

NEW YORKERS UNITED FOR CHILD CARE

2024 ANNUAL REPORT

*BUILDING THE PARENT-POWER TO WIN
UNIVERSAL CHILD CARE IN NEW YORK CITY*





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NOTE FROM THE EXECUTIVE DIRECTOR

Dear Supporters,

It has been a challenging time to be a New Yorker, but we are clear-eyed in our mission to build a constituency of power for bold economic policies. We launched New Yorkers United for Child Care (NYUC) in 2023 to build the political power of parents and win universal child care in New York City and State. Our first year was defined by fighting against the proposed and ongoing cuts that have threatened the universality of 3-K and Pre-K programs and pushed parents out of the workforce or the city. By organizing more than 6,000 parents, we were able to prevent the worst of these cuts and ensure that every parent who applied for a 3-K seat received one.

To wrap up the year, we released a groundbreaking report outlining a five year plan to win universal child care, starting with expanding 3-K and Pre-K to include full day care and free care for two-year-olds, (2-Care). This year, we are harnessing our parent-power to win 2-Care and lay the groundwork for free universal care from birth to five.

It has been an honor to steer NYUC through our first year and a huge thank you to our dedicated advisors, donors, and grassroots leaders who made 2024 a success.

Forward and in partnership,
Rebecca





ABOUT NEW YORKERS UNITED FOR CHILD CARE

Parenting in New York has reached a crisis point, child care is the largest monthly bill for many New York families. The Citizens Committee for Children found that a whopping 80% of families with children under five cannot afford child care in New York City.

New Yorkers United for Child Care (NYUC) is **a new organization made up of parents and would-be parents in New York City who are organizing to build the power needed to win free universal child care for all**. Together, we are harnessing the power of our communities to win the transformational change New Yorkers deserve and build a fairer, more livable city for families to call home.

Our **strategies to enact this change include harnessing the power of parents and would-be parents through grassroots organizing, a media campaign, and research to support our policy proposals**.

"It's becoming impossible to make ends meet with the soaring rent and child care expenses."

-Caroline, Washington Heights Parent Organizer

SUCCESSES

BUILDING A MOVEMENT OF PARENTS, WOULD-BE PARENTS, AND GRANDPARENTS

In just one year, we galvanized a community of more than **6,000 parents**, would-be parents, and grandparents to fight for truly universal and free child care for all. Our members rallied together at City Hall, gathered almost 7,000 signatures on a petition to protect 3-K and Pre-K for All, shared their stories in the press, and worked in partnership with NYUC leadership to set our strategy for the year.

In **2025**, our goal is to expand our community to more than **15,000 members**.



PREVENTING THE MOST DAMAGING CUTS TO 3-K AND PRE-K



In 2024, Mayor Eric Adams proposed cutting nearly \$200 million from the City's child care budget, which resulted in thousands of families receiving letters that they did not receive the 3-K seats they were promised.

Due to our organizing efforts, **we were able to reverse some of the most severe cuts to 3-K and Pre-K and ensure that every family who wanted a seat got one.**

BUILDING A TRULY INCLUSIVE MOVEMENT

Building a movement by and for parents requires breaking down the barriers to civic engagement. With this in mind, we hold membership meetings on weekends and **provide free child care at all membership meetings** and major events. We also provide transit fares to anyone who needs it, because **money, logistics, or access should not be a barrier to democratic engagement.**



BY THE NUMBERS

6,000 parents, would-be parents, & grandparents joined our movement.



40 events, rallies, press conferences, & strategy meetings held across the city.



25 citywide elected officials, City Council Members, State Senators, & State Assemblymembers endorsed our platform.



70+ stories in the press about our work, including the New York Times, New York Daily News, WNYC, and Gothamist.

The New York Times

It Was a Haven for New York Families. Now They Can't Afford to Stay.

Families in Washington Heights are being pushed out by rising rents and costs, and New York City is losing its youngest demographic group.

Gothamist

A non-profit newsroom, powered by WNYC.

(NEWS)

Mayor Adams restores early childhood education funding after parent backlash



Rebecca Bailin
Executive Director

Rebecca has over a decade of experience leading transformative policy campaigns. She managed the Invest in Our New York campaign, securing billions for public programs through fair taxation, and spearheaded grassroots organizing at the Riders Alliance, achieving victories "Fair Fares" like NYC's first discount MetroCard for low-income residents. Her government service includes roles at NYC Hall during the COVID-19 response and as Senior Advisor to State Senator Andrew Gounardes, where she helped secure billions for CUNY and advanced worker protections.



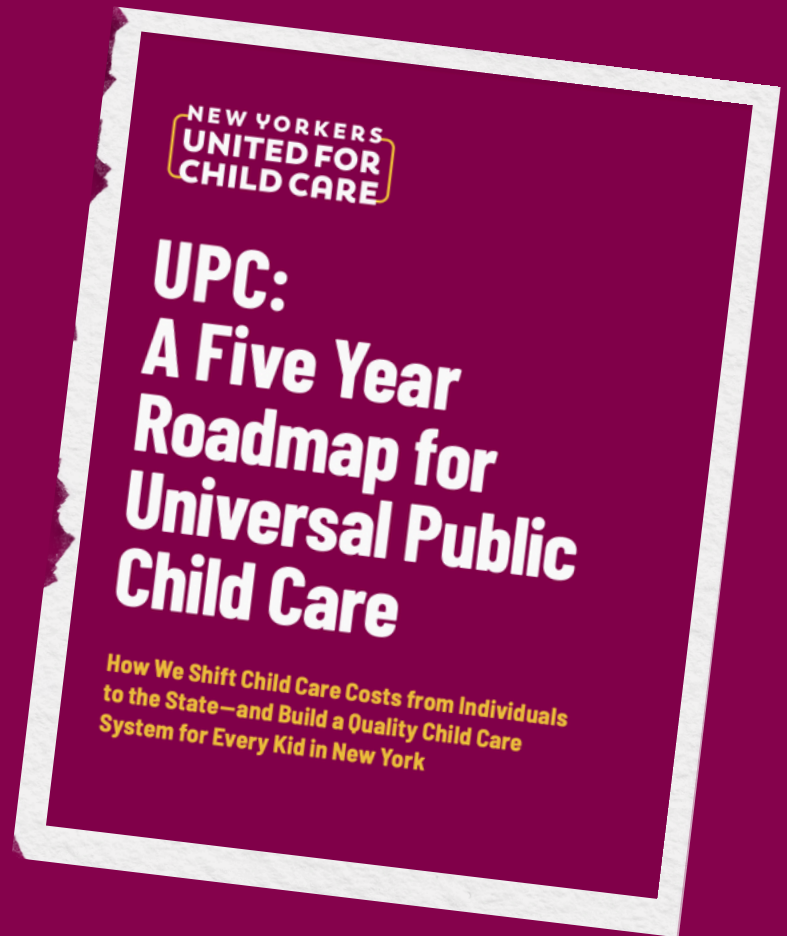
Allison Lew
Senior Organizer

With nearly a decade of experience in public service, tech, and nonprofits, Allison has driven over \$100,000 in economic impact for a women's entrepreneurship community and co-founded a career fair for girls aged 8–12. In her free time, she enjoys exploring NYC's food scene, visiting Prospect Park with her cow dog, and chasing after her energetic three-year-old.

OUTLINING A PATH TO UNIVERSAL CHILD CARE IN NEW YORK STATE

New Yorkers currently pay **\$14 billion collectively for child care every year**. But the universal, state-funded program would cost \$12.7 billion, a fraction of our state's \$237 billion annual education budget. Accessible, affordable child care is critical for children, families, and our economy, but child care is out of reach for too many families. Parents are pushed to their breaking point, and our economy is losing billions due to child care gaps and there is no private market fix for this critical problem.

In November, New Yorkers United for Child Care released a new groundbreaking report - **UPC: A Five Year Roadmap for Universal Public Child Care** - outlining the pathway to universal child care in New York State.



YEAR ONE Make 3-K and Pre-K truly universal in New York City and expand free preschool access across the state; in targeted areas, begin expanding access for younger children.

YEAR TWO Expand access for younger infants and toddlers (six weeks to two-year-olds) statewide.

YEARS THREE & FOUR Ensure every three- and four-year-old statewide has access to free preschool and grow access for younger kids, focusing on 2-year-olds.

YEAR FIVE Universal public child care available to all children from six weeks through five years-old statewide.

LOOKING AHEAD

FIGHTING FOR 2-CARE

Full-time child care for a 2-year-old in NYC costs \$23,400 annually – that means you make \$334K to afford child care in New York. In 2025, we are launching a campaign to win 2-Care – free, full time child care for all two-year-olds in New York City within 15 minutes of home. 2-Care will shift child care costs from the individual to the city – removing the heavy cost families have to bear.

We are organizing our members, hosting rallies, and meeting with elected officials to build support for 2-Care, with hopes of making the program a reality in 2027.



EXPANDING OUR TEAM

Our team currently includes our Executive Director, a full time organizer, and part time operations support. To fight against the Mayor's proposed cuts to child care and begin to win universal child care, we are **working to hire more organizers to organize the communities most impacted by the child care crisis – Washington Heights, Ditmas Park, and Bed-Stuy.**



GROWING OUR BASE

To win the fight for 2-Care and prevent further cuts to 3-K and Pre-K for All, **we will expand our membership from 6,000 parents, would-be parents, and grand parents to more than 15,000.**

This larger membership will demonstrate the political need to elected officials and key decision makers, while expanding our organizing ability.



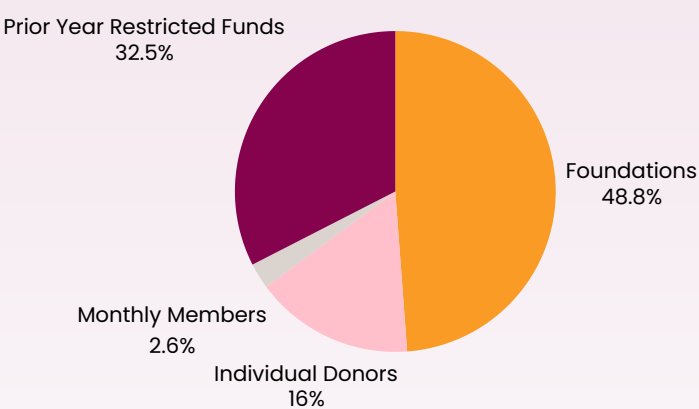
SUPPORTERS & FINANCIALS

None of our work would be possible without the support of our generous donors.

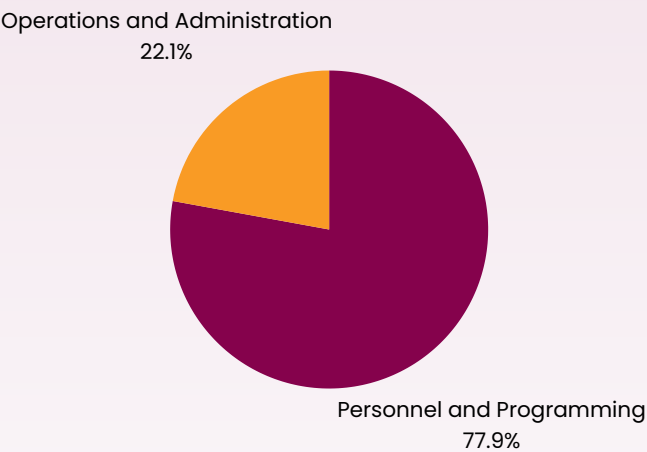


New Yorkers United for Child Care is a grassroots organization powered by monthly grassroots members and values-aligned foundations. We have **99 grassroots dues paying members**, giving an average of \$17 a month.

REVENUE



EXPENSES



ADVISORY BOARD

A special thanks to our Advisory Board for their ongoing support and guidance.

- Tolani Adeboye**, Executive Director, Office of Data Management, NYC Department of Education
- Jaqi Cohen**, Director of Climate & Equity Policy, Tri State Transportation Campaign
- Tabitha Decker**, Deputy Director, Next 100
- Sally Frank**, Director of Planning & Policy, NYC Department of Health
- Stanley Fritz**, Director of State & Local Policy, Vera Institute
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- Abdullah Younis**, Vice President of Advocacy & Government Relations, United Way of NYC