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Press Release

FOR IMMEDIATE RELEASE

Dec. 5, 2024

Miami Beach Partners with Upwards to Strengthen Childcare — Supporting Local Childcare Providers in Streamlining Operations and Attracting New Families —

Miami Beach, FL – The City of Miami Beach and [Upwards](#), a national childcare network, have joined forces to improve local childcare services. Through the city's investment in the Upwards' Boost program, local childcare providers are now able to receive no-cost business and technical assistance to enhance operations, increase enrollment, create jobs, and ultimately offer better care to families.

"Investing in childcare is investing in the future," said Director of Housing & Community Services Alba Tarre. "We're excited to see how this collaboration will help providers and families thrive."

Licensed daycare providers in Miami Beach can now enroll in the [Upwards Boost](#) program to streamline their operations and attract more families. Key benefits of the program include:

- **Streamlined Operations:** The Boost program offers free access to Upwards' daycare management platform, automating administrative tasks and saving providers an average of 20 hours per week. This includes financial management, tuition processing, attendance tracking and subsidy reimbursement. The platform also features a library of curated activities for easier lesson planning.
- **Increased Enrollment and Business Growth:** Boost connects providers with families through Upwards' matching technology and marketing support, helping them quickly fill spots and expand capacity. Parents can easily communicate with caregivers in real time using the app, schedule virtual and in-person tours, and share photos and videos to stay connected and reassured about their children's well-being and care experience.
- **Additionally, BOOST provides a year of personalized business coaching, with specialists helping childcare owners with business planning, staffing, license expansion, and building strong family relationships.**

Miami Beach childcare providers interested in the program can sign up and learn more about Upwards and Boost at upwards.com/provide-care/boost or contact Upwards at 323.431.9223.

Families in Miami Beach can also use the Upwards app to get personalized support throughout the entire childcare process, from finding care to scheduling tours and enrolling.

"Upwards is proud to partner with Miami Beach to bring innovative childcare solutions to the community," said Jessa Santangelo, VP of Business Development and Community Impact at Upwards. "By supporting small childcare businesses and expanding access to quality care, together we're empowering all families to thrive."

Since its launch in 2022, the Upwards BOOST program has proven to be a catalyst for childcare success in nearly 20 municipalities across the country. By stabilizing and creating new childcare jobs, the program has empowered providers to increase gross revenue by 30% and childcare spots by 50%. This growth has been instrumental in maintaining and expanding childcare accessibility, with 97% of participating providers remaining open throughout the program year.

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About Upwards:

Upwards (formerly WeeCare) is a technology-driven care solutions company with a mission to make care accessible to all families and empower the caregivers who provide it. Upwards brings together families, care providers, employers, and governments to create new care avenues in real-time and utilizes a data-driven approach to enhance the supply and capacity of the care system. Upwards matches families with caregivers equipped to meet their unique needs and connects families with the resources they need to afford care, whether through government subsidies or workplace benefits. To learn more, visit upwards.com.

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