



THE PERKS OF HAVING A BUSINESS WITH

FREE/LOW-COST CHILDCARE

Free/low-cost childcare allows parents and caretakers to enjoy the perks Ithaca businesses have to offer. By providing services to families of young children, businesses will be welcoming a demographic that may not have had the opportunity to reap the benefits of Ithaca's rich social and cultural life.



SERVE THE COMMUNITY

1 in 6 families in Tompkins County with children under the age of 5 have an income below the poverty level. Providing childcare assistance at a reduced price can relieve the financial burden many families experience.



ENGAGE IN A MUTUAL EXCHANGE

Collaborating with local colleges and universities to support low-cost childcare can benefit students, businesses, and the community.



BOLSTER BUSINESS RECOGNITION

Because of its rarity, free/low-cost child care makes businesses stand out. Providing childcare services to your employees will increase business recognition and support.

“I think it would have huge value to increase access to low-cost or free high quality childcare. I have two separate debts related to childcare expenses and a current monthly bill. My kid is 3.5 and I have spent thousands of dollars to be able to work in a full time job.”
-Liddy B.

WHAT CAN BUSINESSES OFFER?

- A safe space for children to play and explore
- An enriching social and learning environment
- Qualified, trained caregivers
- Consideration of family circumstances