

# JUST ONE THING

**Title:** Flooring to Childcare-Action For A Brighter Future

**Company/Organization:** CCA For Social Good

**Type of Organization:** For profit

**Number of Employees:** <100

**Category:** Community

**Challenge or Opportunity:** Why would a flooring company enter the business of supporting the childcare field? Simple: childcare is a necessary support for the workforce and thriving communities. It is a strain working parents, and the businesses that hire them, feel everyday. The struggle childcare businesses face of limited budgets, tight job markets, and the rising cost of compliance were similar issues that we developed solutions for our floor covering store members. Could these be extended to the childcare market too?

**Approach or Solution:** Looking at both replicable programs from our sister businesses and the unique needs of the sector, CCA for Social Good created the scalable, web-based ECE Shared Resources platform, a one-stop-shop knowledge hub of 2,500 resources that help streamline common operational functions, address hiring challenges, saving time and money, allowing programs to focus on delivering high quality care.

**Impact:** Right here in NH, our client Early Learning NH's shared resources platform is enabling childcare programs to save an average of \$10,000 annually on business expenses, an estimated \$2,600 on hiring expenses, and reinvest in staff salaries and high quality programming. 38 other states are sharing similar measures of impact, affecting the quality care of 2 million children today. Our work doesn't stop here. How we deliver similar community centered solutions next is only limited by the imagination.