

Westside Childcare Collaborative

By Madonna Center



Madonna Center helps individuals and families improve their daily lives through education, connections to resources, healthy aging, and creating a sense of community.

Critical Need in our Community and Population to Be Served by the Project:

Access to high-quality early childhood education is essential for school readiness and long-term academic success, yet persistent inequities on San Antonio's Westside continue to limit families' access to strong early learning opportunities and quality instruction. These neighborhoods are among the highest-need areas in Bexar County, where childcare deserts and educator shortages limit access to strong early learning instruction. The Children at Risk Child Care Desert Map (2025) found that all target Westside ZIP codes (78207, 78237, 78226) are classified as childcare deserts where demand is at least three times greater than available supply. As a result, families struggle to secure quality early childcare education and providers.

These disparities are compounded by a system-wide shortage where providers face ongoing challenges recruiting and retaining qualified educators. Bexar County has about 132,355 children under age five but only about 61,000 childcare seats, leaving roughly 71,000 children (54%) without access. Additionally, licensed providers operate at only about 70% capacity due to staffing shortages, low wages, and hiring challenges (preK4SA.com). In the Westside where providers have fewer resources, these constraints further limit availability. The consequences of a lack of qualified childcare educators are far-reaching. Limited access to high-quality early learning negatively impacts children's development, school readiness, and long-term academic outcomes.

The Westside Childcare Collaborative (WCC) will vastly improve quality of life for low-income families in San Antonio's Westside, particularly in zip codes 78207, 78237, and 78226, by strengthening the early child educator pool and expanding access to high-quality early learning instruction. The WCC primarily benefits Hispanic/Latino children ages 0-5 and up to 12, parents, and early educators in communities where 91-95% of residents are Latino, median incomes range from \$28,000 - \$32,000, 57% of youth live in poverty, and nearly half (49%) of area adults lack a high school diploma.

By training local parents and educators, adding up to 200 childcare slots, and serving 375+ children annually, WCC increases school readiness, supports educator workforce development, and creates career pathways. This dual-generation approach improves academic outcomes, strengthens family stability, and promotes long-term economic mobility across one of San Antonio's most underserved communities.

Description of Project and Proposed Use of Impact SA Funds:

The Westside Childcare Collaborative (WCC) addresses critical shortages of early childhood educators and limited childcare access by building a coordinated, community-based career pipeline. The WCC aligns five established providers, leveraging shared resources, a teacher floater pool, and practicum sites, to reduce staffing gaps and increase high-quality early childcare education programs.

Led by Madonna Center, the WCC will recruit and train 25 bilingual educators to earn Child Development Associate (CDA) credentials, expand capacity by 100-200 new childcare slots, and serve 375+ children annually in engaging early learning environments.

This collaborative model strengthens early childhood educator skills, improves retention, and expands culturally responsive care for underserved families. Through these efforts, WCC advances Madonna Center's mission to break cycles of poverty by improving school readiness, supporting working families, and promoting long-term economic mobility.

Impact SA funds will support key components of the Westside Childcare Collaborative (WCC) to expand childcare capacity in target ZIP codes, strengthen the certified educator pipeline, and recruit qualified bilingual staff. Funding will support an Early Childhood Coordinator to align partner efforts, lead recruitment and outreach, oversee CDA training and certification, and manage the shared teacher floater pool. Funds will also cover training and credentialing costs for 25 individuals pursuing Child Development Associate (CDA) certification to build a sustainable workforce pipeline.

Resources will support classroom materials, supplies, and books (English/Spanish) to create engaging foundational learning environments and for a pool of childcare floaters to maintain classroom ratios during training and staff absences. These investments will reduce staffing gaps, improve program quality and increase access to high-quality early childhood education across Westside communities.

Impact on People to Be Served - Measurable Outcomes (Described in "S.M.A.R.T." terms):

Specific: The Westside Childcare Collaborative (WCC) will expand access to high-quality, culturally responsive early childhood instruction and education across San Antonio's Westside. The WCC will hire an Early Childhood Coordinator to support five partner agencies in recruiting and training 25 bilingual educators to earn Child Development Associate (CDA) credentials. Graduates will teach at partner early childhood education centers, increasing educator capacity by adding 100-200 childcare slots and serving 375+ children annually, effectively reducing staffing shortages in Westside childcare deserts.

Measurable: Success will be measured through a shared data dashboard tracking key outcomes across WCC partners. Metrics will include: (1) number of educators enrolled in and completing CDA credentials (target: 25 completions annually); (2) increase in available childcare slots (target: 100-200 new slots annually); (3) number of children served annually (target: 375+); (4) vacancy and staffing rate reductions (target: 10% decrease annually); and (5) parent and educator satisfaction (target: 90%+). Quarterly data reviews and annual progress reports will assess progress and guide continuous improvement.

Achievable: Madonna Center and its partners each bring 50 - 100+ years of experience delivering high-quality childcare, early childhood education, educator training, and family services in Westside communities. With long established centers, programs, and strong partnerships, coupled with demonstrated success in capacity expansion, the Collaborative is well positioned to achieve these outcomes. While scaling a coordinated educator pipeline is ambitious, it is a manageable and achievable initiative supported by experienced leadership, shared resources, and evidence-based and proven practices.

Relevant: Madonna Center helps individuals and families improve their daily lives through education, connections to resources, and creating a sense of community. Attaining these outcomes advances the Center's mission to break cycles of poverty by expanding access to high-quality early childhood education, strengthening school readiness, and supporting workforce and educator development in impoverished communities. By increasing childcare capacity and training educators, the program improves family stability, enhances economic mobility, and deepens community impact across San Antonio's Westside.

Time-Bound: Key milestones and outcomes will be reached annually, beginning in December 2027. Initial results such as educator recruitment, formal early childhood training, and early capacity increases will occur in Year 1. Earning a CDA credential takes 6-12 months for most candidates completing it part-time but may take longer (up to 18 months) if training is gradually completed. As such, while full implementation and achievement of most WCC outcomes (CDA completions, expanded childcare slots, sustained service levels) will be realized by the end of Year 1, some outcomes may be achieved into Year 2.

Project Budget:

Funding Source	Amount	Narrative
Investments/Endowments	\$25,000.00	Madonna Center investment to support the Collaborative
Total Other Revenue	\$25,000.00	

Expense Category	ISA Exp	ISA Narrative	Other Exp	Other Exp Narrative
Indirect Costs	\$10,000.00	N/A	N/A	N/A
Agency Personnel (Salaries, Wages, Benefits)	\$75,000.00	Salary for WCC Early Childhood Coordinator	\$0.00	Not applicable
Consultant and Professional Fees	\$0.00	Not applicable	\$10,000.00	Program evaluation
Program Supplies and Expenses	\$15,000.00	Curriculum and program supplies.	\$15,000.00	Curriculum and program supplies.
Vehicle, Equipment, Furnishings & Related	\$0.00	Not applicable	\$0.00	Not applicable
Total Expenses	\$100,000.00		\$25,000.00	