Childcaring

Central WI Early Education Resources

2024

Annual Report

1.800.628.8534

www.childcaring.org

VISION: Every Child is Prepared to Thrive

About Us

Childcaring, Inc is a non-profit Child Care Resource and Referral Agency (CCR&R) and Family Resource Center (FRC) serving Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara, & Wood Counties.

We partner with families, child care providers, business leaders, and community organizations to make quality care and family supports available within Central Wisconsin. Childcaring helps families locate child care to meet their needs, serves as a resource to potential and existing 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.

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

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

BOARD OF DIRECTORS

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thank you!

REVENUE (000)		EXPENSES (000)	
Government Grants	$1,378	Personnel	$625
Program Revenue	$31	Operational	$145
Contributions	$207	Travel	$18
United Way	$143	Grants (including GSG)	$519
Misc	$5		
Total Revenue	$1,764	Total Expenses	$1,307
Net Revenue (000): $457*			

Revenue: Childcaring is funded in part by the WI Department of Children and Families through Thriving Wisconsin (formally known as SFTA), 4C for Children, Child Abuse & Neglect Prevention Board, Roots & Wings Foundation, United Way Agencies, Adams, Clark, Langlade, Lincoln, Marquette, Portage, and Waushara County (Child Care Certification), Wood County ARPA, Marathon County ARPA (Foundation Training Scholarship Program), and other special project funding.
Expenses: Operating costs were fairly consistent with the previous year.
***The 2024 Net Revenue** includes pledged contributions from signed contracts that were committed to the organization in 2024, but in which the services will be expended and provided in 2025 & 2026.

Services to Families

Childcaring helps families **find child care**. An Early Childhood Navigator ensures that each family receives an individualized list of providers along with materials on how to choose quality child care.

619 referrals to families for **753** children

When working with our Early Childhood Navigator, families are offered an **Enhanced Referral** which includes vacancy information.

51 enhanced referrals for **80** children with **30** families finding care

This is a wonderful site to make the incredibly challenging task of finding care a little easier. It is SO HARD to find a good daycare, especially one that is open after 5pm.

Childcaring has been extremely helpful in any questions I had and through the application process. Very prompt to return any emails and updates. Very pleased.

Childcaring supports working parents by helping to pay a portion of their child care costs through the **Good Start Grants** program.

Over **$435,000** helped **123 families** with **197 children** pay for child care.

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

We are incredibly grateful for the support from the Good Start Grant. It has made a huge difference in our lives. Thanks to the grant, our children are receiving the support they need to grow, learn, and thrive in a safe and nurturing environment. It's not just about the financial assistance – it's about the opportunities it has opened up for our family to give our children. We feel incredibly fortunate to have benefited from this program and hope to continue to be supported with it. It has made a positive impact on our family.

Services to Families

Childcaring provides families with **technical assistance** to support children's growth and family well-being. Topics include basic needs, child development, challenging behaviors, parenting skills, and more.

487 families received technical assistance

We also **connect families to community agencies** that can offer support tailored to their specific needs and ensure they have access to a strong network of care and guidance.

328 families received referrals for additional support

89

percent of families indicated it was easy to access and contact Childcaring.

85

percent of families were connected to the services, resources, or information needed.

93

percent of families indicated Childcaring provides high quality information.

Childcaring facilitates **Parent Cafes** for families to connect and strengthen relationships with their young children based on the Five Protective Factors.

6 series held with a total of **17** sessions and **189** participants.
$12,900 in concrete supports & **36** Parenting on the Go bags distributed.

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

99

percent of families indicated they can use the Protective Factors to keep their family strong.

91

percent of families learned a new way to handle stress or challenges in their life.

> Much needed! Appreciate not feeling alone in this journey. I feel better each time I come here. More support from everyone.

Services to Providers

Childcaring provides **technical assistance** to child care providers to enhance the quality of their care. Topics include parent support, training, regulation information, business practices and more.

1,424 providers received technical assistance

We also **connect providers to community agencies** that offer support tailored to their specific needs to ensure they have access to a strong network of care and guidance.

218 providers received referrals for additional support

91

percent of providers indicated it was easy to access and contact Childcaring.

92

percent of providers were connected to the services, resources, or information needed.

92

percent of providers indicated Childcaring provides high quality information.

Childcaring offers **business start-up coaching and consultation** along with grants to potential child care programs.

6 start up sessions held with **17** participants
83 packets were sent to prospective providers

We also offer **pre-licensing** support and **child care certification**. Both services help potential providers navigate the specific regulations, offer technical assistance, and onsite consultation.

7 pre-licensing visits / **3** certification packets sent

$2,500

grants were distributed to three potential providers to help with start up costs such as: foundational courses, water testing, baby gates, high chairs, safety items, storage materials and classroom materials. Six additional child care slots were created.

> All of the resource links were extremely helpful. I was kind of lost as to where to start but this session definitely helped me.

Services to Providers

Childcaring supported early childhood educators with the **LENA Grow** program to help them understand and improve their conversational techniques with children, thereby fostering an enriched language environment.

36 group center teachers across **25 classrooms,** along with **4 family child care providers** (including 2 Hmong-speaking providers), completed the LENA Grow program, leading to positive language development outcomes for more than **140 children.**

Funded by: Hmong American Center / DOA Equitable Recovery Grant.

83

percent of teachers felt more confident in their teaching abilities after completing LENA Grow.

76

percent of teachers thought LENA Grow increased their job satisfaction.

100

percent of teachers experienced positive changes in children's language development.

Childcaring provides **educational opportunities** to area child care providers to meet their continuing education requirements.

47 trainings offered for a total of **337** hours and **473** participants

We offer a variety of **different training options** to meet individual learning styles and preferences, ensuring everyone can benefit.

27 in person, **1** blended, **8** online, **11** virtual

15 child care directors participated in an in-person Child Care Director Cohort to share their experiences and learn from a group of peers.

12 child care providers participated in a book study: Mind in the Making - The 7 Essential Life Skills Every Child Needs.

Services to Communities

Childcaring provides **technical assistance** to community members about the importance of early childhood education. Topics include child care data, business practices, training and more!

529 community members received technical assistance with **41** referrals to additional services

We are also involved in community **partnerships and collaborations** through various meetings, events and presentations.

221 meetings, **80** events, and **46** presentations by staff

100

percent of community contacts indicated it was easy to access and contact Childcaring.

100

percent of community contacts were connected to the services, resources, or information needed.

100

percent of community contacts indicated Childcaring provides high quality information.

Childcaring increased awareness of the Ages & Stages Questionnaires (ASQ). The ASQ is a trusted screener for various areas of development and helps to identify children that may need further assessment and intervention.

2 Child Care Centers and **3** Hmong speaking Family Child Care programs participated in ASQ screenings for their families. **53** families with **64** children completed the ASQ questionnaire

Childcaring provided awareness of the VROOM app to those working with children to support families with science based tips and tools to help give children a great start in life, and an even better future.

vroom
Brain building moments

29 events within our service delivery area included information about VROOM.

Funded by: Medical College of WI: Consistency is Key through SFTA, and Marshfield Clinic Health System: Addressing Health Disparities Fund

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CALMING AREA PROJECT

Childcaring created calming areas in 4 different group child care centers in Langlade County! These dedicated spaces help children manage their emotions, offering tools and techniques to self-regulate. This innovative approach equips children with lifelong emotional management skills.

Funding provided by: ARPA through Langlade County Health Department, and Langlade County Dream Up.