



## INTRODUCTION LETTER

**Dear Colleagues,**

We are excited to announce that Home Grown has designated Sept. 10-14 as Family, Friend and Neighbor (FFN) Appreciation Week and will be partnering with organizations across the country to celebrate it. The goal of this week is to celebrate and lift up the essential work of the millions of FFN child care providers in our country.

It is estimated that over 5 million FFN caregivers look after 11.5 million children including 6.8 million children ages 0-5 each year (NSECE 2019). Family, Friend and Neighbor Appreciation Week is celebrated the week after National Grandparents Day to recognize the millions of grandparents, as well as the aunts, neighbors, community members and other FFN caregivers who support our communities and care for young children all over the country. This week is an opportunity to raise awareness and gratitude for the hidden workforce that often cares for our youngest children with little to no pay or benefits. FFN caregivers represent the largest percentage of the early childhood workforce and we want to take the time to recognize them.

During FFN Appreciation Week, we will be designating a day each week to shine light on different aspects and issues regarding FFN care. The schedule is as follows:

- **Sunday, Sept. 10** : Celebrating Grandparents as FFN Caregivers
- **Monday, Sept. 11**: Are You An FFN Caregiver? Who Are the FFN Caregivers All Around Us?
- **Tuesday, Sept. 12**: FFN Care Meets the Developmental Needs of Children
- **Wednesday, Sept. 13**: FFN Care is a First Choice, for Many Reasons!
- **Thursday, Sept 14**: Supporting FFN Caregivers With Policy Efforts

**During this week, our goal is simple:** Create more awareness and increase visibility of family, friend and neighbor caregivers.

We invite you to join us in sharing our appreciation for FFN caregivers as an official partner!

Here are the two levels in which you can engage:

### **Co-Sponsor:**

As a co-sponsor of FFN Appreciation Week, Home Grown will host your organization's logo on the FFN Appreciation Week landing page and any related communications. We also suggest co-sponsors host an FFN Appreciation Week event (virtual or in-person), share content across their social media platforms using the hashtag **#FFNCareIsAlwaysThere**, write an op-ed about the importance of FFN care or send a



press release to engage their local media. In addition, co-sponsors are encouraged to reach out to their local government or policy makers to request support in the form of a proclamation or other action.

**Supporter:**

As a supporter of FFN Appreciation Week, we will rely on your support to help spread the word! Supporters are asked to commit to sharing messages, content and stories around FFN care on their platforms such as social media, blog posts, or newsletters. In addition to this, we will be relying on our supporters to help us amplify the messages during this week by using the hashtag **"#FFNCareIsAlwaysThere."**

We encourage you to choose the engagement level that works best for your organization. We are excited to designate this time to collectively share our support and spread awareness about how much FFN caregivers mean to us.

Please reach out to us with any questions.

Sincerely,

Natalie Renew  
Executive Director



## OVERVIEW OF FAMILY, FRIEND AND NEIGHBOR APPRECIATION WEEK TOOLKIT

Family, Friend and Neighbor Caregivers Appreciation Week was started by Home Grown as a way to bring national awareness to a workforce that provides essential support to children, families and communities, but is often overlooked. This week of awareness is an effort to shed light on the tremendous impact FFN caregivers have on our children, families, communities and economy.

Our hope is that this collaborative effort of shining light on the often-overlooked workforce that is FFN care will help ensure that they are included in future policy conversations and systems of support.

### Key Dates:

National Grandparents Day **Sep 10, 2023**

### Daily Themes:

Date	Daily Theme	Resources
Sun., Sept. 10	<b>Celebrating Grandparents Who Are FFN Caregivers</b>	<ul style="list-style-type: none"><li><a href="#">Grandparents, neighbors and friends are propping up the child care industry. They need help.</a></li></ul> <p><b>Call to Action:</b> Were you cared for by a grandparent? Share your favorite memory of you and your grandparent with the hashtag #ThanksGrandparents (pictures are a plus!)</p>
Mon., Sept. 11	<b>Are You an FFN Caregiver? Who Are the FFN Caregivers All Around Us?</b>  There are over 5 million FFN caregivers in the U.S., many of whom don't identify as FFN caregivers. Can you identify the FFN caregivers all around you?	<ul style="list-style-type: none"><li><a href="#">Home Grown Home-based Care Fact Sheet</a></li></ul> <p><b>Call to Action:</b> Upload your very own profile badge in support of FFN caregivers across the country!</p>
Tues., Sept. 12	<b>FFN Care Meets the Developmental Needs of Children</b>  FFN care meets the developmental needs of children due to the	<ul style="list-style-type: none"><li><a href="#">[Video] Advancing Family, Friend and Neighbor Child Care Research</a></li></ul> <p><b>Call to Action:</b> Were you in FFN care as a child? Share a positive memory and hashtag #FFNCareIsAlwaysThere!</p>

	nurturing and responsive relationships.	
Weds., Sept. 13	<p><b>FFN Care is a First Choice, for Many Reasons!</b></p> <p>FFN care is a first choice for many parents, due to the trusting relationships, cultural responsiveness, and more.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Executive Summary: What Child Care Arrangements Do Parents Want during Nontraditional Hours?</a></li> <li>• <a href="#">The Invisible Work of Family, Friend, and Neighbor Caregivers and Its Importance for Immigrant and Dual Language Learner Families</a></li> <li>• <a href="#">Parent Preferences in Family, Friend, Neighbor, and Nanny Care: A Study of Family, Friend, Neighbor (FFN), and Nanny Care in California</a></li> </ul> <p><b>Call to Action:</b> Share why you choose FFN care for your little ones, or why you support FFN care using the hashtag #FFNCareIsAlwaysThere.</p>
Thurs., Sept. 14	<p><b>Supporting FFN Caregivers With Policy Efforts</b></p> <p>FFN caregivers need more support to continue to serve working families. It is time for leaders to include support for FFN caregivers in local and federal policies.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Family, Friend and Neighbor Child Care: Supporting Diverse Families and Thriving Economies</a></li> <li>• <a href="#">Supporting and Strengthening FFN Care</a></li> </ul> <p><b>Call to Action:</b> which recommendation listed in <a href="#">Family, Friend and Neighbor Child Care: Supporting Diverse Families and Thriving Economies</a> resonates the most? Tell us using the hashtag #FFNAppreciationWeek</p>

## ACTION PLAN

The success of your engagement relies on the amount of effort you put in! Here are some ways you can engage:



1. Host an event.

Host a digital or in-person event to celebrate the FFN caregivers in your community! You can use the event to create awareness around who FFN caregivers are and why they are so important to our communities or you can simply celebrate the local FFN caregivers in your community. Be sure to invite key leaders and elected officials to your events to help increase awareness.

2. Spread the word.

Using the communication assets and templates in this toolkit, spread the word on how important FFN caregivers are to our communities. You can use our assets or create your own communication assets. Plan to engage on social media, send out a press release, or write a blog post.

3. Engage your local elected officials.

Using our template, request a proclamation from your local government or contact your local policymakers to request support.

**Your successful campaign will rely heavily on creating an engaging communications outreach plan that gets your audience excited about the week.**

Here are some communications tools to get you started, but remember, these should reflect your voice, tone, and story! Make them your own.

**Tips:**

- Insert links to your website, blog or other content showcasing FFN caregivers in your local communities.
- Include links to your social media platforms and hashtag **#FFNAppreciationWeek** and **#FFNCareIsAlwaysThere**
- Use images of your organization and FFN caregivers in your network in action.
- Adjust emails and templates to fit your voice and tone.

**This toolkit contains:**

- Frequently Asked Questions
- Social Media Messaging and Graphics
- Press Release Template
- Email Templates
- Resources and Publications

**Engagement Levels:**

We are so glad to have you join us in sharing our appreciation for FFN caregivers. We encourage you to choose the engagement level that works best for your organization and teams. We are excited to designate this time to collectively share our support and spread awareness about how much FFN caregivers mean to us.

Here are the two levels in which you can engage:



***Co-Sponsor:***

As a co-sponsor of FFN Appreciation Week, Home Grown will host your organization's logo on the FFN Appreciation Week landing page and any related communications. We also suggest co-sponsors host an FFN Appreciation Week event (virtual or in-person), share content across their social media platforms, write an op-ed about the importance of FFN care or send a press release to engage their local media. In addition, co-sponsors are encouraged to reach out to their local government or policy makers to request support in the form of a proclamation or other action.

***Supporter:***

As a supporter of FFN Appreciation Week, we will rely on your support to help spread the word! Supporters are asked to commit to sharing messages, content and stories around FFN care on their platforms such as social media, blog posts, or newsletters. In addition to this, we will be relying on our supporters to help us amplify the messages during this week by using the hashtag "#FFNCareIsAlwaysThere".



## **FFN APPRECIATION WEEK FREQUENTLY ASKED QUESTIONS (FAQ)**

### **Who is considered a family, friend and neighbor caregiver?**

Family, Friend and Neighbor (FFN): A broad term encompassing many types of caregivers, typically those who have a previous relationship with the children for whom they care. Family, friend and neighbor care makes up the majority of home-based child care. They are the grandmothers, nanas, aunties, abuelitas, family, friends and neighbors who care for children. Most states allow FFN caregivers to be legally license exempt, or legally non-licensed, meaning they are not required to pursue licensure to serve the (usually smaller) number of children they care for. These caregivers may be paid or unpaid and may not view themselves as providers.

### **Why is it important to increase awareness around family, friend and neighbor caregivers?**

Rebuilding a thriving economy will depend on strengthening home-based care, including FFN child care. Home-based child care providers make it possible for parents of young children to work and contribute to the economy. Family, friend and neighbor (FFN) providers, who include grandparents, aunts and neighbors are the mainstay of the American child care sector. Over 5 million FFN caregivers look after 11.5 million children including 5.8 million children ages 0-5 (NSECE, 2019).

One in four children in the U.S. under the age of 5 is cared for by a grandparent some or all of the time their parent is at work (ZERO TO THREE, 2017).

### **Why do families choose FFN care?**

Parents choose FFN care as a first choice for a variety of reasons. FFN care is preferred by immigrant and Dual Language Learner (DLL) families: While many U.S. families rely on FFN care, it is particularly prevalent among immigrant and DLL families. FFN care is also more cost effective and allows for flexible scheduling options. FFN care is also more flexible and accessible for rural families, who are less likely to use child care centers than families living in urban and suburban areas.

### **How do children benefit from FFN care?**

Young kids' brain development most needs nurturing relationships. The basic architecture of the brain is constructed through an ongoing process that begins before birth and continues into adulthood. Early experiences affect the quality of that architecture by establishing either a sturdy or a fragile foundation for all of the learning, health and behavior that follow. Home-based settings, inclusive of FFN care, is the ideal setting to develop, support, and nurture these relationships.



## SOCIAL MEDIA CONTENT AND GRAPHICS

### SOCIAL MEDIA INSTRUCTIONS

The social media toolkit below includes instructions and sample content for posting on social media platforms.

**When sharing any of the provided content, please use the following hashtags:**

#FFNCareIsAlwaysThere

#FFNAppreciationWeek

#SaveChildCare

### SOCIAL MEDIA POSTS

Below are sample social posts for networks to utilize to promote the key messages. Don't forget to tag and mention @HomeGrownOrg on X (formerly Twitter) and Instagram, Home Grown Child Care on LinkedIn and @HomeGrownHBCC on Facebook.

### GRAPHICS

Graphics are available in English and Spanish. To download ready to use graphics, [click here](#).

To access editable templates on Canvas and add your logo, [click here for Facebook/Twitter/LinkedIn](#) and [click here for Instagram](#).

### BADGES

Profile badges are available in [English](#) and in [Spanish](#) to show your support during #FFNAppreciationWeek. To use, access the link using Canva, upload your photo or logo into the badge you want to use, and download the completed badge. Next, simply upload your badge as the profile photo on the platform of your choice and you are done.

### FACEBOOK/LINKEDIN/INSTAGRAM

#### Celebrating Grandparents as FFN Caregivers - Sept. 10


- There are over 5 million FFN caregivers who look after 11.5 million children in the United States. A Harris Poll conducted in February 2023, reports that 42% of working parents in America rely on grandparents to take care of their children while they work. #FFNCareIsAlwaysThere
- In celebration of #GrandparentsDay, we acknowledge the many grandparents who provide primary care for their grandchildren. #ThanksGrandparents
- According to @ZeroToThree, 1 in 4 children in the U.S. under the age of five is cared for by a grandparent some or all of the time their parent is at work. "Grandparents, especially grandmothers, are the invisible glue holding our creaking child-care infrastructure together. Without them, the cracks would be even more apparent." - @WashingtonPost  
#ThanksGrandparents #FFNCareIsAlwaysThere






- Child care provided by FFN caregivers, such as grandparents, often supports families when centers close, when school is out, and when mom works late. It is also the care that gets the fewest resources and support. FFN caregivers deserve better support. #ThanksGrandparents

#### **Are You an FFN Caregiver? Who Are the FFN Caregivers All Around Us? - Sept. 11**

- Who are FFN caregivers? They are the grandmothers, nanas, aunties, abuelitas, family, friends and neighbors who care for children. Most states allow FFN caregivers to be legally license exempt, or legally non-licensed, meaning they are not required to pursue licensure to serve the (usually smaller) number of children they care for. These caregivers may be paid or unpaid and may not view themselves as providers. #SaveChildCare #FFNCareisAlwaysThere
- There are over 5 million FFN caregivers who look after 11.5 million children including 5.8 million children ages 0-5 in the United States. Family, friend and neighbor child care is the most widely used form of child care in America.
- FFN caregivers are pillars in our community. This week, help us celebrate the impact that FFN caregivers have on our lives and communities by thanking a local FFN caregiver. #FFNCareIsAlwaysThere
- FFN caregivers are the FAMILY, FRIEND, and NEIGHBOR caregivers all around us! The term FFN caregiver is used to describe the care provided by those who typically have a previous relationship with the children for whom they care. #FFNAppreciationWeek Tag an FFN caregiver! 

#### **FFN Care Meets the Developmental Needs of Children - Sept. 12**

- FFN caregivers facilitate lasting, trusting relationships and build the foundation of quality care for millions of children. FFN caregivers need support to continue to do this work. #FFNAppreciationWeek2023
- #DIDYOUKNOW?  FFN care nourishes healthy brain development. The evidence is clear: healthy brain development and resilience in young children is grounded in their attachment to loving and available caregivers who engage them in responsive relationships (@HarvardCenter). This is precisely who FFN caregivers are. #FFNAppreciationWeek
- FFN care supports the developmental needs of children through quality interactions and nurturing relationships. #FFNCareisAlwaysThere

#### **FFN Care is a First Choice, for Many Reasons! - Sept. 13**

- FFN care is often provided during nontraditional hours, including evenings, overnight, weekends and/or holidays. FFN caregivers provide quality, convenient care so that families can continue to work. Supporting FFN caregivers supports the economy. Like & share if you agree. #FFNAppreciationWeek




- FFN caregivers are more likely to share a language and culture with the families of the children in their care, leading to an enhanced sense of trust and safety and a high-quality experience. #FFNCareisAlwaysThere #FFNApreciationWeek
- When asked what their ideal care arrangement is, many parents choose FFN care! The trusting relationships that FFN caregivers have with their families make FFN care a first choice. #FFNApreciationWeek
- Did you know? FFN care is often used by families in rural areas because of the convenient location and trusted relationships. #FFNApreciationWeek
- When other care types close, FFN caregivers remain available to support families outside of the traditional 9-5 schedule. #FFNCareisAlwaysThere

#### **Supporting FFN Caregivers With Policy Efforts- Sept. 14**

- Right now, parents and families can't keep up with child care costs, and child care providers don't earn enough to make ends meet. FFN caregivers, when paid, have an average annual earning of \$7,420. This needs to change. Share to raise awareness and support for better wages for FFN caregivers. #FFNApreciationWeek
- Family, friend and neighbor provides an essential service to ensure families can go to work, yet they often don't have access to critical support such as health care and other benefits. FFN caregivers deserve access to more resources and supports. #FFNCareisAlwaysThere
- FFN caregivers provide quality care so that families can continue to work. Supporting FFN caregivers supports the economy. Like & share if you agree. #SaveChildCare #FFNApreciationWeek
- FFN caregivers deserve to be included in policy conversations. Urge leaders to support FFN caregivers by including FFN care in policy conversations. #FFNApreciationWeek

#### **X (formerly known as TWITTER)**

##### **Celebrating Grandparents as FFN Caregivers - Sept. 10**

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- In celebration of #GrandparentsDay, we acknowledge the many grandparents who provide primary care for their grandchildren. #ThanksGrandparents
- One in four children in the U.S. under age 5 is cared for by a grandparent. (@ZEROTOTHREE) 
- "Grandparents are the invisible glue holding our creaking child care infrastructure together. Without them, the cracks would be even more apparent." -@washingtonpost #FFNApreciationWeek
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### **Are You an FFN Caregiver? Who Are the FFN Caregivers All Around Us? - Sept. 11**

- Who are FFN caregivers? 🤔  
They are the grandmothers, nanas, aunties, abuelitas, friends and neighbors who care for children. Most states allow FFN caregivers to be legally license exempt, meaning they are not required to pursue licensure. #FFNCareIsAlwaysThere
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- #DYK? 🤔  
FFN care nourishes healthy brain development. Healthy brain development and resilience in young children is grounded in their attachment to loving and available caregivers who engage them in responsive relationships (@HarvardCenter). #FFNAppreciationWeek
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- When asked what their ideal care arrangement is, many parents choose FFN care! The trusting relationships that FFN caregivers have with their families make FFN care a first choice. #FFNAppreciationWeek
- Did you know? FFN care is often used by families in rural areas because of the convenient location and trusted relationships. #FFNAppreciationWeek



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- Family, friend and neighbor provides an essential service to ensure families can go to work, yet they often don't have access to critical support such as health care and other benefits. FFN caregivers deserve access to more resources and supports. #FFNCareisAlwaysThere
- FFN caregivers provide quality care so that families can continue to work. Supporting FFN caregivers supports the economy. Like & share if you agree. #SaveChildCare #FFNAppreciationWeek
- FFN caregivers deserve to be included in policy conversations. Urge leaders to support FFN caregivers by including FFN care in policy conversations. #FFNAppreciationWeek



## RESOURCES AND PUBLICATIONS

### Home Grown Resources

- [Home Grown Home-based Care Fact Sheet](#)
- [Family, Friend and Neighbor Child Care: Supporting Diverse Families and Thriving Economies](#)
- [Supporting and Strengthening FFN Care](#)
- [Promising Practices in Policy for Home-Based Child Care: A National Policy Scan](#)

### Data and Statistics

- **OPRE** - [Home-based Early Care and Education Providers in 2012 and 2019: Counts and Characteristics](#)
- **OPRE**, [A National Portrait of Unlisted Home-Based Child Care Providers: Caregiving Histories, Motivations, and Professional Engagement](#)
- **OPRE**, [A National Portrait of Unlisted Home-Based Child Care Providers: Learning Activities, Caregiving Services, and Children Served](#)
- **OPRE**, [A National Portrait of Unlisted Home-Based Child Care Providers: Provider Demographics, Economic Wellbeing, and Health](#)
  
- **U.S. Dept. of Treasury**: [THE ECONOMICS OF CHILD CARE SUPPLY IN THE UNITED STATES](#)

### Other Resources

- **Zero to Three** - [The Grand Plan: Executive Summary](#)
- **Migrant Policy Institute** - [The Invisible Work of Family, Friend, and Neighbor Caregivers and Its Importance for Immigrant and Dual Language Learner Families](#)
- **NWLC** - [Strategies for Supporting Family, Friend and Neighbor Care Providers](#)



## PRESS RELEASE TEMPLATE

[YOUR ORGANIZATION'S LOGO]

FOR IMMEDIATE RELEASE

Contact: **Name, Email, Phone**

**[Organization] Celebrates Family, Friend and Neighbor Caregivers Appreciation Week September 10-14**

**CITY, STATE (DATE)** -- **[Organization]** will join organizations across the country in observing Family, Friend and Neighbor (FFN) Appreciation Week September 10-14 to celebrate and lift up the essential work that millions of FFN child care providers do.

Over 5 million caregivers look after 11.5 million children including 6.8 million children ages 0-5 (NSECE, 2019). Family, Friend and Neighbor Caregivers Appreciation Week is celebrated the week after Grandparents Day to recognize the millions of grandparents, as well as the aunts, neighbors, community members and other FFN caregivers who support our communities and care for young children all over the country. This week is an opportunity to raise awareness and gratitude for the hidden workforce that often cares for our youngest children with little to no pay or benefits. FFN caregivers represent the largest percentage of the early childhood workforce and deserve to be recognized.

**[INSERT YOUR QUOTE OR KEEP THIS ONE]:**

“While some home-based child care providers, known as family child care providers, hold child care licenses and operate as small businesses, the vast majority are family members and neighbors who offer care to support members of their community. Think: a child’s aunt or retired grandmother. In the field, these providers are known as family, friend and neighbor (FFN) caregivers,” Natalie Renew, Executive Director of Home Grown states. “This vast workforce that supports working families is largely unseen in public policy; our systems undervalue—or even ignore—the critical role that FFN caregivers serve in supporting families who work nontraditional hours, live in rural communities and for those who prioritize a known, trusted, culturally congruent caregiver. Let’s not just see, acknowledge and celebrate these caregivers, let's take action to support them.”

**[INSERT PARAGRAPH ABOUT HOW YOUR ORGANIZATION HAS SUPPORTED LOCAL PROVIDERS AND FAMILIES]**

Family, Friend and Neighbor Caregivers Appreciation Week was started as a way to bring national awareness to a workforce that provides essential support to children, families and communities, but is often overlooked. This week of awareness hopes to shed light on the tremendous impact FFN caregivers have on our communities and families.

Join in the virtual celebration on social media using #FFNCareIsAlwaysThere.

**[INSERT BOILERPLATE DESCRIPTION OF YOUR ORGANIZATION]**

**###**



## EMAIL TEMPLATE

*In order to help spread the word, please consider customizing the following template email to send out to your networks. Consider adding a customized call to action for your audience.*

**Dear xxxxx,**

We are excited to announce that [organization] will be partnering with Home Grown and organizations across the country to celebrate Family, Friend and Neighbor (FFN) Appreciation Week from September 10-14. The goal of this week is to celebrate and lift up the essential work of the millions of FFN child care providers in our country.

It is estimated that over 5 million FFN caregivers look after 11.5 million children including 6.8 million children ages 0-5 each year (NSECE 2019). Family, Friend and Neighbor Appreciation Week is celebrated the week after National Grandparents Day to recognize the millions of grandparents, as well as the aunts, neighbors, community members and other FFN caregivers who support our communities and care for young children all over the country. This week is an opportunity to raise awareness and gratitude for the hidden workforce that often cares for our youngest children with little to no pay or benefits. FFN caregivers represent the largest percentage of the early childhood workforce and we want to take the time to recognize them.

[Organizational Quote About Commitment to FFN Care]

FFN caregivers providers are providing consistent and quality care for families in their local communities, they are often left out of policy conversations and key decision making.

This week during #FFNAppreciationWeek, join us in celebrating the hidden workforce that is FFN caregivers by spreading awareness on how much they mean to our children, families and communities. For resources and more information, visit [the website](#) to learn more.

Thank you,

**[Signature]**