

# Through the Night

## Childcare Funding Case Study & Screening Checklist



**“This work is hard. I feel like if I lay down, I’m so tired I may not get back up.”**

-Deloris “Nunu” Hogan  
Co-owner Dee’s Tots 24-hour Childcare Center & film protagonist in *Through the Night*

**A step-by-step guide to help you utilize the award-winning film *Through the Night* to educate legislators and stakeholders**

### [About](#)

[Case Study: \\$2.4 Billion for Childcare in New York](#)

[Other Communities](#)

### [STEP-BY-STEP CHECKLIST](#)

[Step #1: Outline Your Vision](#)

[Step #2: Gather Allies & Identify Stakeholders](#)

[Step #3: Plan Your Event](#)

[Step #4: Invite Participants & Send Reminders](#)

[Step #5: Enjoy the Film & Discuss Together](#)

[Step #6: After your event](#)

## About

### This Guide

A step-by-step guide to help you utilize the award-winning film *Through the Night* to educate legislators and stakeholders about the importance of child care in your community.

### The Film

*Through the Night* is a documentary film love letter to child care providers and single mothers. It is a tender portrait of titanic strength, love, and selflessness that follows three working mothers whose lives intersect at a 24-hour daycare center. It has been featured in the NY Times, Hollywood Reporter, and LA Times.

>> [Click here to watch the trailer.](#)



## You!

Hello! We're glad you're here! Whether you are a community organizer, union member, elected official, or concerned citizen, by hosting a screening you are joining thousands of people across the country in honoring and caring for caregivers.

## Funding Case Study: \$2.4 Billion for Childcare in New York

**Through the Night** screened twice with New York State legislators and the state has since passed the most consequential budget for New York's children in recent memory.

Six organizations that support childcare providers in New York State partnered together with the film team to utilize the film as an educational tool for policymakers, business leaders, and stakeholder and to celebrate child care providers, and essential workers.



New York partners: Day Care Council of New York, Alliance for Quality Education, CSEA - Civil Service Employees Association, Empire State Campaign for Childcare, Voice of Organized Independent Childcare Educators, Winning Beginning New York

Empire State Campaign for Childcare put the dire need for child care best: "New York cannot recover or prosper without child care. The pandemic has laid bare what all working families with children – and their employers – have long known: a sound, accessible quality child care system is critical to the health and economic stability of working families and the economy. For New York families, for women's economic independence, for the state's economy: high-quality, safe, affordable child care and afterschool care is more important than ever."

The poster for the film "Through the Night" features the title in orange and white text at the top. Below the title, it says "Directed and Produced by LOIRA LIMBAL". The main text reads "From Praise to Pay: Caring for New York's Caregivers! Join Live Q&A: Facebook.com/ThroughTheNightDoc/LIVE February 11, 2021 7:30 pm Eastern". At the bottom, there are six small portrait photos of the participants, each with their name and title below it.

**Through the Night**  
Directed and Produced by  
LOIRA LIMBAL

**From Praise to Pay: Caring for New York's Caregivers!**  
**Join Live Q&A:**  
**Facebook.com/ThroughTheNightDoc/LIVE**  
February 11, 2021  
7:30 pm Eastern

**Moderator**  
Andrea Anthony  
Executive Director  
Day Care Council of  
New York

**Loira Limbal**  
Director/Producer

**Patrick "Pop Pop" Hogan**  
Family Daycare Owner

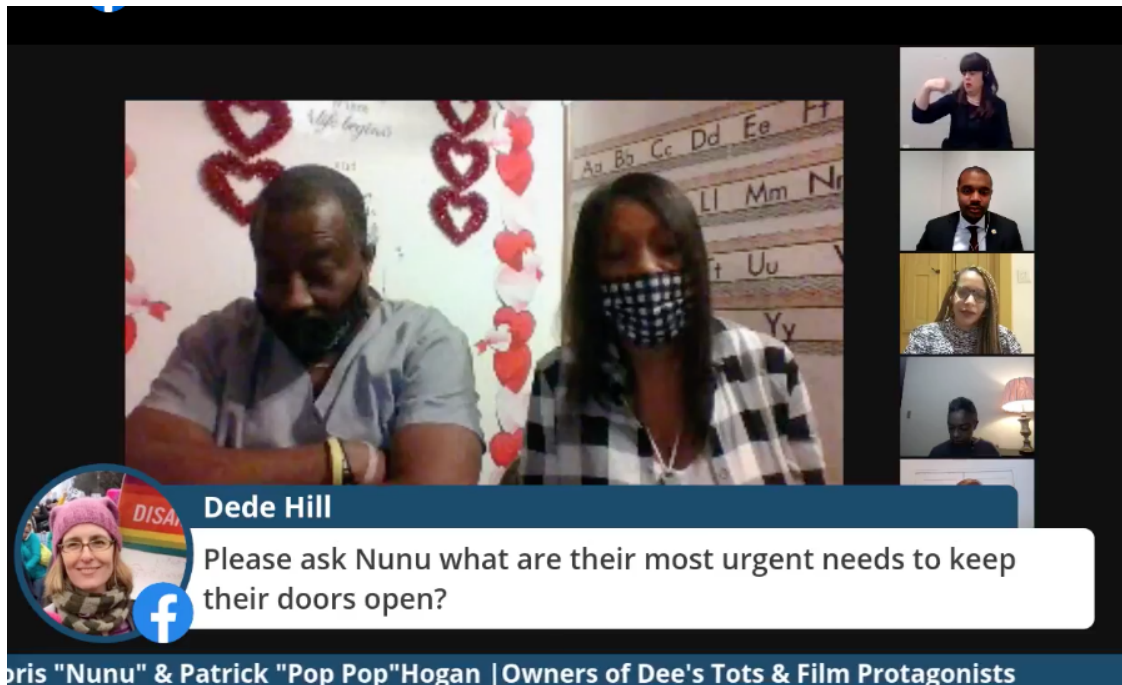
**Deloris "Nunu" Hogan**  
Family Daycare Owner

**New York State  
Assemblyman  
Andrew Hevesi**

**New York State  
Senator  
Jabari Brisport**

The partners, and the film, organized a virtual watch party of the film, followed by a post-screening discussion with the Chair of the NY Senate Committee on Children and Families, Senator Brisport, and the Chair of the NY Assembly Committee on Children and Families, Assemblyman Hevesi.

The live post-screening discussion brought child care providers in direct conversation with elected officials and the organizations that support them.



[Click here to watch the replay of the post-screening discussion on Facebook.](#)

Audience reactions:

- “This movie validates why we do what we do.” -Civil Service Employees Association
- “I am so proud as a Provider to see FAMILY CHILDCARE being recognized in this way!! This is making me so emotional!! WE ARE ESSENTIAL!!” - provider
- “Overtired and still going...we need to find a way for equal rights for equal pay.” - provider

Shortly after the screening, the child care providers in the film were invited to press conferences to share what they needed and the elected officials organized a film screening for all elected officials in the New York State Congress.

The new budget allocates funds to stabilize child care providers – including \$1.26 billion in grants to providers, adds child care slots, reduces costs for parents, provides \$25 million for childcare scholarships for essential workers and addresses inequities throughout the state.

[Click here for more details on what was included in the budget.](#)

An important next step is making sure funds get to providers and families, but this support for child care is an important step in the right direction.

## Examples: Communities Supporting Childcare

Here are examples of communities that have allocated support for child care:

### **New Mexico**

- Child care aid program recently expanded (as of July 2021); also marks first anniversary of the New Mexico Early Childhood Education and Care Department
- New Mexico is the first state to shift fully away from market rate-based child care reimbursements for providers that accept families receiving assistance. Instead, it will use a cost-estimation model that N.M. Early Childhood Education Secretary Elizabeth Groginsky helped pioneer in Washington, D.C
- They base subsidies on the likely costs of providing child care rather than the amount families typically pay for care
- \$320 million from the American Rescue Plan is set aside to widely expand eligibility for child care assistance and to overhaul the way it reimburses day care and preschool providers
- Families who earn up to 350 percent of the federal poverty level — about \$93,000 for a family of four — are eligible for aid
- Parents can continue to receive the aid for their children even if their income rises to 400 percent of poverty — or more than \$100,000 a year for a family of four
- Measure for voter approval in the November 2022 general election boosting funds for early childhood services

### **Oregon**

- Oregon is an example of a state that is in-progress with its child care infrastructure and resources. Currently, as of 2021, the state's child care system is a patchwork of private-pay centers, Head Start programs, school-based programs, and informal networks of nannies, relatives and friends while the management of child care at the state level is divided across a multitude of agencies, creating a system with many shortcomings
- Policymakers have proposed and advanced a major overhaul to the current system: Oregon HB 3073, which aims to consolidate, for the very first time, early childhood programs under a new office called the Department of Early Learning and Care with the director reporting directly to the governor
- The existing system and its inefficiencies have meant that pandemic aid is only slowly trickling out. The new Department would alleviate these bottlenecks
- Advocates, officials, and supporters of the bill are framing this push for child care in terms of equity, racial justice, economic development and as part of an expanding definition of what “infrastructure” means for the state
- In 2019, Oregon became the eighth state in the country to enact a family leave law, which can be used by new parents. It goes into effect in 2023 and will allow for a new parent to stay home with a child for up to 12 weeks while still receiving pay

## How To Watch The Film & Film Clips

You can either host a screening of the full film (75 minutes) or share clips from the film.



### How to watch the film:

>> Choose a way to watch here: <https://www.throughthenightfilm.com/watch>

**Clips:** You can click on the clips below to watch or share clips from the film.



"I feel like if I lay down I'm so tired I might not get back up"

- Deloris, 24 hour child care provider

[Click here for this clip.](#)



"Your Mom needs some rest tho... she needs some big rest, she's tired..."

- a child attending Dee's Tots

[Click here for this clip.](#)

## STEP-BY-STEP CHECKLIST

### Step #1: Outline Your Vision

❑ **WHY— Ask yourself: What is the goal for your screening?**

Why do you want to host a screening? What is your vision for your event?

Some examples:

- Create a loving space for child care providers, single mothers, caregivers
- Educate legislators on the experience of providers and essential workers
- Strengthen a community of members you serve
- Share a story of Black joy and love with your community

### Step #2: Gather Allies & Identify Stakeholders

❑ **WHO: Gather Allies—Who do you hope to screen or discuss the film with?**

Are there partner organizations, coalitions, or allies you can organize the screening with?

Some nation coalitions:

- [Community Change: Child Care Changemakers](#)
- [National Women's Law Center](#)

❑ **WHO: Identify Stakeholders—Who are stakeholders you want screening or discussing the film?**

Are there stakeholders or decision makers you want to educate?

Are there stakeholders or decision makers who are more likely to support your work?

Some examples:

- Elected Officials -- Are there any committees or working groups in charge of making decisions relating to child care?
- Business owners/Employers
- Child care providers
- Essential workers

## Step #3: Plan Your Event

### ❑ WHEN—

- ❑ **Date & Time:** Decide on when you'll host your event
- ❑ **Duration:** Decide how much time you will need for your event.
  - The film is 75 minutes. Add 30 minutes or more for the discussion portion of the event. Don't forget to include time for introductions and closing.

### ❑ HOW— Select a format that takes into account your audience's needs (i.e. might your audience need child care or translation) and your local COVID-19 guidelines, if in-person.

#### ❑ **Invite-only or Public**

Can anyone join or will it be only for your members or community?

#### ❑ **Virtual or in-person**

- Virtual: Select a platform that works best for the number of people you anticipate attending. Make sure to do a tech check before your event!
- In-person: Follow your local COVID-19 guidelines.

#### ❑ **Watch together live or stream individually**

Will you watch it live all together or will everyone stream it on their own and you will come together to discuss it at a specific time?

- Watch together live: This means your event will have everyone watching the film together at the same time, often followed by a group discussion.
- Stream individually: This means that you will direct your participants to watch the film on their own, but have a set time that you will come together to discuss it.

#### ❑ **Plan your discussion:** Outline discussion questions (here are some). Decide who will lead or moderate the discussion, and if you will have special guest speakers.

#### ❑ **Create an agenda:** Create one document that has all the details of your event, including an agenda for your event ([here is a sample agenda](#)).



## Step #4: Invite Participants & Send Reminders

### Create a way for participants to RSVP

This will make it easy for them to participate and easy for you to track how many people will attend. Here is an example. We recommend that you have participants RSVP ahead of time via your chosen platform, such as [Zoom](#), [Eventbrite](#), or a [Facebook](#) event. Don't forget to send out the trailer as part of your invitation ([Example](#))!

### Make a guest list

Who do you want to watch the film? Write down a list of names—coworkers, friends, family, neighbors—the more people the better!

### Invite your participants

You know your network best and nothing is more likely to make them show up than a personal invitation from you. Tell them why you're excited about the watch party and discussion you are organizing and why it is meaningful to you.

- Be the first to RSVP! Then share the event on your social media with a personal note about why this is meaningful to you
- If you have guest speakers ask them to share the RSVP page on their own channels and email/mailling list
- If you're an organization, add the event to your organization's event calendar, social media, and newsletter/mailling list
- If you're an organization, send an email to employees or volunteers to ask them to help spread the word
- Reach out to local organizations to request their help in getting the word out and inviting their members/community

### Check your RSVPs

Are you getting the responses you expected? Ask the people you invited to also invite a friend. It's a good idea to call and remind them how meaningful it is to you for them to watch and discuss with you! Usually about 30%-50% of people show up that RSVP, so invite more than you hope will attend!

### Send reminders

- ❑ As the event gets closed post updates on your personal/organization's social media accounts and/or your RSVP page
- ❑ Share pictures, the trailer, and images from the film. You can simply repost what is on the film's social media channels
- ❑ Send a reminder the day before and the day of your event with details like the time and link or address. (If you use Eventbrite, it will send reminders automatically for you)

## Step #5: Enjoy the Film & Discuss Together

Here's a sample event agenda:

### **Welcome and introductions** (~5-10mins)

Share with the group why you invited them to watch with you and which topics in the film are important to you. If you have guest speakers, introduce them as well.

### **Watch the film together** (if applicable) (75 mins)

If you are watching all together live, and there is a chat or comment feature on the platform, then you can type into the chat how you're feeling about the film as you watch.

### **Discuss the film** (~30-60mins)

Choose specific questions, and share resources, that are relevant in your area, like:

- Task force(s) - Do any currently exist relating to child care in your state/city?
- Funding - What potential avenues of funding currently exist?
- Policies - Is there current policy that can be built upon?
- What actions can we take to care for caregivers in our community?

### **Take a picture!** (~1 minute)

Take a group photo, screenshot or selfie to commemorate your watch party!

Share on the photo Social Media -- tag us so we can share it and use #CareforCaregivers

- Facebook: [@throughthenightdoc](#)
- Twitter: [@ThruTheNightdoc](#)
- Instagram: [@throughthenightdoc](#)

Encourage your participants to follow the film and post about your watch party.

## Step #6: After your event

### ❑ Thank your participants

Thank your participants for joining you! Share your favorite moments, photos, or reactions with them. Let me know how you think they can stay engaged in your local community or with the film's community by sharing their own experience on social media.

### ❑ Tell us how it went!

Thank you for hosting a watch party! Spreading the message of this film is only possible because of people like you who believe that mothers and all who do the work of mothering should feel held, heard, and seen. We're excited to hear how your party went! You can [contact us here](#) or via social media.

*Thank you!*

You can find additional resources on our website:  
<https://www.throughthenightfilm.com/resources>