

# Key Messages for Family Child Care Advocacy

## Talking Points and Data for Speaking with Lawmakers Source: NAFCC 2024–2025 Annual Survey

Family child care (FCC) is a cornerstone of our nation’s early learning system—but without urgent investment and policy support, we risk losing the very people holding this system together.

### 1. FCC Educators Are Highly Skilled—but Undervalued

- 65% of educators have an Associate’s Degree or higher
- 44% hold a Bachelor’s degree or higher
- 85% have worked in early childhood for over 10 years

“This is a deeply experienced and educated workforce. Yet 50% of educators earn less than \$15/hour, and 30% report earning as little as \$7–\$10/hour.”

### FCC Is Facing a Financial Crisis

- 55% experienced a loss in revenue after ARPA funds expired
- 73% cannot afford retirement or health insurance
- 1 in 3 can’t cover rent, utilities, or supplies using FCC income
- 82% work more than 50 hours per week
- 23% don’t even know what they earn hourly

“These educators are running businesses, educating children, and keeping families working—yet many are earning below minimum wage.”

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### FCC Programs Are Declining, Especially Among New Educators

- New FCCs (0–3 years) are more financially vulnerable:
  - 81% say income doesn't cover basic needs
  - 42% can't cover rent/utilities
  - 70% can't afford retirement or insurance
  - 58% don't access subsidies or CACFP

"If we don't support new FCCs now, we won't have a next generation of providers tomorrow."

### Top Policy Priorities (Across 600+ Respondents)

- 58%: Retirement
- 51%: Paid Time Off
- 40%: Health Insurance Access
- 39%: Insufficient Compensation
- 31%: Access to Subsidy
- 26%: Student Loan Forgiveness

"These are the basics. Family child care educators want to retire, care for themselves, and support their families—just like everyone else."

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### FCC is Powered by Women of Color and Spanish-Speaking Educators

- 44.6% identify as women of color
- Nearly 25% speak Spanish as their primary language
- 66% of the FCC workforce is over age 50

“This is a multigenerational, culturally diverse workforce. They need policy that reflects their value and lifts their communities.”

### What Lawmakers Can Do

- ✓ Expand funding for subsidies, CACFP, and retirement/health benefits
- ✓ Support paid time off and mental health access for FCC educators
- ✓ Address licensing, accreditation, and housing barriers
- ✓ Incentivize new educators through startup grants and pipeline investments
- ✓ Fund statewide networks that support FCC professional growth

### Sample Talking Point for Lawmakers:

“We’re asking you to recognize family child care as a vital part of the early care system. These educators are the workforce behind the workforce. Without action, we risk losing an essential piece of our child care infrastructure.”