



Central WI Early Education Resources

Your Local Child Care Resource & Referral Agency



www.childcaring.org

1-800-628-8534

2019 ANNUAL REPORT



THANK YOU

Early Childhood Professionals
for nurturing and supporting
our youngest learners.

Childcaring is located in the Baymen Professional Building at: 850 Hwy 153, Suite F Mosinee, WI 54455

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

Childcaring is dedicated to providing quality child care information, and partnering with parents, care providers, business leaders, and community organizations to make quality care available to Central Wisconsin families. We are continually looking for more ways to connect, help, and work cooperatively.

To have the Childcaring team and resources available at one central location in our 10 county service area, we combined office buildings in July. Childcaring hosted an Open House on October 17 at our new Mosinee location. Over forty child care providers, community members, and Childcaring staff were in attendance. The Mosinee Chamber of Commerce held a ribbon cutting. The day celebrated early care and education. Along with providing activities for children, and information about the importance of play, part of the Open House tour also included information about YoungStar.

Whether you need early care resources, help finding child care, or child care business assistance, we want to make it easy for you to connect with Childcaring. In 2019, Childcaring added a website chat feature (tawk.to) as another tool to help provide technical assistance. We have received various inquiries through chats on subjects like: parents looking for child care, licensing information, and upcoming training information.

Early care professionals nurture and support our youngest learners, and we want them to feel appreciated EVERY DAY. Childcaring designed "We Appreciate You Early Childhood Professionals" stickers. We hope to see the stickers being worn anytime, but especially on Child Care Provider Appreciation Day.

Childcaring Staff would like to say "Thank You." Thank you to our dedicated Board of Directors. We appreciate your time and guidance. We would also like to thank the child care providers and everyone who helps contribute to our vision of quality care. When children receive quality early childhood education and care, everyone benefits: children, families, schools and communities.



Service to Families

Providing Resources that Strengthen and Support Children & Their Families

Childcaring assists families in locating child care that meets their needs and provides tools to help 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 the family.

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.

9 enhanced referrals were processed in 2019.

1,014
Families

1,252
Children

Received Child Care Referrals

“ Our family situation is complex. Currently going on month 27 of a disputed child custody/placement case. When I was in need of a greater resource, I found it right here. It began with help from Rachele Johnson in my search for care in Marathon County where I assisted the children's mother in finding care, then the help continued from Tara Biehl for my search in Portage county. Both ladies listened, responded, directed and followed through with everything we discussed. The assistance was greatly needed and useful. ”

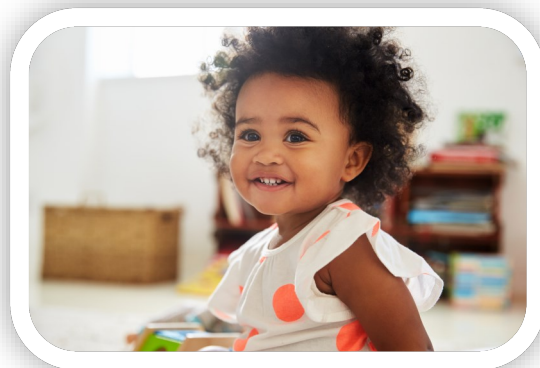
- Parent searching for child care

Good Start Grants (GSG)

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

“ I’m so thankful for the GSG. I am a single mom and work full time. I pay all the bills by myself and everything my son needs. The help with daycare made that possible to keep a roof over his head and get the care he needs while I’m at work. ”

-Parent Receiving GSG



76

Families

110

& Children

Received GSG

2019 GSG funders:



Dudley Foundation



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

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.



Partner Program

25

Families

42

Children

Received Scholarship Aid

9

child care programs

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



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 2019, Marathon County hosted 3 sessions, Marquette County hosted 6 sessions, and Adams County hosted 6 sessions, for a total of 15 sessions offered.**

Parent Café Total Attendance

26

Marathon

99

Marquette

17

Adams

Service to Providers

Providing Technical Support for Quality Child Care

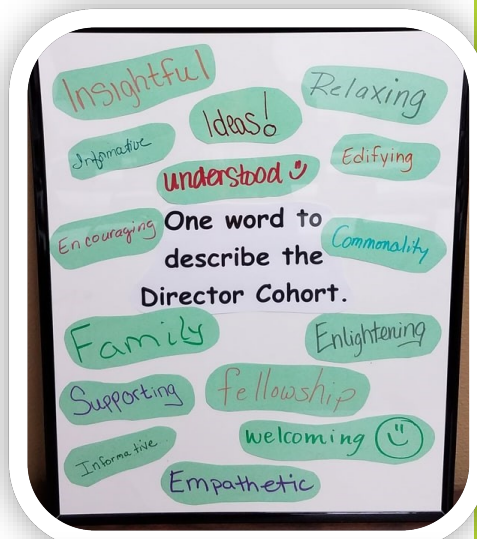


Childcaring provides training to retain existing child care providers and improve program quality. Childcaring offers over 20 different, high quality training topics. Childcaring also participated in the Supporting Families Together Association Child Abuse and Neglect Prevention Teach-A-Thon campaign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

Professional Learning Cohort for Child Care Center Directors

Because of the success of the previous Director Cohort, the Professional Learning Cohort for Group Center Directors was offered again in 2019 to a new group of 15 directors. Facilitated by Lori Shafranski & Kristine Joyce, the group met monthly, March - October. Discussion topics included: Learning Environments, Staff Evaluations, Communication and Listening, Building Relationships, and Coaching Staff. Many participants talked about the camaraderie and support shared at the Cohort. For the August session, the Director Cohort from 2018 was invited to join the group. The combined Cohort spent the time discussing and creating solutions together under the topics of: Relationships with children and families, Director Role/Time Management, Staff Expectations/Supporting Staff as Professionals, and Staffing/Hiring.



Starting a Regulated Child Care Program

In 2019, Childcaring held five "Are You Interested in Becoming a Child Care Provider?" information sessions in Wisconsin Rapids, Wausau, Mosinee, 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.

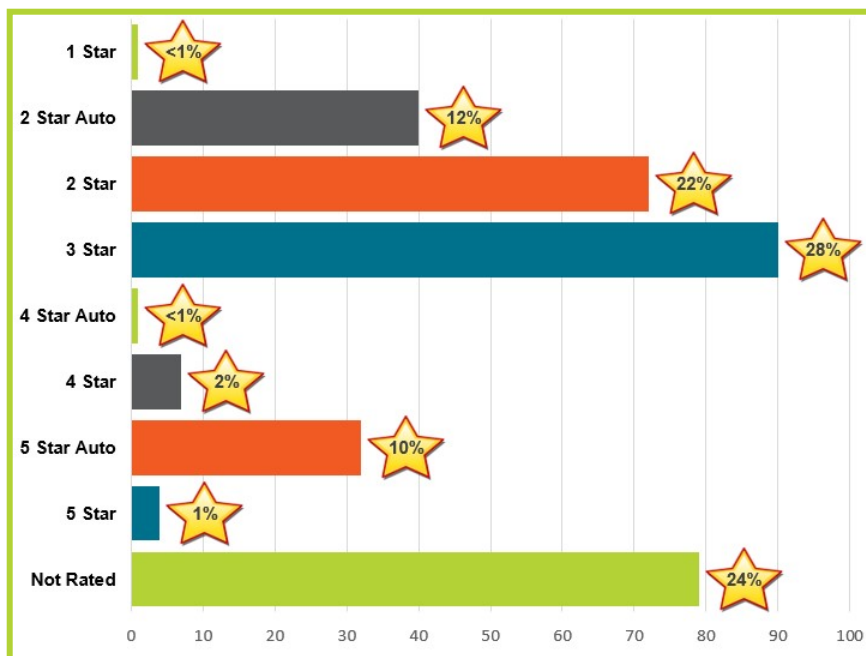


18 participants attended the information sessions.
In 2019, 12 start-up grants were allocated, intending to create 80 new child care slots.

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 consultation also receive a micro-grant.

In our 10 county service area,
247 out of 326 regulated child care providers participated in YoungStar
76%

**QUALITY
EARLY CARE AND EDUCATION
MATTERS.**



Improving Quality – YoungStar Technical Consultation

A local child care center has participated in YoungStar (YS) at many levels. They have experienced turnover in different positions such as Director, Lead Teacher, and Cook. Most recently they have experienced a high level of turnover in the Lead Teacher position in the one-year-old classroom. In May they hired a Lead Teacher who they feel confident in. When the Technical Consultant (TC) started her work this year the emphasis was on DAE (Developmentally Appropriate Environments) to enhance quality practices in the classrooms and earn the criteria point. The TC entered the one-year-old room to see a teacher showing signs of stress, concern, and struggle. The TC began by asking the teacher what was working well in the classroom. The teacher stated she loved being with the children and she felt like they had many materials. The TC and the teacher worked from those points of strength to create a developmentally appropriate environment for the children. The teacher was open to change and willing to work with the TC.



The next visit the teacher showed excitement when the TC entered the room. She gave the TC a tour of the changes she had made according to their discussion. The teacher arranged the room to have defined centers, labeled shelves and bins, appropriate materials, and centers were placed according to quiet and loud. The TC saw the children navigating the environment independently in a positive manner with the support of the Lead and Assistant Teachers. The art center had accessible age appropriate materials for children to use at the table and the children enjoyed every minute. This was evident by the smile on their face, laughter, and openness to create whatever they wanted at the table. The children were free to explore and use many materials in their creations. The teachers sat at the table with them and asked questions such as "what color is that?", "tell me about what are you making?", and "show me what you have created?". The TC and the Lead Teacher discussed what the free time felt like compared to the first time the TC had visited and the Lead Teacher used words like, fun, enjoyable, calm, and smooth. The Lead Teacher was able to see and feel the difference in the environment and its effect on the children. The TC expressed how proud she was of the Lead Teacher for being open to change and taking the suggestions and making them happen. The Lead Teacher always thought she felt great about her classroom but didn't know how wonderful it could be by making a few changes and a little mind shift.

Service to Providers

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 or 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.

Child Physical Activity and Nutrition Program

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 2019. This program was offered FREE to child care providers in the Childcaring service area.

8

Child care programs completed the program

36

Child care providers participated

227

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

Service to Community

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

Childcaring was involved in community planning and events throughout our service delivery area in 2019. 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.

175

Community planning meetings attended by Childcaring

Represented at events such as:

- Circle of Moms Breastfeeding Support Group- Marshfield Medical Center
- Ascension St. Michael's & St. Clare's Hospital Pregnancy Fairs
- 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
- Raise Great Kids Day
- United Way of Marathon County's COMMUNITY Fest
- All Things Baby Expo, Rothschild
- NTC Early Childhood Conference
- Wisconsin Rapids Lincoln High School Reality Check
- Domtar's Comfort and Care initiative
- Baby Business 3: No Small Matter
- Merrill's Community Night Out
- Healthy People Wood County Summit
- Hmong New Year, Wausau
- Aspirus, Medford Baby Fair



County	Number of Regulated Programs	Total Capacity
Adams	8	127
Clark	22	524
Langlade	10	219
Lincoln	16	422
Marathon	105	326
Marquette	7	205
Portage	57	2118
Taylor	11	222
Waushara	16	414
North Wood	35	1582
South Wood	39	1102



Community Catalyst Parent Leadership Cohort

Through the Parent Leadership Cohort, a team of people from the Parent Cafe project of Marquette County was able to develop and implement a local community project which promotes the five protective factors in prevention of child abuse and neglect through mentoring, and providing seed money. Childcaring staff mentor, Kristine Joyce, supported the parent leaders in building their leadership capacity through developing the Touch-a-Truck event October 12.

Baby Buisness 3: No Small Matter Event

Over 100 people attended a public viewing of the No Small Matter documentary at an event called Baby Business 3 (BB3) in the evening of October 23 in Wausau. The documentary explores the most overlooked, underestimated and powerful force for change in America today: early childhood education. The event was targeted toward business leaders, local elected officials, medical professionals, educational leaders, early childhood educators, parents and caregivers. No Small Matter documentary viewings are going on across the country. Have you seen the documentary? www.nosmallmatter.com

2019 Advocacy Day

In April, SFTA partnered with United Way of Wisconsin to host an annual advocacy day, in Madison. Childcaring staff Kelly Borchardt and Micki Krueger attended Advocacy Day, and talked to legislators about child care staffing issues and parent struggles to find child care as they relate to the state budget and the Governor's Early Care Advisory Council recommendations. To get involved, find your local legislator at: childcareaware.org

Childcaring 2019 Finances

Income (000)		Expenses (000)	
Youngstar	\$ 608	Personnel	\$ 748
Indirect Public	394	Operational	112
Core Services	112	Travel	44
Other Direct Public	78	Good Start Grants	281
All Other	11	Scholarship Aid	22
		All Other	25
Total Income	\$ 1,203	Total Expenses	\$ 1,232
		Net Income	\$ (29)

Income: Childcaring Financials in 2019 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

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



A Member Of ...



<http://childcareaware.org/>

A special **THANK YOU** to Skyward for the donation of office cubicles.

2019 Childcaring Board of Directors

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Rebecca Hardell
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Marquette County DHS

Kelly Oleson
Adams County Health &
Human Services Department

Tammy Schreiber
Taylor Co. Human Services

Tina Smith
Adams County Health & Human
Services Dept.

Nancy Vance
University of Wisconsin-Extension,
Clark County

Barry West
Waushara County

Childcaring Ribbon Cutting held October 17



- Communication Connections -

Child care availability and cost is a challenge for parents looking for child care. Childcaring weighed in on these issues through local television interviews and newspaper articles throughout the year. Information about child care regulation and Wisconsin child care laws was also shared. These media links can be found on our website at: <https://childcaring.org/beta/newsandlinks/>

After being a part of a business leaders group under the direction of Marshfield Chamber (MACCI) for a number of years, Childcaring also began contributing regular articles to their newsletter with updates about early childhood care and education. To stay informed about resources and updates, sign up for the Childcaring email list serves at: www.childcaring.org and "Like Us On Facebook."

2019 Childcaring Staff

Sarah Agena
Tara Biebl
Audrey Bittner
Kelly Borchardt

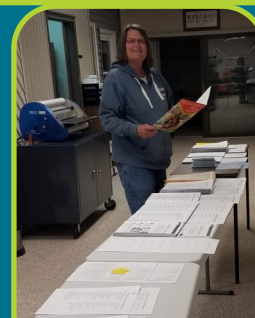
Linda Francis
Rachele Johnson
Kristine Joyce
Micki Krueger

Andrea Mueller
Shelley Nelson
Mary Olson
Susie Sandow

Gayle Schiszik
Lori Shafranski
Carrie Steinke
Tracy Verjinsky
Kao L. Xiong



Thank You Volunteers!



Volunteer JoAnn Grode
helping collate training handouts

Childcaring Staff would like to thank these **Childcaring volunteers** who donated a combined total of more than **60 hours** of their time in to help with a variety of projects:

Gloria Nettesheim, JoAnn Grode, Ruth Krueger, and Mary Cleveland

We appreciate your commitment to our agency and the friendships that we have developed through your service.