



Introducing

# UPcare Connection

An Employer Relations  
Childcare Program







# Introduction

**Childcare is a critical component of alleviating the worker shortage crisis.**



Employers have to be more creative to increase employee retention, reduce turnover costs and invest in tomorrow's workforce in order to stay profitable and competitive.

## **UPcare Connection at Unleashing Potential**

Introducing UPcare Connection by Unleashing Potential (UP). We provide high quality, accredited Early Childhood Education (ECE) childcare and School Age Services (SAS) for students during out-of-school times such as after care and summer enrichment.

Through partnerships with employers in St. Louis, we solve your employee's childcare crisis by delivering high-quality, low-cost childcare options.

UPcare Connection solves the childcare crisis for hundreds of parents in Missouri. We care for kids, so your staff can focus on you.



# About us

UP strives to ensure strong academic and social-emotional outcomes for children 6 weeks to 14 years old.



**1913**

Founded in 1913 as Neighborhood Houses, UP provided critical services for working class and immigrant populations and addressed the issues of poor education for children.

**2018**

Our agency's name changed to Unleashing Potential, to capture the heart of its work with children.

**2024**

UPcare Connection offers your staff UP's expertise with four key pillars: Early Childhood, After School Care, Summer Enrichment and Strengthening Resilient Families programs.

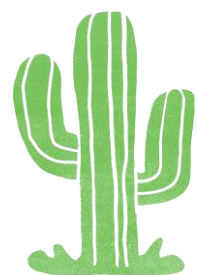
# UPcare Connection Resources

**Employers can offer a Dependent Care Flexible Spending Account (DCFSA)—a pre-tax benefit account used to pay for eligible dependent care services. Employers can recoup some of the costs of third party Childcare Centers like UP through a tax credit.<sup>5</sup>**

**Learn more about the Employee-Provide Federal Child Care Tax Credit<sup>7</sup>  
(Form [8882](#))**

**[Employer Guide to Federal Tax Credits Link](#)**

# Unleash Missouri's Early Childcare Crisis



## Problem 1

### **There are Childcare Deserts in Missouri**

Nearly half of Missouri's children under the age of five live in "child care deserts," areas with an insufficient supply of licensed child care providers. This indicates a significant gap between the demand and supply of child care services.<sup>6</sup>



## Problem 2

### **Childcare Center Availability is Declining**

Due to various payment issues with the state, ECE centers are closing in STL at a rapid pace.<sup>6</sup>



## Problem 3

### **Cost of Child Care:**

The average annual cost of center-based infant care in Missouri, is \$12,900.00. This can be a crippling financial burden for families, especially for single-parent households where it can consume nearly 40% of the median income.<sup>8</sup>



# Your employee in crisis



## **Productivity**

40% of parents said childcare difficulties impact their productivity at work.<sup>6</sup>



## **Attendance**

54% claim childcare difficulties impacts their attendance at work. <sup>2</sup>



## **Retention**

Employees facing childcare crisis ultimately explore other job opportunities and/or leave the workforce entirely. <sup>3</sup>



## **Career Advancement**

Employees facing a childcare crisis cut back hours of work, Pass on promotions, and turn down work-related travel.<sup>6</sup>

# UPcare Connection's Employer Benefits

There are more than missed workdays at stake — but also employee productivity, engagement, and ultimately, business performance. Don't make your staff choose between work and life, with UPcare Connection you can find cost savings benefits for both of you.



Participate in eligible  
Federal Child Care  
Tax Credits <sup>3</sup>



Improve  
Employee  
Retention <sup>2</sup>



Reduce  
Absenteeism<sup>6</sup>



A Recruitment  
Benefit



Unleashing Potential's  
School Age Services  
benefits your  
employee's children.



### **Affordable**

- Out of School Time (OST) education and social emotional academic enrichment teaches independent living life skills
- Behavior management skill building



### **STEAM programming**

- (Science, Technology, Engineering, Arts, and Math)
- Homework assistance
- Character development
- Cultural awareness



### **UP is licensed and nationally accredited through the Council on Accreditation and the State of Missouri**

- Provides After School Care and Summer Enrichment options where you live and work



**Strengthening Resilient Families Program** provides resources via workshops, events, wrap-around services for caregivers and parents.



## Sample Cost:

Every family and situation is as unique as your business.

Ask us how we can fit in your specific budget to customize to your needs.

This is a sample of a monthly cost of early childhood education care per child.

We will work together to create a cost of care that works for you.

AVERAGE FULL COST  
OF CARE PER MONTH  
PER CHILD:

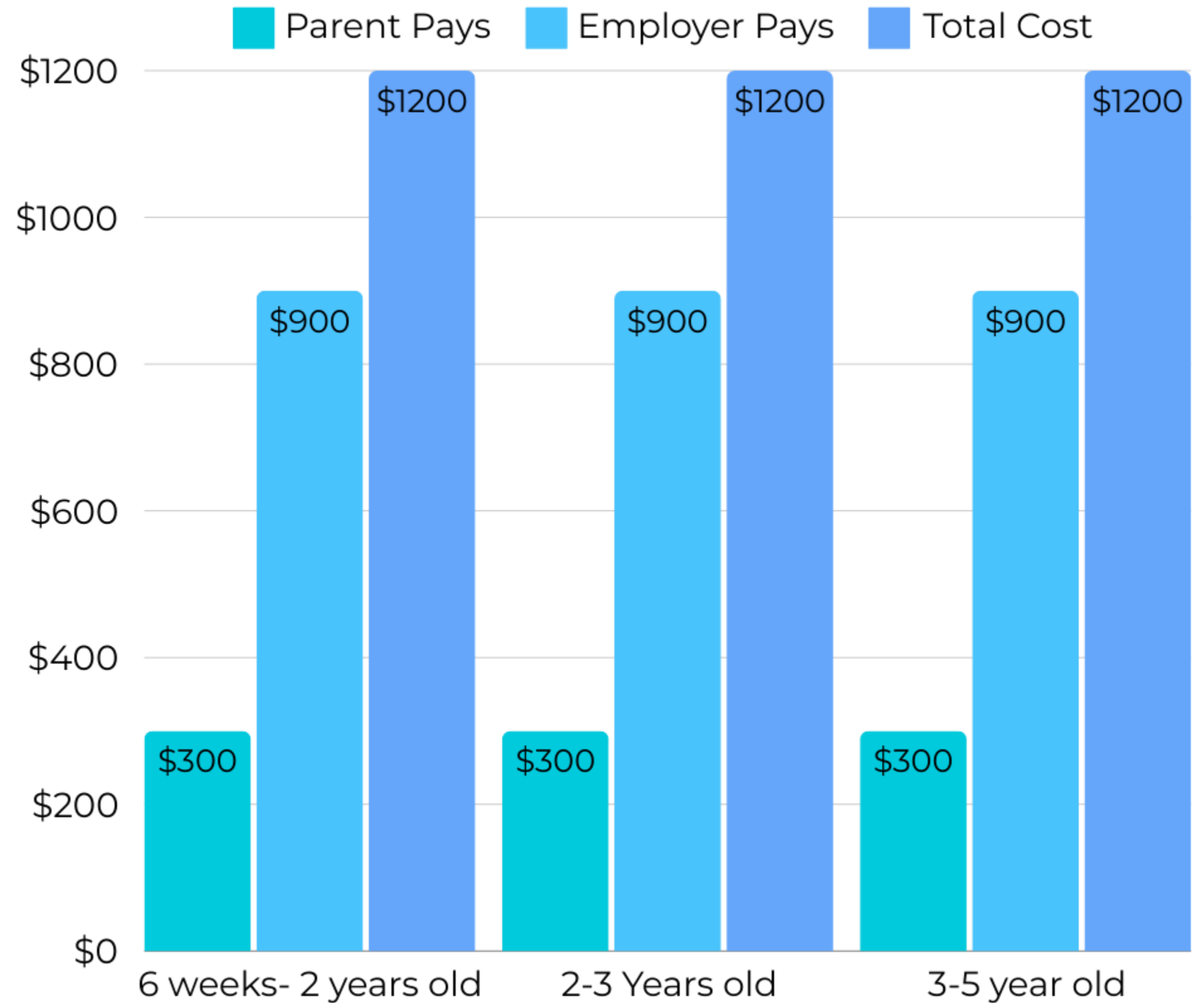
**\$ 1200**

CURRENT PARENT  
PRIVATE PAY:

**\$ 1100**

**\$ 900**

**\$ 700**



# More ways to Care

Become a partner with Unleashing Potential right here in St. Louis for early childhood education and school aged services.

By partnering with UPcare Connection, we can invest in inclusive curricula including preparation for kindergarten, STEM and Geospatial concepts for year around exposure.

Funding for this program is critical to creating a diverse workforce for future talent in the region.

## Next Steps:

1. Choose a level of support for your employees.
2. Contact us with questions, custom needs and enrollment next steps.
3. For more info, visit our website:  
<https://upstl.org/upcareconnection/>



# UPcare Connection Team:

**Darlene Sowell**

President & CEO

[dsowell@UPstl.org](mailto:dsowell@UPstl.org)

**Shantell Goldsby**

Director of Early Childhood Education

[sgoldsby@UPstl.org](mailto:sgoldsby@UPstl.org)

**Gloria Hampton**

Chief Program Officer

[ghampton@UPstl.org](mailto:ghampton@UPstl.org)

**Brittany Campbell**

Director of Development

[bcampbell@upstl.org](mailto:bcampbell@upstl.org)

# Thank you!

## Contact Us



**Darlene Sowell**

President & CEO



[dsowell@UPstl.org](mailto:dsowell@UPstl.org)



(314) 383-1733

**<https://upstl.org/upcareconnection>**





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