

# BUSINESS SUBSIDY PROGRAM

## SUPPORT YOUR WORKFORCE WITH CHILD CARE SUBSIDIES

Businesses can now directly support working parents by subsidizing child care costs for their employees. Greater Gallatin United Way manages the funds and works directly with families and providers—ensuring accountability and a streamlined process.

## HOW IT WORKS

- 1 EMPLOYER CONTRIBUTION**
  - You choose an annual amount (\$5k, \$10k, \$25k+).
  - 100% goes to child care subsidies for employees.

- 2 ADMINISTRATION FEE**
  - A 10% fee supports management, tracking, and reporting.
  - Example: \$10,000 subsidy = \$11,000 total investment.

- 3 DISTRIBUTION TO FAMILIES**
  - Greater Gallatin United Way works with employees & providers to distribute funds equitably.

- 4 REPORTING & RECOGNITION**
  - Annual impact summary with usage data & family stories.
  - Recognition as a family focused business.

## BUSINESS BENEFITS & COMMUNITY IMPACT

Your investment does more than support your employees—it strengthens the entire child care system through Child Connect, powered by Kinside.

### FOR YOUR BUSINESS



#### ATTRACT & RETAIN TALENT:

Gain a competitive edge in hiring and retention



#### BOOST PRODUCTIVITY:

Reduce absenteeism and stress for working parents



#### SIMPLIFIED PROCESS:

Greater Gallatin United Way manages all administration and provider payments



#### BRAND RECOGNITION:

Be publicly recognized as a family focused employer

### FOR OUR COMMUNITY



#### EXPAND ACCESS:

Help families find and afford quality child care



#### SUPPORT PROVIDERS:

Equip child care programs with tools and marketing to thrive



#### BRIDGE THE GAP:

Fund scholarships that ease affordability challenges for working families



#### STRENGTHEN THE SYSTEM:

Build a coordinated, sustainable child care ecosystem for our region



Greater Gallatin  
**UNITED WAY**

**CHILD CONNECT**  
A COMMUNITY POWERED CHILD CARE INITIATIVE

# BUSINESS SPONSORSHIP OPPORTUNITIES

## EMPOWERING FAMILIES • SUPPORTING PROVIDERS • STRENGTHENING THE WORKFORCE

Each sponsorship fuels Child Connect—the community-powered hub expanding access to affordable, high-quality child care in our region. Your support invests in long-term workforce stability, helps families stay and thrive in our region, strengthens community resilience through child care access, and publicly demonstrates your commitment to local solutions.

### CHAMPION SPONSOR | \$10,000+

- Includes all Partner & Supporter benefits, plus:
- Featured logo + link on website
- Logo on all Child Connect event signage/materials
- Dedicated social media post + blog/newsletter feature
- Recognition in press releases
- Option to share company quote/testimonial

### PARTNER SPONSOR | \$5,000

- Includes all Supporter Sponsor benefits, plus:
- Logo on website + select materials
- Speaking opportunity at related community events
- Opportunity to share company resources with families

### SUPPORTER SPONSOR | \$2,500

- Name listed on website + select materials
- Group recognition in social media posts
- Recognition in Child Connect emails
- Name/logo in annual Child Connect impact report

Up to 40% of every sponsorship directly funds Gap Child Care Scholarships, helping families bridge the affordability gap.



LEARN MORE