



**WOMEN'S FOUNDATION  
OF ALABAMA**

REINVEST BIRMINGHAM

# Advancing Alabama Child Care Accelerator

## Birmingham Cohort | Fall 2026

Twelve weeks of business training, individualized coaching, and a path to grant funding of up to \$25,000 for child care providers starting or expanding a business in Birmingham.

APPLICATIONS OPEN

**October 5-19, 2026**

For more information: [wفالabama.org/news/ccabirmingham/](https://wفالabama.org/news/ccabirmingham/)

APPLY NOW



Presented by the Women's Foundation of Alabama in partnership with the City of Birmingham's Reinvest Birmingham initiative.

# About the Program

The Women's Foundation of Alabama (WFA) created the Advancing Alabama Child Care Accelerator as a critical part of our multi-pronged approach to addressing the child care crisis impacting families nationwide. Through this accelerator, we invest in women business owners, support peer community, and leverage proven business growth strategies to advance sustainable, community-based child care solutions.

## Reinvest Birmingham Cohort

Launching in November 2026 in partnership with the City of Birmingham's Reinvest Birmingham initiative, this cohort is designed to support center-based and home-based child care providers who are starting or expanding high-quality, thriving child care businesses that meet the needs of working families in Alabama.

Businesses accepted into the cohort will join a community of peers and receive high-quality training and coaching from business and child care experts across the state, along with access to tools, resources, and funding opportunities aimed at strengthening operations and increasing the supply of child care seats in Birmingham.

### 12 weeks

of business training  
and coaching

### 3–5 hrs

per week for  
training and  
program activities

#### FUNDING OPPORTUNITY

### Up to \$25,000

At the conclusion of the training program, participants will be eligible to apply for a WFA grant to support the launch or expansion of their child care business. Details on the funding application and review process will be shared with individuals selected for the Fall 2026 Reinvest Birmingham cohort.

IN PARTNERSHIP WITH

**City of Birmingham | Reinvest Birmingham**

# Program Experience

Participants receive 12 weeks of business training, individualized coaching, opportunities to build their professional network, and the chance to secure grant funding for their child care business.

## TRAINING TOPICS

- 1 Business planning and implementation**
- 2 Contract negotiation and management**
- 3 Business model evaluation**
- 4 Customer journey mapping and customer service**
- 5 Marketing strategy and support**
- 6 Accounting, budgeting, and human resources**
- 7 Accessing additional funding**

### EVERY PARTICIPANT ALSO RECEIVES

#### **Individualized coaching**

One-on-one support alongside group learning.

#### **A peer network**

A cohort of child care business owners building alongside you.

#### **Tools and resources**

Resources and funding opportunities to strengthen your operations.

# Who Should Apply



**SCAN HERE**

## Applicants must

- ✓ Be 18 years of age or older
- ✓ Have plans to open or expand a child care business
- ✓ Be based in or serve families within Birmingham

## Applicants should demonstrate

- ✓ A clear interest in starting or growing a child care facility
- ✓ Defined business goals and a clear articulation of their current business status

### PRIORITY COMMUNITIES

Preference will be given to businesses located in these Birmingham communities:

**North Birmingham**

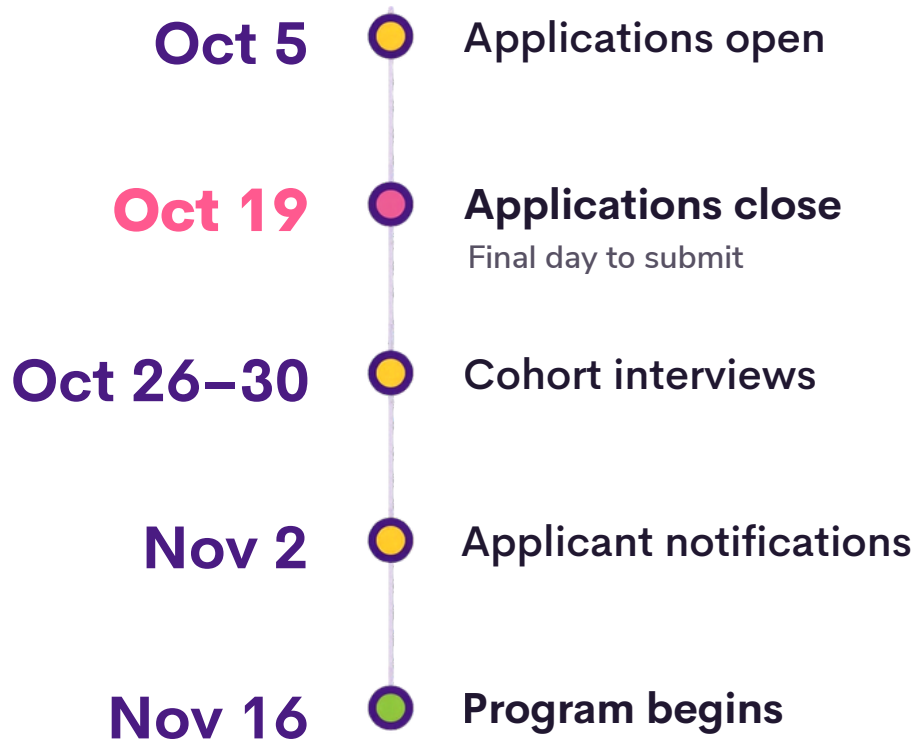
**Northside**

**Smithfield**

**Pratt City**

# Program Timeline

Applications are open now. Submit yours by October 19, 2026.



## Make your application competitive

Strong applications clearly explain:

- Your current business status or plans
- The child care needs you aim to meet
- How this accelerator supports your growth goals
- Your commitment to full participation

# Frequently Asked Questions

## COST AND COMMITMENT

### **Is there a cost to participate?**

No. Training, coaching, and technical assistance are provided at no charge to selected participants.

### **How much time does the program require each week?**

Plan to commit 3–5 hours per week, including scheduled sessions, coaching, and independent work.

### **Can I participate if I already operate a child care program or work full-time?**

Yes. The accelerator is designed for working child care providers and aspiring owners balancing full schedules. Program activities are structured to fit alongside existing responsibilities.

### **What happens if I miss a session?**

Participants are expected to attend all sessions. To graduate, participants may miss no more than one in-person session. Guidance on make-up work or recordings may be provided when available.

## ELIGIBILITY

### **Do I need to be licensed before applying?**

No. Applicants should have clear plans to open or expand a child care business and be willing to work toward applicable licensing and quality standards.

### **Can both home-based and center-based providers apply?**

Yes. Applications are welcome from both.

### **Can I apply if my business is outside Birmingham but serves families there?**

Yes. Applicants must be based in or actively serve families in Birmingham. Preference is given to businesses in North Birmingham, Northside, Smithfield, and Pratt City.

### **What level of business experience is required?**

There is no minimum. The program supports providers in the planning, startup, or expansion phase.

# Frequently Asked Questions

## PROGRAM FORMAT

### **Are classes held in person, virtually, or both?**

The Birmingham cohort will include a mix of virtual and in-person sessions. Formats, locations, and schedules will be shared with selected participants before the program starts.

### **What days and times will sessions be held?**

Exact days and times will be shared after selection. Sessions are scheduled with child care providers' availability in mind.

### **Will I receive one-on-one support?**

Yes. Participants receive individualized coaching in addition to group-based learning.

### **How many participants will be selected?**

Cohort size is intentionally limited to support meaningful engagement and individualized attention. Final numbers will be determined by WFA.

## FUNDING AND SELECTION

### **Does participation guarantee a grant award?**

No. Participants who complete the program are eligible to apply for a grant of up to \$25,000. Funding is awarded through a separate review process.

### **How can grant funds be used if awarded?**

Grant funds support the launch or expansion of a child care business. Allowable uses and restrictions will be shared during the program and in the funding application.

### **Can more than one person from the same business participate?**

Typically, one primary participant per child care business is selected.

### **What happens if I apply but am not selected?**

You may still receive information about future cohorts and other WFA child care business resources.

For further questions, please email [community@wfalabama.org](mailto:community@wfalabama.org) or contact a member of the Philanthropy & Learning Team directly.

# Accelerator Impact

What participants in past cohorts reported:

## 100%

felt better equipped to  
manage their business  
finances

## 92%

felt more equipped to  
pitch their business to  
potential funders and  
clients

## 100%

felt more confident to  
expand their business

## PREVIOUS PARTICIPANTS INCLUDE



*Amy's Amazing  
Children*



**Gain the tools, funding insight,  
and expert support you need to  
build.**

Applications open October 5–19, 2026

**APPLY NOW**

