

Exceptional Start Academy

FY2021 Early Childhood Grants

Crump

Ariel Crump
1493 Dutch cove rd
Charlotte, North Carolina 28216

arielcrump@gmail.com
O: 828-785-0020

Ariel Crump

1493 Dutch Cove Rd
Canton, NC 28716

arielcrump@gmail.com
O: 8287850020

Application Form

INSTRUCTIONS

Buncombe County requests proposals for community based projects to enhance outcomes for young children and their families in our community. Grants made through the Early Childhood Education and Development Fund will be focused on access to quality early childhood care and education.

Please refer to the Grant Guidelines published on the Early Childhood Grants website at buncombecounty.org/grants for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

Applications are due by 5:00 pm on February 14, 2020.

BASIC INFORMATION

BASIC INFORMATION – Before completing the application, please tell us a little about the request.

Project Name*

Exceptional Start Academy

Strategy*

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

Creating new classrooms to serve more children in early care and education settings

Funding Request*

How much funding is this project requesting for FY2021?

\$75,000.00

Grant Guidelines*

Have you read and understand the information presented in the FY2021 Grant Guidelines for Early Childhood Grants (Grant Guidelines)?

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

APPLICATION

APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.

Organization*

Give a brief history, including date of founding, focus, services, and record of success.

This will be a start up company in which we do not have any history or record of success as of yet. Our focus is on serving the community by providing the children of Buncombe County with a warm, loving and safe environment for children in a quality educational environment in conjunction with dual language and a quality educational curriculum that assists the social, emotional, physical, and intellectual growth of all children.

Need for the Project*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

Buncombe County is in desperate need for high quality childcare centers and upon research I have discovered that there are no centers in the area that will come close to what we provide for our children and families. Our enrichment programs such as, music, yoga, drama and foreign languages will give these children an excellent start to there early years. Lack of quality in the child care centers has also been a complaint for parents in Asheville and surrounding towns/cities. Not only will we focus on educating our children, but we will also make sure our parents know that there child is getting the best quality of care while they are in our care. Many parents feel intimidated to approach care providers with any problems they may have because of fear that their child may be seen in a negative light. The key at our center will be to encourage parents to think of it as a conversation, not a confrontation and at our center we will strive to make our parents feel 100% comfortable with us when leaving their child in our care. Customer service and parent communication is something we strive on, as a mother of two, our founder knows firsthand the importance of being able to communicate effectively with your child's teacher and the important role parent communication plays for a child's success. We are convinced that there is a great market opportunity here for affordable high quality childcare and with the population growing rapidly now is the perfect time to add a childcare center in Buncombe County.

Project*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

We are not just your typical daycare, we go above and beyond for our children and families. We will provide highly trained teachers that will nurture each child to reach their individual developmental milestones while ensuring that they become confident, joyful and fully prepared students. Our classrooms will also feature diverse learning programs including foreign languages, yoga, healthy eating habits, world cultures, manners and computer skills, programs that most daycare facilities do not offer.

Lack of quality in the child care centers has also been a complaint for parents in Asheville. Not only will we focus on educating our children, but we will also make sure our parents know that there child is getting the best quality of care while they are in our care. Many parents feel intimidated to approach care providers with any problems they may have because of fear that their child may be seen in a negative light. The key at

our center will be to encourage parents to think of it as a conversation, not a confrontation and at our center we will strive to make our parents feel 100% comfortable with us when leaving their child in our care. Customer service and parent communication is something we strive on, as a mother of two, our founder knows firsthand the importance of being able to communicate effectively with your child's teacher and the important role parent communication plays for a child's success. We are convinced that there is a great market opportunity here for affordable high quality childcare and with the population growing rapidly now is the perfect time to add a daycare to the North and/or East Side of Asheville.

People Served*

Who will be served by this project? Include demographics for children and families served, workforce, and/or any other relevant groups.

With inflation continuing to increase every year in this area, it has become necessary for more families to rely on two incomes to survive, this increases the demand for child care facilities in Buncombe County, NC. There is an increasing amount of families who have become dependent on two incomes, which has created the necessity of the child care industry. We will except children on either a full-time or part-time schedule which will make it more convenient for families and there variety of work schedules. Our target group will be full-time working couples, single family homes and parents who want there children to be exposed to bilingual languages at an early age. Our company wants to establish a significantly large full-time regular client base in order to establish a healthy, consistent revenue base to ensure stability of the business. We will be enrolling children ages 6 weeks to 12 years of age and customer relations is extremely important, as it is imperative to keep the parents happy in order to keep their children in our daycare center. Part-time workers and drop-ins comprise approximately 20% of revenues. Although this market is not the primary focus, sufficient flexibility to handle this secondary market is important to producing supplemental revenues.

Our business will employ different strategies to differentiate ourselves, the first is a pricing structure where our services will be priced at 5%-10% less than the larger commercial run facilities. The second differentiating effort will be bench marked customer service. A great customer service philosophy will be infused within the entire organization. We will spend extra money to attract and train the best employees. This is especially important because it is the employees that interact with both the children and parents and will have the best chance to impress them enough to turn them into a loyal customer as well as to be vocal in telling their friends about their positive child care experience.

Results*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with the goals of the fund, and how many people will be served.

For projects requesting funding for slots, also please include:

- Total new slots created
- Total slots maintained
- # of Subsidy slots created
- # of Subsidy slots maintained
- # of teachers/staff positions created
- # of teachers/staff positions maintained

"The purpose of the Early Childhood Education and Development Fund is to ensure that every child in Buncombe County has an equal opportunity to thrive during their first 2,000 days, including access to quality

early childhood education. The Fund was established in response to a well-documented local shortage of quality early childhood education programs, barriers that families face in accessing existing programs, including affordability, and a well-documented shortage of qualified teachers and staff in classrooms and centers."

Everything Exceptional Start Academy stands for and represents aligns with the goals of the fund. Our mission is to provide a warm, loving and safe nurturing environment for children in a quality educational environment that fosters a child's individual success and a love of learning in collaboration with parents and the community. We strive to provide a stimulating, and developmentally appropriate learning environment in conjunction with dual language and a quality educational curriculum that assists the social, emotional, physical, and intellectual growth of all children.

Evaluation*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

We will start with a critical competitive edge: there is no competitor in our market that is offering our concept, quality of educational program and child care services. Our positioning on these points is very hard to match, but only if we maintain the focus in our strategy, marketing, business development, and fulfillment.

Availability will be a major part of solving the problem the area is facing with lack of high quality childcare. With very few daycare centers in Buncombe County accepting infants there will be a high demand for infant care. With us taking infants starting at 6 weeks of age, we project to fill up our infant room quickly. Many parents feel intimidated to approach care providers with any problems they may have because of fear that their child may be seen in a negative light. The key at our center will be to encourage parents to think of it as a conversation, not a confrontation and at our center we will strive to make our parents feel 100% comfortable with us when leaving their child in our care. Customer service and parent communication is something we strive on, as a mother of two, our founder knows firsthand the importance of being able to communicate effectively with your child's teacher and the important role parent communication plays for a child's success.

Equity*

Describe your approach to racial and socio-economic equity, both inside and outside the organization. What are some specific examples of practices that are in place or to be put in place with this project?

Our daycare will provide a Learning Program (Fun Learning Experience) that is based on academic research that shows children experience the deepest, most genuine learning when they are having fun. Designed to provide a well-rounded experience and ensure children become confident, joyful and fully prepared students, our play-based curriculum offers enrichment programs such as, music, yoga, drama and foreign languages to meet the individual needs to each child.

1. Play-Based Program: Guided by highly trained teachers, our curriculum offers playful, age-appropriate learning opportunities for children.

2. Health & Safety: From every detail of our classroom and playground design to our high standards of cleanliness, we do everything to make children safe and secure.

3. STEAM: Our program incorporates STEAM learning (science, technology, engineering, arts and mathematics) into exciting, fun experiences for children.

Although there are a handful of child care centers in the area none of them specialize in introducing bilingual languages at an early age. Our center will bring a new technique and learning style to the area that will attract parents who want their children to get a jump start on high quality education. Our center will meet the highest quality child care standards in North Carolina by staffing certified and experienced teachers that speak both English and Spanish as a first language. "A number of research studies have shown that

children who have learned a second language at a young age demonstrate cognitive advantages, such as increased problem-solving skills and creativity."

Collaboration*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

As of now we have no formal and/or supportive partners but we will look into different Child care associations and other community organizations that support child care businesses. We will also look into local resources such as the public library, small business development associations, chambers of commerce, as well as other child care providers that can connect us with community child care associations and other professional organizations. These associations and professional organizations vary from community to community but often provide financial assistance such as loans and grants, training opportunities for staff and other services.

Budget*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

FY21_ECE_Grant_Budget_Form (1).xlsx

These grant funds will be used to help with the start up cost of Exceptional Start Academy. We will locate and find a building that will allow us to maintain a steady flow of children in each classroom ranging from 6 weeks to age 12. We will collect other sources of funding by reaching out to community organizations that support child care businesses. We will also look into local resources such as the public library, small business development associations, chambers of commerce, as well as other child care providers that can connect us with community child care associations and other professional organizations that will help with funding.

Sustainability*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

We have numerous marketing ideas that will gain us a large customer base prior to opening. My main priority is getting our information Child Care Resources to encourage them to explain the benefits of our center to parents who are looking for childcare in the area. Being on the list of Child Development Centers in the city will provide us with a steady flow of clientele because they are often times the point of contact for parents who are looking for childcare.

Beyond that, some other marketing tactics include a billboard, websites, attending community events, social media, word of mouth, newspaper adds. I also plan to obtain a Google add so that when parents or caregivers search for a child care center our name will be one of the top names that pop up. Community involvement is important to us and in an effort to gain new parents and families we will host "community cookouts" inviting families to come out and enjoy a nice kid friendly afternoon filled with food, games, fun and of course information on our program. We plan on offering incentives such as free applications, one week free tuition, gift cards and etc.

OPTIONAL INFORMATION

OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.

Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

With partial funding we would consider cutting back cost in areas such as furniture, renovating cost and office furniture. We can also consider starting with a smaller enrollment amount instead of trying to immediately fill up the center.

Multi-Year Funding

If you would like this project to be considered for multi-year funding (up to 3 years), what amounts would you request for years 2 and 3? What milestones would this funding allow you to accomplish? Explain why more years are needed to accomplish goals.

With the world becoming increasingly technologically advanced, we feel that we must keep up with the latest technologies. The technology that is being used in daycare centers enriches early learning experiences for young children. In addition, technology increases the efficiency of daily functions, helps keep kids safe and boosts client satisfaction. In the office, we will use computer desktops with business software to perform administrative duties. The software allows daycare centers to automate the most tedious functions. These functions include billing, payment processing and tracking attendance. The software can also send reminder notices, assist with staff management, compile data and create reports. Surveillance cameras will be used and set up as well, this technology allows parents and daycare center administrators to login securely over the Internet and view the children and staff in the center. In the classrooms, computers and tablets now play an integral role in teaching young children in daycare centers. Educational software and online educational games help children in daycare develop the skills necessary for kindergarten. For instance, Dr. Seuss Preschool Learning System software by TLC helps children with letter and sound recognition. In addition, the use of computers in daycare centers allows children to explore the Internet and learn how to locate information. We will also be implementing the use of a newer technology called SMART Board, which is an interactive whiteboard that allows the teacher to have touch control of Microsoft Windows computer applications such as word and paint. Our teachers will use SMART Boards for their daily class procedures. In addition, children will also use this technology to play interactive learning games that will enhance their learning skills, such as math and reading.

Resource Support

How can Buncombe County support your organization with this project and in strengthening your work (related to equity, scale, or impact)?

Our focus is revenue stream by income, marketing performance, operations, and enrollment inquiries, tours, enrollment, and retention/withdrawal. As a new center I will have to segment out the center by programs, age groups, rooms, etc. This will allow me to see what is working for us and what needs improvement.

Scale-up

What is your vision for how the strategies from this project could contribute to a significant scale-up the overall system to collectively address the child care crisis?

We are the first daycare in Western North Carolina that offers dual language programs and we will be one of very few childcare centers in the area with extended hours past six pm. Our classrooms will feature diverse learning programs including foreign languages, yoga, healthy eating habits, world cultures, manners and computer skills, programs that no other daycare facilities in the area offers. Our dedicated and experienced staff will give parents of Buncombe County a warm, stimulating and nurturing environment for them to bring their children. Some other strategies that will help to address the child care crisis will be, offering full-time and part-time options for parents, and we will be accepting childcare vouchers as well as weekly and monthly payment options for private pay parents/caregivers.

Other

Is there anything else that you want the committee to know?

The director and/or owner is a former high school teacher who taught Early Childhood Education for years. She has obtained her MBA in Family and Consumer Sciences with a concentration in Family and Child Relations. She spent years studying and teaching children from all ages as well as how to communicate and understand families of all ethnicity. She learned first-hand how to be a successful and productive member of society and with her passion for children she wants to turn her knowledge and experience into a school that promotes the same. Being a Native from the area and her passion for children will be exactly what Buncombe County and the community needs to build, develop and teach the next generation.

File Attachment Summary

Applicant File Uploads

- FY21_ECE_Grant_Budget_Form (1).xlsx

Early Childhood Education and Development Fund Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

Organization Name:	Exceptional Start Academy
Project Name:	Startup Budget
Grant Amount Requested:	75,000.00

FY2021 Proposed Project Revenue	Amount	Notes
Proposed Buncombe County Early Childhood Grant	\$ 75,000.00	
List other sources: Ariel Crump- Personal Fund	\$ 25,000.00	
List other sources: Community Funding	\$ 5,000.00	
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
Total	\$ 105,000.00	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel			\$ -	
Travel/Training		\$ 500.00	\$ 500.00	
Technology	\$ 2,000.00		\$ 2,000.00	
Curriculum/Assessments		\$ 575.00	\$ 575.00	
Licensing/Dues	\$ -	\$ 575.00	\$ 575.00	
Nutrition	\$ 1,000.00	\$ 1,100.00	\$ 2,100.00	
Transportation			\$ -	
Supplies/Materials	\$ 4,000.00	\$ 500.00	\$ 4,500.00	
Building Maintenance/Repair		\$ 10,000.00	\$ 10,000.00	
Rent/Occupancy/Utilities	\$ 3,000.00		\$ 3,000.00	
Furniture	\$ 14,780.00	\$ 5,000.00	\$ 19,780.00	
Playground/Outdoor space	\$ 7,810.00	\$ 3,000.00	\$ 10,810.00	
Printing/Marketing/Website/Postage	\$ 580.00	\$ 300.00	\$ 880.00	
Admin Expenses (Legal, Accounting, Insurance, etc.)	\$ 2,800.00		\$ 2,800.00	
Other (please list in comments section)	\$ 12,925.95		\$ 12,925.95	Contingency
Total			\$ 70,445.95	

Overall Organization Budget	Amount	Notes
FY2019 Actual Year-End Revenue	N/A	
FY2019 Actual Year-End Expenses	N/A	
FY2020 Adopted Budget Amount	N/A	
FY2021 Proposed Budget Amount	\$ 100,000.00	