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DAYCAREASSISTANCE.ORG

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PITCH DECK PRESENTATION - 2025



INTRODUCTION TO OUR ORGANIZATION

Day Care Assistance.org (DCA.org) is set to become a groundbreaking nonprofit committed to tackling one of the nation's most pressing and overlooked issues: the rising cost of infant and child daycare.

As homeownership slips further out of reach for millions of Americans, the strain of childcare expenses adds yet another barrier to financial security for young families, many of whom are left feeling discouraged and uncertain about their future. DCA.org seeks to alleviate this burden by providing impactful, community-driven support.

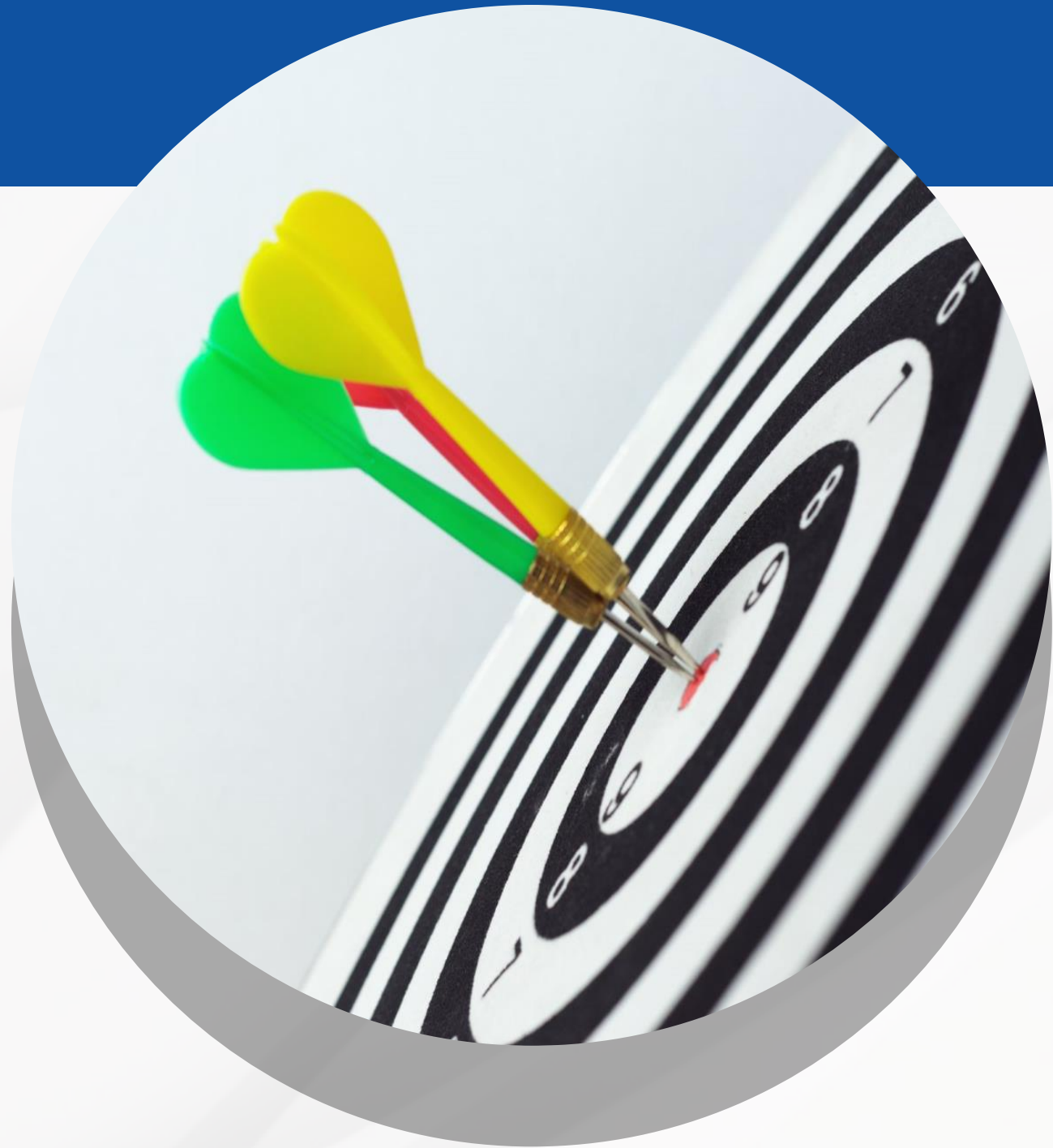
Operating under a 501(c)(3) framework, the organization will convert tax-deductible donations into monthly, percentage-based vouchers that help qualifying families offset the cost of existing daycare services.

Based on family eligibility and the number of children in care, these vouchers could reduce childcare costs by as much as 50%, offering families the financial relief they urgently need.

At its core, DCA.org is built on the belief that communities recognize the challenges today's families face.



OUR VISION & MISSION



Vision Statement

To create a future where every family in America, regardless of income or location, has access to affordable, high-quality child and infant care, empowered by community-driven support and sustained by compassion, equity, and opportunity.

Mission Statement

Day Care Assistance.org exists to empower young families struggling with the soaring monthly costs of infant and child care across the United States. Through community-driven financial assistance programs, educational resources, and personalized support services, we will bridge the gap between family aspirations and childcare affordability, enabling parents to pursue their dreams while providing quality care for their children.





OUR CHARITY CONCEPT

Day Care Assistance.org (DCA.org) will operate through a community-centered charitable model, grounded in shared responsibility and empathetic giving. The organization will depend on tax-deductible donations from individuals, businesses, philanthropists, and local institutions who understand the financial challenges families face in accessing quality child care.

These generous contributions will serve as the foundation of DCA.org's mission, directly supporting a voucher system that reduces daycare expenses for eligible families.

Looking ahead, DCA.org aims to become a reliable and impactful platform through which donors can make a visible difference in their own neighborhoods. Donations won't be distant or symbolic—instead, they will translate into real monthly savings for families in need. Through transparent financial reporting and clear, outcome-based documentation, DCA.org will build donor trust and encourage continued support.



HOLISTIC SERVICE FRAMEWORK

Day Care Assistance.org (DCA.org) will deliver a robust suite of services designed to support families at every stage of the childcare assistance journey. Central to this offering is the organization's innovative percentage-based voucher program, which will help reduce current daycare expenses by 30% to 50%, depending on family size and eligibility.

Beyond financial relief, DCA.org will provide individualized support through one-on-one consultations, guiding parents as they navigate the childcare options available in their communities. The organization will also connect families with relevant state and federal assistance programs to ensure they receive all available benefits.

To further empower families, DCA.org will host educational workshops focused on financial literacy, understanding childcare alternatives, and maintaining eligibility for both public and private aid programs. Through this comprehensive support model, Day Care Assistance.org aims to offer not only immediate financial assistance, but also the knowledge and tools parents need to make informed and confident childcare decisions for the future.



PROGRAM SERVICES & OPERATIONS



Voucher Distribution Program: The core of DCA's services, this program provides monthly vouchers covering 35%–50% of verified childcare costs, depending on family size.

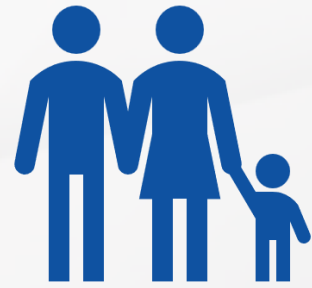
Family Qualification Process: Families must submit financial, demographic, and childcare documentation to determine eligibility. The process includes income verification, childcare cost validation, and background checks.

Educational Support Services: DCA offers workshops, one-on-one consultations, and resource libraries to educate and empower families in childcare decision-making. Topics include provider selection, early development, and financial planning.

Community Outreach & Fundraising: Each affiliate will engage local donors and partners to sustain and expand the program. Outreach includes corporate partnerships, individual donor cultivation, and community events.



FAMILY-CENTERED APPROACH & PERSONALIZED SUPPORT



Holistic and Individualized Service Model

DCA moves beyond generic assistance by offering tailored support that considers each family's unique childcare needs, schedules, goals, and financial circumstances. From the first consultation, families undergo a full evaluation to ensure services align with both their current needs and long-term aspirations.



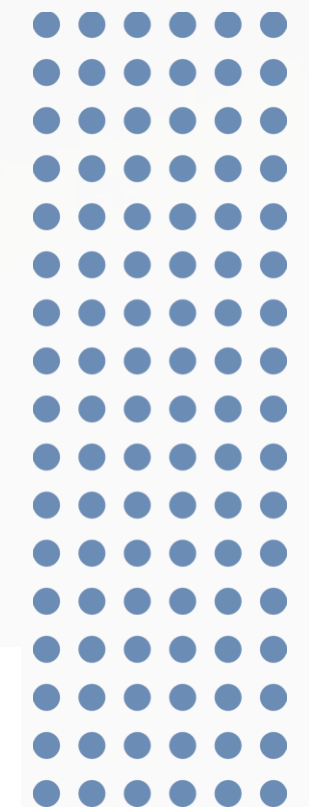
The focus is on providing meaningful, personalized support throughout the entire assistance journey.



Professional Support Team and Comprehensive Services

Each affiliate is staffed with a multidisciplinary team including licensed counselors and certified financial planners. These professionals offer guidance in managing stress, budgeting, and long-term financial planning.

This coordinated approach addresses both the immediate cost of childcare and the family's overall financial well-being, equipping them with tools for lasting independence and success.



MARKET OVERVIEW

Cost of Child Care in California: A Cost Breakdown for 2025

T1. Annual prices table

| Care type | Infant | 4-year-old | School-age |
|--------------|----------|------------|------------|
| Center-based | \$19,547 | \$14,396 | \$9,180 |
| Family-based | \$16,432 | N/A | \$8,898 |

T2. Monthly prices table

| Care type | Infant | 4-year-old | School-age |
|--------------|------------|------------|------------|
| Center-based | \$1,628.92 | \$1,199.67 | \$765.00 |
| Family-based | \$1,369.33 | N/A | \$741.50 |

Center-Based:

Infant: \$19,547 annually / \$1,628.92 monthly

4-Year-Old: \$14,396 annually / \$1,199.67 monthly

School-Age: \$9,180 annually / \$765.00 monthly

Family-Based:

Infant: \$16,432 annually / \$1,369.33 monthly

School-Age: \$8,898 annually / \$741.50 monthly

References

<https://tootris.com/edu/blog/parents/cost-of-child-care-in-california-by-city-age-and-type-of-care-provider/>



MARKET OVERVIEW

Average Monthly Child Care Costs in California By City

T3. City by city

| City | Infant Care (Hourly) | Infant Care (Monthly) | Preschool Care (Hourly) | Preschool Care (Monthly) | Median Income (Monthly) | Median Rent (Monthly) |
|---------------|----------------------|-----------------------|-------------------------|--------------------------|-------------------------|-----------------------|
| Los Angeles | \$25.58 | \$3,325 | \$24.38 | \$3,169 | \$6,697 | \$2,235 |
| San Diego | \$22.93 | \$2,981 | \$22.27 | \$2,895 | \$8,693 | \$2,195 |
| San Jose | \$27.03 | \$3,514 | \$26.01 | \$3,381 | \$11,797 | \$2,195 |
| San Francisco | \$29.01 | \$3,771 | \$26.99 | \$3,509 | \$11,787 | \$3,200 |
| Fresno | \$20.15 | \$2,620 | \$19.59 | \$2,547 | \$5,567 | \$1,345 |
| Sacramento | \$20.74 | \$2,696 | \$21.07 | \$2,739 | \$6,979 | \$1,345 |
| Long Beach | \$23.31 | \$3,030 | \$22.02 | \$2,863 | \$6,997 | \$1,795 |
| Oakland | \$27.67 | \$3,597 | \$26.34 | \$3,424 | \$8,114 | \$1,950 |
| Bakersfield | \$19.70 | \$2,561 | \$19.10 | \$2,483 | \$6,450 | \$1,950 |
| Anaheim | \$22.68 | \$2,948 | \$22.02 | \$2,863 | \$7,549 | \$2,085 |

The average annual cost of infant care in California is \$19,547 (up from \$16,945 last year)—that’s \$1,629 per month. Child Care for a 4-year-old costs \$14,396 (up from \$11,475 last year), or \$1,199 each month.

References

<https://tootris.com/edu/blog/parents/cost-of-child-care-in-california-by-city-age-and-type-of-care-provider/>



AFFILIATE OWNERSHIP OPPORTUNITY

Program Structure:

Day Care Assistance.org will expand through a unique affiliate ownership model, offering exclusive territorial rights for local chapters. While affiliates maintain local control, they benefit from centralized training, branding, and support.

Startup Costs (\$2,500–\$4,000):

The startup investment, ranging from \$2,500 to \$4,000, covers everything needed to launch a local affiliate. This includes legal paperwork for nonprofit formation, IRS compliance, operational training, marketing materials, and technology setup for website and management systems.

Branding & URL Rights:

Affiliates receive full branding rights within their territory, including use of the DCA name, logo, and marketing materials. Each affiliate is given a custom domain name (e.g., DCADenver.org), a professionally developed website, and access to localized promotional tools.

Annual Membership Fees:

An annual fee of \$250–\$275 grants affiliates ongoing access to updated training, legal guidance, marketing tools, tech support, and the DCA management platform. Affiliates also benefit from national networking events, webinars, and collaboration opportunities.

Owner Responsibilities & Benefits:

Affiliate owners are responsible for running local operations, including donor outreach, family support, and voucher distribution. They'll build community partnerships and assist families through consultations and referrals.



SWOT ANALYSIS

Strengths

- **Innovative Model:** Unique hybrid of nonprofit service + affiliate ownership structure, offering local impact with national scalability.
- **Low-Cost Buy-In:** Affordable startup cost (\$2,500–\$4,000) attracts aspiring nonprofit founders.
- **National Branding:** Unified branding creates legitimacy, trust, and professional identity across all affiliate sites.

Opportunities

- **19,000+ U.S. Cities & Towns:** Massive market potential for affiliate chapter growth.
- **Rising Childcare Costs:** Increasing financial strain on families creates strong demand for DCA services.
- **Government Collaboration:** Opportunity to complement existing programs like CalWORKs, CAPP, and Head Start.

Weaknesses

- **Limited Track Record:** As a new nonprofit, DCA.org lacks historical performance data to validate its model.
- **Reliance on Local Chapter Execution:** Success depends on the passion and competence of affiliate owners.
- **Initial Operating Capital:** National and affiliate-level operations require strong early fundraising to build traction.

Threats

- **Competition from Existing Programs:** Government programs may overlap or be seen as more trusted initially.
- **Regulatory Complexity:** Nonprofit laws and 501(c)(3) requirements vary by state and may confuse new affiliate owners.
- **Donor Fatigue:** In a crowded nonprofit space, attracting and retaining consistent donors may be challenging.



MANAGEMENT

Stephen (Steve) Butler is the inspired founder behind Day Care Assistance.org, driven by a strong commitment to community empowerment and economic fairness. With extensive experience in public service, nonprofit leadership, and grassroots advocacy, Steve has consistently focused on developing practical, accessible solutions for working families under financial strain.

His vision is rooted in the belief that no parent should be forced to sacrifice financial stability to afford quality child care.

Through Day Care Assistance.org, Steve aims to leverage his knowledge, dedication, and empathy to build a nationwide support network that redefines how communities care for families in need.

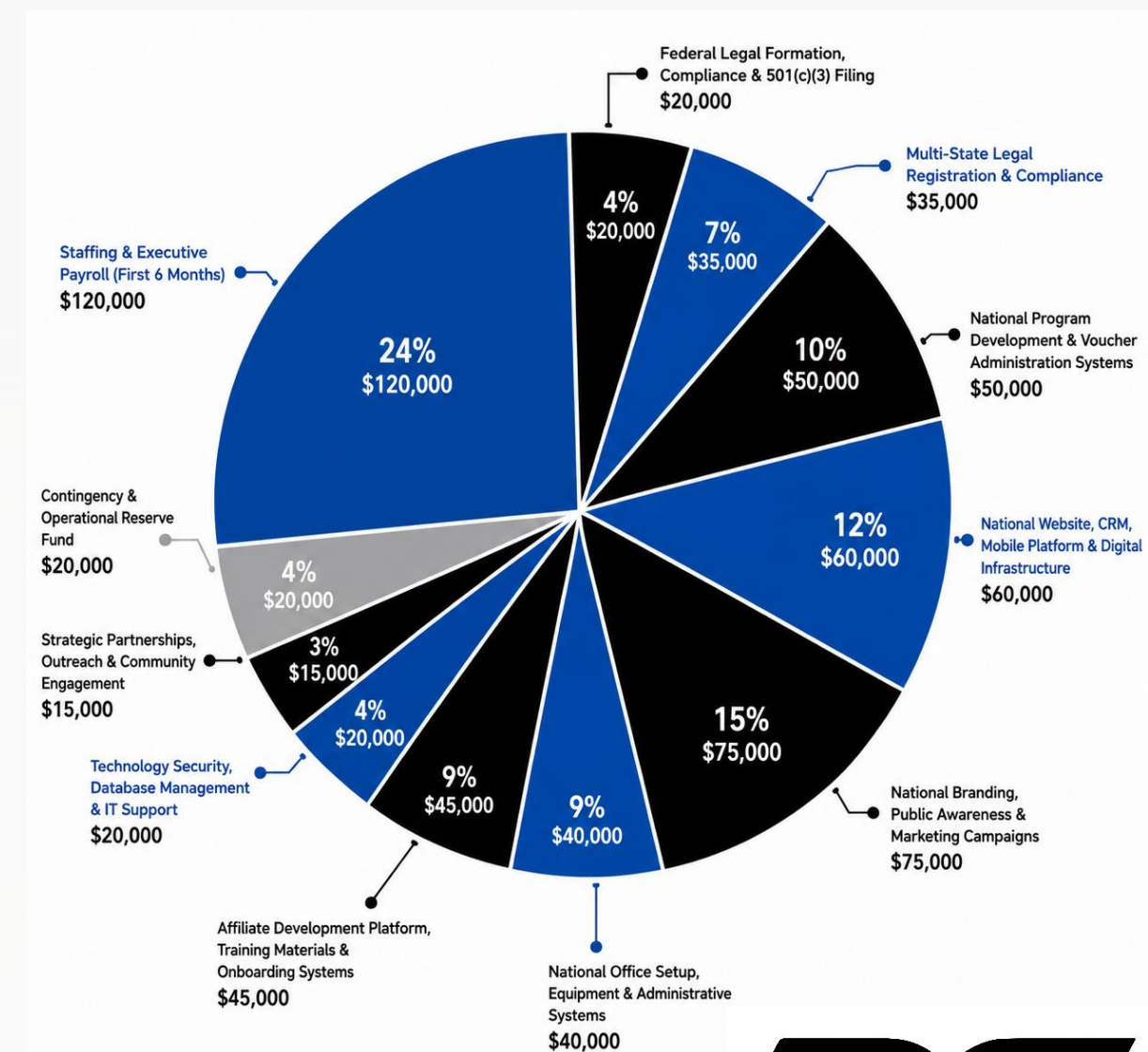


STARTUP COST OVERVIEW

National Headquarters – Estimated Startup Cost: \$500,000

Launching the national DCA.org organization will require an estimated **\$500,000** in initial capital to build a strong operational foundation, develop resources for affiliates, and establish national branding and administrative infrastructure.

| Expense Category | Estimated Cost |
|---|------------------|
| Federal Legal Formation, Compliance & 501(c)(3) Filing | \$20,000 |
| Multi-State Legal Registration & Compliance | \$35,000 |
| National Program Development & Voucher Administration Systems | \$50,000 |
| National Website, CRM, Mobile Platform & Digital Infrastructure | \$60,000 |
| National Branding, Public Awareness & Marketing Campaigns | \$75,000 |
| Staffing & Executive Payroll (First 6 Months) | \$120,000 |
| National Office Setup, Equipment & Administrative Systems | \$40,000 |
| Affiliate Development Platform, Training Materials & Onboarding Systems | \$45,000 |
| Technology Security, Database Management & IT Support | \$20,000 |
| Strategic Partnerships, Outreach & Community Engagement | \$15,000 |
| Contingency & Operational Reserve Fund | \$20,000 |
| Total Estimated National Startup Cost | \$500,000 |

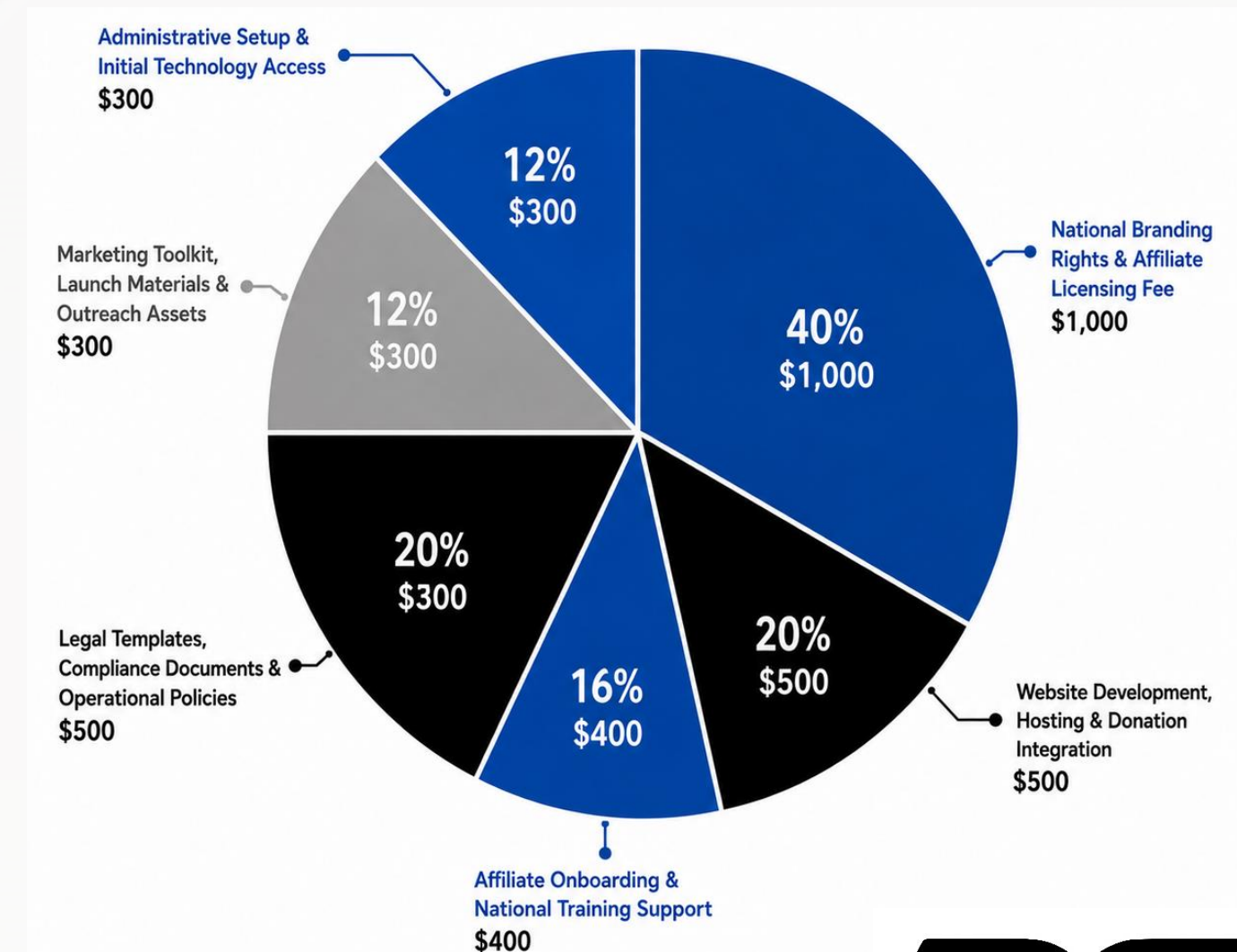


STARTUP COST OVERVIEW

Affiliate Chapter Startup Costs: \$2,500–\$4,000

Every DCA affiliate will function as a locally registered 501(c)(3) nonprofit under the DCA name, with comprehensive backing from the national body. The initial expenses for launching an affiliate will be deliberately minimized to ensure accessibility while still providing necessary resources, branding, and documentation support.

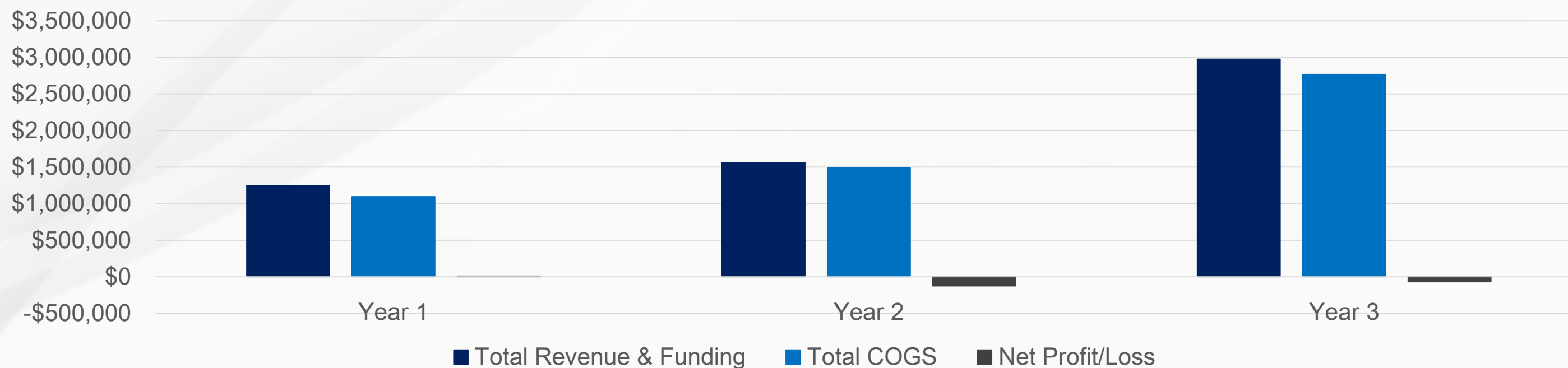
| Item | Estimated Cost |
|--|------------------------|
| National Branding Rights & Affiliate Licensing Fee | \$1,000 |
| Website Development, Hosting & Donation Integration | \$500 |
| Affiliate Onboarding & National Training Support | \$400 |
| Legal Templates, Compliance Documents & Operational Policies | \$500 |
| Marketing Toolkit, Launch Materials & Outreach Assets | \$300 |
| Administrative Setup & Initial Technology Access | \$300 |
| Total Estimated Affiliate Startup Cost | \$2,500–\$4,000 |



FINANCIAL SUMMARY

| | Year 1 | Year 2 | Year 3 |
|------------------------------------|-------------|-------------|-------------|
| Total Revenue & Funding | \$1,250,000 | \$1,562,500 | \$2,975,000 |
| Total COGS | \$1,095,000 | \$1,490,000 | \$2,765,000 |
| Gross Margin | \$155,000 | \$72,500 | \$210,000 |
| Total Operating Expenses | \$145,000 | \$197,500 | \$280,000 |
| EBITDA | \$10,000 | -\$125,000 | -\$70,000 |
| Net Profit/Loss | \$10,000 | -\$125,000 | -\$70,000 |
| Net Profit/Loss Margin | 1% | -8% | -2% |

Financial overview



JOIN US!

At Day Care Assistance.org, we believe that meaningful change starts with collective action. Whether you're a passionate individual, a local business, or a community organization, there's a vital role for you in our mission to make childcare more accessible and affordable for families across the nation. By joining us, you become part of a growing movement dedicated to easing the financial burdens faced by working parents and helping children receive the care they deserve during their most formative years.

There are many ways to get involved—become a donor, volunteer your time, partner with us as a local affiliate, or simply help spread the word. Every contribution, big or small, helps us expand our reach and impact. Together, we can build stronger, more supportive communities where families thrive, not just survive.

Join us today and be a part of the solution that brings hope, stability, and opportunity to families across America.





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THANK

YOU!

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