



CHILDCARE

TENNESSEE



**Serving those who serve the
children of Tennessee**

*Support and Enhancement Grant Year I Report
2019- 2020*

ChildcareTennessee

In a first-time partnership with the Tennessee Department of Human Services (TDHS), ChildcareTennessee awarded nearly \$5 million in Support and Enhancement Grants.

Any TDHS-licensed child care agency could apply for up to \$4,000 to enhance their equipment, program materials, including supplies, and consultants and coaches.

Economically distressed counties could apply for up to \$5,000.

Through the partnership, Tennessee's child care providers gained free access to over 2,000 resources on ChildcareTennessee.com, an administrative website for Early Childhood Education professionals.

Shared Services developed partnerships with Tennessee vendors to save child care agencies money when purchasing products and services to run their program.

Keep reading to learn more about ChildcareTennessee's work serving those that serve the children of Tennessee.

Reporting range ends Sept. 30, 2020

WHO WE'VE SERVED

154,485 children in **2,193** agencies

233 Family Homes

296 Group Homes

1,664 Child Care Centers

BY COUNTY

98.9% Counties Completely

Enrolled on ChildcareTennessee.com

95.8% of Counties with Agencies

That Have Received Enhancement Grants



Childcare
Tennessee.com

Number of Agencies

Enrolled: **2,193**

Pageviews: **169,039**

Pages per session: **4.20**

Average Time On Page: **07:18**



Enhancement
Grants

Grants Received: **1,289**

164 Family Homes

221 Group Homes

904 Child Care Centers

Dollars Awarded: **\$4,934,986**



Regional Coordinators, (from left to right) Julia Clark, Daphne Billingsley and Mandy Hart, pose in front of ChildcareTennessee's county completion map.

Below, the map shows the total number of counties with every child care agency registered on ChildcareTennessee.com.



Our dedicated regional coordinators criss-crossed the state holding meetings, calling on individual agencies and assisting with grant applications. Through their outreach, ChildcareTennessee registered **98.9%** of child care agencies on ChildcareTennessee.com in all **95** counties.

"A director in Bedford County contacted me because she wanted to apply for the Support and Enhancement Grant, but did not have a computer or internet connection. I told her that I would happily enter her grant information on my end to ensure she was still able to receive grant funds for her program. She was thrilled that although she did not have internet capability and a computer, she was still able to get funds for program enhancement." - **Mandy Hart, Middle & Southeast Regional Coordinator**



Shared Services

49% Average Savings

23 National Partners

26 Local Partners

Print Pieces:

- Press Releases

• **Mailings:** Letters & Postcard

- Trifold Brochure

- Folder with 1-Pagers

Email:

- **78%** Growth Rate

- **42%** Open Rate

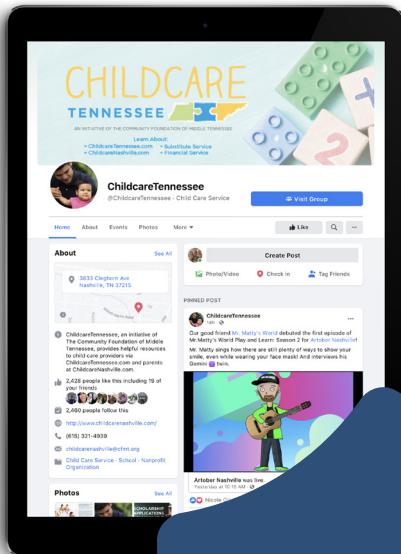
- **20,186** Total Clicks

Facebook:

- **285** Members

- **204** Posts

- **66** average post views



Marketing Outreach

SHARED SERVICES AT A GLANCE

Shared Services centralizes products and services child care agencies use in their day-to-day operations. By doing so, programs get better deals and deeper discounts on what they use to operate their businesses and care for children.

ChildcareTennessee's dedicated Shared Services Coordinator, Pat Lawson, grew local vendors available to child care agencies to **26** individual partners.

Examples of potential savings include:

- **20%** on child products and school supplies
- **10% - 30%** on food and food service supplies
- **25% - 30%** on payroll processing and other human resource services
- **Up to 45%** on office supplies

SHARED SERVICES CATEGORIES



FINANCIAL
SERVICES



FACILITY CLEANING



FOOD DELIVERY &
SUPPLIES



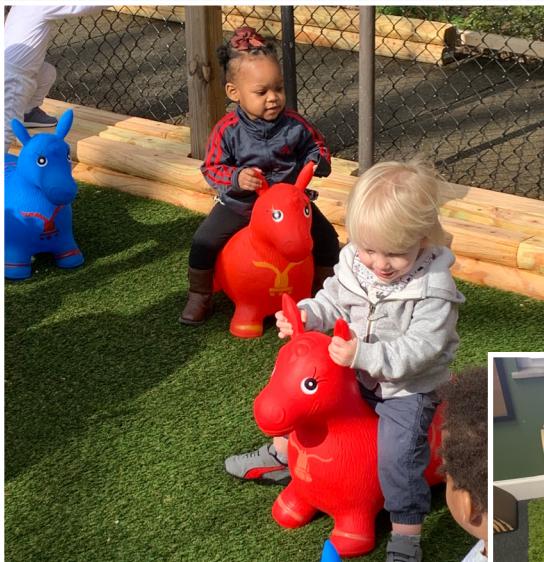
CONSULTING/
ADMINISTRATIVE



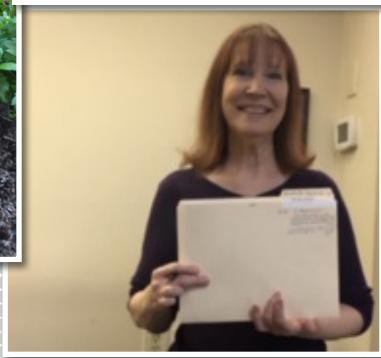
SCHOOL SUPPLIES



MENTAL/PHYSICAL
HEALTH



CHILDCARE TENNESSEE SNAPSHOTS





This project is funded through a grant with the Tennessee Department of Human Services and The Community Foundation of Middle Tennessee.