



QUALITY
Early Childhood Education
MATTERS
2018 ANNUAL REPORT



Central WI Early Education Resources

Your Local Child Care Resource & Referral Agency



www.childcaring.org

1-800-628-8534

Quality Early Childhood Education (ECE) Matters

Nurturing and supporting our youngest learners benefits us all. Research shows that quality early childhood education leads to better lifelong outcomes for children and their families. This creates a stronger and more effective workforce and economy.

We appreciate your time in reviewing this report and look forward to conversations with you about the important impacts our agency is making to fulfill our vision:

“For all Central Wisconsin children to benefit from the best child care possible.”



IMPACT Story - Support for Families

The **Scholarship Aid** program helped a foster family with children ages 6 months, 2 years, and 3 years old. The older children had been in care over a year and when the baby came along it was important for the children to all be together at the same child care facility. The foster parents both work, and receive Wisconsin Shares to help pay for the cost of child care, but the cost of the care wasn't covered completely leaving the family to pick up the extra costs. The foster family hopes to adopt the children in the future and really wants to keep the children with the same, consistent care facility because the children have experienced so much change in their short lives. They received a \$1,000 grant to help cover the high cost of child care as they become acclimated to their new family. Scholarship Aid funding allows families to choose the best possible regulated child care option for their family.

Service to Families

Providing Resources that Strengthen and Support Children & Their Families

Childcarings assists families in locating child care that meets their needs and provides tools to help them choose a quality child care program. Families can call or meet with a referral specialist or enter their information online. A computer-generated list of regulated child care programs is then emailed or mailed to them.

Childcarings 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.

“ Everyone who works there is up to date with all the information and they will care a lot about your needs and always there for you when needed. And not forgetting the friendliness of the staff there. Ms. Tara helped me a lot! Two thumbs up!! ”

- Parent searching for child care

IMPACT

1,120

Families

1,408

Children

20

Enhanced Referrals

Received Child Care Referrals

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.

“ Good start grants have helped me tremendously! Not only me, but more importantly my 6 year old son, Carson. Being a single parent is hard enough, but even more difficult is finding affordable child care.
 – Parent Receiving GSG



IMPACT



23 child care programs
 rated **3 Stars or higher** in YoungStar are serving these children and families!

Scholarship Aid



The Scholarship Aid program funded through Marshfield Area United Way and United Way of South Wood & Adams Counties helps families who are struggling to pay the high cost of child care.

IMPACT



8 child care programs
 rated **3 Stars or higher** in YoungStar are serving these children and families!

Parent Cafés

Parent Cafés provide a comfortable environment for parents to have authentic conversations about their families with peers, and learn ways to strengthen their family through the Strengthening Families™ Protective Factors. **In 2018, Marathon County held 3 sessions, Marquette County held 4 sessions, and Adams County held 6 sessions, for a total of 13 sessions offered.**

IMPACT

Parent Café Total Attendance		
Marathon	Marquette	Adams
26	64	36



Service to Providers

Providing Technical Support for Quality Child Care



Childcaring provides training to retain existing child care providers and improve program quality. Childcaring offers over 20 different, high quality training topics. Childcaring also participates in the Supporting Families Together Association Child Abuse and Neglect Prevention Teach-A-Thon campaign to help prevent child abuse and neglect.

Supporting Families Together Association, along with the Child Care Resource and Referral agencies in WI, offer online learning opportunities. To view the most updated listing of the Childcaring trainings available visit: <http://www.localendar.com/public/Childcaring>.

IMPACT



Professional Learning Cohort for Child Care Center Directors

Directors Share Experiences and Learn From a Group of Peers

The Professional Learning Cohort for Child Care Center Directors was an opportunity for directors to discuss current happenings in early education and build relationships with other directors in our service delivery area. Fifteen center directors and administrators came together monthly to learn, discuss, and reflect in a small group setting. The cohort session topics, chosen by the group have included: learning environments, staff evaluations, communication and listening, building relationships with staff, families and children and coaching the staff.



Starting a Regulated Child Care Program

In 2018, Childcaring held five "Are You Interested in Becoming a Child Care Provider?" information sessions in Wisconsin Rapids, Wausau, Marshfield, Antigo, and Stevens Point. The FREE sessions gave potential providers the opportunity to ask questions and learn about regulated child care and available Start Up Grants.

IMPACT

This initiative informed 27 individuals about becoming regulated, allocated 7 start-up grants intending to create 52 new child care slots.

Child Care Business & Quality Supports

Childcaring shares information regarding the process of becoming regulated (certified or licensed), as well as critical business planning tools, such as local market rates. Childcaring also provides technical assistance regarding a wide range of topics to existing providers including: child development, staff/child interactions, appropriate environments, and successfully running their business. A child care certifier on staff provides services in Adams, Marquette, and Portage Counties. Also, pre-licensing technical assistance is available at no cost throughout our service area, in order to prepare for a licensing visit.

County	Number of Regulated Programs	Total Capacity
Adams	9	118
Clark	21	550
Langlade	11	235
Lincoln	16	501
Marathon	109	3,232
Marquette	7	166
Portage	58	2,120
Taylor	11	222
Waushara	17	422
North Wood	41	1,530
South Wood	43	1,126

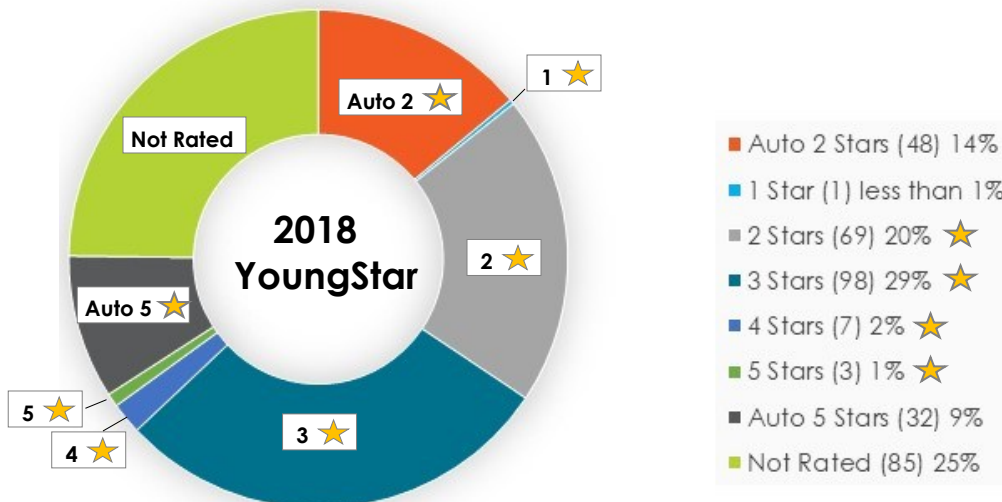


YoungStar (YS) is a program of the Department of Children and Families created to improve the quality of child care for children in Wisconsin. Childcaring is the Regional YoungStar office for central Wisconsin. YoungStar rated child care providers go through a 40-point evaluation process specific to each program's regulation type. Those voluntarily participating in onsite technical consultation are indicated below ★ and also receive a micro-grant. Auto 5 Star programs are either Head Starts or accredited; some participate in technical consultation.

Describe 3 new things you learned during the technical consultation . Comments from Child Care Providers about how YS consultation IMPACTS them...

"I have a better understanding on assessments and portfolios. I have a better understanding of DAP and classroom set up. I was extremely happy with all the help I received from staff when doing my personal self-assessment."

"I learned a lot about what is appropriate in the infant room. I learned how to improve our portfolios. The technical consultant gave me many ideas of toys to add to make our interest areas more interesting for the children."



In our 10 county service area,
257 out of 343 regulated child care providers participated in YoungStar

75%

Participation Rate

Service to Providers

Child Physical Activity and Nutrition Program (CPAN)

Through a partnership with Aspirus Health Foundation, and guidance from Sarah Agena, a Registered Dietician, child care programs received nutrition and physical activity consultation and incentives in 2018. This program was offered FREE to child care providers in the Childcaring service area.

IMPACT

12

Child care programs completed the program

55

Child care providers participated

320

Children ages (2-5) and their families were reached

Service to Community

Working with Local Community Organizations & Businesses to Promote Quality Child Care

Represented at events including:

- New Moms Class
- Ascension St. Michael's & St. Clare's Hospital Pregnancy Fairs
- Aspirus, Medford Baby Fair
- 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
- All Things Baby Expo
- NTC Early Childhood Conference

Childcaring was involved in community planning and events throughout our service delivery area in 2018. Childcaring helped communities, school districts, employers, and others develop solutions to complex child care problems. Childcaring is represented on several collaborating groups within 10 counties.

IMPACT

176

Community planning meetings attended by Childcaring Staff

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 was June 15 through August 31.



IMPACT

2,819

Books collected and distributed locally

7,900

Books collected statewide

2018 book donation sites included:

- 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
- T.B. Scott Free Library: 1106 West 1st St., Merrill

Community Catalyst Parent Leadership Cohort

The goal of this project is to build and strengthen statewide parent leadership and parent voice through cohorts that will develop community supports to address Adverse Childhood Experiences (ACEs), or how early trauma, abuse and neglect influence children's outcomes later in life. Childcaring staff mentor, Kristine Joyce, supported our parent leaders in building their leadership capacity through organizing a community project.



Business Outreach

What happens during the first five years of a child's life will determine their resilience, agility, and adaptability -- skills essential to a competitive workforce. Business leaders have a vested interest in contributing to an environment that helps young children become the future employees, customers, and neighbors communities need to thrive. Businesses can also support current employees with children to be more productive in the workplace. Employees who are parents can be more productive in their jobs if they know their young children are in safe, nurturing environments.

Childcaring board and staff fine-tuned the 2019 – 2021 Strategic Plan in order to ensure that all central Wisconsin children will benefit from the best child care possible. One focus is to inform business leaders that today's infants and toddlers are the problem-solvers, strategizers, and team players who will contribute to the future success of their businesses. Childcaring Board Members and Directors will work to build relationships with the area's largest employers by meeting with human resources staff.

Childcaring 2018 Finances

Income (000)		Expenses (000)	
Youngstar	\$ 603	Personnel	\$ 738
Indirect Public	406	Operational	92
Core Services	109	Travel	40
Other Direct Public	90	Good Start Grants	278
Race to the Top	0	Scholarship Aid	33
All Other	17	All Other	44
Total Income	\$ 1,225	Total Expenses	\$ 1,225
		Net Income	\$ 0

Income: Childcaring Financials in 2018 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
- Aspirus Health Foundation
- United Way



A Member Of ...



www.supportingfamilies.together.org



<http://childcareaware.org/>



<http://www.naeyc.org/>

“ Real strength has to do with helping others. ”
 -Fred Rogers

2018 Childcaring Board of Directors



Pictured left to right (Front Row): Joan Krohn, Secretary; Brad Gast, President; Donna Ginzl, Vice President
 (Back Row): Barry West, Kelly Oleson, Jane Brandt, Rebecca Hardell, Tammy Schreiber
 Not pictured: Nancy Vance, Michelle Rantala, Nick Faber, Treasurer

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.

Thank you to all the **Childcaring volunteers** who donated more than **150 hours** of their time in 2018 to help with a variety of projects. We appreciate your commitment to our agency and the friendships that we have developed through your service.

Help Us Make an **IMPACT** ...

- ◇ Support children by supporting those who care for and educate them – parents, families and child care providers.
- ◇ Stay Informed – Sign up for Childcaring email list serves at: www.childcaring.org
- ◇ Make a donation – help us continue to help thousands of children, families and early childhood professionals. With your support, Childcaring's work benefits our entire community.
- ◇ Volunteer – Call us to learn about current volunteer opportunities.
- ◇ Please refer our services. Tell others about our services and ask them to tell others as well.

Thank You!

From the 2018 Childcaring Staff:

Sarah Agena
 Tara Biebl
 Audrey Bittner
 Kelly Borchardt

Linda Francis
 Rachele Johnson
 Kristine Joyce
 Micki Krueger

Shelley Nelson
 Mary Olson
 Susie Sandow
 Gayle Schizik

Lori Shafranski
 Carrie Steinke
 Tracy Verjinsky
 Kao L. Xiong