



WHY CHILD CARE MATTERS TO IOWA BUSINESSES

The structure of the American family is changing and businesses looking to sustain a reliable workforce need to keep up. In many Iowa communities where child care is either unaffordable, inaccessible or nonexistent, working parents miss work, drop shifts, are less engaged on the job, switch employers, or leave the workforce altogether.

Child care-related work benefits can be a valuable tool for businesses looking to develop, grow, and hold onto their workforce. Research shows that increasing access to quality, affordable child care options isn't just a great perk for employees—it's good for your bottom line and can play a critical role in your workforce retention strategy.

Why should your business make child care benefits available to employees?

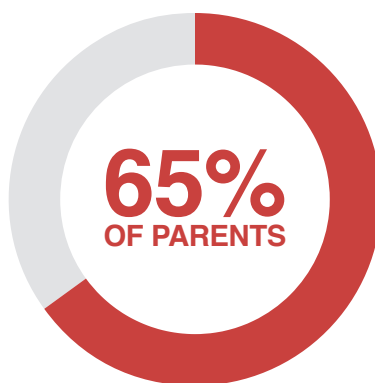
Consider Your Bottom-Line



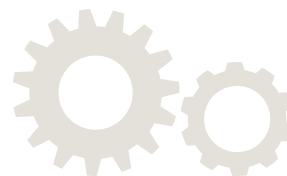
**\$4.4 BILLION
LOST ANNUALLY**

by U.S. businesses due to
employee absenteeism as the
result of child care breakdowns

Increase Productivity



are late to work or
leave early because
of child care issues



Due to a lack of viable child care policies at work, over a six-month period, working parents:



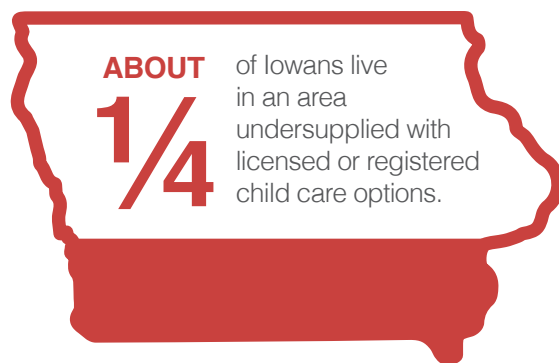
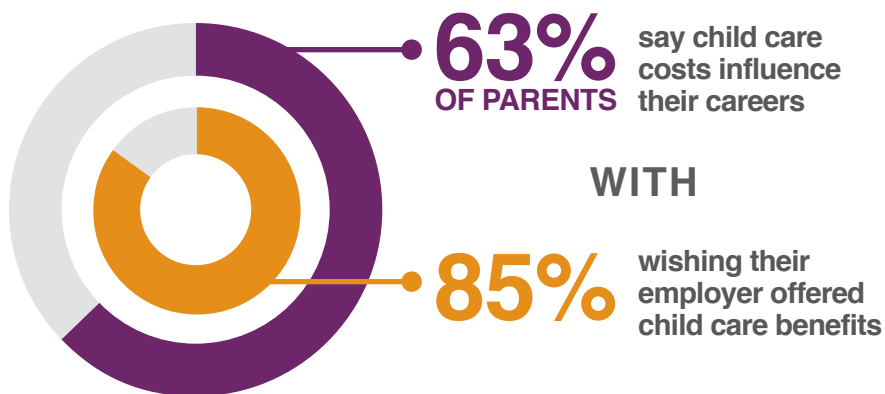
**Miss an average of
4.3 days of work**



**Are late to work or
leave early an
average of 7.5 times**

Sources available from the Iowa Women's Foundation.

Attract Job Applicants



Increase Employee Retention

In the state of Iowa, because of child care issues:

17,916 PARENTS QUIT A JOB

did not take a job, or greatly changed their job in (2016)

12,778 WOMEN

reported they could not accept full-time work (2017)



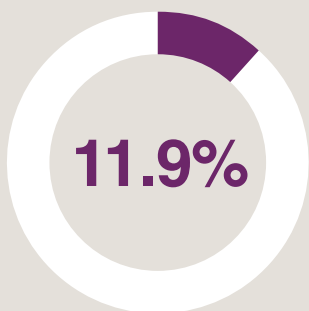
Make Your Community Stronger

Investments in high-quality early learning programs mean significant public savings due to a strong return on investment:

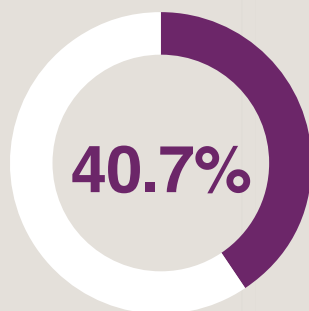


13% ROI

How much of a family's income is spent on infant/toddler child care for a single child in Iowa?



A family earning the median household income



A family earning the single-parent median household income

