



MI Child Care Investments
**CHILD CARE
SUBSIDY**

Outreach Toolkit



BE A PART OF THE SOLUTION



Be a part of the solution

The State of Michigan has made historic investments into child care to provide financial help to child care providers and families struggling to cover costs. With these new expansions, 1 in 3 families in Michigan now qualify for free or low-cost child care through the Child Development and Care (CDC) subsidy program, but many families still do not know about the program, or that they may be newly eligible.

Enclosed in this toolkit, you will find background information, talking points, social media messages, and email inclusions to help spread the word to families and child care providers.

BACKGROUND



The Child Development and Care (CDC) program, also known as Child Care Subsidy, provides child care assistance to eligible families to help reduce or eliminate their costs for child care.

HOW FAMILIES QUALIFY

To qualify, families must:

- ✓ **Have a qualifying reason for needing child care:**
 - Employment or employment training
 - College or trade classes
 - High school completion program (GED, ESL, ABE)
 - Approved counseling/treatment program

- ✓ **Have a qualifying income, which is currently 200% of the Federal Poverty Level (FPL)**
 - Family of 2: \$36,624 annually, or \$17.61/hour
 - Family of 3: \$46,056 annually, or \$22.14/hour
 - Family of 4: \$55,512 annually, or \$26.69/hour
 - See the Child Development and Care Handbook on the [CDC Subsidy page](#) for income eligibility for larger households.

FOR PROVIDERS

To accept CDC subsidy from eligible families, child care providers must:

- ✓ Submit billing information every 2 weeks to the Department using I-Billing (internet billing)
- ✓ Keep complete and accurate records of daily time and attendance for children who attend child care with a CDC subsidy (these records must be kept for four years)

Provider Reimbursements:

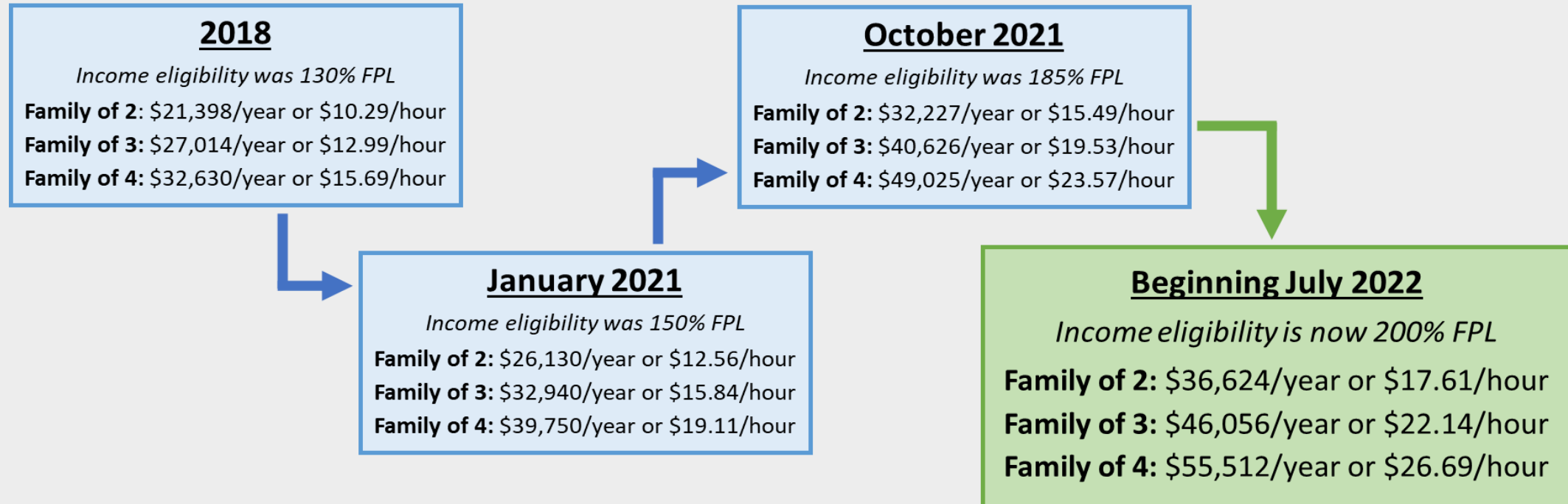
- ✓ Reimbursement rates are based on the child's age, billed hours, family contribution, provider type, and more
 - Full rate details are available in the [CDC handbook](#)
- ✓ Reimbursements can be made via direct deposit, if desired

Talking Points – Why Now?

For Families

Families of 4 making \$55,512 per year now qualify!

Income eligibility is higher than ever before.



Talking Points – Why Now?

For Families

Family contributions are currently \$0 through September 30, 2023.

That means that if you are found eligible for child care subsidy and your provider is accepts subsidy, *you will not pay anything* out of pocket for child care until September 30, 2023.

Talking Points – Why Now?

For Providers

Provider reimbursement rates have had multiple temporary increases.

As a result of advocacy and input from providers, beginning October 1, 2022, providers accepting child care subsidy will see a permanent 10% rate increase.

E-Blasts

Email to Families

Subject Line: Are Child Care Costs Hurting Your Budget?

Every family wants quality child care for their children. Did you know that Michigan has made changes so that more families like yours can send their kids to high-quality child care while keeping more money in your pockets? Even if you were previously denied, you may be newly eligible for child care assistance. Apply to see if you are eligible to be awarded funds to help with the cost of child care today.

Find out if you are eligible for child care assistance by using this [Eligibility Calculator](#).

E-Blasts

Email to Providers

Subject Line: Be a Part of the Solution – Expanded Child Care Subsidy

We know child care providers are committed to helping the families in our community. More families than ever are eligible to receive assistance to pay for child care, but they may not be aware. Continue to help families by letting them know they could now be eligible for support. This expansion also better supports providers who want to participate in the child care subsidy program, including increased reimbursement rates. If you do not currently accept subsidy, we encourage you to take a look at the new benefits today in the [CDC Subsidy Handbook!](#)

E-Blasts

Email to Providers, from fellow providers

Subject Line: Be a Part of the Solution – Expanded Child Care Subsidy

As child care providers, we are committed to helping the families in our community. That is why it is essential that we share the impact the historic investments Michigan has made to support Michigan's young children and families. More families than ever are eligible to receive assistance to pay for child care, but they may not be aware. Continue to help families by letting them know they could now be eligible for support. This expansion also better supports providers who want to participate in the child care subsidy program, including increased reimbursement rates. If you do not currently accept subsidy, from one provider to another, I encourage you to take a look at the new benefits today in the [CDC Subsidy Handbook](#) and share the good news.

SOCIAL POSTS FAMILIES

Parent Identity Message

- Every family wants quality child care for their children. See how the child care assistance program can help.
- Every family wants affordable, quality child care for their children. See how the child care assistance program can help.

[Click to access graphic 1](#)

[Click to access graphic 2](#)

First Contact with Subsidy Messages

Higher income audiences:

- Are child care costs hurting your budget? You could be newly eligible for financial relief through a child care subsidy. Michigan has made changes so that more families like yours can send their kids to high-quality child care while keeping more money in your pockets.

[Click to access graphic](#)

Lower Income audiences:

- Is the cost of child care overwhelming? You could be eligible for child care assistance and are missing out. Did you know your neighbor down the street with two kids makes over \$40,000 a year, over \$19.50/hour and is receiving money to help with their child care?. Apply to see if you are eligible to be awarded funds to help with the cost of child care.

[Click to access graphic](#)

Previously Denied

- Were you previously denied for child care subsidy? You may be missing out. Michigan expanded its income eligibility on Oct. 1, 2021 to give more families financial relief. See the most you can earn before taxes are taken out to receive assistance below:
 - Family of two: **\$36,624/year** or **\$17.61/hour**
 - Family of three: **\$46,056/year** or **\$22.14/hour**
 - Family of four: **\$55,512/year** or **\$26.69/hour**

[Click to access graphic](#)

[Family Facebook Banner](#)

SOCIAL POSTS PROVIDERS

Become advocates

You are committed to helping families in your community. More families than ever are eligible to receive assistance to pay for child care, with Michigan's historic investment of 1.4 billion dollars. Continue to help families by letting them know they could now be eligible for support.

[Click to access graphic](#)

Accept subsidy

Every family wants and deserves high-quality child care for their child. Did you know you can expand your business while increasing access to high-quality care for families? Historic investments have been made to better support providers who want to participate in the child care subsidy program, including increased reimbursement rates. Begin accepting subsidy today.

[Click to access graphic](#)

[Facebook Banner](#)

SOCIAL POSTS

NEW SUBSIDY ELIGIBILITY CALCULATOR

Are child care costs hurting your budget? You could be newly eligible for financial relief through a child care subsidy.

Michigan has made changes so that more families like yours can send their kids to high-quality child care while keeping more money in your pockets. [The expansion](#) will allow access to free or low-cost child care for 150,000 more Michigan kids, lowering costs, and helping parents with children under age 12 get back to work.

The Early Childhood Investment Corporation has helped create a simple tool that lets families know quickly if they might be able to lower their child care costs. Check to see if you are eligible today.

<https://greatstarttoquality.org/calculator/?fbclid=IwAR0ulTDRTSE6WmSnnlkm4pZ3jW6D8YUF8jKiKyQvrCtBHN915lVasz1nrAg>

[Click to access graphic](#)

Information to Remember

- **Eligibility for the CDC program is currently 200% FPL.**
- **Child care provider reimbursement rates will receive a permanent 10% increase beginning October 1, 2022.**

Helpful Tools

To find out if you are eligible for Child Care Subsidy: [Eligibility Calculator](#)

To apply for Child Care Subsidy: www.Michigan.gov/MIbridges

For help finding child care in your area: www.GreatStarttoQuality.org

To spread the word about the Child Care Subsidy program: [Printable flyer](#)

Required form for Child Care Subsidy: [Form DHS-4025](#)

For more information: [CDC Subsidy page](#) and [CDC Handbook](#)



Thank You

