

Better Futures Strengthens its Position with Nonprofit Associations with the launch of CRAFT Executive

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Washington, D.C. Better Futures has formally its new offering for nonprofit leaders in early childhood education - CRAFT Executive. “By leveraging strategic planning practices and best practices in fundraising strategies, we’re hopeful that Child care Associations may finally be able to optimize their nonprofit financial structure and achieve sustainable growth in the long run,” says Jahi B. Davis, CFO of Better Futures.

On September 30, 2023, child care stabilization grants, included in the American Rescue Plan Act (ARPA), expired. The \$24 billion in grants to providers kept program doors open and children served by helping programs pay for higher early educator wages, rent and utilities, and other operating expenses. The consequences of these funds expiring will be widespread, starting, in many communities, with rising child care prices. The fact is, States have made significant investments over the past several years, buoyed by effectively targeted federal funds for child care but more must be done to support Child care Associations that operate with a nonprofit 501 (c) 3 designation.

After decades of underinvestment in training related to nonprofit management and fundraising, combined with dwindling membership levels, and a pandemic that shocked the sector overall, too many Child care Associations have failed to adapt and are closing their doors. “This is going to be such an exciting journey and I look forward to it” says LaToya Riggins, V.P. of Professional Development of CRAFT By Better Futures.

Child care Associations play a critically important role in local communities. Providers often need support in areas such as professional development, to remain in compliance with State regulations, but more importantly, Association share educational resources, collaborate with regard to best practices and advocate for public policy changes to affect the greater good - young children.

Funding is a vital ingredient for any nonprofit's growth and success and CRAFT Executive aims to make a difference by helping nonprofit leaders learn how to raise to money and build their board leadership for long-term sustainability. An exhilarating nine-month journey where you'll immerse yourself in life-changing course content, unforgettable experiences and meaningful community engagement with other nonprofit leaders, CRAFT Executive offers one-on-one coaching, complimentary Grant writing support and access to Executive level pre-recorded courses.

"Today, the nonprofit leader has to engage people to not only create a positive profit for the corporation but must also work equally hard and, in lock-step with the board, to show a measurable social profit resulting from the work. Too many nonprofit associations have stumbled, closed and abandoned their original mission because they simply ran out of funding, concluded Jahi B. Davis, CFO of Better Futures.

CRAFT Executive provides an essential road map to success for any nonprofit leaders who seek to build the next generation of high-impact organizations.

About Better Futures

Better Futures, LLC is an early childhood education consulting firm based in Washington, DC with over 75 years of experience. They offer a full range of services and professional development to the early care and education market, with a client portfolio that includes government agencies, nonprofit organizations and community-based programs. Their growing portfolio of early care customers receive outstanding value, state-of-the-art infrastructure, and results-driven consulting based on a multidisciplinary approach.

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