



YMCA OF SAN DIEGO COUNTY  
**COMMUNITY  
WELL-BEING  
& BELONGING**

YMCA CHILDCARE RESOURCE SERVICE

# CHILD CARE CHAMPION COMMUNICATIONS TOOLKIT

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# WELCOME TO THE CHILD CARE CHAMPION NETWORK!

Welcome, and thank you for being a Child Care Champion! We are excited to partner with you in creating a family-friendly workplace that values and supports working parents. By prioritizing child care access, you are making a meaningful impact—not just for your employees, but for the entire San Diego region.

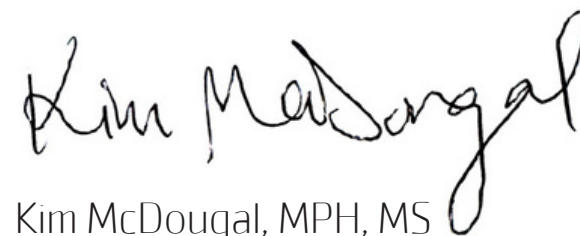
Child care is the backbone of a thriving community. Quality child care provides children with a safe, nurturing environment where they can learn, grow, and build a foundation for lifelong success. For working parents, reliable child care means stability, giving them the confidence to pursue their careers while balancing family responsibilities.

For organizations like yours—whether a business, government agency, or nonprofit—supporting child care solutions creates a stronger, more engaged workforce. Employees who have access to child care are more present, experience lower stress, and bring greater energy and commitment to their work.

At YMCA Childcare Resource Service, we believe that when families thrive, organizations and communities thrive. That's why we're here to support you every step of the way as you implement child care solutions that work for your team.

This toolkit provides everything you need to effectively communicate child care resources and ensure your employees can access the ones that best support them. We are honored to be part of your journey and look forward to working together to build a stronger, more resilient workforce and community.

With appreciation,



Kim McDougal, MPH, MS  
Senior Vice President & Chief Social Impact Officer  
YMCA Childcare Resource Service



**Child care is the backbone of a thriving community – supporting families, businesses, and a better future for all.**

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# OUR PARTNERSHIP OFFERINGS



## UNDERSTANDING YOUR EMPLOYEES' CHILD CARE NEEDS

### Conduct a Child Care Needs Survey

Gain valuable insights into your employees' child care needs with our customized survey. The results can help you guide strategic investments in child care benefits and provide a clearer picture of the overall child care demand in our community.

Learn more about the [survey process here](#) and contact Gary Mabalot for more information.



## FINDING CHILD CARE

### Dedicated Child Care Navigators

Your employees receive one-on-one support from our expert child care navigators. We answer questions, check availability, and provide guidance to help families find the best care options that fit their needs.

### Online Child Care Referrals

Employees can access San Diego County's most [comprehensive database](#) of child care providers. For added convenience, this resource can be integrated into your internal employee portal.



## PAYING FOR CHILD CARE

### Application Assistance

We guide your employees through [the application process](#) for state-funded child care assistance, no matter their chosen provider.

### Customized Financial Support

Explore opportunities to create employer spend accounts to help your employees manage child care costs.

### On-Site Child Care Programs

Partner with organizations like [SAY San Diego](#) to assess and establish licensed on-site child care at your workplace.

# CORPORATE MEMBERSHIP OPPORTUNITIES

We work side-by-side with our corporate partners to create opportunities for local employees and their families to find what moves them at the Y.

Our members enjoy:

- Fitness centers with new equipment and caring, trained staff
- Unlimited group fitness classes — yoga, HIIT, cycling & more
- Heated pools, spas and splash pads
- Family activities, social groups, volunteer opportunities
- On-site child watch services while you work out
- Programming to support chronic conditions, including diabetes prevention, fall prevention, cancer survivorship, blood-pressure monitoring and more
- Access to support services, including child care, mental health support and behavior consultations for children
- Discounts on Y programming, including camp, sports, swim

[LEARN MORE HERE](#)



**Join companies across the region investing in workforce vitality, sustainable health benefits, and wellness-driven performance.**

# YOUR DEDICATED SUPPORT TEAM



## **BUSINESS SUPPORT**

Have questions about your partnership or need guidance on child care solutions? We're here to help!

**Gary Mabalot**

**Program Manager**

**YMCA Childcare Resource Service**

(619) 584-5139 (call or text)

[gmabalot@ymcasd.org](mailto:gmabalot@ymcasd.org)

**SCHEDULE A MEETING**

**EMPLOYEE CHILD CARE SUPPORT** Employees can connect with a child care navigator for help finding providers, securing financial assistance, and exploring child care options.

Childcare Navigator Line: 1-800-481-2151

Hours: Monday–Friday, 8 AM – 5 PM

Services are offered in English, Spanish, and several other languages



# HOW TO USE THIS TOOLKIT

Helping your employees access child care benefits should be simple—that's why we created this toolkit! It's filled with ready-to-use resources to make sharing information easy.

Use these materials to keep employees informed, integrate child care benefits into your workplace, and show your commitment to a family-friendly culture. Whether you're sending an email, updating benefits, or sharing resources, we've got you covered!



# SHAREABLE FLYER

Post this flyer in staff spaces, both online and on-site, to raise awareness about available child care benefits.

[DOWNLOAD HERE](#)



**the Y**  
YMCA OF SAN DIEGO COUNTY  
COMMUNITY WELL-BEING & BELONGING

## YOUR CHILD CARE OPTION

Your employer is a proud child care champion. Through this collaboration and support with YMCA Childcare Resource Service, you and your family have access to free, personalized child care navigation and support.

### COMPREHENSIVE CHILD CARE SUPPORT AT NO COST TO YOU

- Personalized Guidance**  
Our Child Care Navigators will assess your needs and connect you with programs that fit your schedule, location, and budget—including making calls on your behalf.
- Extensive Options**  
Access a county-wide database of licensed child care centers, family child care homes, camps, and before- and after-school programs.
- Financial Assistance**  
We'll help determine your eligibility for child care subsidies and guide you through the application process.
- Informed Decisions**  
Get expert tools, checklists, and tips to help you confidently choose the best care for your family.

### GET STARTED IT'S EASY AND FREE

Just call or email and mention your employer's partnership. Our team will take it from there.

**1-800-481-2151**  
(Mon-Fri, 8:00 AM-5:00 PM)

**childcarehelp@ymcasd.org**

Prefer to browse on your own?  
Visit [mychildcareplan.org](https://mychildcareplan.org) to search providers across San Diego County.

# CHILD CARE CHAMPION **BADGE**

Download your Child Care Champion badge and proudly add it to your website, email signature, or materials. Show your commitment to supporting your team with child care solutions!

[DOWNLOAD HERE](#)



# SAMPLE EMAIL #1

## Sharing local Child Care Resource & Referral Services

Let your employees know about the resource available to all families in San Diego County. This email provides an overview of the program, how it supports working parents, and step-by-step instructions on how to access child care resources and assistance.

Personalize or brand as needed and hit send!

### Subject: New Child Care Benefits Now Available to Support You and Your Family

Dear Team,

We're excited to share a local resource for childcare to support you and your family. YMCA Childcare Resource Service offers free, personalized support to help you find and afford quality child care.

#### Personalized Child Care Referrals

Get access to **over 5,000 child care providers** across San Diego County, including preschools, family child care homes, after school programs, camps, and more.

Call **the referral line to speak with a child care navigator** for one-on-one support. Child care navigators can help you understand your options, check availability, and help you find a provider that meets your unique needs.

**Referral Line:** 1-800-481-2151

**Hours:** Monday–Friday, 8 AM–5 PM

*Services are available in English, Spanish, and several other languages*

Prefer to browse on your own? Use our [online referral tool](#) to search providers anytime.

#### Financial Assistance Guidance

If you need help **paying for child care**, the Y can walk you through the process of applying for **state-funded financial assistance**—regardless of the provider you choose.

We're proud to share these resources at no cost to you, and we hope it brings peace of mind and flexibility to your daily life.

Warmly,

[Your Name]

[Your Title]

[Your Organization]

DOWNLOAD TEMPLATE IN ENGLISH & SPANISH

# SAMPLE EMAIL #2

## Annual Reminder of Child Care Benefits

A yearly check-in to remind employees about the child care benefits they have access to. This email reinforces the available resources, encourages employees to reach out for support, and ensures new hires are aware of these benefits.

### PRO TIP!

Spring is a peak season for child care searches, as many parents begin planning for the upcoming year. Set a reminder to send out an email during this time to stay top-of-mind and support families in their search.

### Subject: Don't Forget—Free Child Care Support Is Here for You

Dear Team,

We want to remind you that YMCA Childcare Resource Service, offers free, personalized child care support. Whether you're exploring new child care options, need help applying for financial assistance, or are just getting started, this service is here to make things easier for you and your family.

#### Here's what you have access to:

##### Personalized Child Care Referrals

Get access to **over 5,000 child care providers** across San Diego County, including preschools, family child care homes, after school programs, camps, and more.

Call **the referral line to speak with a child care navigator** for one-on-one support. Child care navigators can help you understand your options, check availability, and help you find a provider that meets your unique needs.

**Dedicated Support Line:** 1-800-481-2151

**Hours:** Monday–Friday, 8 AM–5 PM

*Services are available in English, Spanish, and several other languages*

Prefer to browse on your own? Use the [online referral tool](#) to search providers anytime.

##### Financial Assistance Guidance

If you need help **paying for child care**, the Y can walk you through the process of applying for **state-funded financial assistance**—regardless of the provider you choose.

Warmly,

[Your Name]

[Your Title]

[Your Organization]

DOWNLOAD TEMPLATE IN ENGLISH & SPANISH

# SAMPLE EMAIL #3

## Announcing the Child Care Needs Survey

Encourage employees to share their child care needs through a quick survey. Their feedback helps shape future child care support and benefits. This email explains the purpose of the survey, why their input matters, and how to participate.

Personalize or brand as needed and hit send!

### Subject: Help Us Understand Your Child Care Needs

Hi Team,

As part of our ongoing commitment to supporting employees and their families, we invite you to take a few minutes to **complete a short survey about your child care needs**.

Whether you're caring for children now, expecting or adopting, or planning for the future—**your input matters**. Your feedback will help us better understand what support is most helpful and where there may be unmet needs across our team. It will also contribute to broader efforts to strengthen child care resources across San Diego County.

**The survey is anonymous, takes just 10–15 minutes, and will remain open through [Insert Deadline].**

### [Take the Survey]

Thank you for taking the time to share your experience—it helps guide how we think about child care benefits now and in the future.

Warmly,  
[Your Name]  
[Your Title]  
[Your Organization]

[DOWNLOAD TEMPLATE IN ENGLISH & SPANISH](#)

# FREQUENTLY ASKED QUESTIONS

## FOR BUSINESS AND ORGANIZATIONS

### **What is the Y's Free Employer-Supported Child Care Partnership?**

It's a program designed to provide child care resources to working families, including assistance with finding and paying for child care.

### **What kind of support can employees expect?**

Employees receive personalized, one-on-one support from a team of dedicated child care navigators, access to our online referral system, and help with applying for state-funded financial assistance if eligible.

### **How will my employees access supports?**

This toolkit includes contact information and step-by-step instructions on how to get started with finding and paying for child care.

### **How can the Y help employees pay for child care?**

We offer application assistance for state-funded child care payment programs. We can also work with you to create customized financial support packages or spend accounts to help your employees cover the cost of child care.

### **Are there any costs associated with the Y's Employer-Supported Child Care Partnership?**

Our employer partnership services are free.

### **Can our organization share these child care resources with clients, customers, patients, or students?**

Yes! Our state-funded child care referral services and payment assistance program are available to all. You are welcome to share these resources with your community to help connect more families to child care settings that meet their unique needs. If you're planning to share these resources with other businesses or organizations, we'd love to connect with them directly.



# FREQUENTLY ASKED QUESTIONS

## FOR BUSINESS AND ORGANIZATIONS

### **What is the Child Care Needs Survey?**

The Child Care Needs Survey assesses the current child care needs of your workforce. The insights gained can inform your organization's child care benefits package and contribute to a dataset documenting child care demand throughout San Diego County. This survey is developed and implemented by the BEACON Project, an innovative collaboration among prominent San Diego regional partners: SAY San Diego, UC San Diego Division of Extended Studies (DES), UC San Diego Child Development Center, and YMCA of San Diego County (YMCA).

### **How can employers mitigate liability related to child care referrals?**

Employers are not liable for the choices parents make regarding child care arrangements and may include the following disclaimer in employee benefits materials to clarify this distinction.

"YMCA Childcare Resource Service does not make recommendations or determine whether a provider's facility, staff, or program meets licensing and/or health and safety requirements. Child care centers and all family child care homes are regulated by the California Department of Social Services (DSS) Community Care Licensing division (CCL) to ensure that minimum health and safety standards are met. Parents and guardians have the right and responsibility to review a potential child care provider's public record to obtain information on complaints and violations before placing a child in their care."



# FREQUENTLY ASKED QUESTIONS

## FOR EMPLOYEES

### **What kind of support can I expect?**

You'll receive personalized, one-on-one support from a dedicated child care navigator, access to our online referral system, and help with applying for state-funded financial assistance if eligible.

### **How will I access support?**

This toolkit includes contact information and step-by-step instructions on how to get started with finding and paying for child care.

### **Where will the referrals be to?**

A list of over 5,000. Any licensed or licensed exempt child care center, family provider home, preschool, camp, or before or after school program in San Diego County.

### **How can the Y help me pay for child care?**

We offer application assistance for state-funded child care payment programs.



# EDUCATIONAL RESOURCES

Providing child care benefits is not just the right thing to do—it's smart business. Businesses and organizations that invest in child care solutions experience higher retention rates, increased employee satisfaction, and improved productivity.

Explore these data-driven insights:

- **Moms First Report (2024)**  
National research on the impact of child care on workforce participation
- **Chamber of Commerce Reports**  
The economic case for employer-supported child care

Your partnership in child care access makes a real difference for families, businesses, and the future of our workforce.



**Child care benefits  
strengthen financials  
and culture.**