

Vision: For all Central Wisconsin children to benefit from the best child care possible.



Your Local Child Care Resource & Referral Agency

2014 Annual Report

www.childcaring.org



1-800-628-8534

Providing services to families, child care providers,
and communities in: Adams, Clark, Langlade,
Lincoln, Marathon, Marquette, Portage, Taylor,
Waushara, and Wood Counties.

Mission:
To be the key resource of
comprehensive child care services
that support and enhance the quality of the early care and education system.

Service to Parents

Parent comments about using Childcaring referral services in 2014:

“The Referral Specialist was very pleasant to work with. She was very professional and provided the information in a timely manner. “

“I was provided with a list of day care options and really like the quality ratings of each day care listed. Thank you!”

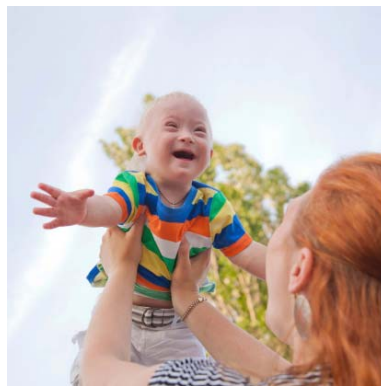
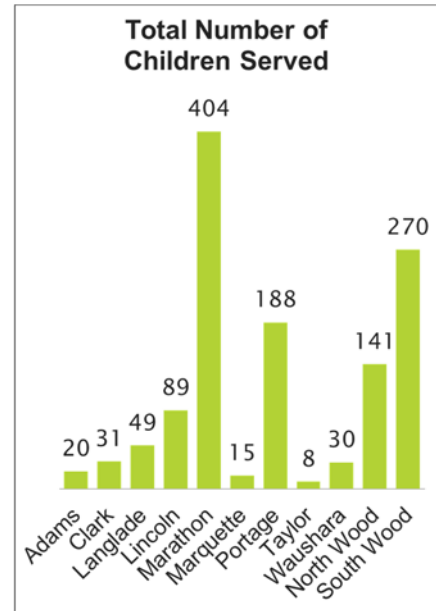
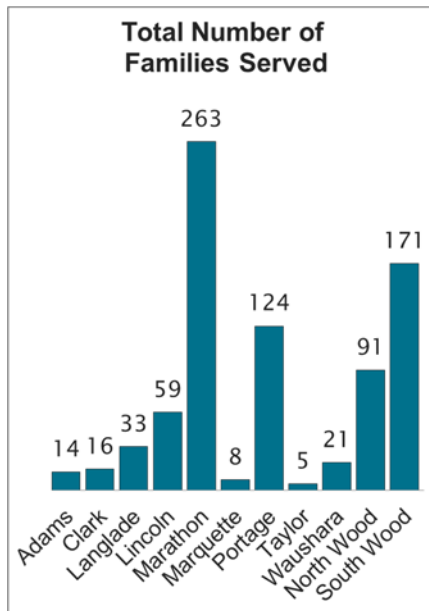
“This is a WONDERFUL program. My husband and I have schedules that vary from week to week and it is very nice to be informed of all the different options available to us. It is also convenient to see which day cares are close to home.”

Childcaring assists families in locating child care that meet their needs and gives them the tools to choose a quality child care program.

Families can call or meet with our Referral Specialist or simply enter their information into our online directory. A computer-generated list of regulated child care programs will be emailed or mailed to them.



During 2014, 805 families with 1,602 children received child care referrals from Childcaring. Of the 805 referrals, 36% of the families who used the service, had a family income under \$30,000 per year and 41% were single parents.



“I had tried using Care.com and personal referrals to find a daycare for my child, but the Childcaring referral was much more helpful in narrowing down caregivers close to my home/work and also having ones that are licensed is comforting, especially when you don't know anyone, we are new to town, and don't have any family nearby- so it was extremely helpful! thanks again!”

-Parent searching for child care

Good Start Grants

Good Start Grants provide financial assistance for eligible families in Marathon County to ensure they have access to quality, affordable child care.

Childcaring received funding from United Way of Marathon County to offer Good Start Grants to eligible families. In 2014, **71 families / 98 children** received funding to attend a quality child care program.



Scholarship Aid

The Scholarship Aid program funded through United Way of Inner Wisconsin and Marshfield United Way helps families who are struggling to pay the high cost of child care. This program is available for eligible families in Wood County and portions of Clark County. This program assisted with payments for **30 families / 50 children**.

Service to Community

Childcaring was involved in community planning and attending events throughout our service delivery area in 2014. Childcaring helped communities, school districts, employers, W-2 agencies and others develop solutions to complex child care problems. Childcaring is represented on several collaborating groups in 10 counties. Childcaring staff attended **233** community planning meetings and provided technical assistance **3,112** times.

Represented at events including:

- Ministry Saint Michaels Hospital Pregnancy Fairs
- New Moms Class
- Children's Festivals in: Adams, Marquette, & Waushara County, Marshfield, Merrill, Wausau, & Wisconsin Rapids
- Child Development Days in: Wisconsin Rapids, Stevens Point, Spencer, Abbotsford, Medford, Rib Lake, & Neillsville
- United Way of Marathon County's COMMUNITY Fest
- Leading the Way Early Childhood Conference
- Wisconsin Farm Technology Days



Supporting Families Together Association (SFTA)

Once Upon a Book Drive

Once Upon a Book Drive is an annual effort on behalf of SFTA, Child Care Resource and Referral Agencies across the state, and community partners, to collect and distribute quality children's books to child care programs and families in need across Wisconsin. Childcaring collected **898** books locally to contribute to the first annual statewide book drive effort. **5,383** books were collected for Wisconsin children in need.



Service to Providers

Childcaring utilizes training to retain existing child care providers and improve program quality. In 2014 Childcaring offered **86 trainings** which attracted **1,504 participants**. Through the month of April, Childcaring participated in the Supporting Families Together Association Child Abuse and Neglect Prevention Teach-A-Thon campaign to help prevent child abuse and neglect. Childcaring provided **9 child abuse and neglect prevention opportunities with 138 people in attendance in April.**

Childcaring offered high quality training on content including:

- Curriculum, Observation & Assessment
- Supervising Children
- Shaken Baby Syndrome Prevention
- Stewards of Children, Darkness to Light, w/ Mandated Reporter*
- Germs, Worms, Mud and Crud
- Child Portfolios
- Sudden Infant Death Syndrome
- Developmentally Appropriate Practices*
- Pyramid Model for Social Emotional Competence
- Early & Very Early Literacy
- Healthy Bites
- WI Early Care & Education Physical Activity
- Environment Rating Scales
- (WMELS) Wisconsin Model Early Learning Standards
- WMELS – Next Steps
- Guiding Behaviors in School Aged Children
- Ages & Stages Questionnaire*
- Child Physical Activity and Nutrition Program
- CPR w/ AED*

*indicates training offered in English & Hmong

For the past 19 years, Childcaring and the North Central Association for the Education of Young Children (NCAEYC) have coordinated a reception for regulated child care providers during the Week of the Young Child. **103 people attended the reception in 2014.**



Childcaring continues to work on increasing child care slots in areas which may be lacking sufficient care. We offer individualized consultation and technical assistance to potential providers.

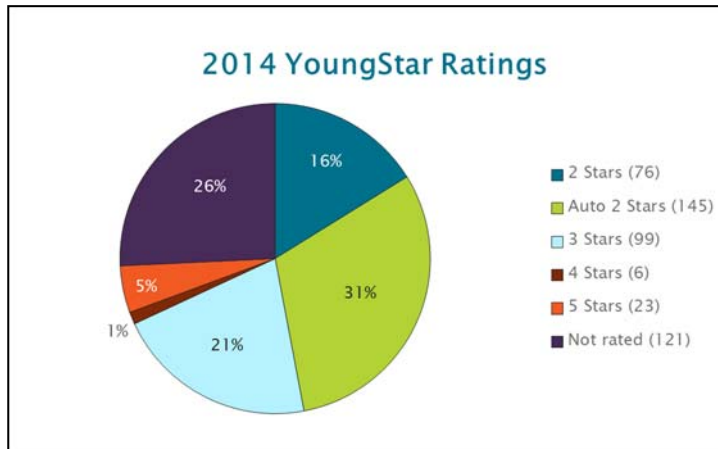
County	Number of Regulated Providers	Total Capacity
Adams	12	160
Clark	28	530
Langlade	19	271
Lincoln	25	540
Marathon	153	3,633
Marquette	6	129
Portage	73	2,079
Taylor	16	252
Waushara	19	433
North Wood	48	1,412
South Wood	70	1,361

Child Physical Activity and Nutrition Program (CPAN)

Through a partnership with Security Health Plan, and guidance from a Registered Dietician, child care programs receive nutrition and physical activity consultation and incentives. Pre and post surveys indicated a 2.5 - 23% overall improvement.

12 child care programs, reaching 500 children ages 2-5 years old, completed the CPAN program in 2014.

YoungStar is a program of the Department of Children and Families created to improve the quality of child care for children in Wisconsin. Childcaring is the Regional YoungStar office for central Wisconsin. Each year, YoungStar-rated child care providers go through a 40-point evaluation process specific to each program's regulation type. In our 10 county service area, **349** out of **470** regulated child care providers participated in YoungStar - a 74% participation rate.



128 regulated child care providers earned 3 or more stars as of 11/2/14.

Childcaring Receives YoungStar Diversity Funding

Childcaring was fortunate to receive YoungStar Diversity funding in 2014. This funding allowed us to take the additional time needed to provide quality training opportunities to Hmong speaking providers, in their native language. In December 2014, 15 Hmong speaking family child care providers completed 12 hours of ASQ Training. Typically, the ASQ Training is delivered in 9 hours, but because we were able to assure the quality of information given, and be conscious of how it was delivered, an additional 3 hours was planned.

A Shining Star - - - A licensed family child care provider graduated in May with an Associate's Degree in Early Childhood. The provider, with a family of her own, continued to operate her child care program full-time while she was pursuing her degree. She attended the local technical college full-time and attended most of the classes face to face while on a TEACH scholarship. The provider has achieved a 3 star rating for her family child care program. The provider has begun assessing the children and creating portfolios for the children in care. She has also been working on lesson plans that align with the Wisconsin Model Early Learning Standards (WMELS). The provider indicated that she enjoyed attending school again and found that school work was something that she could do and enjoyed doing. This provider has shown that quality improvement efforts are achievable and that hard work can lead to developmentally appropriate practice in child care programs.

Race to the Top



The Race to the Top – Early Learning Challenge (ELC) grant focuses on children between birth and kindergarten. Race to the Top – ELC is a \$34 million dollar grant awarded to our state by the federal government. In 2014, **12** programs in Central Wisconsin participated in **51** technical consultant visits, totaling over **146** on-site, technical consultant hours. The topics of the Race to the Top visits were centered around Wisconsin Model Early Learning Standards, Pyramid Model and Ages & Stages Questionnaire.

A participant described how this project enhanced their program's work:

"It helped me to notice my teachable moments in my classroom."

"I'm more positive and sure about what I've learned." - Race to the Top Participant



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Funding Sources

- Supporting Families Together Association through the Wisconsin Department of Children and Families
- Marshfield Clinic
- Adams, Portage, Marquette County Human Services
- Security Health Plan
- United Way



A Member Of ...



www.supportingfamilies.together.org



<http://childcareaware.org/>

Childcaring Staff

Sarah Agena
 Child Physical Activity & Nutrition Consultant/
Flexible Nutrition Solutions, LLC (Independent Contractor)

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 Program Coordinator

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Childcaring Office Locations

Wisconsin Rapids Office ••• 1107 West Grand Avenue, Wisconsin Rapids, WI 54495 **p** 715.423.4114 **f** 715.423.2444

Wausau Office ••• 1500 Merrill Ave. Ste. 201, Wausau, WI 54401 **p** 715.301.1800 **f** 715.301.1804

w www.childcaring.org **e** info@childcaring.org **p** 800.628.8534 ••• Find Us On Facebook: www.facebook.com/ChildcaringInc