### COLORADO WHEN **CHILD CARE** THRIVES









# KNOWLEDGE FUELS PROGRESS. SHARING DRIVES ACTION.

**Growing Our Future** 

### WHO ARE WE?

Growing Our Future (GOF) is a coalition of passionate individuals, organizations, and advocates dedicated to transforming the childcare landscape in Colorado. We believe that quality childcare is not just a necessity but a cornerstone of a thriving community.

### MISSION

To revolutionize childcare in Colorado by advocating for policy changes, fostering community engagement, and promoting equitable access to high-quality care services.

### PURPOSE

To advocate for a childcare system that works for everybody. By addressing systemic challenges and promoting equity, we aim to create positive change that benefits the entire community.

Website growingourfuture.org





## TOOLKIT

#### WHY THIS TOOLKIT MATTERS

Childcare is the foundation of strong families, thriving communities, and a prosperous economy.

Yet, outdated policies and underfunded systems make it difficult for families to access quality, affordable care. Growing Our Future (GOF) is committed to changing this. This toolkit equips advocates, community members, and organizations with the tools to raise awareness, spark conversations, and drive real change.

By sharing these resources, we can build a Colorado where every child, family, and caregiver has the support they need to succeed.

growingourfuture.org

# **SPREAD THE WORD: DOWNLOAD & SHARE**

Help us raise awareness by sharing these evergreen graphics -use them as many times as you need, in any order you choose and for as long as our objectives are done! Here's how:

- your voice.

**Amplify Your Impact with Hashtags!** 

We encourage you to use the following hashtags when posting to expand our reach and make childcare, tax reform, and community investment part of the statewide conversation:

TOOLKIT 2025

• Download the graphics provided on the following slides. • Use the suggested captions or customize them to fit

• Post regularly—to keep the momentum going. Stay updated—we'll be adding fresh graphics and resources every month at growingourfuture.org.

#GOF #ChildCareForAll #COleg #TABOR #ColoradoThrives #InvestInFamilies #FixTABOR

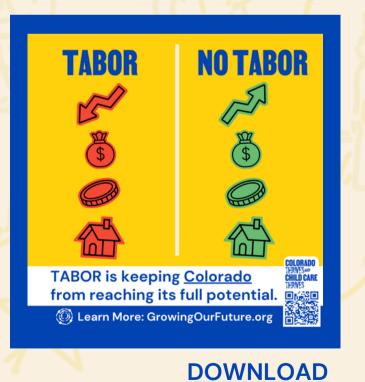
#### WHAT IS TABOR & WHY DOES IT MATTER?



DOWNLOAD

What is TABOR & why does it matter? It limits how Colorado collects & spends tax \$\$—even when communities need it most. This means less funding for childcare, schools & healthcare. 81% of Coloradans support fairer taxes. It's time to rethink #TABOR #GOF #Childcareforall Learn more: GrowingOurFuture.org





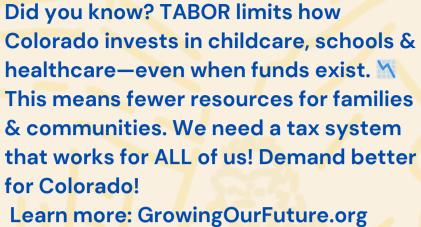
TABOR is holding Colorado back. With proper funding, we invest in childcare, education & healthcare. Dut TABOR forces budget cuts—even when funds exist. We need a tax system that works for ALL of us. It's time to rethink #TABOR. Learn more: GrowingOurFuture.org #ColoradoThrives #ChildcareForAll #COleg #GOF



Childcare is unaffordable because Colorado can't invest in this crucial service, leaving families to have to choose between working to pay for childcare or staying home to raise their children.



Please download the graphic & copy the description and post it in your social media!



**#TABOR #GOF #Childcareforall** 

#### HURTS Lies



TABOR is hurting Colorado families! It limits funding for childcare, education & healthcare—keeping families from the support they need. We need a tax system that works for ALL of us. Demand better! Learn more: GrowingOurFuture.org #COleg #TABOR #ColoradoThrives

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**S** TABOR is costing Colorado BIG. We lose funding for childcare, schools, healthcare & infrastructure-EVEN when we have the funds. The cost? Over \$3.5B in lost investments for our communities. It's time to rethink **#TABOR.** 

Learn more: GrowingOurFuture.org **#COleg #ColoradoThrives #GOF** 



The wealthy should pay their fair share so we don't underfund schools and heathcare.

It's time to invest in childcare, schools, and communities. Join the movement. Demand better for Colorado

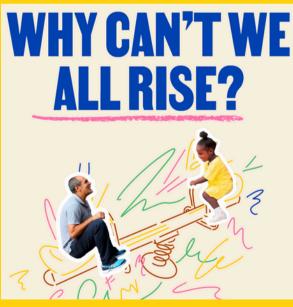
🔘 Learn More: GrowingOurFuture.org

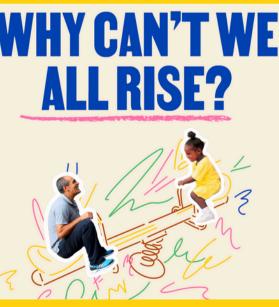
#### DOWNLOAD



Childcare in CO costs \$20K per kid— 13% of a married couple's income & 30%+ for a single parent. Yet, under **#TABOR, Colorado cuts vital programs** even when we have the funds. It's time to rethink TABOR & invest in families & communities.

Learn more: GrowingOurFuture.org **#ColoradoThrives #COleg #GOF** 





<u>Please download the graphic & copy the description and post it in your social media!</u>

#### **TABOR IS NOT FAIR**

The le\$\$ you make the MORE you pay





DOWNLOAD

TABOR gives back a few hundred dollars to families, but at what cost? Colorado families lose thousands in underfunded schools, childcare, healthcare, and essential services—all while our communities struggle. We deserve a tax system that truly invests in us.

**#COleg #TABOR #ColoradoThrives** Learn more: GrowingOurFuture.org

Colorado families deserve better! Child care costs \$20K+ per year, yet **TABOR** keeps funding out of essential services.

We need investments in families. not budget cuts.

Join the movement & demand better! Learn more: GrowingOurFuture.org **#TABOR #COleg #ChildcareForAll** #ColoradoThrives

growingourfuture.org

# **QUICK MESSAGES FOR** SHARING

Use these one-liners for your posts, captions, or graphics!

-TABOR isn't fair. We need a system that works for everyone. Learn more: GrowingOurFuture.org **#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll** 

-It's time to rethink TABOR and invest in what truly matters—our families and communitieTABOR isn't fair. We need a system that works for everyone. Learn more: GrowingOurFuture.org **#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll** 

-It's time to invest in childcare, schools, and communities. Learn more: GrowingOurFuture.org **#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll** 

-TABOR is limiting access to essential services like child care, education, and healthcare, impacting the well-being of working families in Colorado. Learn more: GrowingOurFuture.org **#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll** 

-Because of TABOR, Colorado can't fully fund child care, education, and healthcare—hurting working families and our economy. Learn more: GrowingOurFuture.org **#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll** 

-Colorado deserves a tax system that puts kids, families, and communities first-not just the wealthy. Learn more: GrowingOurFuture.org **#COleg #TABOR #ColoradoThrives #GOF #ChildcareForAll** 



### **Growingourfuture.org**

### TOOLKIT 2025

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