

Smart Start: Where Business and Early Learning Grow Together.



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.



26% of parents with children five and under said they left the workforce because they couldn't find affordable child care.

60% of parents with children five and under said they had to miss work because of a problem with child care.



When working parents and caregivers are absent from work due to not being able to access high-quality child care, it is estimated that the direct employer cost is **\$1.61 billion.**

When you factor in other effects like the turnover cost to businesses, NC business like yours lose an additional \$2.68 billion.

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, lending 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-education leaders who can join your business.



Get Involved



Talk with your local policymakers about why investing in SmartStart'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.

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smart start®
Each Child. Every Community.