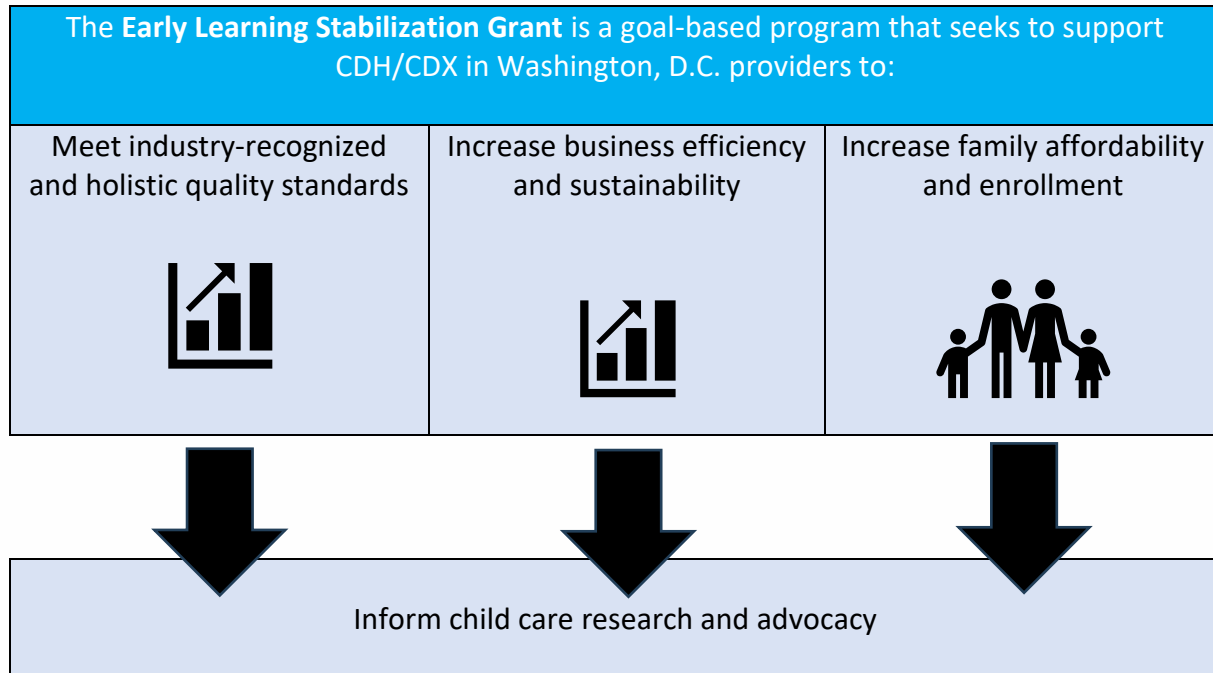




Early Learning Stabilization Grant (ELSG) and Business Coaching Program 2024

Purpose: ELSG will promote the stabilization and longevity of CDH seats in high-shortage (between supply and demand), low-income areas in the District of Columbia to ensure that families continue to have options and access to early childhood education programs in home settings. This opportunity provides grants plus business coaching to CDH businesses to support their business goals and to reinforce and grow their program quality.



Grantees will work with Reinvestment Fund’s ECE Community Engagement and Technical Assistance Manager to develop **personalized program goals and spending plans**. Providers’ goals will align with one or multiple of the ELSG three focus areas. The personalized plan acknowledges that every early educator and the families that they serve have different starting points, needs and require different approaches to take their program to the next level of sustainability, preparing them for a future that they dream of. To help meet their goals, providers will work closely with Reinvestment Fund staff, receive individualized technical assistance and can choose to participate in monthly Coaching to Success sessions, which are virtual communities for providers to explore, learn, and share resources and strategies. Meeting topics will be informed by grantees and led by the ECE Community Engagement and Technical Assistance Manager who is both an educator and deeply embedded in the community.

Technical Assistance

A major component of this grant will be the technical assistance (TA) provided by Reinvestment Fund to Grantees. Grantees will have formal, monthly touchpoints with Reinvestment Fund staff to set sustainability goals, monitor progress, approve and track grant usage, and discuss strategies to improve their status in the areas of implementing program quality, business

efficiency and sustainability and/or increasing family affordability and enrollment. During these check-ins providers can request to receive individual expert TA on topics such as managing program finances and building a marketing plan to increase family engagement and enrollment levels.

Grantees will receive technical assistance on a variety of grant and child care program operation topics, including but not limited to:

- Application support (technical support, guidance documents)
- Grant compliance support and grant budget management and reconciliation
- Goal setting and developing a spending plan that aligns with goals and allows for implementation
- 1-on-1 and small group meetings to provide assistance and discuss and learn about topics aligned with Sustainability Goal Areas
- Connecting to relevant and helpful resources, while creating community spaces, for providers to share insights, learnings, and expertise.

Number of Awards:

- 40 awards
- Award size: \$28,800 made in quarterly disbursements of \$7,200. This equates to an award of \$2,400 per month per grantee.

Allowable Expenses

Sustainability Goal Area	Examples of allowable expenses
Industry Recognized and Holistic Quality Standards	NAFCC or NAEYC accreditation fees, learning equipment and materials, outdoor equipment, curriculum, conference registration fees, trainings and professional development, healthy meals and snacks, minor renovations and repairs
Business Efficiency and Sustainability	Software, technology, operating expenses such as mortgage or rent and utilities, facility security, liability insurance, professional services for accounting and taxes, succession planning fees
Increase Family Affordability and Enrollment	Providing scholarships to children who are in need based on financial factors or hardship, website development and hosting, advertising, and family engagement activities

Final use of funds will be determined on a per-provider basis and will be aligned with their approved goals and spending plan. The spending plan is fluid and can be adjusted during monthly touchpoints based on the provider's needs.

Important Dates



Funding priorities were informed by the study [Assessing Child Care Access: Measuring Supply, Demand, Quality, and Shortages in the District of Columbia](#) published in January 2024. Find high level connections between the study and this program below. These will inform the selection of grantees.

- Priority DC child care map locations (individual location scores will be based on a combination of):
 - High child care shortage areas
 - Low income areas or high concentrations of low wage workers
- Programs challenged with low enrollment rates that are committed to increasing enrollment and family engagement
- Quality programs as indicated by Capital Quality, NAEYC, or NAFCC
- Programs offering hours of care outside of 7am-7pm, and/or weekends
- Programs serving low-income families and those serving special populations (behavioral, developmental and health needs, families experiencing homelessness, foster children, immigrant populations, dual language learners)
- Programs not served by previously offered ARPA grants in the District
- Programs opened for two years or longer

**The more priorities met, the more aligned the early learning program is with the purpose of this fund. ECE Programs do not have to meet all priorities to be selected, however the priorities met will determine how applications are ranked.*

For more information, visit <https://www.reinvestment.com/grants/early-learning-support-grant-elsg/>