

# Recruitment & Retention REIMAGINED

Partnering with Child Care is the Key  
Unlock the Funding at [theparentingplace.net](http://theparentingplace.net)



## Together We Can!

### *An Employer and Child Care Partnership Program*

Child Care is a critical piece to the workforce recruitment and retention puzzle and partnering with existing child care programs in your community might just be the piece you are missing!

If your company has been affected by child care challenges and has been looking for an employer supported child care opportunity, then this program is for you! The Parenting Place in partnership with The City of La Crosse is excited to announce an innovative new program which provides a financial incentive to local employers who partner with existing child care programs in our community. Through this program your company could be reimbursed up to 50% and no less than 25% of your investment. Set your company apart from the rest by thinking of child care as a strategic investment with a clear ROI:

“ Did you know that **parents represent around 40% of the U.S. workforce** and approximately 82% of working parents say that employer-provided child care benefits are important to them, however less than 6% of U.S. companies actually offer a significant child care benefit. Talk about an opportunity!”

*Forbes.com, The ROI of Child Care in a Post-Pandemic World*

## ELIGIBILITY REQUIREMENTS

- ✓ The employer and the child care program must be located within The City of La Crosse
- ✓ Child care programs must be regulated and be in good standing with DCF.
- ✓ Employer and child care program may not be owned and operated by the same entity.



### INTERESTED?

Contact Michelle Sampson to learn more and to obtain an application form.

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