



Central WI Early Education Resources

Your Local Child Care Resource & Referral Agency

2022

annual report

*Together
we can
make a
difference.*



850 State Highway 153, STE F, Mosinee, WI 54455
(Across from Central WI Airport, Baymen Professional Building)

1.800.628.8534 ~ www.childcaring.org



About us...

Childcaring is your local non-profit, resource and referral agency dedicated to providing quality child care information in Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara, & Wood Counties. We partner with parents, child care providers, business leaders, and community organizations to make quality care available to Central Wisconsin families. Childcaring helps families locate child care to meet their needs, serves as a resource to potential and existing regulated child care providers, and works cooperatively to increase the supply of quality, affordable care. Childcaring promotes the development of a comprehensive child care system and provides public information on child care needs and trends.

Childcaring is funded by the WI Department of Children and Families through Supporting Families Together Association, United Ways, Adams, Lincoln, Marquette, and Portage Counties (Child Care Certification), Marshfield Clinic Health System, and other special project funding.

Mission: To enhance and support a quality early childhood education system by providing resource and referral services to families, child care programs, and communities.

Vision: Every Child is Prepared to Thrive

A MEMBER OF



2022 Staff Professional Development Day



Back Row: Andrea Mueller, John Jacobs, Rachele Johnson, Gayle Schiszik, Sarah Akena, Tracy Verjinsky, Tara Biebl, Micki Krueger
Front Row: Lori Shafranski, Kelly Borchardt, Kao Xiong, Kristine Joyce



2022 Board of Directors

Brad Gast, President
Barry West, Vice Present
Michelle Rantala, Treasurer
Joan Krohn, Scretary
Annett Mooney
Tammy Schreiber
Tina Smith
Nancy Vance
Jeffrey Raymond

thank
you

Income (000)		Expenses(000)	
YoungStar	\$592	Personnel	\$808
Indirect Public	\$518	Operational	\$170
Core Services	\$112	Travel	\$15
Other Direct Public	\$231	GSG/Scholarship Aid	\$430
All Other	\$25	All Other	\$38
Total Income	\$1,478	Total Expenses	\$1,461
Net Income (000): \$17			



Income: Childcaring Financials in 2022 included funding for YoungStar training and technical assistance for child care providers; GSG / Scholarship Aid; core services like referrals and technical assistance; pre-licensing and child care certification services, enhanced referrals, Parent Cafes and on-site consultation; and private training and technical assistance contracts.

Expenses: Operating costs were fairly consistent with the previous year.

Services to Families

Child Care Referrals



Childcaring provides free referrals for families looking for regulated child care that meet their needs. We also provide tools to help choose a quality program!

Childcaring contracts with organizations to provide enhanced referrals (including openings) for their employees!

“This was a very helpful resource in locating a number of qualified daycare programs. We are new to the area (moving) so this is fantastic in our search for care for our child.”

received child care referrals

775 Families

1,026 Children

39 Families received Enhanced Referrals

Technical Assistance

As a resource and referral agency, Childcaring provides technical assistance (TA) and refers families to other agencies when appropriate.

TA Topics Include:

- Basic Needs
- Child Development
- Cost of Child Care
- Help Paying for Child Care
- Parenting Support
- Child Care Vacancies
- Special Needs
- Becoming Regulated

General TA To Families

617

Referred to Other Agencies

477

Scholarship Aid

Childcaring offers one time assistance options to families who are struggling to pay for child care. Eligible families must reside in the Wisconsin Rapids Area including Babcock, Nekoosa, Port Edwards, Rudolph, or Vesper.

“I was able to work full time and keep my children in a safe environment.”



Benefited from receiving help paying for child care

Funding provided by:

United Way of South Wood & Adams Counties





Families 112

Children 169

Good Start Grants

Good Start Grants (GSG) provides financial assistance for eligible families to ensure they have access to quality, affordable child care. Eligible families must reside in Marathon County or Portage County, or the Marshfield area including Arpin, Auburndale, Chili, Granton, Greenwood, Loyal, Neillsville, Pittsville, Spencer, or Stratford.

"We are a family that is often caught "in the middle," where we make too much money for most assistance programs, but not enough to be comfortable or weather tough times. This grant gives us that little bit of grace to not have to choose between groceries or heat, or between gas for the car and paying the mortgage. This assistance allows us to have the educational and developmental supports to give our kids the best start!"

97%

of parents have

increased knowledge and feel supported by their child care program

96%

of families are able to

- maintain employment
- attend school
- pay their parent portion
- pay other bills

Funding provided by:



Partner Program



Marshfield Area United Way
United Way of Marathon County
United Way of Portage County

Parent Café

Parent Cafés are a safe space for parents and caregivers to talk, listen and support each other with the joys, stressors, worries and challenges of parenting. Small group conversations are led by a parent host and based on the Five Protective Factors.

Cafés were held in Marquette, Portage, Waushara, and Wood Counties. Families received concrete supports (gas, food, household/personal supplies) at each café.

Funding provided by:

- Child Abuse & Neglect Prevention Board (Supplementary Primary Prevention Grant & CCDBG ARPA Family Support Programming Grant), Marquette County HHS, Brakebush Family Foundation & Partnership with UW-Extension Marquette County

What parents are saying about cafés:

"The questions really give me a different outlook on my own parenting /things I want to do better."

"Fun Experience. It was nice learning that I'm not the only parent struggling with some things."

Marquette County celebrated its 50th Parent Café in October 2022! Childcaring, UW Extension staff, and parents (pictured to the right) enjoyed a night of reflection about how cafes have impacted them over the years! Since the beginning, parents have helped planned the events by choosing themes and questions, donating prizes, and becoming table hosts. At the celebration, a parent who was at the very first café attended. In total she has attended 41 of the 50 cafés!



Services to Providers

Recruitment

As of December 2022, there were 276 child care providers / 9,630 slots within Childcaring's service delivery area. A total of 37 child care providers with 788 slots closed within the year.

To help recruit more child care providers, Childcaring offers technical assistance, start-up grants, and free start-up sessions to guide potential providers through the process of regulation.



To help potential providers navigate state licensing and certification requirements, Childcaring offers pre-licensing assistance throughout our service delivery area and certification in Adams, Lincoln, Portage, and Marquette Counties.

Technical Assistance

Childcaring provides technical assistance to those working in the child care field (prospective, regulated, unregulated or licensed exempt).

In 2022, Childcaring provided the following instances of technical assistance:

1,319

Trainings

Childcaring offers professional development on a variety of topics to help child care providers be successful in their business and their commitment to the importance of learning and child development. Bilingual trainings are also offered for our Hmong speaking providers.

Topics include: Art, Behaviors, CPR, Science, Environments, Nutrition, Math, Social/Emotional, and Strengthening Families.

Childcaring also provided the required foundational trainings to become a child care provider!

5

start-up
sessions

\$12,000

start-up
grants

15

programs
opened

197

slots
added

**81 Potential
Provider Packets**

28

pre-licensing
site visits

58.5

pre-licensing
TA hours

8

certification
packets sent

Topics include:

- Business Practices
- Parent Support
- Economic Issues
- Employment
- Food Program
- Regulation
- Compliance
- Child Development



42 Trainings



510 Participants



230 Hours

Two child care programs participated in LENA Grow in 2022:

6 classrooms

7 teachers

47 children

105,115 conversational turns

3,939,966 adult words

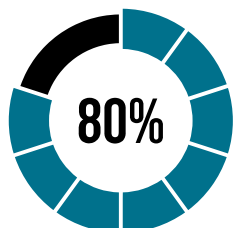
"The class communicates more with each other, and the children seek out teachers to talk to!"



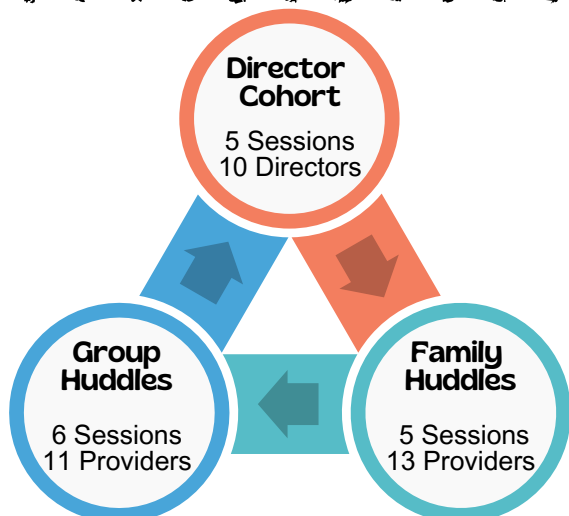
Childcaring was the 2022 Merit Grant winner through Impact100 Greater Wausau to support LENA Grow. Additional funding sources include Community Foundation of North Central WI and Hmong American Center / DOA Equitable Recovery Grant.



Childcaring, the regional YoungStar office for central WI provided technical assistance, coaching, and other resources to help child care providers be successful and offer a quality child care program.



221 out of 276 child care providers participated in YoungStar



LENA Grow

LENA Grow aims to boost kindergarten readiness by increasing talk in early childhood environments. This 10 week program measures adult words, child words and conversational turns.

We are talking more with the children, instead of at them. We are able to see more opportunities to engage with them and ask them questions!



“My Quality Coach was just very kind and gentle in explaining best practices and the 'why' behind them as we navigate through our first year”



2022 YoungStar Ratings

Provider Support

Childcaring offered several options in 2022 for child care directors, child care center staff, and family child care providers to come together to share ideas, concerns, and resources.

"Provider huddles were wonderful! It gave us a chance to connect with other providers in the same situation as us with the support of the Childcaring staff!"

"The huddles provided were amazing and provided such an opportunity to come together albeit virtually to share, learn and grow. The staff from Childcaring implemented the huddles with great respect and professionalism."

Services to Community

Technical Assistance

Childcaring provides technical assistance (TA), attends meetings, events, and gives presentations to increase community awareness on the importance of early childhood education.



Instances of TA



Meetings Attended



Events Attended



Presentations Given

Project Growth helps Wisconsin businesses, communities, and ECE partners add services, find solutions, and innovate. Project growth is a WI DCF initiative to help stabilize our communities child care systems with two grant programs, Dream Up! and Partner Up!



PROJECT GROWTH

WISCONSIN FAMILIES ARE A GOOD INVESTMENT

Partner Up!

The DCF Partner Up! grant program focuses on supporting partnerships between businesses and child care providers by providing funding to support the true cost of care for their employees. The true cost of care is the cost to provide high-quality, developmentally appropriate, safe, and reliable child care staffed by a professionally compensated workforce.

Childcaring's Business Child Care Advocate worked with businesses and child care providers within our service delivery area providing support with applications, intake forms, contract questions, and ongoing technical assistance, including payments and billing.



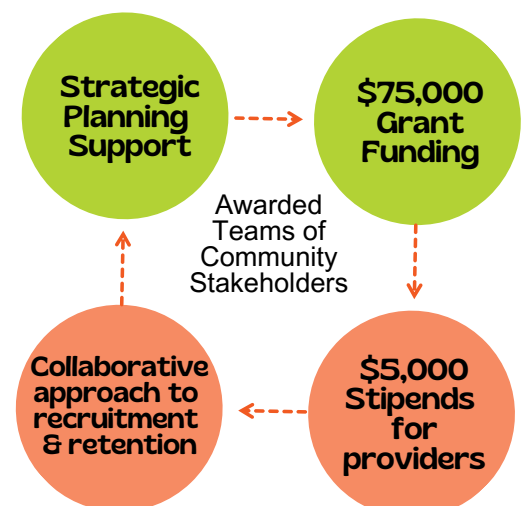
"The Partner Up! grant is a wonderful opportunity for families of young children in childcare. This grant allows families to send their children to high quality centers, and gives them a safe and loving environment for them to grow. I believe it is important to be in a loving caring educated environment to give our youngest learners the best start in life."

Dream Up!

Congratulations to these four communities in the Childcaring service area that received the DCF Dream Up! Child Care Supply-Building Grant:

- Adams County
- Lincoln County
- Marathon County
- Medford School District

Through a collaborative community approach, teams of community stakeholders including Childcaring staff, work to evaluate, plan, sustain, and expand existing child care, and support new child care programs. Childcaring will continue to assist other communities through a third cohort of competitive applications in 2023.





850 State Highway 153, Ste F
Mosinee, WI 54455

2022
PARTNERS IN
CARING
AWARD



Presented To
Childcaring Inc.



United Way
of Marathon County

We are honored to received the 2022 Partners in Caring Award from United Way of Marathon County. We hope to continue making a difference in the world of early childhood.

"A child's life is like a piece of paper on which every person leaves a mark."

~Chinese Proverb

