



First Children's Finance

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Iowa Governor Introduces the *Rural Child Care Market Study Grant Program*

The Rural Child Care Market Study Grant program seeks to support the use of data and analysis by rural communities to determine the specific needs and solutions for their area. Through greater understanding of their geographic market, demographics, competition and other factors, communities can be armed with the information needed to take proactive steps towards addressing child care challenges. In partnership with First Children's Finance, funding from the program will empower communities to assess their current child care market environment and develop strategies.

The program, defined in Iowa Administrative Code, is administered by the Center for Rural Revitalization, a division of the Economic Development Authority (IEDA), in consultation with the Governor's Empower Rural Iowa Initiative Task Forces and First Children's Finance. The deadline to apply for current funding is December 1, 2021.

Access the Iowa Governor's Rural Child Care Market Study Grant Program at <https://www.iowaeda.com/empower-rural-iowa/child-care-study/>

Child Care Market Analysis and Strategic Plan by First Children's Finance – Iowa

The **Child Care Market Analysis and Strategic Plan** by First Children's Finance is a third-party in-depth analysis of the local child care needs, supply, and gap. The analysis is used by the community in a facilitated process to develop a strategic plan to address the identified needs.

First Children's Finance conducts research using existing demographic data and partners with the grantee community to collect feedback and data from local parents, employers, and child care providers. Detailed information about the local child care gap helps the community determine the number and types of child care spaces to meet the need.

First Children's Finance facilitates a series of four strategic planning sessions to help the community

develop a vision and strategic goals with detailed action steps, expected outcomes, and anticipated impact.

The community will receive a full report summarizing the demographics, survey results, the child care gap, and the strategic goals with action steps for addressing the need. At the conclusion of the project, First Children's Finance will present the key findings of the market analysis along with the strategic goals in a community meeting coordinated by the Steering Committee.

Recent Market Analysis and Strategic Plan Projects

First Children's Finance – Iowa is proud to have partnered with the following communities to address rural child care shortages:

- **Osceola County, Iowa**
- **Marion County, Iowa**
- **Jefferson County, Iowa**
- **Wapello County, Iowa**

Want to learn more about how to partner with First Children's Finance to complete a Market Analysis and Strategic plan? Contact the FCF – Iowa team for more information or a quote.

[Contact Us](#)