

## **Executive Summary:**

Footprints Childcare is a full-service childcare/development facility that cares for children ages 1-12. We focus on providing high quality services to parents from a variety of financial backgrounds, specifically those in need of quality childcare as they seek out and engage in employment opportunities. Footprints aims to give a secure, loving environment where children of diverse upbringings can come together and learn key skills that will prepare them to excel as young leaders of tomorrow. We currently provide care to five children and are consistently seeking opportunities for expansion.

## **Company Description:**

Footprints Childcare is a limited liability company based in Richmond Virginia. We were founded in 2020 by a loving mother who wanted to produce an ideal childcare facility for members of the community. Footprints aims to provide a structured, loving environment while teaching children basic foundational skills that will help enable them for a successful life. The environments a child is exposed to early on in life deeply affects his or her cognitive, physical, emotional, and social development. Footprints offers a wide range of curriculum that are tailored to the age of the child. Our environment is intimate and all children receiving care at our facility receive unmatched attention and instruction.

## **Services Offered:**

Footprints Childcare offers upscale daycare services for children ages 1 years to 12 years. Normal operating hours are from 7 a.m. to 6 p.m., Monday through Friday – with observance of all major legal holidays. Early drop-off services are offered as needed.

We offer fulltime daycare services that include but are not limited to:

- Extracurricular Activities
- Field Trips
- Arts and Crafts

- Physical Activities
- Before and After School Care
- Summer Childcare

### **Management Team:**

Shanika Christmas will be the Owner and Director of Footprints Childcare. She looks to hire one full time employee to help with everyday operations upon approval of the Special Use Permit application.

### **Financial Plan**

The revenue drivers for Footprints Childcare will be the daycare services offered. The revenue will come from the weekly tuition rates for the children currently receiving services.

- Initial Number of Children enrolled Per Month: 12 (pending approval of SUP app)
- Average Tuition: \$200/week

The cost drivers will be the overhead costs of maintaining an adequate and safe facility. The main expenses will be the rent/mortgage, utilities, and food for the children. Other costs will be the maintenance for auto, fuel for auto, home maintenance, daycare equipment/supplies, laundry, cleaning supplies, office equipment, and insurances.

FootPrints Childcare Monthly Expense Lists	
Expenses	Amount
Food for Children	\$300
Rent/Mortgage	\$1,300
Utilities (Electricity, Phone, Internet)	\$330
Fuel for Auto	\$155
Maintenance for Auto	\$60
Home Maintenance	\$50
Equipment/Supplies	\$50
Laundry/Linens	\$50
Cleaning Supplies	\$30
Office Equipment/Supplies	\$25
Insurance	\$9
<b>Total</b>	<b>\$2,359</b>

## Operational Plan

Shanika Christmas will be the Owner and Director of the facility. She will develop all curriculums, maintain all necessary schedules, and be the person communicating with families. She looks to hire one full-time employee upon approval of the SUP application. Ms. Christmas will handle all payroll, bookkeeping, tax payments, and permitting on behalf of the business. She will ensure all video monitoring and secure access to the facility. She will also lead all marketing and engagement efforts throughout the community.

Parents receiving services have designated drop off and pick up times where they are only allowed to utilize the facility's driveway and potentially open street parking located directly in front of the home. This ensures there is no congestion on any of the streets, roads, or alley ways surrounding or near the facility. Footprints Childcare will continue to only maintain a compacity that allows for optimal intimacy in the learning and care process and discourages overcrowding. Hazardous nor potentially hazardous materials will never be present or used at this facility under any circumstances.

Footprints Childcare looks to serve as a prime model for how a daycare should operate in the Richmond community and beyond. We look to ensure that our operation adheres to the safety, health, morals, and general welfare of the community. In doing this, consistent communication will be maintained with parents and opportunities for public feedback will be sought out. This is the way we look to ensure our methods of service delivery are up to date and meeting desired standards.