



PARTNER UP!

Helping businesses secure affordable child care for their employees

Your business can reserve slots in regulated local child care programs through Partner Up! so your employees receive accessible, high-quality child care at little-to-no out-of-pocket cost to them. Partner Up! will contribute up to 75% of the true cost of care for each slot you reserve, and your business will contribute the remaining amount.



83% of millennials say they would leave their job for one with more family-friendly benefits.¹

COMMUNITY PARTNERSHIPS

A local Business Child Care Advocate will help your business every step of the way, including with the application process, connecting with local providers, and ensuring your employees are satisfied with their child care.

If employees already use regulated child care programs, it's likely they could keep those providers. For employees who don't have existing child care, Partner Up! will match your business with regulated local child care providers.

Partner Up! is currently funded through 2023.

Apply by March 14 for priority consideration. Applications close April 4.

projectgrowth.wi.gov

EMPLOYEE BENEFITS, BENEFITTING EMPLOYERS

- Employer-sponsored child care is a **powerful retention and hiring benefit** for your business that helps you **stay competitive** in a tight labor market.
- **Increase your applicant pool** to include parents who want to work but don't have child care.
- **Employee reliability and productivity increase** when parents have consistent child care and have peace of mind their children are in a high-quality environment.
- Potential **long-term cost savings** and quality improvement to your business by retaining employees.
- Partnering with local child care providers **strengthens your community** and your business's local involvement and name recognition.

When companies provide child care, employee absences decrease by up to 30% and job turnover declines by as much as 60%.¹

WHY CHILD CARE?

The ongoing child care crisis means Wisconsin parents are **struggling to find and afford child care**. U.S. businesses lose \$3 billion annually to employees missing work because of child care breakdowns.¹

Helping working parents access quality and affordable child care is critical to keeping Wisconsin's economy thriving.

In a six-month period, nearly half of all parents are absent from work at least once due to child care issues, missing an average of 4.3 days.¹

CONTACT: Childcaring, Inc.
(715) 841-9490 or 1-800-628-8534

info@childcaring.org

www.childcaring.org



Supporting Families Together Association



¹ Leading the Way: A Guide for Business Engagement in Early Education, U.S. Chamber of Commerce Foundation, <https://www.uschamberfoundation.org>