

Why Invest In Early Childhood?



When we take good care of all children during their early years, they grow up knowing how to communicate, how to respect one another, and how to work together. Early experiences and relationships lay the foundation for how children grow and learn and increase a child's chances of graduating from high school. They grow up to be adults who can make positive contributions to society.

Certified and licensed child care programs have standards of care in place to protect children's health, safety and welfare. Furthermore, access to reliable and dependable child care helps to improve productivity and lower absenteeism in the workplace and supports economic development.

When children receive quality early childhood education and care, everyone benefits: children, families and communities.

Good Start Grants

Providing financial assistance for eligible families in Marathon County to ensure they have access to quality, affordable child care.

Established in 2014 in partnership with



Please visit www.childcaring.org for a list of current funders.

**For more information
please contact:**

Childcaring, Inc.
Central WI Early Education Resources

**Your Local Child Care
Resource & Referral Agency**

1500 Merrill Ave., Suite 201
Wausau, WI 54401

715.301.1800 / 1.800.628.8534
info@childcaring.org
www.childcaring.org

Good Start Grants



About Good Start Grants

For years, United Way of Marathon County has helped families pay for quality child care. Our community values quality early childhood experiences for our children and families.

In 2010 a collaboration of early childhood partners began to strategize the possibility of Marathon County families having access to sliding fee assistance across the entire county.

After months of developing policies, procedures, and funding formulas, the collaborative group renamed the sliding fee program, **Good Start Grants**.

Good Start Grants will help meet the funding gap between what providers need to charge to offer a quality program and what families can afford to pay.



**Families should not
have to choose between
affordable care and quality care.**

How does it work?

To qualify for Good Start Grants families must:

- Reside in Marathon County.
- Have a household income below 300% of Federal Poverty Level (*families that qualify and receive WI Shares are not eligible for Good Start Grants*).
- Participate in an approved activity, such as work or school.
- Choose a child care program that is rated 3 stars or higher in YoungStar.



Next steps:

- Complete and submit an application to Childcaring, Inc. Eligibility is determined on a case-by-case basis. Applications are available at www.childcaring.org.
- Once approved, Good Start Grants will be paid directly to your child care program. Grant amounts are based on available funding.
- Families are responsible for paying the difference between what the provider charges and the Good Start Grants portion.



YoungStar, a program of the Department of Children and Families, is Wisconsin's child care rating and improvement system created to improve the quality of child care for Wisconsin children.

YoungStar:

- Objectively measures child care quality.
- Helps parents choose the best child care for their children.
- Supports providers with tools and training to deliver high quality early care.
- Sets a consistent standard for child care quality.

Child care programs are evaluated and given a rating from 1 to 5 stars; with 5 being the highest rating.

For more information about YoungStar please visit our website at www.childcaring.org.

If you are interested in becoming a Good Start Grant provider, contact Childcaring, Inc. for more information.