAFCC State Representative, former Policy Fellow, and Leaders Shaping Leaders alum – welcomed representatives from Congressman Jamie Raskin’s office into her family child care home. The visit provided an opportunity to share how family child care serves as a cornerstone of her community, meeting the needs of children and families while strengthening the local economy.*

## Why Now

August recess provides rare access: Members of Congress return home, opening doors for educators to showcase the reality of FCC.

This year, educators used that window to:

- Host policymakers in their homes
- Share firsthand what’s at stake for families
- Mobilize communities through both direct visits and public action

With nearly 100,000 closures since 2012, delay is not an option. Stabilizing and expanding FCC is a matter of national equity and survival.

## Campaign Impact

- 15 meetings across 10 states.
- Meetings held at FCC homes, virtually and in D.C. offices—bringing visibility to the challenges of running programs
- Multiple personal connections with staff who themselves grew up in FCC
- Amplified visibility through social media, extending reach beyond direct meetings

What began as individual visits became a visible, collective movement.



## What's Next

- Deepen relationships through follow-up with all engaged offices
- Spotlight educators who shared their stories and hosted visits
- Maintain pressure through the NAFCC Action Center, Action Alerts, and year-round campaigns

## Conclusion

This year's Advocacy is Action campaign showed the unmatched power of FCC educators united in purpose. By standing together in homes, in offices, and virtually, they made it clear that family child care is not optional.

FCC is the foundation of care for millions of families. To exclude it from federal solutions is to endanger children, families, and communities nationwide.

*In Wisconsin, Michelle Endvick, NAFCC State Representative, met with Rep. Derrick Van Orden's office during an in-person visit with Field Director Brian J. Westrate. The discussion focused on the daily realities of family child care and the importance of federal investments to sustain educators who provide essential care for children and families across the state.*

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## NAFCC

National Association for Family Child Care



# WE ARE FAMILY CHILD CARE

