



SPECIAL BULLETIN

July 2020

High-quality child care enables working parents to focus on their careers during the day, secure in the knowledge that the most important part of their lives—their children—are safe, healthy, and learning. As the COVID-19 emergency persists, child care providers face an unprecedented threat. Most providers are themselves small businesses, and, with so many places of business closed, the parents who might otherwise need care are at home with their children. When and how the country fully reopens remains to be seen, but the fact that the child care sector impacts businesses of all sizes across industries is clear.

ReadyNation New National Report on Home-Based Child Care

Home-based child care (HBCC) is the most common type of child care in America, and protecting and strengthening this type of care will be essential to supporting our nation's working parents, and to bolstering our economic recovery in the wake of COVID-19. That was the top-line message in a new report, "[Home-Based Child Care: A Surprising Key to Keeping the American Workforce Strong](#)," released by ReadyNation during a virtual press event on June 24.

Three prominent ReadyNation members, **Maxine Clark**, CEO of the Clark-Fox Family Foundation and Founder of Build-A-Bear Workshop, **Bob Rivers**, Chair and CEO of Eastern Bank, and **Hugh Welsh**, President and General Counsel of DSM North America, joined the Co-Founder and CEO of All Our Kin, to release the report.



The new report focuses on the important and timely conversation around HBCC, as home-based providers play a crucial role in helping Americans get back to work in the wake of a pandemic.

[Click here](#) to read more about our virtual report release event.

Letter to Congress

In May, more than 30 members of ReadyNation's CEO Task Force on Early Childhood called on Congress to build upon current COVID-19 economic relief efforts and to sustain one of the most important sectors of our economy: child care. To view the letter, [click here](#).

Limited National Blog Series

ReadyNation featured select business leader members across industry sectors from around the country in a limited blog series to draw attention to the ongoing child care crisis exacerbated by the COVID-19 pandemic. Below are the eight blog posts. We encourage you to share them broadly with your networks.

- **Alfred Sanchez**, President & CEO, Greater Miami Chamber of Commerce: [Sustain Federal Economic Relief to Preserve the Child Care Sector](#)
 - **Jack Brennan**, Chairman Emeritus and Senior Advisor, The Vanguard Group: [Protect the Child Care Sector to Preserve the Economy Today and Tomorrow](#)
 - **Bob Myers**, Ret. Chairman & CEO, Casey's General Stores: [Childcare is Essential to Protecting and Reviving the Economy](#)
 - **Ankur Gopal**, CEO, Interapt: [The Child Care Industry: Key to Economic Recovery](#)
 - **Anne Mulcahy**, Ret. Chair & CEO, Xerox: [Support Working Parents and Children for the Economy](#)
 - **Nancy Moody**, Vice President of Public Affairs, DTE Energy; Chair, DTE Energy Foundation: [Recovery Means Having a Stable Child Care Sector](#)
 - **JD Chesloff**, Executive Director, Massachusetts Business Roundtable; Advisory Board Member, ReadyNation: [The Child Care Sector is Necessary to Restore our Economy](#)
 - **Douglas M. Baker, Jr.**, Chairman & CEO, Ecolab Inc.: [Child Care is More Vital Now Than Ever](#)
-

National Governors Association SCAN Presentation

In June, the National Governors Association (NGA) hosted a State Coronavirus Action Network (SCAN) call to discuss key considerations for reopening child care, from health and safety to business and community concerns. **Jack Brennan**, Chairman Emeritus at Vanguard Group and Co-Chair of the ReadyNation CEO Task Force on Early Childhood, was a featured presenter along with leaders from Child Care Aware of America, the Bipartisan Policy Center, and the Minnesota Children's Cabinet.

US Census Bureau Highlights Partnership with ReadyNation

Throughout the 2020 Census, the US Census Bureau has partnered directly with thousands of businesses, faith leaders, non-profits, and government bodies to achieve a complete count of all residents in the country. An accurate count is critical to both help ensure that federal funding flows to key programs including early childhood and to help businesses make informed decisions. The Census Bureau chose to highlight ReadyNation's work to engage businesses through a [Q&A article](#) posted on their homepage and featured in a nationwide email.

ReadyNation has developed new handouts and flyers to help communities engage businesses and to help businesses promote the 2020 Census with their customers and employees during the COVID-19 pandemic. You can find these materials [here](#).

Brain Science Speakers Bureau

The ReadyNation [Brain Science Speakers Bureau](#) offers qualified experts for compelling presentations on the importance of early brain development on later life outcomes. These experts help support the business case for early child investments while demonstrating social, health and other related benefits of getting kids on the right track early. Presentations are available for any audience and the experts do not require an honorarium or fee. To learn more and to request a brain science speaker for your upcoming event, [click here](#). *Note: In light of COVID-19, brain science speakers are available to participate through a variety of virtual formats as events adapt to a social distancing landscape.

Please share this resource with anyone who may be interested in learning about or utilizing the ReadyNation Brain Science Speakers Bureau.

No Small Matter

Council For a Strong America is a proud partner of [No Small Matter](#), a feature-length documentary on the importance and impact of quality early childhood development and education. The national premiere of the film was live streamed on June 25th and is now available to rent or own through various channels including Prime Video (see their [website](#)). The film includes appearances from ReadyNation business leader members, our Brain Science Speakers Bureau, as well as members of our CSA sister organizations.

ReadyNation Webpage Updates

In response to the current health crisis, ReadyNation has added a new COVID-19 Resources page to our website. In addition, we have put together a listing of business actions from around the country, highlighting the impactful work being done by individual ReadyNation members and/or their respective companies as they respond to the public health crisis and positively impact their communities.

- [COVID-19 Resources](#)
- [Business Response to COVID](#)

If you would like to suggest additional resource links or businesses responses for ReadyNation to consider including, please send an email to jnaylor@readynation.org.

Statement from Barry Ford

Barry Ford, President & CEO of Council for a Strong America, has released a statement in response to the recent national tragedy. [Click here to read the full statement](#).

Learn More About ReadyNation

ReadyNation | (202) 464-7005 | www.ReadyNation.org

Follow us on Twitter & Facebook!



Forward this email

Copyright © 2020, All rights reserved.

Our mailing address is:

ReadyNation

1212 New York Avenue NW

Suite 300

Washington, DC 20005

Want to change how you receive these emails? [Update your preferences](#).