

Crafty Kidos Daycare

East San Jose

Provider Profile

Alma Mendoza opened Crafty Kidos Daycare, a Family Childcare Home (FCCH) in 2018. Crafty Kidos Daycare is licensed as a large FCCH serving up to 14 children with 100% of families receiving public childcare subsidies.

“I have intentionally enhanced my program to provide a safe, adaptive environment for children with diverse needs. By combining specialized equipment with personalized learning plans, I ensure every child receives the high-touch, inclusive support they deserve to grow at their own pace.”

– Alma Mendoza, grantee

Grant Activities

Prior to the COVID-19 pandemic Crafty Kidos Daycare maintained full enrollment, but saw a dramatic drop overnight, especially for infants, paired with significant increases in operating costs. Crafty Kidos Daycare was awarded grant funds through this program for both construction and operations projects to enhance their childcare spaces and programming to help return to full enrollment. Furniture, materials, and assistant wages allowed Crafty Kidos Daycare to transition to a Montessori-style curriculum for enrolled children, and purchase specifically tailored to the needs of children with developmental disabilities. Interior and exterior renovations improved the safety and quality of the space and helped attract new families to enroll in the upgraded facility.



Use of Funds

Crafty Kidos Daycare was awarded Childcare Expansion Program grant funds for both construction and operations projects. Grant Funds were used to support:

- **Wages for a childcare assistant.**
- **New furniture, equipment and toys to change the facility layout and align with a new curriculum.**
- **Furniture and equipment to re-open an infant program (cribs, highchairs, etc.).**
- **Operating expenses including advertising, utilities, food and cleaning supplies.**
- **Interior and exterior home renovation projects to improve safety and use by children including HVAC installation, new flooring and paint, bathroom renovation and enhancing backyard play areas.**



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Childcare Infrastructure
Grant Program

Crafty Kidos Daycare (continued)



Lessons Learned

Crafty Kidos Daycare serves families with subsidized childcare vouchers and was successful in maintaining full enrollment prior to COVID. Crafty Kidos Daycare continues to have enrollment challenges due to reduced numbers of families issued vouchers by local agencies. To mitigate the impact of lower enrollment Crafty Kidos Daycare expanded hours to include later evenings, weekend care, drop-in care, and coverage during school breaks for older children.

“Enrolling children from subsidy programs has become increasingly difficult due to long agency waitlists. This situation has greatly impacted families in need of affordable care and small providers like me who are eager to serve them.”

– Alma Mendoza, grantee

Policy Issues

The California Alternative Payment Program (CAPP) provides vouchers for childcare for low-income families which can be used at either centers or Family Childcare Homes. In Santa Clara County there are reportedly thousands of low-income families pending on “priority lists” for these vouchers.

Even families that do have an “AP voucher” in hand may struggle to afford the parent co-pays. Childcare providers, and especially FCCH providers, operate on very thin margins and without parent co-pays and the ability to maintain full enrollment they often struggle to cover operating costs.

Potential Policy Actions

- **Add funding to the CAPP program to clear the list of low-income families awaiting childcare vouchers.**
- **Prioritize the availability of vouchers for families with infants that struggle the most to afford childcare.**
- **Provide sponsorships or reduce parent co-pays for families with childcare vouchers to ensure subsidized care is affordable.**
- **Consider premium payments to licensed childcare providers that have at least 50% of enrolled families utilizing vouchers to ensure these providers can operate sustainably.**



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