



THE TOP 10

COMMON MISCONCEPTIONS ABOUT
OWNING YOUR OWN FAMILY CHILD
CARE BUSINESS

HOMENETWORKPPR.ORG

Dear Family Child Care Professional,

We would like to take a moment to express our gratitude for the amazing work that you do with children. You pour so much love and care into building great relationships with the children and parents in your program, and we are truly inspired by your dedication to every family you serve.

Your hard work does not go unnoticed. You create a safe and nurturing environment where children can learn, grow, and thrive. Your patience, kindness, and enthusiasm are evident in everything you do, and we are so grateful for the positive impact you have on the lives of the children in your care.

We wanted to share with you a free resource that we believe will be helpful to you as you navigate your early care and education business or if you are interested in opening a new child care operation. The Home Network is a wonderful tool that can help you inspire and delight families, and we hope that you will take some time to explore all that we have to offer.

Thank you again for everything you do. Your work is truly important and makes a difference in the lives of so many children and families.



Josie Watters

**Vice President of
Home Operations**



THE TOP 10 COMMON MISCONCEPTIONS ABOUT OWNING YOUR OWN FAMILY CHILD CARE BUSINESS

Owning an early care and education business can be a fulfilling and lucrative career choice. However, there are several misconceptions that people may have about this industry. In this packet, we will address the top 10 common misconceptions about owning an early care and education business.

1 Misconception

The work is considered “just babysitting” or not a “real” profession

Many people believe that running an early care and education business is not a “real” profession and is just “babysitting”. However, this couldn't be further from the truth. Early care and education providers are responsible for the safety and wellbeing of children and must have extensive knowledge in child development, health and safety, and early care and education.



2 Misconception

There is no support for Family Child Care Owners

Early care and education providers may feel isolated and unsupported in their business ventures. However, there are numerous resources available to assist them, including state and national organizations, professional development opportunities, and networking groups. The Home Network has a team of education specialists willing to offer both free and fee based services. To get the support you need visit [The Home Network website here](#).

3 Misconception

The business is hard to learn (i.e., paperwork, taxes, licensing, etc.)

Starting and managing an early care and education business can seem daunting with paperwork, taxes, and licensing requirements. However, with proper guidance and resources, the process can be streamlined and manageable.

4 Misconception

A living wage is out of reach

Many people believe that owning an early care and education business will not provide a living wage. However, with proper planning and management, it is possible to make a decent income in this industry. In El Paso County, rates for licensed early care can range anywhere from \$100-\$350 per child each week (Data: El Paso County Home Network Survey). Please note that rates are dependent on the age of children and other individual business practices and qualifications.

5 Misconception

Family child care owners need to own a huge space for operation

One misconception about early care and education businesses is that they require a large amount of space to operate. However, family child care providers can operate out of their homes and still provide quality care. El Paso County only requires 35 square feet inside the home and 75 square feet per child for outdoor space. Also, early care and education is affordable in rental homes with approval from the property owner.

6 Misconception

The family child care must be set up like a center based program

Early care and education businesses do not need to be set up like center-based programs. Early care and education providers can develop a unique program that meets the needs of the children and families they serve in the individual setting.

7 Misconception

The business has to have a perfect outdoor set up

Outdoor play spaces are important for children's development, but it is not necessary to have a perfect outdoor set up. A safe and appropriate outdoor play area can be created with minimal expense.

8 Misconception

Set up costs for family child care are astronomical

Starting a business can require an initial investment. However, with proper planning and research, it is possible to start an early care business without breaking the bank. There are also a number of state funded grants and scholarships available to new and current early childhood and education owners.

9 Misconception

You have to work long days all year

While early care and education providers often do work long hours, they have the option to set their own schedules and take time off as needed. When you have your own business, you get to decide the hours and time off.

10 Misconception

You are always stuck at home

Working from home may seem isolating, but early care and education business providers have the opportunity to engage with children and families on a daily basis. Additionally, many early care and education providers participate in professional development opportunities and networking events, allowing them to connect with other professionals in their industry. Field trips during the day with the children is another option to get out of the house environment.



We are here to support you!

Owning a family early care and education business is a rewarding and valuable profession. Thus, it is important to dispel the common misconceptions surrounding this industry to encourage more individuals to pursue this career path. With proper planning, support, and resources, owning an early care and education business can be a successful and fulfilling career choice.

Becoming a licensed family child care provider is a rewarding and valuable career choice. With careful planning and attention to detail, you can create a successful child care business that provides a valuable service for your community.

Contact

If you're interested, we can help with general questions, getting started, grant information, state regulations, educational resources, etc.

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