



The Childcare Director's Guide: How to Successfully Introduce **SPANISH**

**FREE
STARTER
LESSON!**



Perfect for every
classroom—
whether your
teachers speak
Spanish or not

Ideal for:

- Infants
- Toddlers
- Preschoolers
- School-Agers

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Imagine This...



A prospective family is touring your childcare center.
The tour is almost over when they smile and ask,

"Do you offer Spanish?"

Instead of wishing you did, Imagine confidently saying,

"Yes! Every classroom enjoys Spanish every week."

The parent's faces lights up!

They can already picture their child singing songs,
learning new words, and developing a love for another
language.

Now imagine something even better...

Your teachers don't have to speak Spanish.

You don't have to hire a Spanish teacher.

No one has to spend hours planning lessons.

You simply give your teachers the right tools and
support to make Spanish fun, engaging, and easy to
introduce.

That's exactly what I'm going to show you in this guide.

For more than 30 years, I've helped educators bring
Spanish into children's lives in a way that builds teacher
confidence and gets children excited about learning
another language.

So let's get started!

Theresa

Meet Theresa

Helping Childcares
Teach Spanish with
Confidence for More
Than 30 Years



Hello! I'm Theresa Gunderson, co-founder of O'Neill Language Academy and creator of **Teach & Learn Spanish Academy**.

For more than 30 years I've had the privilege of helping children discover the joy of learning Spanish—and helping educators feel confident teaching it.

I've been a Spanish teacher, elementary teacher, school principal, teacher trainer, national public speaker, and educational leader.

I've seen firsthand how introducing another language can build children's confidence, spark curiosity, and open their world to new cultures.

But I've also heard the same concern from childcare directors again and again:

"Our teachers don't speak Spanish, so how can they teach it?"

That's exactly why I created **Teach & Learn Spanish Academy**.

I wanted childcare centers to have a way to introduce Spanish without requiring teachers to be fluent, creating lessons from scratch, or adding another person to the payroll.

My hope is that this guide helps you see that your center can successfully introduce Spanish, too.

I'm so glad you're here! 💕

Theresa Gunderson
CO-FOUNDER, OLA

Why Childcare Directors Trust O'Neill Language Academy



When you're introducing something new, you want to know you're learning from someone who understands both education and the realities of running a childcare center.



Here's a little about my background

More Than 30 Years in Education

I've spent decades creating engaging, age-appropriate Spanish lessons that children genuinely love.

Former PK-8 Principal

I understand the daily realities of supporting teachers, communicating with families, and running a school.

Master's Degree in Teaching Second Language Education

My work is grounded in effective practices for young language learners.

Lived in Spain for Four Years

Living in Spain deepened my love for the language and culture, experiences that continue to inspire the curriculum today.

Raised My Own Children Bilingually

Spanish wasn't just something I taught—it became part of our family's daily life.

National Speaker & Teacher Trainer

I've had the privilege of training educators across the country and helping schools confidently launch successful Spanish programs. I've been chosen to speak at the 2026 NAEYC Conference in Washington DC.

My Mission Is Simple

TO MAKE IT POSSIBLE FOR EVERY CHILDCARE CENTER
TO CONFIDENTLY INTRODUCE SPANISH—

EVEN IF THEIR TEACHERS HAVE NEVER SPOKEN THE
LANGUAGE BEFORE.

Theresa

Because
children
shouldn't have
to wait to begin
discovering
another
language.



Why Bring Spanish Into Your Childcare Center?



Because Spanish is no longer just an enrichment activity—it's becoming an expectation.

Families have more choices than ever when selecting a childcare center. Many programs now offer Spanish, bilingual programming, or Spanish immersion as part of their educational experience.

If your competitors are offering Spanish, can your center afford not to?

And there's another reason to consider starting early.

Young children are uniquely ready to discover another language.

Early exposure to a second language can help children develop:

- 🌐 Cultural awareness
- 🧠 Cognitive skills
- 🗣️ Communication skills
- 💬 Confidence & curiosity
- ❤️ A lifelong foundation

Early exposure gives children a head start toward becoming comfortable with another language as they grow.

And Here's Another Benefit: Spanish Can Generate Revenue, Too!

💰 Just like families pay for enrichment programs such as Soccer Shots or Amazing Athletes, many childcare centers offer Spanish as a paid enrichment opportunity.

With the right curriculum and support, Spanish can become a program that children love, parents value, and your center can earn from.

Curious what the numbers could look like? See page 12 for an example.

Invest In Your Teachers, Too



Your teachers aren't just teaching Spanish—they're learning it, too!

Through songs, videos, lessons, and repeated exposure, teachers naturally build their own Spanish skills right alongside their students.



Many teachers tell us that an unexpected benefit of teaching Spanish is learning a valuable lifelong skill themselves.

As they teach Spanish week after week, they build vocabulary, pronunciation, confidence, and cultural awareness—skills they can carry with them far beyond the classroom.

Your teachers grow while your students learn.



Imagine Walking Into One of Your Classrooms...



The children are laughing as they sing a catchy Spanish song.

They're proudly counting from one to ten in Spanish while pointing to colorful visuals around the room.

Your teachers are smiling because they aren't trying to figure out what to teach next. They simply open the lesson and follow the plan.

They benefit by getting to learn Spanish while they teach it.

Later that week...

"A Parent Tells you:

"My child came home counting in Spanish!"

That's the experience I'll help you create.

And the best part?

Everything is already planned for your teachers.

Let's Experience a Spanish Lesson Together



I've prepared a free starter lesson for your center. It's online, just like our **Teach & Learn Spanish Academy** lessons.

YOUR FREE STARTER LESSON INCLUDES:

 A step-by-step lesson plan to teach Numbers 1-10. Your teachers will know exactly what to do, without spending any time planning.

Video Tutorial

Watch and play for your students to introduce the vocabulary.

Spanish Song

You'll help your students learn through music and repetition.

Classroom Number Visual

Keep Spanish visible and engaging during the lesson and all week long.

Parent Newsletter

A done-for-you newsletter gives families the tools to review Spanish numbers at home.

Bulletin Board Set

Helps make Spanish visible to children, teachers, and parents.

Teacher Tips & Pronunciation Guide

Gives teachers the confidence to teach and pronounce Spanish correctly.

1 uno (oo-no)	2 dos (dohs)
3 tres (tdrace)	4 cuatro (kwah-tdroh)
5 cinco (sing-koh)	6 seis (say-ees)
7 siete (see-eh-teh)	8 ocho (oh-choh)
9 nueve (new-a-bay)	10 diez (dee-ace)

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Numbers 1-10 Song In Spanish - OLA

  00:00 / 00:34



Access Your Free Spanish Starter Lesson Here!

Everything is organized in one easy-to-use place online so you can experience Teach & Learn Spanish Academy for yourself.



If one simple lesson can create this much excitement, imagine what an entire year could do for your teachers, children, and families.

Imagine Six Months
From Now...



What Could Spanish Look Like at YOUR Childcare Center?

Your teachers confidently introduce Spanish each week using engaging lessons that are already planned for them.

Children eagerly sing Spanish songs in the hallway and proudly share new words with their parents at pickup.

Parents tell you how excited they are that their children are learning another language at such a young age.

Your classrooms display colorful Spanish visuals that make your center stand out during tours.

A prospective family asks:

"Do you teach Spanish?"

And this time, your answer is a confident:

"Yes!"

All because you decided to take one small first step.

That's exactly what I'd love to help you create.

If You Charge for Spanish, What Could the Revenue Look Like?

Your center could offer Spanish in all of your classrooms taught by your classroom teachers, OR you could offer a weekly 30-minute, parent-paid Spanish enrichment class taught by one of your staff.

If you offer Spanish as an optional enrichment, and charge \$10 per student per week (\$40 per month), your center could generate the following revenue:

Students	Monthly Revenue	Annual Revenue
8 Students	\$320	\$3,840
10 Students	\$400	\$4,800
12 Students	\$480	\$5,760
14 Students	\$560	\$6,720
16 Students	\$640	\$7,680

This example uses \$10 per student per week. Some centers charge \$15 or more for Spanish enrichment, so your potential revenue will vary based on what you charge families and your enrollment.

Imagine adding an enrichment program that brings your center an extra stream of income while giving children an experience parents love.

*Every childcare center is different. Tuition, enrollment, and program structure vary, so use these numbers as an example of what may be possible.

Spanish Becomes More than Another Enrichment Activity



It becomes part of what makes your center special. That's hard to put a price on.

This is what happens when families love the program.

Children come home singing in Spanish.

Parents tell their friends.

Teachers feel proud of what they're accomplishing.

Prospective families hear that your center offers Spanish and enroll.



The online curriculum behind this approach is Teach & Learn Spanish Academy (TLSA)

With TLSA:

- Your teachers don't have to speak Spanish.
- You don't have to hire a Spanish teacher.
- No one has to spend hours creating lessons from scratch.
- Your teachers receive the lessons, resources, and support they need.



One Day a Parent Is Going to Ask...



"Do you offer Spanish?"

My hope is that after reading this guide, you'll smile and confidently answer:

"Yes, we do."

I'd be honored to help you make that happen.

Theresa 

Ready to experience Spanish for yourself?

TRY THE FREE STARTER LESSON!

Click the button below or scan the QR code to get started.

[Access
Here!](#)



OUR VALUED CLIENTS

Working with the Best!

