



FINALLY — SOMEONE WHO GETS IT

## You didn't open a childcare center to become a **bookkeeper**.

You opened it to change children's lives. But somewhere between licensing renewals, subsidy paperwork, and a receipt pile you've been "almost" dealing with since last March, the admin started running you. Bluebird + Balance brings 18 years of real childcare ownership experience directly to your books, your business, and whatever's left of your sanity.

**18+**

YEARS OWNING &  
OPERATING A CENTER

**100%**

CHILDCARE-FOCUSED  
PRACTICE

**0**

LEARNING CURVE ON  
YOUR INDUSTRY

**IRS**

SURVIVED —  
SO YOU DON'T HAVE TO

### BOOKKEEPING SERVICES

- **Monthly transaction categorization** — coded the way a childcare center actually operates, not a generic dry-cleaner
- **Bank & credit card reconciliation** — every account balanced, every month, no unpleasant surprises come April
- **Tuition & subsidy receivables tracking** — CCAP, DHS payments, and private tuition all accounted for correctly
- **Monthly P&L + Balance Sheet** — with a plain-language summary, because "what does this number mean" is a valid question
- **Year-end cleanup & tax prep support** — books handed to your CPA organized, labeled, and not in a shoebox
- **Catch-up bookkeeping** — if you're months behind, we start from where you are, not where you wish you were

### ADMINISTRATIVE & CONSULTING

- **Licensing & compliance support** — I know the forms, the ratios, and exactly which inspector questions catch people off guard
- **Policy & procedure development** — handbooks and parent agreements that actually hold up when you need them to
- **Tuition pricing analysis** — find out if you're undercharging (you probably are) and how to fix it without losing families
- **Enrollment process review** — plug the holes where inquiries fall through the cracks and walk out your door
- **Staffing & HR guidance** — reduce turnover, build a team that stays, and stop losing sleep over who's calling out tomorrow
- **Strategic business planning** — whether you want to grow, stabilize, or eventually hand the keys to someone else

### WHY BLUEBIRD + BALANCE IS DIFFERENT

#### I Speak Your Language

Generic bookkeepers don't know what a CACFP reimbursement is or why August looks nothing like October. I do — because I've written those checks, filed those reports, and stared at those ratios myself.

#### No Learning Curve on Your Dime

You won't spend the first three months explaining how childcare billing works. From day one, your books, paperwork, and policies are in the hands of someone who has been exactly where you are — and knows the way out.

#### More Than a Bookkeeper

When your numbers tell a story, I can help you read it — and act on it. Tight Q1 cash? Staffing eating your margin? I can see it in the P&L and tell you what to do about it, not just report it.

**No judgment. No jargon. Just clean books and compliant paperwork.**

*Go ahead and bring us that shoebox!*

*"I built my center from the ground up, ran it for 18 years, and survived an in-person IRS visit — so I know exactly what childcare owners need, what trips them up, and what it feels like to carry this business alone. I started Bluebird + Balance because no one should have to white-knuckle their way through the financial side of something they built with such care and purpose."*

— SHAWN ADAMS, OWNER & CONSULTANT, BLUEBIRD + BALANCE BOOKKEEPING & CHILDCARE CONSULTING

LET'S TALK

Free 30-min discovery call

Shawn Adams | Bluebird + Balance Bookkeeping & Childcare

Consulting

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Serving childcare center owners across the West and beyond — 100% virtually

Bookkeeping services do not include tax preparation or CPA services. Consulting does not constitute legal advice.