



First Children's Finance Presents: *When Tuition is Not Enough*

A new financial pre-conference seminar for child care center directors and management staff

Lowering quality is not the only option when money is tight. This full day seminar will answer questions about how you can raise and save more money to carry out your mission, and continue to provide quality services for children and families in today's challenging financial environment.

- **Cost Analysis** - Learn how to use financial tools to monitor and analyze expenses, minimize lost revenue, understand when and how to use credit and reduce costs while maintaining a quality program.

- **Fundraising** - Discuss the basic principles for effective fundraising, start building a successful fundraising plan, use return on investment analysis in decision-making, and overcome common barriers to effective fundraising.

- **Pricing and Tuition Strategies** - Discover opportunities to balance the challenges of serving moderate to low income families by developing pricing and tuition assistance programs and practices. Receive practical tools to help you set up financial assistance programs such as personal pricing plans, scholarship programs, and emergency assistance funds.

Participants will leave this workshop armed with tools and new ideas to stretch your dollars to help sustain and grow your quality programs and services to families.

First Children's Finance is a nonprofit organization that finances child care businesses and builds the business skills of child care and early education professionals.

Who should attend?

For-profit and nonprofit center directors, assistant directors, financial management, board members and others wanting to learn more about the business of child care.

What should you bring to the workshop?

Participants should bring a calculator, pencil, and if possible, a copy of their financial statements and tuition rates.

Presenters

Heidi Schlueter and Karla Organist, First Children's Finance

Cost: \$35 includes a continental breakfast and lunch.

To Register: Download a registration form at www.iowaaeyc.org or register online: www.iowaaeyc.org/conference-form.cfm.

CDA Content Area

Strategies to manage an effective program operation. 7 hours of training credit. NAC approval pending.

For more information

Contact Rhonda Bancroft, rhonda@iowaaeyc.org, 515-331-8000 ext 12

When Tuition is Not Enough

A new financial planning pre-conference seminar with the Iowa AEYC Annual Conference

Thursday, October 13, 2011

9:00 a.m. to 4:30 p.m.

(Doors open at 8:30)

Location of training:

Holiday Inn Airport

6111 Fleur Drive, Des Moines, IA

