

# Building a Strong Economy with North Carolina Businesses



Maybe it's the dinner rush at your restaurant – and you simply don't have enough waitstaff to serve your customers. Perhaps your top manager is forced to skip an important meeting. Or your construction firm missed a deadline because you didn't have enough crew. Sound familiar?

When parents don't have child care or family support resources, they are often forced to miss work – or are less productive while working. This impacts YOUR business negatively – and it happens more often than it should.



When working parents and caregivers can't access high-quality child care and family supports, businesses like yours lose about \$507 million in business revenue annually.



In 2022, in just one month, more than 237,000 North Carolina parents were forced to stay at home because of child care challenges.

**It doesn't have to be this way. You have the power to help our leaders make smart, critical investments in children, families, and businesses.**



**Talk with policymakers *now* about building a strong economy for *today and for decades to come*.**

As a business leader, you are a critical advisor to North Carolina's policymakers.

Ask your local policymaker to invest in our shared priorities:

1. Improve **access to quality child care and early childhood education** so parents can get back to work and succeed as employees.
2. Build a strong future workforce by **ensuring families have the right tools to support their children's healthy development**, from early literacy skills to physical health.





## Advocate for Smart Start and other early childhood investments to build a North Carolina *where your business can grow and succeed.*

When policymakers invest in early care and education:

- ▶ Employee absenteeism plummets.
- ▶ Your employees are more focused and motivated, leading to higher quality products, better customer service and increased productivity.
- ▶ Recruitment and retention both improve – helping you hire the right talent and keep your dream team, too.
- ▶ You have a long-term, talented pipeline of well-educated leaders who can join your business.



## Get Involved



Talk with your local policymakers about why investing in Smart Start's infrastructure for child care, early learning, and family support now is critical for your business's success...*today, tomorrow, and beyond.*



Reach out to your local Smart Start Partnership for Children and share your business's specific child care needs.  
Connect here: [www.smartstart.org](http://www.smartstart.org).

