PARTNER UP!

PROJECT GROWTH
WISCONSIN FAMILIES ARE A GOOD INVESTMENT
PROJECT GROWTH

ONE OF WISCONSIN’S APPROACHES TO ADDRESSING OUR CHILD CARE CHALLENGE

Project Growth works to:

- Sustain programs that support families
- Invest in quality care so families can return to work
- Improve employer recruitment and retention
- Strengthen Wisconsin's economy
PARTNER UP!

Part of Project Growth

$10 million in total grant funding to support child care for Wisconsin’s workforce
WHAT IS A BUSINESS-CHILD CARE PARTNERSHIP?

- Businesses reserve slots in child care programs
- The business pays a percentage (minimum 25%) of the true cost of care
- Partner Up! grant covers the remainder
- Families receive quality child care at little-to-no cost
EVERYONE BENEFITS!
HOW DO BUSINESSES BENEFIT?

- Stay competitive in a tight labor market by offering attractive benefits
- Employee retention and productivity increase
- Strengthen your local community and economy

When companies provide child care, employee absences decrease by up to 30% and job turnover declines by as much as 60%.
HOW DO CHILD CARE PROVIDERS BENEFIT?

- Stabilized enrollment numbers
- Improved quality and scope of care
- The true cost of care can help providers afford:
  - To recruit and retain quality workers
  - Provider trainings
  - Quality materials
  - Facility improvements
  - And more!
HOW DO FAMILIES BENEFIT?

IN MANY CASES, FAMILIES WILL HAVE NO OUT-OF-POCKET COST FOR CARE

- Existing care: Families can likely keep current care providers
- Need care: Partner Up! will match employees to regulated, local child care programs
## TRUE COST OF CARE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Monthly True Cost of Part-Time Care</th>
<th>Monthly True Cost of Full-Time Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 &amp; 1 years</td>
<td>$1,200</td>
<td>$1,800</td>
</tr>
<tr>
<td>2 years</td>
<td>$925</td>
<td>$1,400</td>
</tr>
<tr>
<td>3 years</td>
<td>$725</td>
<td>$1,100</td>
</tr>
<tr>
<td>4 &amp; 5 years</td>
<td>$675</td>
<td>$1,000</td>
</tr>
<tr>
<td>6+ years</td>
<td>$600</td>
<td>$900</td>
</tr>
</tbody>
</table>
THE PARTNER UP! PROCESS

BUSINESSES APPLY
AWARDS ANNOUNCED
MATCHING PERIOD
CONTRACTING

CHILD CARE FUNDED
BUSINESSES SUBMIT APPLICATIONS TO PARTICIPATE

Child care programs can apply as businesses to secure slots for their staff

► Application period: February 28 - April 4
► Apply by March 14 for priority consideration
AWARDS ANNOUNCED TO BUSINESSES BY APRIL 30
MATCHING PERIOD

Matching scenarios:
- Family has existing child care
- Family needs child care

Participant questionnaires:
- Businesses
- Child care providers
- Families
CONTRACTING

12-MONTH CONTRACT PERIOD

Shorter contract terms available to accommodate needs

- Contracts will be with SFTA
- Must contract to participate:
  - Businesses
  - Child care providers
FUNDED CARE

- Monthly reporting from program participants
- Businesses receive monthly invoices from SFTA
- Providers receive monthly payments from SFTA

BUSINESS-CHILD CARE ADVOCATES WILL BE AVAILABLE TO SUPPORT PARTICIPANTS EVERY STEP OF THE WAY
NEXT STEPS

BUSINESSES
- Apply to participate by April 4

CHILD CARE PROVIDERS
- To provide care: Contact your CCR&R
- To apply as a business: Apply by April 4
- Ask your families to talk to their employers

FAMILIES
- Share information with your employer
BUSINESS APPLICATION DATES

Apply by March 14, 2022 for priority consideration

Application closes: April 4, 2022 at 5 p.m. CST

Awards announced by April 30, 2022
BUSINESS CHILD CARE ADVOCATES

4-C COMMUNITY COORDINATED CHILD CARE
Madison, WI

Michelle Moore
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BUSINESS CHILD CARE ADVOCATES

THE PARENTING PLACE
La Crosse, WI

Audra Weiser
audrawieser@theparentingplace.net
CHILD CARE PARTNERSHIP

Eau Claire, WI

Laura Lash
laura.lash@wdeoc.org
BUSINESS CHILD CARE ADVOCATES

NORTHWEST CONNECTION
FAMILY RESOURCES (NCFR)

*Hayward, WI*

Robin Mainhardt
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FAMILY & CHILDCARE RESOURCES OF N.E.W.

Green Bay, WI

Bob Pekol
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CHILDCARING, INC.

Mosinee, WI

Sarah Agena

sarah@childcaring.org
CHILD CARE RESOURCE & REFERRAL
Kimberly, WI
Judy Olson
judyo@ccrrfoxvalley.org
FAMILY CONNECTIONS
Sheboygan, WI

Mallory Hackel
malloryh@familyconnectionscc.org
“Child care is the work that allows all other work to happen.”
THANK YOU