

# The Case for more Child Care: Kid Project 2.0



Dyersville Area  
*Community Foundation*

— An Affiliate of the —

COMMUNITY FOUNDATION OF GREATER DUBUQUE

# Message from Kid Project 2.0 Campaign Chair

Hello! I'm Dave Schroeder, retired partner of Honkamp, Krueger, and Co. CPAs and a proud resident of Dyersville since 1973. I have served on the board of Dyersville Industries, Inc. (aka Dyersville Economic Development Corporation - DEDC) for the past 30 years. I have also been a part of the Dyersville Area Community Foundation since its inception, serving in a number of capacities, including the creation and oversight of The Kid Project Community Day Care endeavor in the early 1990s.



With all of these years under my belt, you may be wondering why I am involved in the initiative to build a new child care facility in our community. I would say to you, we ALL need to be involved and concerned about what the shortage of child care availability means to our area's economic vitality. I have always felt that job creation and job maintenance are key elements necessary for any community to be successful. If parents can't find quality, affordable, child care for their children, they can't go to work. If parents can't go to work, our area businesses can not fill their staffing needs. If our businesses cannot properly staff their companies, they will have a difficult time growing or may be forced to reduce hours/production or even close their doors.

**We need to take action now! We cannot allow this opportunity to pass us by.**

The child care waitlist at the existing Kid Project center in Dyersville is at an all-time high. The lack of child care availability continues to worsen as in-home providers begin to retire and our population grows.

DEDC and the Dyersville Area Community Foundation have joined together to build a new child care center to serve over 130 children, with the help of a \$1,750,000 matching grant from the State of Iowa. This grant requires the community to raise the additional funds necessary to make this dream a reality. We need to take action NOW to raise these funds and help secure additional child care availability for our area workforce. We have a limited amount of time to raise the funds and build the center. If the fund-raising campaign is not successful, our matching grant will not be utilized and the project will not go forward.

We appreciate your consideration to make a very important **investment in our future**, outlined on the following pages.

Sincerely,

*Dave Schroeder*

Building upon the solid foundation of The Kid Project, their expertise and dedication in providing child care for our community for over 30 years, our partners present the next generation: *Kid Project 2.0*

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## Kid Project 2.0 Vision

To build a new, state-of-the-art, nonprofit community child care center focusing on the key objectives of **quality, affordability, accessibility and safety.**

## Kid Project 2.0 Mission

- ✓ To create over 131 new child care slots enabling more parents to join/rejoin the area workforce.
- ✓ To align child care availability with the needs of our workforce and foster a higher degree of productivity and peace of mind in the workplace.
- ✓ To elevate the child care profession and engage participation.
- ✓ To create quality centers that are affordable and accessible to all.



# Kid Project 2.0 Overview

A consortium of 12 businesses and well over 1,000 employees provided input regarding the need for additional child care in Dyersville. Dyersville Industries, Inc. (DII) applied for and was awarded a highly competitive matching grant to proceed with the expansion. Our plans include:

- ✓ 14,500 square foot green facility in 20 West Industrial Park
  - Create 131 + child care spaces
  - A 1,400 sf multipurpose room/gymnasium that will serve as a storm shelter
  - Ample playground and green play space
  - 3 acres of land donated by Dyersville Industries
  
- ✓ Quality Programming
  - Expanded hours of operation to coincide with shift hours
  - STEAM-focused learning
  - Bilingual English/Spanish staff
  - Patio/space for parent lunch dates
  - Transportation from elementary schools by Western Dubuque CSD
  
- ✓ Organizational Structure
  - DII oversees the construction, the grant administration and the financial responsibility and will own the facility until such time as The Kid Project can take it over with little or no debt service to keep the rates affordable.
  - The Kid Project, with parent organization, Dyersville Area Community Foundation will oversee all operations and administration of the child care center and eventually own the facility.



# Why Build a New Child Care Center?

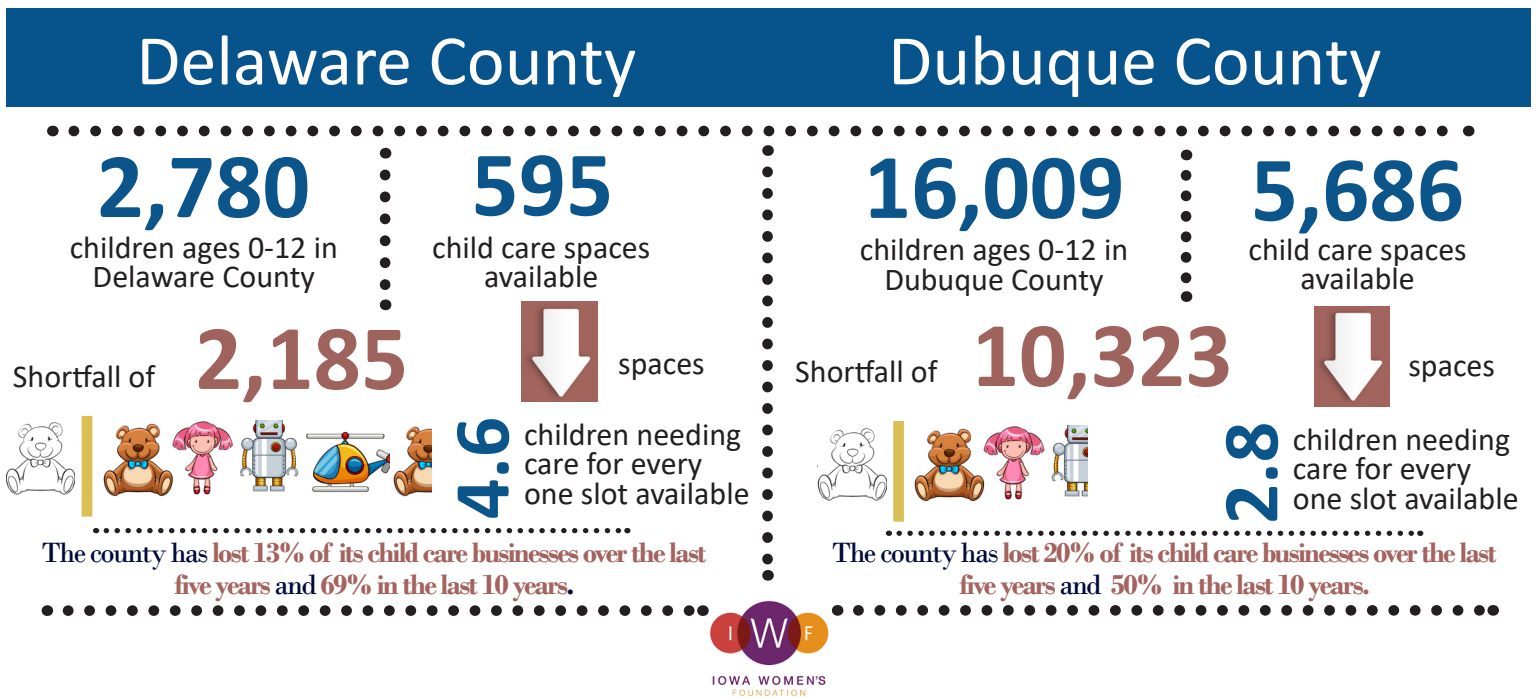
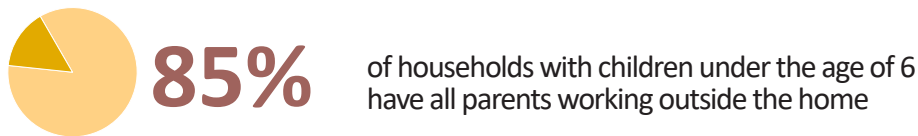
- There are literally NO child care spaces available in the community.
  - ⇒ The Kid Project is at capacity with a consistent and growing wait list.
  - ⇒ The Kid Project is landlocked and unable to expand in its current location.
  - ⇒ Several in-home providers are retiring or limiting their number of children and hours of operation.
- Child care availability is a key-criteria for workplace decision-making.
  - ⇒ An expanding commercial base in the area has added stress to an already burdened situation.
  - ⇒ Post-pandemic, people are not able to re-enter the workforce due to lack of child care availability.
- To leverage a \$1.75 million matching grant from the State of Iowa.
  - ⇒ **Future Ready Iowa Awards \$1.75M** - Dyersville Industries, Inc. received a grant from the State's Future Ready Iowa child care incentive program for \$1.75 million. The grant and matching dollars must be committed by **September of 2024** and the project must be completed by 2026.
  - ⇒ Dyersville has had a great track record with The Kid Project for more than 30 years, which helped secure this grant. But it also comes with a very specific timeline.
  - ⇒ **Your gift or pledge to this campaign will be matched dollar for dollar up to \$3.5M, so now is the time for our amazing community to leverage this unique funding stream.**



# 2022 Child Care Data

In early 2022, **Greater Dubuque Development Corporation** (GDGC) surveyed businesses to assess recruitment and retention barriers related to child care. Employees from 30 businesses in the Dubuque and Dyersville areas completed the survey and results indicated:

- ✓ 100% of the companies interviewed were interested in learning more about child care support.
- ✓ Lack of available child care was an impediment to the workforce.
- ✓ Top issues noted were overall availability, affordability, sick, and infant care.



**Dyersville Economic Development Corporation** surveyed over 200 employees at 30 companies with the following results:

- ✓ Over 90% indicated they would be “very likely” or “likely” to utilize the new child care center.
- ✓ 75% indicated they would need full-time care.
- ✓ Nearly 65% indicated they were currently expecting a child, or plan to be within the next 12-18 months.
- ✓ Top child care related challenges that parents cited were cost of care, finding infant care, temporary care, and availability of shift/early start care.



# Testimonials

## Business Perspective



“Child care facilities are needed in Dyersville due to the growing economy. As more jobs become available for parents, child care needs during the work week increase. As business owners, we support the need for a childcare facility to help support our employees and their families. Keeping families closer together provides simplicity for parents, ease of mind in emergencies, and an enticing bonus for future employees.”

- **Mike Decker, Owner/President of Decker Concrete and Advanced Precast Company (APC)**

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## Parent Perspective

In December 2021, my husband, Matt, and I had the wonderful news that we were expecting our third child. We were excited to have this new bundle of joy join our two children, Amelia and Noah, who at the time were 3 and 2 years old. The first person we told was our current babysitter to ensure that she had room for all.

I proceeded with my doctor appointments, where I heard one healthy heartbeat. Then, at the 20-week ultrasound when my husband and I looked at each other in shock when we were told there were twins. We were speechless! When we told our babysitter the news, she sadly told us that she didn't have capacity for our son, Noah, and two newborns. We immediately started calling other in-home sitters, but all of them were full. We also put our children on the waitlist at The Kid Project. We were frustrated and worried about what we would do if we couldn't find child care, and whether or not I could return to work.

In August 2022, we welcomed Ava and Sophia. By this time, we had finally found an in-home sitter in Worthington that could take the twins, however, the childcare situation was going to be crazy since we had to go to three different places. When I went back to work in November 2022, I had to end my work day at 3pm to pick up Amelia from preschool in Dyersville, then drive to Worthington to get the twins, and then back to Dyersville to get Noah, and finally arrive home an hour later.



After doing this schedule for almost six months, we received a phone call from The Kid Project that there were openings in the nursery for the twins at the end of April, and summer openings for Amelia and Noah. My husband and I have been thrilled to have all of the kids in one place! It really simplified our lives starting in June 2023 – nearly a year after the twins were born. - **Megan Vorwald, Community Coordinator, Victory Ford**

# Cost Projections

Estimated Preliminary Budget	Amount
Building and Land	\$3,700,000
Playground/Fencing/Landscaping	\$200,000
Furniture/Fixtures/Equipment	\$350,000
Existing facility improvements	\$250,000
<b>Total Estimated Capital</b>	<b>\$4,500,000</b>
<b>Committed</b>	
Future Ready Iowa Grant (Matching)	\$1,750,000
Dyersville Industries Inc. (DII land donation)	\$225,000
Anonymous	\$25,000
<b>Total Committed</b>	<b>\$2,000,000</b>
<b>Yet to secure</b>	<b>\$2,500,000</b>



# Timeline

<u>Phase</u>	<u>Timeline</u>
Schematic Design	January 2023
Fundraising	Ongoing
Design Development	May-August 2023
Bid Documents	July 2023
Construction Begins	September 2023
Construction Complete	September 2024





# Naming Opportunities

Description	\$ Amount
Building Name	\$1,000,000
Multi-Purpose Room	\$500,000
Playgrounds (2)	\$250,000
Classrooms (8 available)	\$100,000

Opportunities are available to create a lasting tribute with leadership gifts. Gifts are truly a gratifying way to recognize people and places that are important to you and your family, and to celebrate the transformation realized through leadership level gifts. Please contact Dave Schroeder for more information on specific opportunities. All gifts to the campaign will be recognized in a campaign report and are tax deductible.



BUILDING AREA: 14,500 SF

# Kid Project 2.0 Objectives

The Kid Project 2.0 Capital Campaign Committee will focus on three primary goals for the new child care center:

- ✓ **Affordability**
  - Rates within County average costs for childcare.
  - Participate in the Iowa Voluntary Free Preschool program.
  - Participate in the Childcare Assistance program through Iowa Department of Human Services
  - Participate in the National School Lunch Program (Free and Reduced Meal Program).
  - In kind contributions from the Employer Consortium that will help offset some of the construction costs.
  - Operate with a positive cash flow.
  
- ✓ **Accessibility**
  - Convenience to parents by having childcare near their place of employment.
  - Hours of operation will closely align with shift start and finish times.
  - Flexible programming and spaces that can adjust to current demands.
  - A bilingual English/Spanish staff consultant will assist with employees' needs in accessing care.
  - Center will be fully ADA accessible.
  - Open to all.
  
- ✓ **Quality**
  - State-of-the-art, inviting and environmentally friendly facility of pre-cast construction.
  - Location provides a safe route to the facility with a new highway interchange.
  - Secure double doored entrance.
  - Interior and exterior video surveillance.
  - Age appropriate and separate playground areas for the different age groups.



# Pledge Sheet

For the Kid Project 2.0, I/we pledge \$\_\_\_\_\_.

A total of \$\_\_\_\_\_ is enclosed.

\_\_\_\_\_ The gift is in memory of \_\_\_\_\_.

\_\_\_\_\_ The gift is in honor of \_\_\_\_\_.

The balance will be paid over \_\_\_\_\_ years as follows:

\$\_\_\_\_\_ Date: \_\_\_\_\_

\$\_\_\_\_\_ Date: \_\_\_\_\_

\$\_\_\_\_\_ Date: \_\_\_\_\_

Thanks again for your donation! Please visit:  
<http://www.matchinggifts.com/search/rit> and  
type in your employer's name to see if they have a  
matching gift program. Your company may be able to  
match your donation so the impact of your gift can  
be doubled.

Other: \_\_\_\_\_

Please send pledge reminders: \_\_\_\_\_

Name as gift is to be recognized: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Contact: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Dyersville Industries Inc. is a 501(c)(3) nonprofit organization, which means donations will qualify for charitable tax deductions. Please make your check payable to "Dyersville Industries Inc." and mail it to:**

**Dyersville Industries Inc.  
1110 16th Ave Ct SE  
Dyersville, IA 52040**

“The value of having a child care center available is so vital for our community. It is ease of mind for Matt and me to know that the child care center will always be open and that we can be flexible with our hours/schedules for the children. The staff at The Kid Project has been phenomenal and so welcoming to us!”

– Megan Vorwald

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## Kid Project 2.0 Campaign Committee

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Steve Salter  
President, DEDC Board of Directors

Michelle Grover  
Executive Director, DACF

Sheila Tegler  
Chair, DACF Board of Directors

Barb Maiers  
Director, The Kid Project Childcare Center

Karla Thompson  
Executive Director, Dyersville Chamber of Commerce  
DACF Board of Directors

Kari Nickol  
Senior Director of Development  
UI/Stead Family Children’s Hospital

Megan Vorwald  
Community Coordinator, Victory Ford

Jessica Pape  
President, WDCSD Board of Directors

Dan Zitelman  
President and CEO, Fidelity Bank & Trust



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Fundraising  
Consulting  
provided by:

