



IOWA WOMEN'S  
FOUNDATION

## Research shows that increasing access to quality, affordable child care for employees is good for business and the bottom line.

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“There is a child care crisis happening in the US, and it’s directly affecting employees across every sector. Now is the time for employers and government officials to step up and implement creative solutions to ensure the long-term sustainability of our workforce.”

– MEGAN SCHULTE, VP OF HUMAN RESOURCES, FRONTIER CO-OP

### PARTNERSHIPS FOR PROBLEM-SOLVING

In partnership with the Iowa Economic Development Authority (IEDA), IWF hired a full-time Employer Engagement Director to help businesses explore and invest in child care solutions. This position was filled by Sheri Penney, who is dedicated to providing technical assistance to Iowa businesses that are interested in child care solutions for their employees.

*Iowa employers lose an estimated \$781 million per year due to absences and turnover relating to child care issues.*

### BUSINESS INVESTMENT IN CHILD CARE

One solution is to increase employer investment in child care for employees. Sheri uses the Business and Child Care toolkit, developed by the Iowa Business and Child Care Coalition, to educate business and community leaders on the economic impact of child care. Working closely and regularly with regional Child Care Resources and Referral representatives and other partners, Sheri helps connect businesses with reputable resources and multi-touch consultative services.

### THE EMPLOYER ENGAGEMENT DIRECTOR...

- ✓ Delivers presentations to business leaders and community stakeholders
- ✓ Connects interested businesses to child care experts and businesses who have already made an investment in child care within their community
- ✓ Offers resources for data collection, identifying needs, meeting needs, and support in sustaining a long-term plan
- ✓ Provides 1:1 tech support



For more information, please contact our Employer Engagement Director directly:

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## ABOUT IWF

The Iowa Women's Foundation (IWF) began in 1994 when 27 women came together in Iowa City to discuss the needs of Iowa's women and girls. Determined to create fair opportunities for Iowa's women and girls, the founders began laying the strong foundation that IWF sits on today.

As the only state-wide organization working to enhance and improve economic self-sufficiency for women and girls in Iowa, IWF uses a diversified mix of action and funding—including research, grantmaking, advocacy, education, and collaboration—to identify, support, and advocate for community solutions that alleviate barriers to economic success.

After a year of research and community conversations, IWF identified six main barriers:



Of those six, the lack of adequate child care was found to be most critical, as it directly impacts the workforce, economy, and greater community.