



UNITED 4 CHILD CARE

A collaborative solution to the child care crisis.

THE CHALLENGE

Lack of affordable child care continues to be one of Southern Maine's greatest workforce challenges. A recent United Way survey revealed that it is the **primary obstacle to employment for 84% of households** where at least one adult is not working.

High-quality, accessible child care allows parents to pursue careers and education and provides children with crucial cognitive and social development. In short, child care is the foundation for a thriving economy and community.

THE SOLUTION

United Way of Southern Maine is bringing the community together to address this crisis by launching a new non-profit, United 4 Child Care (U4CC). U4CC collaborates with local businesses and community partners to provide affordable, accessible child care to Southern Maine employees, particularly those that are ALICE (Asset Limited, Income Constrained, Employed).

THE FIVE-YEAR VISION

- 4-7 sites with initial locations in Biddeford, South Portland, and Freeport.
- Goal of adding 400 new child care slots in Southern Maine.
- 50% of slots reserved for families enrolled in the child care affordability program, most of whom are ALICE households.
- Select locations with 24-hour availability for working caregivers with non-traditional hours.

THE OPPORTUNITY

Sponsors have the opportunity to address a significant workforce challenge and position themselves as a community leader investing in families, youth, and our community's future. Sponsors may also have the opportunity to reserve child care slots for their employees.

LEVELS

BENEFITS

INVESTING SPONSOR \$100,000

2 AVAILABLE

- Press release dedicated to celebrating your sponsorship.
- Investing level contribution recognized on onsite signage.
- Recognition in digital communications and printed materials.

SPONSOR AN EDUCATOR \$50,000 PER YEAR

4 AVAILABLE

- Opportunity to name position (if intention is to sustain gift for 3+ years).
- Educator Sponsorship recognized on onsite signage.
- Educator Meet & Greet and regular U4CC site updates.
- Recognition in digital communications and printed materials.

COMMUNITY SPONSOR \$10,000

10 AVAILABLE

- Recognition in digital communications and printed materials.
- Community level contribution recognized on onsite signage.

PARTNER SPONSOR \$6,000

- Support for child care slots.
- Recognition in digital communications and printed materials.

WANT TO
LEARN MORE?

We would love to customize a sponsorship that works for you.
Please contact Cam Peden at cpeden@uwsme.org.

