



Convening Operations Assistance for Childcare Heroes (COACH) Act

Bipartisan and Bicameral legislation to coach-up our small businesses

The COACH Act would task the U.S. Small Business Administration with maintaining an updated resource guide on how childcare providers can start and grow their small businesses. The guide, updated at least every five years, would be made publicly accessible on the Small Business Administration's website. This bill would also task resource partners of the Small Business Administration – small business development centers, women's business centers, veterans' business outreach centers, and SCORE – with conducting outreach to childcare small businesses to make them aware of this guide and other existing resources.

House Co-Leads: Rep. Pete Stauber (MN-08), Rep. Judy Chu (CA-28)

Senate Leads: Amy Klobuchar (MN) and John Curtis (UT)

Endorsing Organizations: First Five Years Fund, Georgia Child Care Association, Georgia Early Education Alliance for Ready Students (GEEARS), Main Street Alliance, Save the Children, and Small Business Majority

Why Does This Matter?

Childcare is a unique industry and some providers—while trained and experienced in child health and safety—**want additional help when it comes to starting and running their businesses**, especially those doing it for the first time. In these challenging times, some providers, especially those who run small operations or are sole proprietors, are at **risk of shutting their doors**. The Small Business Administration offers numerous services to small business owners, but **we need to make sure that the agency reaches our childcare small businesses**.

By the Numbers:

- Over half of families (51%) live in a child care desert as child care providers across the country struggle to stay in business. [i]
- Recent polling found that 78 percent of business owners agree that their businesses would be more stable if employees had improved access to affordable, high quality child care. [ii]
- In 2025, The Buffett Early Childhood Institute at the University of Nebraska, in collaboration with Child Care Aware of America and the Bipartisan Policy Center researched and found that:
 - There are 14,824,878 children nationwide that have the potential need for child care;
 - Rural areas have 1,191,317 children without access to child care while urban areas have 2,995,108 children without access to child care and;
 - The long term economic impact is between \$216.4 billion and \$329.4 billion. [iii]

[i] <https://www.americanprogress.org/series/child-care-deserts/>

[ii] <https://www.ffyf.org/2025/02/12/2025poll/>

[iii] <https://www.ffyf.org/resources/2025/09/new-interactive-resource-reveals-staggering-data-on-the-child-care-gaps-across-the-united-states/>

