

## FOR IMMEDIATE RELEASE

**DATE:** October 9, 2020  
**CONTACT:** Kelly Borchardt  
715-841-9490  
kelly@childcaring.org

### National Report Highlights Financial Burden of Wisconsin Child Care

[Mosinee, WI, October 9, 2020] [A new report](#) and supplementary interactive [data website](#) released by nonprofit organization Child Care Aware of America (CCAoA) paints the picture of a child care system which places an impossible financial burden on Wisconsin's parents and child care providers. The report addresses the fragile child care system that existed before COVID-19, as well as new pressures that have arisen due to the virus.

While the cost and affordability of child care vary throughout the state by location, race, ethnicity, nativity, child age, and type of care, the average cost of care was \$9,072 per child in Wisconsin in 2019. This is roughly equivalent to the average cost of University of Wisconsin tuition and fees (\$9,104). The cost of infant care is greater than annual average Wisconsin rent (infant care \$10,332; rent \$10,044), and having two children in center-based care is significantly more expensive than the average annual mortgage (child care \$19,200; mortgage \$17,016). A Wisconsin family at the poverty level would need to pay 48% of their annual income to enroll an infant full-time in a child care center, or 74% their annual income for two children. These costs are unsustainable for Wisconsin's parents.

Yet this high cost of care does not mean child care providers are well-paid, or even manage to break even. The average child care provider income in Wisconsin is only \$23,650. This means a mother working full-time in a child care center would have to spend 81% of her income to enroll her own two children at that center. CCAoA's national report highlights Vernon County, Wisconsin, where a child care provider meeting the minimum health and safety licensing requirements would lose \$4,932 per infant or toddler cared for while accepting state subsidies, and \$859 per 3-or 4-year-old. In order to provide care that would be considered 'top quality,' that same provider would lose \$10,312 per infant or toddler, and \$2,983 per 3-or 4-year-old. Providing child care is expensive, and these costs are rising due to new health and safety precautions related to COVID-19.

Childcaring, your local child care resource and referral agency, provides average child care rates, based on information provided by Certified/Licensed Child Care Providers: <https://childcaring.org/beta/averagechildcarerates/>. Childcaring can help provide resources to families in their search for quality child care. "A quality child care program is a necessity for every child," says Childcaring Executive Director, Kelly Borchardt. Families should not have to choose between affordable care and high quality care – care that provides a safe, stable, developmentally appropriate environment. Childcaring also offers information for families that may need help paying for child care: <https://childcaring.org/beta/needhelppaying/>

Wisconsin is one of only six states with county-specific data included in CCAoA's report. This data can be explored on CCAoA's new online [Child Care Data Center](#).

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#### About Childcaring

Childcaring's mission is to enhance and support a quality early childhood education system by providing resource and referral services to families, child care programs, and communities in Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara, and Wood counties. To learn more about Childcaring visit: [www.childcaring.org](http://www.childcaring.org) and like us on Facebook [@ChildcaringInc](#)