



PARTNER UP!

Helping essential businesses secure affordable child care slots for employees

Through Partner Up!, essential businesses can reserve slots in regulated local child care programs. The business will contribute at least 25% of the true cost of care for each slot reserved, and Partner Up! will contribute the remaining amount. This lets essential workers receive accessible, high-quality child care at little-to-no out-of-pocket cost to them.



CHILD CARE THROUGH COMMUNITY PARTNERSHIPS

A local Business Child Care Advocate will help your child care program every step of the way.

If any of your current families are essential workers, it's likely Partner Up! could help pay for their care if their employer applies. If you have open slots in your child care program, Partner Up! can help match you with local essential employers with child care needs.

If your rates are lower than the Partner Up! payment amounts, your program will still receive the full Partner Up! payment for the slots reserved. If your rates are higher than the Partner Up! amounts, the parents using the slot will be responsible for paying that difference.

Partner Up! is currently funded through 2023.

Contact your local CCR&R if your program would like to accept children through Partner Up!

Essential business applications open Feb. 28 - April 4. Apply by March 14 for priority consideration.

projectgrowth.wi.gov

EMPLOYEE BENEFITS, BENEFITTING PROVIDERS

- Child care programs can **also qualify as essential businesses** to reserve subsidized slots for their staff.
- Slots reserved through Partner Up! can help **stabilize your enrollment numbers**.
- Offering staff higher pay with funds received through Partner Up! can help your program **recruit and retain quality staff**.
- Your child care program can **use funds from Partner Up!** for staff compensation, purchasing quality child materials, professional development, and many other activities to benefit your program.
- Partnering with local essential businesses **strengthens your community** and your program'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

SUPPORTING FAMILIES & CHILD CARE PROVIDERS

The ongoing child care crisis means Wisconsin parents are struggling to find and afford child care, and child care providers are struggling to keep their doors open due to high turnover, low wages, and high costs of operation.

Partner Up! supports Wisconsin's essential workers, including child care providers, by helping essential worker parents find and afford child care, and ensuring the care providers receive fair compensation.

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

CONTACT: CHILDCARING, INC.

info@childcaring.org

(715) 841-9490 or 1-800-628-8534

www.childcaring.org



Wisconsin Department of
Children and Families



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>