

Why profitable programs still feel financial pressure

iCare Software webinar



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What You'll Learn

- Revenue vs cash flow
- Why stress happens
- Signals to watch
- Planning mindset
- Scenarios + discussion
- Wrap-up + Q&A



Section 1: Core Concept

Revenue and cash flow tell different stories



Revenue vs Cash Flow



Revenue:
earned and
expected



Cash flow:
available right
now



Same month,
different reality

Director Examples

- Tuition invoiced versus payment timing
- Subsidy arrives after service
- Food program paid later



Interactive: Early Engagement

- When is it tightest?
- Start of school year
- Summer shifts
- Staffing changes
- Subsidy timing
- Enrollment swings



Section 2: Why Stress Happens

Profitable programs can still feel tight



Timing Mismatches

- Payroll vs billing cycles
- Monthly tuition vs weekly expenses
- Delayed agency payments



Operational Rhythms

- Seasonal enrollment patterns
- Summer transitions
- Holidays shift attendance
- Parent payment habits



Hidden Signals Leaders Watch

- Cash runway awareness
- Upcoming staffing obligations
- Ratio-driven staffing costs
- Payment trend shifts



Section 3: Planning Mindset

Think in cash rhythm



Practical Planning

- Visibility builds confidence
- Align staffing with cash movement
- Pace growth when needed



Scenario Reflection



Scenario A:

Growth + early hires, payroll
feels tight



Scenario B:

Subsidy cycle planned
smoother month

Decision-Making Breakout

What signal tells you it's right?

- Staffing coverage confidence
- Enrollment trends
- Payment history
- Seasonal timing



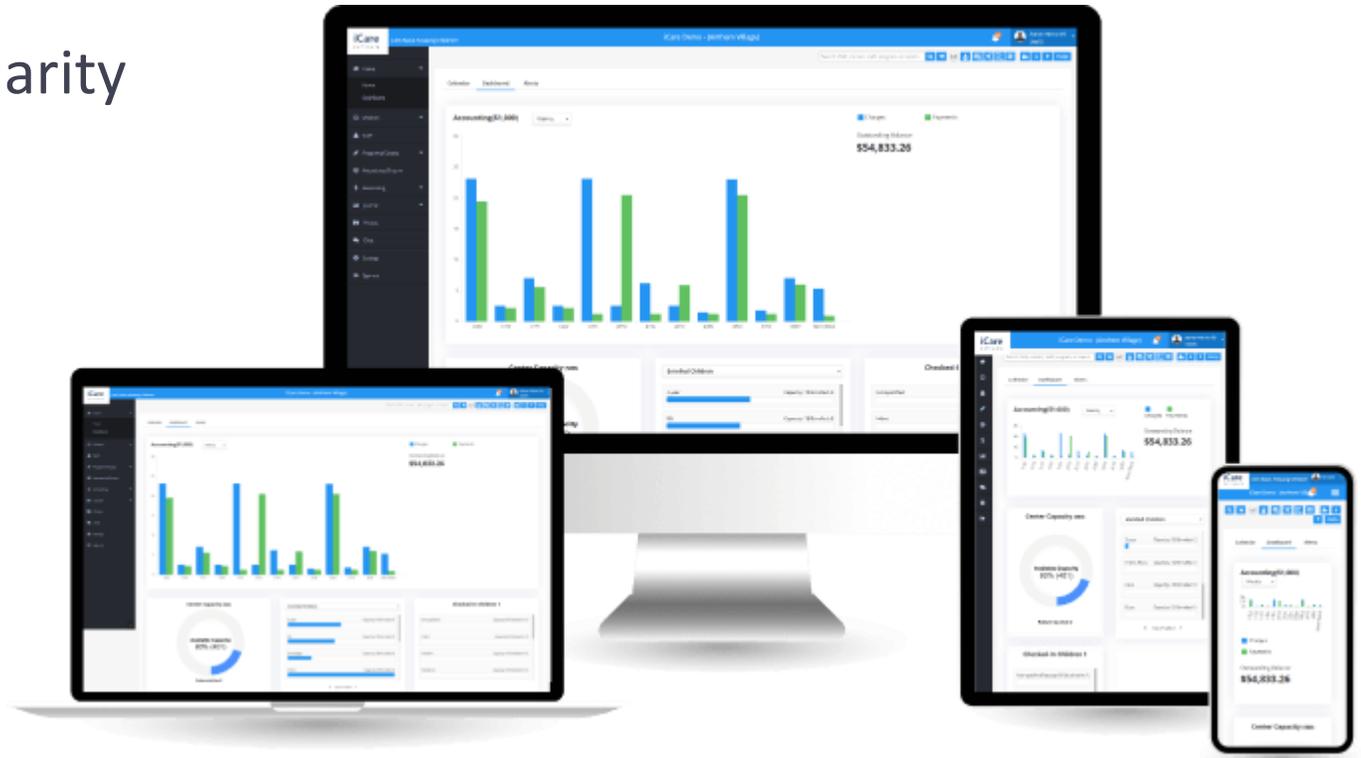
3 Questions Before Decisions

- What commitments arrive first?
- What repeats every year?
- What supports 3-month stability?



Closing Perspective

- Confidence comes from patterns
- Visibility supports calm decisions
- Tools + experience build clarity



Future-Proof Your Financial Management with iCare

- ✓ AI-powered financial insights (coming soon) to optimize revenue forecasting.
- ✓ Seamless integration with QuickBooks and other accounting software.
- ✓ Live reporting for smarter financial decision-making.

Schedule a Demo Today

and simplify your financial management with iCare!



icaresoftware.com/schedule-demo

Q&A: 5–10 minutes