

PRESS RELEASE
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FOR IMMEDIATE RELEASE

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**WNCSOURCE RECEIVES \$25,000 GRANT TO LAUNCH
TRI-SHARE CHILDCARE INITIATIVE**

Radio Copy:

- WNCSource is excited to announce that it has been awarded a \$25,000 grant from the Community Foundation of Henderson County to start a Tri-Share Childcare Initiative in Henderson County.
- Tri-Share is a public-private program that splits the high cost of childcare equally among three parties – the employer, the employee and the State of North Carolina.
- Tri-Share provides working-class families with access to high-quality childcare while reducing monthly childcare expenses by up to 66% to improve their quality of living!
- While certain income restrictions apply, Tri-Share has the potential to help thousands of families across Western North Carolina.
- WNCSource will collaborating with the Children and Family Resource Center and the Henderson County Early Childhood Task Force to launch a pilot program for its employees, but plans to expand the program to partner with local employers.
- WNCSource gratefully acknowledges the Community Foundation of Henderson County for their help in bringing innovative programs like Tri-Share within reach of Henderson County employers and families!

Newspaper:

WNCSource Receives \$25,000 Grant to Launch Tri-Share Childcare Initiative

HENDERSONVILLE, N.C. – WNCSource, a nonprofit organization serving individuals and families across Western North Carolina, has been awarded a \$25,000 grant from the Community Foundation of Henderson County to launch a Tri-Share Childcare Initiative in Henderson County. The innovative approach is designed to make high-quality childcare more affordable for working families while impacting the local workforce and economy.

WNCSource operates 15 childcare centers across Henderson, Transylvania, Rutherford and Polk counties providing Head Start, Early Head Start, NC Pre-K and Developmental Day programs to over 500 children and families annually. The Tri-Share initiative builds on that experience while addressing one of the most significant challenges facing working families today: the high cost of childcare.

The need for affordable childcare is significant across North Carolina. A 2023 statewide survey by the NC Chamber found that 26% of parents with children age five and younger had left the workforce because they could not find affordable childcare. For many working families, the cost of care can make returning to work or remaining in the workforce financially difficult. Although Tri-Share has income eligibility requirements, it is available in all 100 counties and has the potential to help thousands of families across our region.

Tri-Share is a public-private partnership that divides the cost of childcare equally among three parties: the employer, the employee, and the State of North Carolina. For eligible families, the program can reduce monthly childcare expenses by up to 66%, helping working parents remain in the workforce while improving household financial stability.

WNCSource will collaborate with the Children and Family Resource Center and the Henderson County Early Childhood Task Force to launch a pilot program for WNCSource employees. The organization plans to use what it learns from the Pilot to help expand Tri-Share to other local employers and families in the community.

“Access to affordable, high-quality childcare is essential for working families and for the strength of our local workforce,” said WNCSource CEO, David White. “Tri-Share offers a practical and innovative way to bring employers, families and the State together to address the rising cost of childcare.”

WNCSource gratefully acknowledges the Community Foundation of Henderson County for its support in bringing innovative solutions like Tri-Share within reach of Henderson County employers and families.

WNCSource is a 501(C)(3) nonprofit based in Hendersonville, NC that assists low income and underserved people in Western North Carolina. Our programs include Children’s Services, Transportation, Housing and Older Adult Services. Working together with our communities and partners, WNCSource improves people’s lives by creating pathways to self-reliance and healthier living. For more information, please contact: Terri Bowman, TBowman@WNCSource.org or call (828) 693-1711.

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