

October 7, 2025

FALL NEWSLETTER

Parents Deserve Success — Fall Newsletter

Dear Parents and Supporters,

Before anything else, I want to express my deep appreciation for the many resources New Jersey has provided to families like mine over the years. Programs like CCAP (Child Care Assistance Program) have made it possible for thousands of parents to work, study, and support their families knowing their children are safe and cared for.

Personally, I was one of the many grateful recipients of CCAP—and it made a world of difference. It gave me peace of mind and the freedom to pursue work opportunities without the constant worry of childcare costs. Unfortunately, like many others, I eventually lost coverage due to changes in eligibility or funding.

That experience is what inspired me to start Parents Deserve Success to help fill the gap for families who no longer qualify for assistance, but still very much need it, and to collect data that identifies the factors that lead some families to be left without assistance.

Heather Williams

Director, Parents Deserve Success

WWW.PARENTSDESERVESUCCESS.COM



A Growing Crisis

New Jersey's Childcare Funding Cuts

In July 2025, New Jersey stopped accepting new applications for its Child Care Assistance Program (CCAP), due to limited funding. Child Care In New Jersey

The state's budget failed to include an additional \$30 million needed to keep CCAP open to new families; without that, many working families now fall through the cracks. Advocates for Children of New Jersey

What this means: even families who just miss subsidy eligibility may now lose access to affordable childcare, making it much harder for parents to stay in the workforce or pursue advancement.

At Parents Deserve Success, we see this funding cliff as a call to action. That's why our mission—to cover childcare costs for families ineligible for subsidies—is more urgent than ever.

A Vision from Afar: New Mexico's Universal Childcare

While NJ is cutting back, New Mexico is making a bold leap forward:

Starting November 1, 2025, New Mexico will become the first U.S. state to provide no-cost, universal childcare to all families—regardless of income. Governor Lujan Grisham

The state will remove income eligibility requirements, waive copayments, and reimburse providers directly. Universal Child Care

Families are expected to save around \$12,000 per child annually on average.

- To support the system, New Mexico is also investing in:
 - A \$12.7 million low-interest loan fund to build or expand childcare facilities (with additional funding requested in future years) New Mexico Sun
 - Incentives for programs that pay entry-level staff at least \$18/hour and maintain 10-hour, 5-day schedules
 - A campaign to recruit more licensed home-based providers and increase supply, especially for infants, toddlers, and children with special needs
- New Mexico's move is attracting attention nationwide as a potential model for how states can treat childcare as a public good, not a privilege.

We Need You: Take the Childcare Survey

Your experiences matter

They shape the case we make to funders, policymakers, and community leaders.

• Survey link:

<https://www.surveymonkey.com/r/N5XLCHX>

- The survey is short, anonymous, and will help us understand:
 - What childcare options you currently use (or need)
 - The biggest challenges you face (cost, availability, quality, etc.)
 - How often you worry about childcare disruptions
 - Ideas or suggestions you have for improvement

We Want to Hear your Stories

Parents Deserve Success would like to
feature your family

Each month on our website, we feature a
Camden County family in our Parent Spotlight
series, sharing stories of how childcare
challenges have impacted their careers,
education, or family decisions.

Please reach out to Heather Williams at
parentsdeservesuccess@gmail.com