

EXPANDED CHILD CARE ASSISTANCE ELIGIBILITY TOOLKIT

Communication Assets for **Early Care and Education Providers**

These communications are intended for child care providers to share broadly with families currently enrolled in or on the waitlist for their programs, and who may be newly eligible for child care assistance.



Email to Enrolled Families Regarding Change

For providers to send to families currently enrolled in their program

Subject: Indiana expands access to child care assistance to cover more hardworking Hoosier families

Preview: Learn more and apply at Early Ed Connect

Email copy:

Dear families,

As part of Indiana's commitment to ensuring more Hoosier children have access to early learning opportunities, the state is expanding income eligibility for child care assistance.

With these new guidelines (from 127% of the federal poverty level to 150% - which equals around \$45,000 annual income for a family of four), your family may be eligible for state assistance to help offset child care costs.

Indiana provides child care assistance through CCDF and On My Way Pre-K programs. The CCDF program assists eligible families in affording child care from birth to age 13. On My Way Pre-K helps 4-year-olds access high-quality pre-K programs ahead of kindergarten. In most cases, families who are eligible for assistance are also required to pay a weekly co-pay, which is calculated based on annual income.

With this exciting news, we recommend interested families learn more and apply at Early Ed Connect. Through the online portal, you can access an application that helps assess your family's eligibility and next steps. If you are seeking CCDF assistance, you can apply

under the newly expanded guidelines starting Aug. 1. If you are seeking On My Way Pre-K assistance, you may apply at any time.

Please don't hesitate to contact our staff with any questions or concerns.

Thank you,

[PROVIDER NAME]



Text to Enrolled Families Regarding Change

For providers to send to families currently enrolled in their program

Indiana has expanded eligibility to ensure child care assistance is available to even more families. Looking for support with child care costs? Learn more and apply for assistance at Early Ed Connect.



Email to Prospective/Waitlisted Families Regarding Change

For providers to send to families on their program's waitlist

Subject: Prospective families encouraged to explore the state's child care assistance programs

Preview: Learn more about an income eligibility expansion at Early Ed Connect

Email copy:

Dear families,

As part of Indiana's commitment to ensuring more Hoosier children have access to early learning opportunities, the state is expanding income eligibility for child care assistance.

With these new guidelines (from 127% of the federal poverty level to 150% - which equals around \$45,000 annual income for a family of four), your family may be eligible for state assistance to help offset tuition costs.

Indiana provides child care assistance through CCDF and On My Way Pre-K programs. The CCDF program assists eligible families in affording child care from birth to age 13. On My Way Pre-K helps 4-year-olds access high-quality pre-K programs ahead of kindergarten. In most cases, families who are eligible for assistance are also required to pay a weekly co-pay, which is calculated based on annual income.

Our records indicate your family is currently on a waitlist for an available spot at a child care program. With this exciting news, we recommend you learn more and apply if interested at [Early Ed Connect](#) for the potential to help cover child care costs when a spot becomes available. Through the online portal, you can access an application that helps assess your eligibility and next steps.

If you are seeking CCDF assistance, you can apply under the newly expanded guidelines starting Aug. 1. If you are seeking On My Way Pre-K assistance, you may apply at any time.

Please don't hesitate to contact our staff with any questions or concerns.

Thank you,

[PROVIDER NAME]



Text to Prospective/Waitlisted Families Regarding Change

For providers to send to families on their program's waitlist

On a waitlist for a child care spot? Indiana's expanded income eligibility guidelines may help with tuition costs when a seat becomes available. Learn more and apply at Early Ed Connect.



Promotion for Providers' Website

Indiana is expanding income eligibility for child care assistance, and your family may now meet requirements. Learn more and apply at [Early Ed Connect](#).



Social Media Features (x3)

Social Media Feature #1

Indiana is making child care more affordable for hardworking Hoosier families. Expanded eligibility guidelines for child care assistance programs take effect Aug. 1, and your family may now be eligible. Learn more about the exciting change and apply for assistance at Early Ed Connect: <https://earlyedconnect.fssa.in.gov/onlineApp/home>

Social Media Feature #2

High-quality child care programs help parents and caretakers work and provide children with enriching early learning opportunities. But the costs to cover child care can be overwhelming. On Aug. 1, Indiana is expanding income eligibility requirements for its child care assistance programs to support more hardworking Hoosier families. Learn more and apply today at Early Ed Connect: <https://earlyedconnect.fssa.in.gov/onlineApp/home>

Social Media Feature #3

BIG NEWS! As of Aug. 1, the state is rolling out expanded income eligibility to help more Hoosier families afford child care - and your family may qualify! Learn more about the

expansion and what it could mean for your family at Early Ed Connect:
<https://earlyedconnect.fssa.in.gov/onlineApp/home>