

THERAPEUTIC CHILD CARE CENTER, NFP

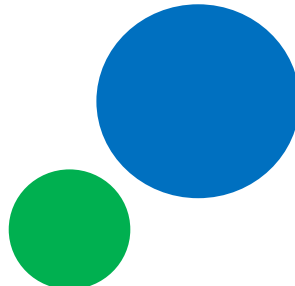
# **BUSINESS PLAN**

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**EXECUTIVE SUMMARY  
CAPITAL CAMPAIGN**



[www.totscenter.org](http://www.totscenter.org)



### **A message from our founder:**

As a working mom of three kids, I have experienced firsthand the necessity of daycare, and as an occupational therapist, I have witnessed the family struggle when appropriate child care is not available. The tots we will serve and their hard-working families appreciate your support to make this vision a reality!



**#ChildCareIsVital**

**Agnieszka Moroni, MOTR/L**  
**Occupational Therapist**  
**TOTS Executive Director / Founder**  
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### **Devoted volunteer to strengthen communities:**



### **Proud member of three local Chambers of Commerce:**



TOTS Center  
P.O. Box 985  
Wheeling, IL 60090

TOTS Therapeutic Child Care Center, NFP is a 501(c)(3) non-profit organization. Your donation is tax-deductible. Find out more at [www.totscenter.org/donate](http://www.totscenter.org/donate)

### **Nondiscriminatory Policy**

TOTS admits students of any race, color, and national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the center. It does not discriminate on the basis of race, color, national and ethnic origin in administration of its policies and programs.



## Mission #1

To welcome children whose needs cannot be met by a traditional daycare and support them in a safe, engaging, and developmentally-appropriate environment.

## Mission #2

To support parents and caregivers of children with medical and/or developmental needs by providing full-time childcare, allowing them to enter/re-enter the workforce, provide for their families, and contribute to the greater good of the community.

# Did you know?


\*Data obtained from DCFS Daycare Licensing Standards and personal experience conducting therapy sessions inside child care centers.

Limited space for one-on-one therapy sessions

Many child care centers don't feel equipped to enroll children with disabilities.

Minimal therapeutic equipment

Standard ratios:  
5:1 8:1 10:1

A young child with Down syndrome is sitting on a sidewalk. She is wearing a white long-sleeved shirt with a colorful pattern, blue pants, and pink shoes. She has a pink piggy bank in front of her and several colorful coins (red, yellow, blue, green, orange) scattered on the ground. She is looking up and to the right with an open mouth, as if speaking or reacting to something. The background is a grassy area with fallen leaves.

our local daycare told us they don't take children with Down syndrome because they don't have enough teachers.  
— Adira's parents



1,200 kids  
ages 0-3  
need therapy  
in Lake County

2,600 kids  
ages 0-3  
need therapy  
in Cook County

**School District  
Special Education  
starts at age 3 and  
is often offered for  
2½ hours per day**

...forcing many  
working parents to  
**quit their jobs**  
to care for their  
children

A NEW OPTION  
**COMING SOON**  
TO CHICAGO'S NORTHWEST SUBURBS

The logo for TOTS (Therapeutic Child Care Center, NFP) features the word "TOTS" in a stylized, outlined font. The letters are colored: 'T' is orange, 'O' is blue with a small blue dot in the center, 'T' is red, and 'S' is green. The logo is centered within a white circle that has a thick green border.

THERAPEUTIC CHILD CARE CENTER, NFP

# Curriculum Features

## Full Time Care

Ages 18 months – 5 years  
Monday – Friday 7:00 a.m. – 5:00 p.m.

## Small Group Sizes

Maximum class size: 9 children  
3:1 Student-to-Teacher Ratio

## Language Supports

Alternative communication methods for children with speech delays (Picture Exchange Communication System, visual schedules, sign language, Augmentative Communication Devices, etc.)



## Accessible Play Spaces / Adapted Activities

Universal design for all to participate

## Mealtime Enrichment

Supports for children with feeding disorders and feeding tubes

## Full-Time Therapist on Site

Coaching teachers and collaborating with therapy and medical teams

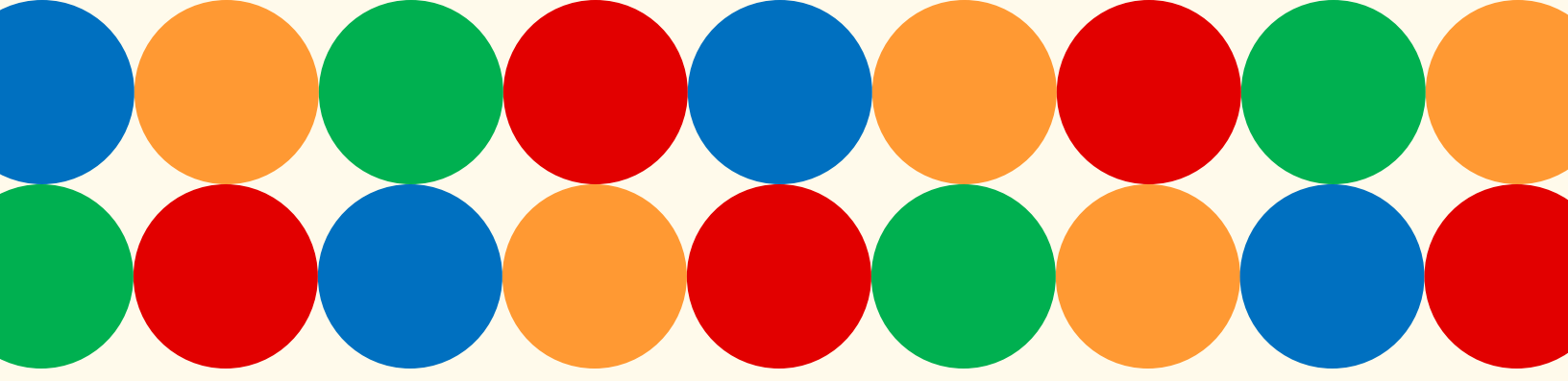
## Individual Therapy Room & Therapy Gym

Ample space and equipment to conduct individual therapy sessions with every child.

## Advisory Board

Speech, physical, developmental, and occupational therapists, as well as a social worker, a daycare director, and a parent of a child with special needs to guide curriculum development.





# Child care is vital

**EMPOWER KIDS**

**SUPPORT FAMILIES**

**BOOST EMPLOYMENT**

**STRENGTHEN COMMUNITIES**





Will  
YOU  
walk  
with  
us?

## capital campaign

Phase 1: Start-up

\$100,000

Phase 2: Facility

\$1,000,000

Phase 3: Open Doors

\$27,000  
per month



## Phase 1: Start-up

Initial start-up:	\$ 10,000
Marketing:	\$ 15,000
Event setup costs:	\$ 25,000
Part-time director's salary:	\$ 25,000
Initial furnishings & supplies:	\$ 25,000
<b>Total</b>	<b>\$100,000</b>

**\$500+**  
**gifts**

Donor's name will be listed on an interior wall in a prominent location for a minimum of 3 years

## Phase 2: Facility

Building purchase:	\$750,000	Donor's name on building exterior
Adaptive playground:	\$ 40,000	Donor's name on playground
Therapy Gym:	\$ 30,000	Donor's name on a hallway plaque
Classroom 1:	\$ 20,000	Donor's name on a hallway plaque
Classroom 2:	\$ 20,000	Donor's name on a hallway plaque
Classroom 3:	\$ 20,000	Donor's name on a hallway plaque
Small therapy room:	\$ 10,000	Donor's name on a hallway plaque
Full-time director's salary	\$ 80,000	
Teachers' training program	\$ 30,000	
<b>Total</b>	<b>\$1,000,000</b>	

**Thank YOU!**



## Phase 3: Open Doors

Projected tuition: \$1,800 per month, per child

Projected cost: \$2,800 per month, per child  
x 27 children

**Ongoing need: \$27,000 / month**



Photo Courtesy of FoxyWolf Moments

## Ongoing Fundraising

Grants

Private foundations

Child sponsorships

Corporate sponsorships

Annual "5K for All"

Annual "Tour de TOTS" ride

Annual golf outing

Annual gala

Merchandise shop

Giving campaigns

Individual student fundraisers

Restaurant / shop give-back events

[www.totscenter.org/events](http://www.totscenter.org/events)

Join us! Volunteer, sponsor, and/or attend one of this year's events.

When the world tells me  
I may not be able...

