We care about and know Early Childhood Education

- Completely accessible experts
- Kindness, understanding, and compassion in a daunting process
- ECE Bona Fides – we understand this sector
- Fundraising, funding, and legal background
- Recognized national experts in alternative funding of ECE
- We can help you plan for the money you need

Image: Jubilee Jumpstart
Quick Opening Breakout

Who are you? (Title, center)
Name one thing you are proud of since COVID.
What questions are keeping you up about the future?
Program at a Glance

- ECE Tailored Content based on successful and tested program
- 6 weekly sessions
- 90-minute duration
- Up to 2 staff members (Rec: Executive Director and Operations)
- Personalized office hours
Our Assumptions

1. The ECE Sector is a critical bellwether. As you go, so go our families, our communities, our futures.

2. You’ve already survived the unimaginable to make it to this point

3. You’ve adapted your operations to respond to the public health crisis and learned much along the way, the missing link is often revenue, cost, and organization wide planning
Investing 6 weeks into your operation with 20 Degrees is worth it

• The necessity for this kind of strategic clarity may have been pushed center stage by COVID, but it is also generally long overdue

• These tools will help your organization well beyond COVID as you grow stronger

• You will be able to uncover new insights to better advocate for your needs than you would otherwise
Pillars of Resiliency

**Financial Management**
Tips and insights to make budgeting through uncertainty/instability easier

**Fundraising**
Access to research on insights and trends for ECE providers on funding

**Stakeholder Communication**
Access to templates that will improve communication with your staff, Board members

**Self/Leadership Support, Self-Care**
Cutting edge tools for addressing burnout in leaders
Your Questions or Concerns

- Surviving the financial hit this year, with expected decreased enrollment next year, too.
- Sustainability, maintaining our high-quality staff and teachers
- Replenishing emergency/contingency funds
- Surviving another shutdown

We will help you navigate these situations
Data and firsthand experience shows that doing any scenario planning increases the odds of funding, increases the confidence of your board and staff, and makes budgeting easier.
Storytelling – Scenario Planning for COVID and Beyond

Future Consideration
- Best
- Worst
- Middle
- % likelihood

Past
- What has happened?
- Key events
- Key changes to your organization

Present
- What are 3 questions you think about at 3:00 a.m.?

Future
- What might happen? What changes would that mean for your org? Money? Staff? Program?
How many days of cash do I have on hand today?
Cashflow Management

- Boards and Government partners are looking more closely at this
- There is less institutional emergency funding available
- The funding landscape is shifting as we think about the post-COVID era
  – mutual aid, social giving via pool funds
A simple plan aligns your board and staff. It communicates – we are taking care of things, regardless of what comes. Funders may also care.
Making it Work – Operational Plans

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Program Status</th>
<th>% of Available FTEs</th>
<th>Threat Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>Costs (Fixed &amp; Variable)</td>
<td>Revenue</td>
<td>Days Cash on Hand</td>
</tr>
<tr>
<td>Tactics</td>
<td>Goal Commitment</td>
<td>Revenue</td>
<td>Technologies/Operations</td>
</tr>
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<td></td>
<td>Program</td>
<td>Communications</td>
<td>Staff Wellness</td>
</tr>
<tr>
<td>Operational</td>
<td>Program Service Quality</td>
<td>Cost/Unit of Service</td>
<td></td>
</tr>
</tbody>
</table>

- Form your team
- Pick 2 sections
- What areas of planning matter most in your center?
- Where are you already strong?
Making it through – Mental Health

- Potential for burnout is especially concerning in this moment
- The cost to replace an Executive Director? 3x an ED salary

Image: Harvard Business Review; “Mental Health Awareness Week”

Wellness Scratch Pad
Answer this for yourself and be honest.

Enter Your Personal Salary

EXTERNAL: Select Y/N to each relevant question
Does your program or organizational work require risk of direct COVID exposure? Y/N
Has your organization been shut down due to COVID exposure? Y/N
Has a member of your family contracted COVID? Y/N
Has a staff member contracted COVID? Y/N
Has a client or member of your community fallen critically ill or passed away due to COVID? Y/N

ORGANIZATION: Please review each line and select Yes or No
As a company, we take time to check-in with employees (including me) on their well being
Join Us

First Cohort begins **Thursday December 17th, 11:30 a.m. – 1:00 p.m.**

Register Here

**Topic**  
ECE Financial Resiliency Program

**Time**  
Dec 17, 2020 11:30 AM  
Jan 7, 2021 11:30 AM  
Jan 14, 2021 11:30 AM  
Jan 28, 2021 11:30 AM  
Feb 4, 2021 11:30 AM  
Feb 11, 2021 11:30 AM  

Time shows in  **Eastern Time (US and Canada)**
Thank You!

Together We Endure

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