



Central WI Early Education Resources

Your Local Child Care Resource & Referral Agency

# 2016 Annual Report

Because **Every Child** Deserves Quality Child Care



**995**

Families Received  
Child Care Referrals

**1,646**

Participants attended  
Childcaring Training

**211**

Community  
Meetings Attended by  
Childcaring Staff



[www.childcaring.org](http://www.childcaring.org)

**1-800-628-8534**

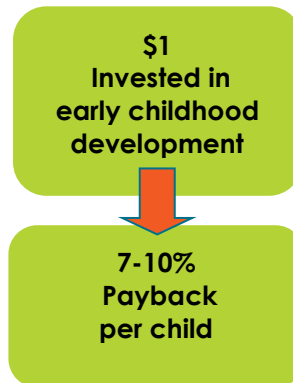
The 2016 Annual Report highlights many of Childcaring's quality early care initiatives to:

- provide resources that strengthen and support children & their families
- provide technical support for quality child care
- work with local community organizations and businesses to promote quality child care

The Childcaring Board and Staff believe that EVERY child deserves quality child care. Quality early care has social and economic impacts on communities.

*"For each \$1 invested in early childhood development the payback is 7 percent to 10 percent per child. That is better than the stock market where the average portfolio earns 6 percent a year. Communities rally around these investments because they're backed by the neuroscience of brain development and economic studies."*

-Rob Grunwald, an economist with the Federal Reserve Bank of Minneapolis



**"Baby Business"** an event sponsored by the Marathon County Early Years Coalition focused on working together to invest in early childhood and support working parents.

"Baby Business" included a local panel discussion moderated by Corina Norrbom, MD. (Pictured left to right: Dean Dietrich, Marathon County Early Years Coalition Chair; Corina Norrbom, MD (moderator); Jim McIntyre, President and CEO of Greenheck; Kelly Borchardt, Executive Director of Childcaring, Inc.; Laura Hunt, young professional and parent; Rob Grunwald, Economist, Federal Reserve Bank of Minneapolis).



"One of my deepest values is building the best future possible for children. **Every single child deserves the opportunity to have a healthy and vibrant life.** Significant research shows that investing in early childhood care and programming is critical to the long term success of children. Childcaring is on the forefront of driving this change in our local communities. Children are our future. It is an honor to be a part of such a wonderful organization that is truly changing lives and creating a positive future."

-Childcaring Board President Brad Gast,  
Dean of Continuing Education and Virtual College at Northcentral Technical College

## Providing Resources that Strengthen and Support Children & Their Families

### Service to Families

Childcaring assists families in locating child care that meet their needs and provides tools to help them 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.

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.

995	• Families received child care referrals
1,576	• Children received child care referrals
14	• Enhanced referrals

*"I was very satisfied when I called. I felt as though my questions were answered thoughtfully. I also felt like I was truly being listened to. After describing my situation I was given very helpful information and directed to the right person who could help me. Thank you for having such a wonderful and helpful program for parents in need. Your work is greatly appreciated!" - 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.



Partner Program



70  
Families

112  
Children

Received  
GSG

20 child care programs

rated 3 Stars or more in YoungStar are serving these children and families!

“Good Start Grants have been life-changing for my family and myself as a mom. They have lifted a huge stress in my life, allowing me to work without spending half of my paycheck on child care. And they have allowed me to be home in the evenings to care for my children, something I missed when they were younger and my husband and I had to split our work hours to minimize child care expenses.”

## Scholarship Aid

The Scholarship Aid program funded through Marshfield United Way, United Way of Inner Wisconsin, United Way of Portage County and Trinity Lutheran Church (Port Edwards) helps families who are struggling to pay the high cost of child care. It is difficult for child care programs to collect fees from families who can not afford to pay the full cost of care.



Partner Program

55  
Families

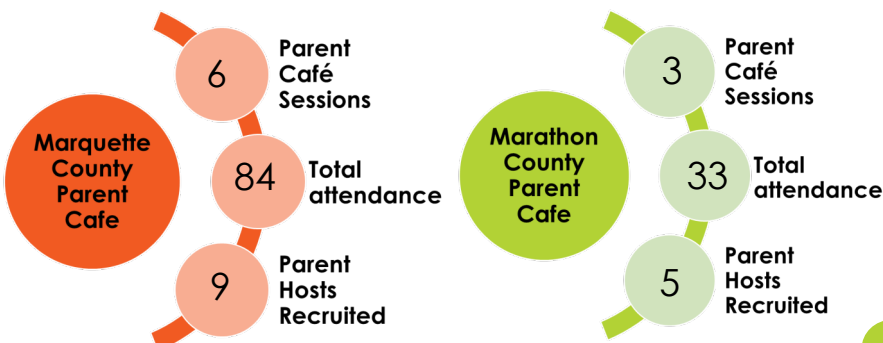
74  
Children

Received  
Scholarship Aid

Scholarship Aid also helped 18 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 **Parent Cafés** in Marquette and Marathon counties. The 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.



# Providing Technical Support for Quality Child Care

## Service to Providers

IN  
2016:



78  
Trainings

1,646  
Participants

300  
Hours of Training

Childcaring utilizes training to retain existing child care providers and improve program quality. For example, 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.

**In April 2016, Childcaring provided 10 child abuse and neglect prevention training opportunities with 221 people in attendance.**

**Childcaring offers over 20 high quality training options.  
For a list of Childcaring trainings visit: [www.childcaring.org](http://www.childcaring.org)**



2016 marked the 21st year for the Child Care Spring Reception organized by Childcaring and the North Central Association for the Education of Young Children (NCAEYC). 101 early child care professionals attended and enjoyed dinner, networking, and entertainment by Comedian, John Bush.



2016 Early Childhood Conference

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.

Are you or someone you know interested in becoming a child care provider? Please contact Childcaring for assistance and possible start up grants.

County	Number of Regulated Programs	Total Capacity
Adams	12	144
Clark	26	509
Langlade	14	235
Lincoln	18	517
Marathon	123	3,415
Marquette	6	158
Portage	65	2,064
Taylor	12	228
Waushara	19	435
North Wood	40	1,335
South Wood	57	1,285



## Starting a Regulated Child Care Program

Childcaring offers resources to anyone interested in becoming a regulated (certified or licensed) child care provider. **36** potential provider packets were sent to individuals requesting information about becoming a regulated child care provider in 2016.

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.



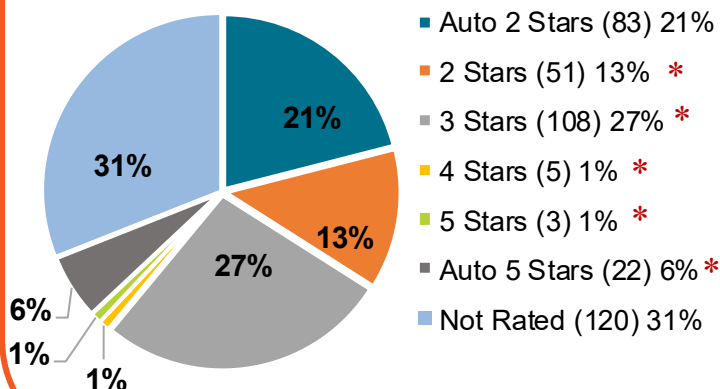
Pre-licensing technical assistance is available at no cost in order to prepare for the licensing application process. A consultant at Childcaring helps individuals prepare for an initial licensing visit. In 2016, the pre-licensing technical consultant worked with **19** different individuals who submitted 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.

Those voluntarily participating in onsite, Technical Assistance are indicated below \* and also receive a microgrant. Auto 5 Star programs are Head Start or Accredited; some participate in Technical Assistance.

### 2016 YoungStar Ratings



### A Shining Story - - - A family

child care provider located in rural Clark County has participated in YoungStar (YS) for the past four years and began as a two star provider. She enrolled in the Infant/Toddler Credential at the local technical college and completed the credential. Her program is now a three star after much hard work on credit based classes, creating and keeping her budget up to date and improving and reviewing her parent handbook.

At a YS visit the provider told the Technical Consultant (TC) that she feels like she has learned so much through the YoungStar process and with the assistance of her TC. She knows that she has become a better teacher through the process. The TC gave a developmental checklist to the provider, so that she can assess the children and know what skills the child has achieved and what skills the child still needs to learn or accomplish. *The Family Childcare Curriculum* book and websites that have ideas and activities that the provider can use with the children were also shared.

The provider said that she has seen the value in creating a developmentally appropriate program for her children. She has incorporated the practice of letting the children guide the learning and the activities that she plans for her program. She has also been very deliberate in allowing the children to help with planning the physical activities that they enjoy. The provider continues to take the information provided to her and apply it in her program for on-going quality improvement. She enjoys working with YoungStar because it helps improve the quality of her care.

In our 10 county service area, 272 out of 392 regulated child care providers participated in YoungStar - a 69% participation rate.

## 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. Childcaring was funded to provide on-site consultation and mentoring. The topics of the Race to the Top visits were centered around Wisconsin Model Early Learning Standards, WI Pyramid Model for Social Emotional Competence, Ages & Stages Questionnaire, and Family Engagement.

21

Programs  
Participated

87

Technical  
Consultant Visits

163

On-Site  
Consultant Hours

### 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.



22

Child care  
programs  
completed  
the program



958

Children  
ages (2-5) and  
families were  
reached



216

Child care  
providers  
participated



## Work with Local Community Organizations and Businesses to Promote Quality Child Care

### Service to Community

Childcaring was involved in community planning and events throughout our service delivery area in 2016. 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 over 200  
community planning meetings.**

#### Represented at events including:

- Ministry Saint Michael's Hospital Pregnancy Fairs
- New Moms Class
- Children's Festivals in: Adams, Clark, 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

## Once Upon a Book Drive

Once Upon a Book Drive is an annual effort on behalf of Supporting Families Together Association, 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. The book drive kicks off June 15 and runs until August 31. Book donation sites include:

- Childcaring, Inc (Wausau office: 1500 Merrill Ave, Ste 201 & WI Rapids office: 1107 West Grand Ave)
- Lester Public Library of Vesper: 6550 Virginia St., Vesper
- Portage County Public Library: 1001 Main St., Stevens Point
- T.B. Scott Free Library: 1106 West 1st St., Merrill



**2,024**  
Books collected locally

**9,868**  
Books collected statewide

## 2016 Childcaring Finances

Income (000)		Expenses (000)	
Youngstar	\$ 519	Personnel	\$ 708
Indirect Public	404	Operational	86
Core Services	149	Travel	43
Other Direct Public	100	Good Start Grants	283
Race to the Top	60	Scholarship Aid	43
All Other	16	All Other	62
<b>Total Income</b>	<b>\$ 1,248</b>	<b>Total Expenses</b>	<b>\$ 1,225</b>
		<b>Net Income</b>	<b>\$ 23</b>

**Income:** Childcaring Financials in 2016 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.

## Funding Sources

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



Partner Program



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

A Member Of ...



## 2016 Childcaring Board of Directors

Brad Gast, President

Kim Van Hoof, Vice President

Jane Brandt, Vice President

Allison Machtan, Secretary

Ruth Sattler, Secretary

Nick Faber, Treasurer

Kim Gachnang

Sarah Grosshuesch

Joan Krohn

Lisa Montgomery

Donna Ginzi

Michelle Rantala

Julie Rodger

Tammy Schreiber

Mandy Stanley

"It is an honor to be on a board and part of an organization with so many dedicated and caring individuals who come together to work to achieve the goal of providing our children with the best possible future. There is great collaboration between the board and staff who work every day to achieve the mission and factor into the great success of the organization. The communities being served are much better off because of those involved with this organization."

-Childcaring Board Treasurer,  
Nick Faber, Manager  
Wipfli CPAs and Consultants

## A Message of Gratitude ...

Childcaring Staff would like to take this opportunity to **THANK** the hard working **Childcaring Board of Directors**. We appreciate your time, dedication, and the guidance you give our agency.

Thank you to all the **Childcaring volunteers** who donated more than **70 hours** of their time in 2016 to help with a variety of projects. We appreciate your commitment to our agency and the friendships that we have developed through your service.

Thank you to **EVERYONE** who works toward the goal of quality child care for **EVERY CHILD**. Please help us spread the word about our services. Our goal is always to assist more families, children, and members of the community than the year prior. We invite you to connect with Childcaring:



## Childcaring Staff

**Kelly Borchardt**  
Executive Director

**Linda Francis**  
Office & Financial Manager

**Jessica Frick**  
Resource & Referral Specialist

**Rachele Johnson**  
Program Coordinator

**Kristine Joyce**  
Quality Improvement Specialist

**Micki Krueger**  
Assistant Director

**Mary Olson**  
Quality Improvement Specialist

**Susie Sandow**  
Quality Improvement Specialist

**Gayle Schiszik**  
Training Coordinator/Certifier/Pre-Licensing

**Lori Shafranski**  
Quality Improvement Specialist

**Carrie Steinke**  
Quality Improvement Specialist

**Chelsey Thill**  
Quality Improvement Specialist

**Tracy Verjinsky**  
Program Coordinator

**Shelley Weiler**  
Referral & Communication Specialist

**Kao L. Xiong**  
Quality Improvement Specialist/Bi-Lingual

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

## • Childcaring Office Locations •

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

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

**w**) [www.childcaring.org](http://www.childcaring.org) **e**) [info@childcaring.org](mailto:info@childcaring.org) **p**) 800.628.8534 ••• Find Us On Facebook: [www.facebook.com/ChildcaringInc](https://www.facebook.com/ChildcaringInc)