

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



Childcaring

Central WI Early Education Resources

Your Local Child Care Resource & Referral Agency

2015 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 enhance and support a quality
early childhood education system by providing resource
and referral services to families, child care programs, and communities.

Service to Parents

Parent comments about using Childcaring referral services in 2015:

"My experience has been wonderful! I only have good things to say. My family would not be in the great position it is without them!"

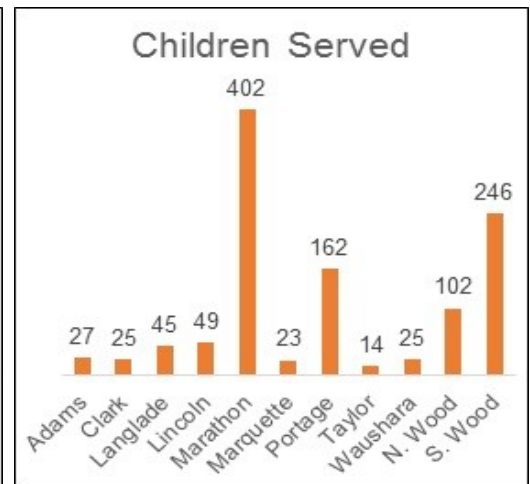
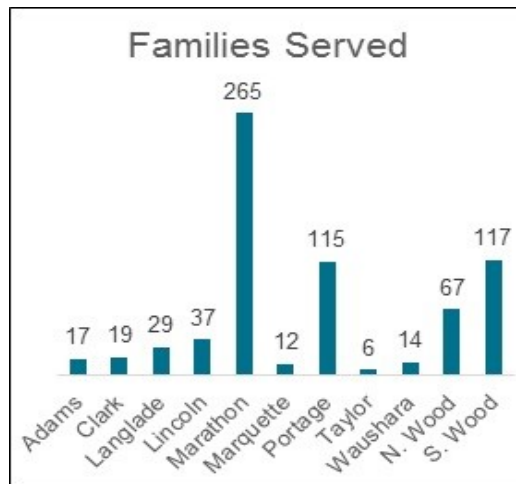
"No matches were found for my child but Childcaring, Inc. took the time to review my search and sent me an email with daycare providers in my area and that was completely helpful and much greatly appreciated."

"I was in a situation where I needed to find care in a short amount of time and the service was very quick and helpful."

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

Families can call or meet with a 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 2015, **758 families** with **1,120 children** received child care referrals from Childcaring. Of the 758 referrals 37% of the families who used the service had a family income under \$30,000 per year and 39% were single parents.



Childcaring contracts with Marshfield Clinic Health System to provide Enhanced Referrals for their employees. Based on the referral intake, the referral specialist works to locate child care providers with openings. The families are responsible for calling the providers to discuss details and schedule interviews. In 2015, Childcaring provided **11 enhanced referrals** for Marshfield Clinic employees.



"They [Childcaring] helped me a lot. I was new at this and did not feel that there was much out there especially in a little town like the one I live in. They gave me so many options and opened my eyes to what was available in a very timely manner.

-Parent searching for child care

Good Start Grants (GSG)

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 and B.A & Esther Greenheck Foundation to offer GSG to eligible families. In 2015, **72 families / 104 children** received funding to attend a quality child care program. Twenty-six (26) child care programs are eligible to receive GSG, earning 3 stars or higher in YoungStar; **20** of those programs served GSG families in Marathon county.



Scholarship Aid

The Scholarship Aid program funded through Marshfield United Way, United Way of Inner Wisconsin, and Trinity Lutheran Church (Port Edwards) 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 **32 families / 51 children**. It is difficult for child care programs to collect fees from families who can not afford to pay the full cost of care. Scholarship Aid also helped **10** area child care programs (rated 3 stars or higher in YoungStar) to remain financially solvent.



Parent Cafés

Parent Cafés provide a comfortable environment for parents to have authentic conversations about their families with their peers, and to learn ways to strengthen their family through the Strengthening Families™ Protective Factors. In partnership with Supporting Families Together Association, Childcaring implemented **3 Parent Cafés** involving **24 unduplicated parents** and/or family members with **10-20 children** in care during each session. Counties chosen for Parent Café implementation were based on a high prevalence of adults with Adverse Childhood Experiences (ACE) scores or to prioritize tribal community members.

Session topics included: Taking Care of Yourself, Building Strong Relationships with Your Children, and Staying Positive for Your Kids: Even When Times are Tough

A fun project the children made for their parents at the last Parent Café.

While parents are relaxing and having grown up conversations, the children play, listen to stories & do art projects!



A parent shared this about what she learned at the Parent Café offered in Westfield, "Being more supportive and listening better will make it easier to convey what the kids want or need."

Service to Providers

Childcaring utilizes training to retain existing child care providers and improve program quality. In 2015 Childcaring offered **90 trainings** which attracted **1,619 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 192 people in attendance in April.**

Childcaring coordinated high quality training including:

- Art from the Heart
- Ages & Stages Questionnaire
- Breastfeeding Friendly Child Care
- Caring Hands
- Child Portfolios
- CPR w/ AED
- Curriculum, Observation & Assessment
- Developmentally Appropriate Practices
- Darkness to Light
- Discovering Science
- Enchanting FCC Environments
- Environment Rating Scales
- Family Engagement
- Germs, Worms, Mud & Crud
- Health Department Training
- Pyramid Model for Social Emotional Competence
- Project Learning Tree
- Shaken Baby Syndrome Prevention
- Sudden Infant Death Syndrome Prevention
- Strengthening Families
- Supporting Language & Early Literacy
- Tom Copeland - Basics of Budgeting
- (WMELS) Wisconsin Model Early Learning Standards

2015 marks the 20th year for the Child Care Spring Reception put on by Childcaring and the North Central Association for the Education of Young Children (NCAEYC).

84 early child care professionals attended and enjoyed dinner, networking, and entertainment by The Backlot Comedy House.

A child care provider who participated in a *Art From the Heart: Fostering the Creative Process* training shared, "I am going to change my art area so it is more creative for the children. I will also use some of the ideas that I learned in class."



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 Programs	Total Capacity
Adams	12	174
Clark	26	468
Langlade	16	249
Lincoln	22	544
Marathon	134	3,516
Marquette	5	120
Portage	67	2,071
Taylor	13	236
Wausara	18	425
North Wood	44	1,397
South Wood	66	1,339

Starting a Regulated Child Care Program

Childcaring offers resources to anyone interested in becoming a regulated child care provider.

36 potential provider packets were sent to individuals requesting information about becoming a regulated child care provider in 2015.

A child care certifier on staff provides services in Adams, Marquette, and Portage Counties. Childcaring distributed **10** application packets for certification in these counties within the year.

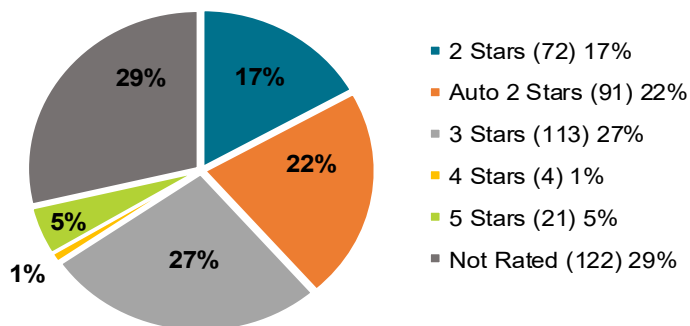
Pre-licensing technical assistance is available at no cost in order to prepare for the licensing application process. A consultant at Childcaring helps individuals prepare for an initial licensing visit. In 2015, the pre-licensing technical consultant worked with **19** different individuals who submitted startup worksheets.



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.

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, **303** out of **423** regulated child care providers participated in YoungStar - a 72% participation rate.

2015 YoungStar Ratings



A Shining Story- - - YoungStar Technical Consultants (TC) and early care providers work together toward developing the highest quality of child care a program can offer. At one visit, the TC and the provider started to discuss typical child development and ways that early childhood professionals can serve as a resource for parents and families of the children in their care. The provider talked about a child in her care who at age 2 was primarily non-verbal. The TC mentioned that while having a conversation with a child's family about challenges like this may be difficult, it can also be one of the most important conversations to have with a family. We know that the earliest years of a child's life have a lasting impact on his or her future.

The TC shared information about the Birth to Three program and how it is their mission to serve children and families who may need additional support because of delays or disabilities. The provider indicated that she had never heard of Birth to Three but that she thought this was great information for her to have in the work that she does now through her family child care program. The provider promised to talk with the parent of the child about Birth to Three and about her desire to be an advocate for this child. The parent shared with the provider that while she had been concerned about her child, she hadn't known where to begin. This ability to provide information, guidance, and resources at 'just the right time' is part of why YoungStar is so beneficial to not only the child care workforce, but also to children and families.

"I appreciate knowing there is always someone I can contact with questions or concerns."

- YoungStar Participant

Service to Providers

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 2015, **12** programs in Central Wisconsin participated in **51** technical consultant visits, totaling over **146** on-site 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 her program's work: "I made up 16 busy bags for my children to take home to work on with parents. I put a family resource library in my entrance so families can check out resources if needed. I added a resource organizer with newsletter/tipsheet / things-to-do forms in it."

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. This program is offered FREE to child care providers in the Childcaring service area. **In 2015, 22 child care programs, reaching 549 children ages 2-5 years old, completed the CPAN program.**

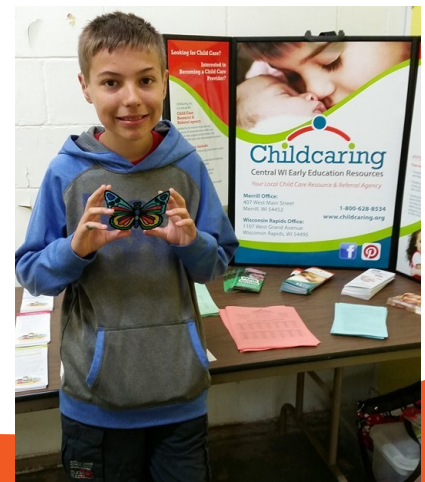
"I started providing my parents with healthier recipe ideas and one suggestion was to use pasta made with whole wheat or veggie pasta and a Marinara sauce instead of Alfredo. I explained to my parents why these were healthier options. I also included the day's meals I give the children for an example of healthier choices. I could not have done that without this CPAN class and the guidance from Sarah Agena." - CPAN Participant

Service to Community

Childcaring was involved in community planning and events throughout our service delivery area in 2015. 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 **250** community planning meetings and provided technical assistance **4,704** 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: Abbotsford, Amherst, Stevens Point and Wisconsin Rapids
- United Way of Marathon County's CommUNITY Fest
- Leading the Way Early Childhood Conference



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. Childcarings collected **618** books locally to contribute to the annual statewide book drive effort. In 2 years running this book drive has collected over **10,700** books for Wisconsin children in need.



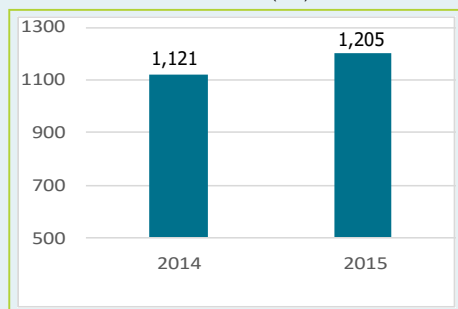
Childcarings Office Moves to Wausau

1500 Merrill Avenue, Suite 201, Wausau, WI 54401

After 11 years in Merrill, Childcarings chose to relocate to Wausau effective May 18, 2015. The location offers more space, a meeting area, and an easy to find location.

Childcarings Finances

Income (000)

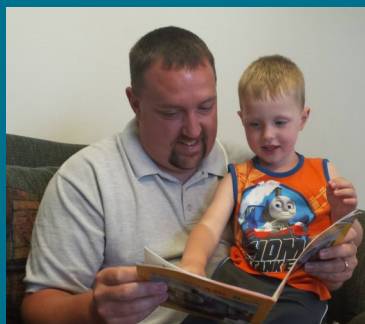


Income (000)			Expenses (000)		
Youngstar	\$	500	Personnel	\$	703
Indirect Public		393	Operational		92
Core Services		149	Travel		49
Other Direct Public		103	Good Start Grants		295
Race to the Top		52	Scholarship Aid		20
All Other		8	All Other		58
Total Income	\$	1,205	Total Expenses	\$	1,217
			Net Income (Loss)	\$	(12)

Income: Childcarings Financials in 2015 included funding for YoungStar training and technical assistance for child care providers; Good Start Grants and Scholarship Aid supports for families and other United Way funding; core services like referrals and technical assistance; pre-licensing and child care certification services, enhanced referrals, and CPAN; Parent Cafes and on-site consultation; and private training and technical assistance contracts.

Expenses: Operating costs were fairly consistent with the previous year. We experienced higher rent and office expenses when moving to a larger more conveniently located space in Wausau.

*Prior to January 1, 2014 Child Care Connection and Child Care Resource & Referral of Central Wisconsin operated as sole organizations.



2015 Childcaring Board of Directors

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Mandy Stanley



Funding Sources

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



Partner Program

A Member Of ...



www.supportingfamilies.together.org



<http://childcareaware.org/>



"Funding for YoungStar is provided by the Wisconsin Department of Children and Families."



2015 Childcaring Staff

Sarah Agena

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

Kelly Borchardt

Executive Director

Rachele Cherek

Program Coordinator

Linda Francis

Office & Financial Manager

Jessica Frick

Resource & Referral Specialist

Kristine Kettleson

Quality Improvement Specialist

Micki Krueger

Assistant Director

Mary Olson

Quality Improvement Specialist

Peggy McMahon

Quality Improvement Specialist/
Pre-Licensing Technical Consultant

Susie Sandow

Quality Improvement Specialist

Gayle Schiszik

Training Coordinator/Certifier/Pre-Licensing

Lori Shafranski

Quality Improvement Specialist

Carrie Steinke

Quality Improvement Specialist

Tracy Verjinsky

Program Coordinator

Shelley Weiler

Referral & Communication Specialist

Kao L. Xiong

Quality Improvement Specialist/Bi-Lingual

Childcaring Office Locations

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