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Childcaring
Central WI Early Education Resources

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2023 ANNUAL REPORT

850 State Hwy 153, STE F, Mosinee, WI 54455
1.800.628.8534 ~ www.childcaring.org



ABOUT US

Childcaring, Inc is a non-profit Child Care Resource and Referral Agency (CCR&R) and Family Resource Center (FRC).

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.

In July 2023, Childcaring became an approved FRC member through Supporting Families Together Association! This membership will allow us to have access to more resources and funding to offer additional family support services. For now, we look to grow that service in Marquette County and build on successful, existing partnerships.

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

INCOME (000)		EXPENSES(000)	
YoungStar	\$40	Personnel	\$620
Indirect Public	\$1,092	Operational	\$103
Core Services	\$110	Travel	\$15
Direct Public	\$777	GSG	\$630
All Other	\$20	All Other	\$37
Total Income	\$2,039	Total Expenses	\$1,405
Net Income (000): \$634*			

Income: Childcaring Financials in 2023 included funding for training and technical assistance (TA) for child care providers, GSG, core services (referrals and TA), Parent Cafes, pre-licensing and child care certification services, enhanced referrals, LENA Grow/LENA Start, Dream Up! and Partner Up! grants, private training and TA contracts, and on-site consultation.

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

**The 2023 net income includes pledged contributions from signed contracts that were committed to the organization in 2023, but in which the payments will be received in 2024 & 2025.*

MISSION

Childcaring supports quality early childhood education and care by empowering a community of individuals who care for and nurture children.

VISION

Every Child is Prepared to Thrive

BOARD OF DIRECTORS

- Barry West, President
- Tina Smith, Vice President
- Joan Krohn, Secretary
- Michelle Rantala, Treasurer
- Annett Mooney
- Jackie L. Carattini
- Brittany Mews
- Joseph Greget
- Lynda Fernholz
- Tara Guelzow

Thank You



UNITED WAY DAY 2023!



First Row: Micki - Middle Row: Lori, Gayle, Andrea, Kelly, Kristine, Kao - Back Row: Tara, Rachele, Tracy, John

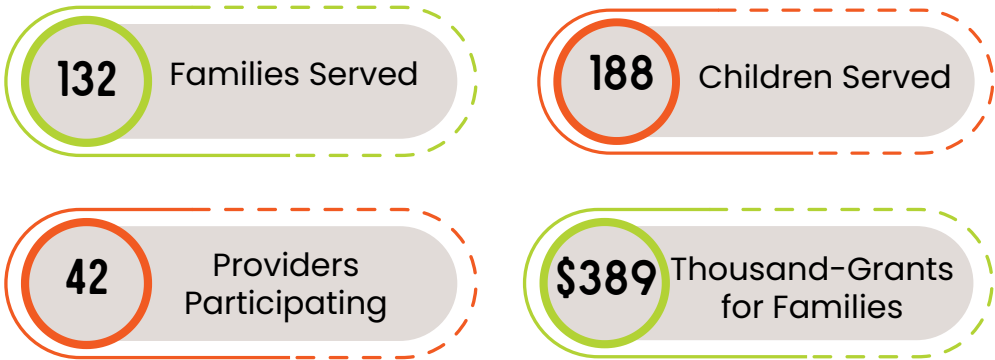
CHILD CARE REFERRALS

Childcaring helps families look for regulated child care that can meet their needs. We also provide tools to help them choose a quality program. Childcaring contracts with organizations to provide enhanced referrals (including openings) for their employees.



GOOD START GRANTS

Good Start Grants (GSG) provide financial assistance for eligible families in Marathon, Portage, and Wood Counties to ensure they have access to quality, affordable child care.



93% OF FAMILIES were able to pay other bills and their parent portion of child care, have increased knowledge, and feel supported by their child care program

99% OF FAMILIES were able to maintain employment or attend school

Funded by: Associated Bank, B.A. & Esther Greenheck Foundation, Connexus Cares, CoVantage Cares, Dudley Foundation, The Women's Fund of Portage County within Community Foundation of Central WI, Women United, United Way of Marathon County, United Way of Portage County, United Way of South Wood & Adams Counties, and Marshfield Area United Way.

SERVICES TO



FAMILIES

They are so supportive and caring. I was in a really difficult situation and they came together to help me find a child care that worked best for my children. They still routinely check up on me to make sure things are going well. I truly appreciate them and all their efforts.

"GSG can essentially relieve maybe one of the biggest expenses any family may face when raising children. I know that at the end of the day I have confidence in my financial situation having affordable child care. It allows me to focus on caring for my kids and allowing them to have just a little better life because of it. I am entirely grateful for this grant and everything it has done for myself and my children. This program is a must in every community."

TECHNICAL ASSISTANCE

Childcaring provided a variety of technical assistance (TA) to families, along with referrals to other community agencies. We were asked about topics such as: parent support, cost of care, regulation compliance, developmentally appropriate practices, and child care openings.

Some families were referred to: regulation departments, WI shares, food pantries, Birth to Three, and family resource services.

424

Technical assistance to Families

249

Referrals to community agencies

PARENT CAFE

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:

- **Parent Resilience**
- **Knowledge of Parenting and Child Development**
- **Social and Emotional Competence of Children**
- **Social Connections**
- **Concrete Support in Times of Need**

Parents build their own strength through connecting with and learning from other families, and finding resources and supports they need. Concrete supports provided at Parent Café include gas gift cards, food, household and personal items, as well as connections to local resources.

25 Cafes

193 Participants

\$12,750 in concrete supports

80 Parenting on the Go Bags

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

SERVICES TO



FAMILIES

In general every encounter I have had with Childcaring has been good. They are knowledgeable and supportive. They will help you to get the support you need to keep your family strong.

"Parent cafes are a fabulous way to gain knowledge through other experienced parents who are going through or have gone through what I am experiencing."

"I learned to not feel guilty for taking me time whether it be 10 minutes or a whole hour. If you don't take care of self you can't take care of others."

TECHNICAL ASSISTANCE

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

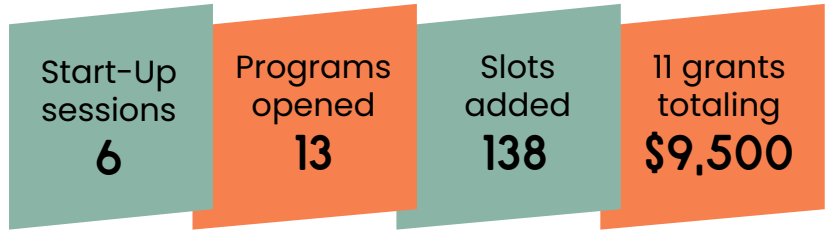
IN 2023, CHILDCARING PROVIDED THE FOLLOWING INSTANCES OF TECHNICAL ASSISTANCE:

1,155

Topics include: Becoming regulated, training requirements, meal reimbursement rates, regulation requirements/overview, foundational classes, staffing issues, assistance applying for grants, average rates, policy writing, transportation requirements, and more!

RECRUITMENT/RETENTION

Childcaring offers technical assistance, start up grants, and free start-up sessions to guide potential providers through the process of regulation.



Childcaring offers pre-licensing within our entire service delivery area and child care certification in Adams, Lincoln, Marquette, Portage, and Waushara Counties.

Both services help potential providers navigate the specific regulations, offer technical assistance, and onsite consultation.



SERVICES TO



PROVIDERS

Childcaring is a very important part of the childcare field. They are knowledgeable professional people to share resources to the community and in the childcare field.



CHILD CARE DIRECTOR COHORT

With the help of Dream Up! funding in Wood County, Childcaring invited directors to network and share ideas, concerns, and resources!

3 SESSIONS
14 PARTICIPANTS



LENA

LENA GROW: Building brains through early talk within early childhood environments. LENA Grow Essentials (first 5 weeks) is learning the basics and how to increase conversational turns during every day routine. LENA Grow Insights (last 5 weeks) digs deeper into the individual classroom and children in care, maintaining the skills learned during Essentials. Funding sources include Community Foundation of North Central WI and Hmong American Center / DOA Equitable Recovery Grant.

LENA GROW ESSENTIALS

- 17 Classrooms Participated
- 121 Children Benefited
- 29 Teachers LENA Certified

LENA GROW INSIGHTS

- 16 Classrooms Participated
- 102 Children Benefited
- 25 Teachers LENA Certified

LENA Start: an evidence-based community program designed to engage families and help them learn how to increase conversation with their children during the first few years of life. Childcaring staff facilitated two LENA Start Sessions in partnership with Children's WI.

- 1 • 6 families graduated (75%)
- 1 • 87% families increased conversational turns.
- 2 • 4 families graduated (100%)
- 2 • 100% families increased conversational turns.

SERVICES TO



PROVIDERS

FUN FACT:
Between the ages of 0-3, children's brains develop over 1 million neural connections per second!

PROFESSIONAL DEVELOPMENT

Childcaring offers professional development and training to help child care providers meet regulation requirements and increase quality. Topics include, but are not limited to, the required foundational trainings, Abusive Head Trauma, CPR w/ AED, First Aid, WI Pyramid Model, and Strengthening Families.

Childcaring also partnered with Angel Stoddard to offer a year long training series for providers. Topics included STEAM'N Summer & Winter, Brain Development 101, The Power of Play, Tools & Strategies to Support Challenging Behaviors, and WMELS and our Natural World.

TRAININGS PRESENTED IN HMONG

- 3 trainings
- 6 hours
- 20 participants

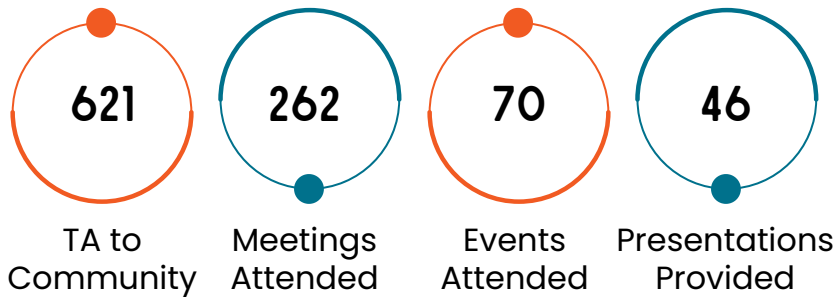
41
Trainings

136
Hours

343
Trained

TECHNICAL ASSISTANCE

Childcaring advocates for the importance of quality early care and education by actively participating in coalitions, providing technical assistance (TA), and attending events and delivering presentations!



DREAM UP! / PARTNER UP!

Programs of the WI Department of Children and Families (DCF)

DREAM UP! CHILD CARE SUPPLY-BUILDING GRANT PROGRAM

The following communities received strategic planning support and \$75,000 to evaluate, plan, sustain, and expand existing child care, and support new child care programs!

CHILDCARING STAFF WERE ON SEVERAL COMMUNITY TEAMS TO ASSIST WITH GRANT PROJECTS, INCLUDING:

- ADAMS COUNTY
- LANGLADE COUNTY
- LINCOLN COUNTY
- MARATHON COUNTY
- PORTAGE COUNTY
- TAYLOR COUNTY
- WOOD COUNTY

- Expansion, Retention and Sustainability Grants to existing child care providers
- Start-Up Grants to new child care programs to assist with regulation requirements
- Child Care Training and Professional Development opportunities
- Regional marketing campaign to increase community awareness of local needs/trends
- Community meetings and events to share local data and build partnerships

PARTNER UP! GRANT PROGRAM

Childcaring’s Business Child Care Advocate (BCCA) supported partnerships between businesses who purchased slots at existing regulated child care programs through the DCF’s Partner Up! Grant program. Partner Up! provided funding to support the true cost of care for employees to provide high quality child care staffed by a professionally compensated workforce!

21 Businesses

127 Children supported

SERVICES TO



COMMUNITIES

“ Thanks to the Dream Up Grant funding, not only were we able to give our staff additional retention bonuses and additional holiday pay, we were able to renovate to increase our capacity by 7 slots! ”

TRUE COST OF CARE

(per child, monthly full time, 21+ hours/week)

- Under 2 - \$1,800
- 2 years - \$1,400
- 3 years - \$1,100
- 4/5 years - \$1,000
- 6+ years - \$900

DCF defines the true cost of care as the cost to provide safe, high quality, developmentally appropriate, and reliable child care staffed by a professionally compensated workforce.



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Mosinee, WI 54455



www.childcaring.org

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A MEMBER OF



CHILDCARING EXECUTIVE DIRECTOR RECEIVES THE 2023 ADVOCATE OF THE YEAR AWARD FROM UNITED WAY OF MARATHON COUNTY!



"I alone cannot change the world, but I can cast a stone across the waters to create many ripples."

~Mother Teresa