

Hello,

My name is Danielle Iafrate, and I am the owner of Ms. Danielle's Daycare, an in-home daycare in Rochester Hills. I have been in business for 15 years and truly enjoy my work. I have always loved babies and children, and I am incredibly grateful to spend my days caring for them.

I hold a degree in early Elementary Education and originally planned to become a teacher in a school setting. However, after college, as my husband and I envisioned our future, we decided to open a daycare so I could fulfill my dream of teaching while being home to raise our own children.

The children from my first year of daycare are now in high school, and I am so proud to see them succeed. One of the greatest challenges of running an in-home daycare is managing ratios due to state licensing regulations. At any given time, I can care for a maximum of seven children, with only four under 30 months old, and of those, only two can be under 18 months old. When people hear this, they often ask, "How do you do it?" For me, it's second nature. After so many years, it flows naturally.

Family daycares like mine are fundamentally different from larger daycare centers. I worked in a center during college and experienced firsthand how children frequently transitioned to different classrooms with ever-changing staff. In contrast, I build deep bonds with the children and their families in my care.

In reality, most parents only get a few quality hours a day with their children due to work and other responsibilities. I spend significantly more time with them, nurturing them as babies, encouraging them as toddlers, and teaching them as small children. The first five years of life are critical for brain development, and I take pride in shaping that foundation.

I also support parents. It's common for parents to feel baffled by their child's behavior at home compared to daycare. Many ask how their rebellious two-year-old is so well-behaved at my house. I attribute this to a balance of love and discipline, backed by my education and years of experience.

Unlike some in-home daycares that rely on screens to occupy children, I run a structured program. Our mornings start with free play during drop-off, followed by breakfast, circle time which includes reading and singing, small group time, recess and a preschool curriculum. Even the youngest children observe and learn from this routine. Parents are often amazed by their toddlers' grasp of sign language, colors, and numbers, and I take pride in preparing them for kindergarten.

The greatest challenge in this business, and the reason I'm writing today, is the limitation of ratios. There is a significant need for quality daycare in our community. In 15 years, the only advertising I've done was displaying a banner for a few weeks, yet I consistently receive inquiries. However, with a maximum of seven children and most staying for 4-5 years, openings are rare and unpredictable.

To address this, we previously expanded our daycare in Clinton Township to a group daycare, allowing up to 12 children. This was not about maximizing profit but creating flexibility. The additional revenue from 2–3 more children offset the cost of hiring a helper, enabling me to reserve spots for pregnant parents or transitioning children into specific age slots.

Expanding from a family daycare of seven to a group daycare of 12 would mean only a slight increase in traffic—likely two additional families. With the support of a helper, I could better manage ratios, maintain quality care, and gain the flexibility I need to recover from the recent tragedy and additional medical challenges.

Our daycare is a unique asset to Rochester Hills. Situated on 2.3 naturally screened acres, the children enjoy daily hikes, nature exploration, and a 2,164-square-foot asphalt circle perfect for riding tricycles and pushing toy strollers. The asphalt area that the children play at is nearly 300' from the road.

I respectfully request your consideration for allowing me to expand my daycare. This would enable me to better serve our community while providing the flexibility my family and I need during this time.

Thank you for your time and consideration.

Sincerely,  
Danielle Iafrate  
Owner, Ms. Danielle's Daycare

## **Ms. Danielle's Daycare Business Plan**

**Business Name:** Ms. Danielle's Daycare

**Owner:** Danielle lafrate

**Location:** 2557 John R Road, Rochester Hills, MI 48307

**Years in business:** 15 years

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### **Executive Summary**

Danielle's Daycare is a well-established, family-oriented in-home daycare located in Rochester Hills, Michigan. With 15 years of experience, including a successful transition from Clinton Township to our current location in Rochester Hills, we are poised to expand from a family daycare to a group daycare, increasing our capacity to care for up to 12 children.

Our mission is to offer a safe, nurturing, and educational environment for children ages six months to five years old, ensuring peace of mind for working parents. Our business has thrived on word-of-mouth referrals, demonstrating a strong demand for our services. To better meet the needs of local families and address operational challenges due to a recent injury, we plan to expand our services and hire additional staff. This expansion will also help us serve the growing number of Rochester Hills residents in need of quality daycare.

### **Services Offered**

- **Infant and Toddler Care:** Personalized care and attention for infants and toddlers.
- **Preschool Readiness Programs:** Structured programs to prepare children for school.
- **Engaging Activities:** A range of activities designed to stimulate cognitive, emotional, and social development.

### **Operations Plan**

- **Operating Hours:** Monday through Friday, 7:30 am - 5:00 pm.
- **Staffing:** Hiring 1-2 additional employees to support increased capacity and maintain high-quality care.
- **Safety and Compliance:** Continuing to meet state licensing and insurance requirements.

### **Financial Plan**

- **Revenue Streams:** Tuition fees from parents.
- **Expense Considerations:** Additional staffing and insurance costs.
- **Growth Projections:** Anticipated increase in revenue with expanded capacity.