



2010 ANNUAL REPORT

CHILD CARE RESOURCE AND REFERRAL OF CENTRAL WISCONSIN, INC.

Child Care Resource and Referral of Central Wisconsin, Inc.



The key resource of comprehensive services to enhance child care in Central Wisconsin. As a community-based, non-profit agency, we strive to increase the availability and accessibility of child care programs, promote the development of quality child care services, and advocate for child care issues.

CCR&RCW STAFF:

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CCR&R HISTORY

Child Care Resource and Referral (CCR&R) agencies grew out of the child care movement in an attempt to assist families with their child care choices and expand both the quantity and quality of care in the state. The first two CCR&R agencies were formed in the early 1970's. Today, 11 private, non-profit, community-based CCR&R agencies in Wisconsin serve all parts of the state and all counties.

The Child Care Resource and Referral Center of Wood County was established in 1988, with a \$5,000 grant from the State of Wisconsin. From that time to the spring of 1993, only Wood County residents were able to receive CCR&R services in Central Wisconsin. In July of 1993, the agency acquired Adams and Clark Counties through expansion of Child Care Resource and Referral services by the state.

As a result of the expansion, a name change evolved. In September of 1993, the Board of Directors voted to change the agency's name to Child Care Resource and Referral of Central Wisconsin, Inc (CCR&RCW).

As a result of Wisconsin CCR&R re-organization in January of 2010, CCR&RCW became the hub agency for a ten-county service delivery area providing services to Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara and Wood Counties. CCR&RCW now works closely with a partner agency in Merrill, "Child Care Connection", to offer community and provider services in Langlade, Lincoln, Marathon and Taylor Counties.

Each year, CCR&RCW collects data using a standardized software and process. This report, which includes data from January through December 2010, is produced to

inform individuals about CCR&RCW's work as well as some facts about child care services in Central Wisconsin. This report is dedicated to young children in child care, with the belief that CCR&RCW is contributing to parents' selection of high quality, consistent child care in Central Wisconsin.

As we look forward to 2011, Wisconsin is beginning to take a serious look at the quality of child care in our state by implementing a quality rating and improvement system called YoungStar. This new initiative sets a five-star rating system for child care providers based on education, learning environment, business practices and the health and well being of children. CCR&Rs across Wisconsin will be part of a Consortium (Celebrate Children Foundation, Supporting Families Together Association and WI Early Childhood Association) selected to implement YoungStar.

SERVICE TO PARENTS

During 2010, 1,598 families with 2,423 children received child care referrals from CCR&RCW. Of the 1,598 referrals, 51% of the families who called had incomes under \$30,000 per year and 39% of them were single parents. The state of our economy along with high unemployment rates has impacted the numbers of families needing child care.

CCR&RCW also offered consultations to 484 parents. Over 2,082 families were served through referrals and consultations in Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara and Wood Counties.

The majority of children for whom referrals were made were age two or under (59%). Parents of 516 children kindergarten-aged and older were assisted in their search for school-age care.

The Scholarship Aid program funded through St. Joseph's Hospital~Ministry Fund and Community Foundation of Greater South Wood County helped families who are struggling to pay the high cost of child care. This program assisted with payments for 57 families with 81 children in 2010.

In addition to CCR&RCW receiving funding from Marshfield Clinic to offer enhanced referrals to their employees, Marshfield Area United Way funded enhanced referrals to low-income families.



Category	Adams	Clark	Langlade	Lincoln	Marathon	Marquette	Portage	Taylor	Waushara	Wood
Referral Calls	28	70	26	99	556	40	222	16	44	497
# Of Children	40	105	38	140	833	67	328	24	77	771
Age~ Under One Year	10	24	7	47	244	12	110	9	10	210
Age~ One Year	5	20	7	21	126	13	57	4	14	114
Age~ Two Years	9	19	4	10	131	15	39	2	14	116
Age~ Three-Four Years	9	24	6	32	161	15	57	4	17	162
Age~ Five Years	3	5	2	10	50	2	14	2	4	52
Age~ Six Years and Up	4	13	12	20	121	10	51	3	18	117
Shift and/or Weekend	23	48	15	17	401	25	132	27	43	382

SERVICE TO PROVIDERS

At the end of 2010, there were:

- 107 group centers serving children full or part-day;
- 114 licensed family child care providers and
- 128 certified/provisional certified family child care providers.

This is a total of 349 regulated programs in Adams, Clark, Marquette, Portage, Waushara and Wood Counties.

Child care program turnover continues to be high; 37 programs opened, while 67 closed for a variety of reasons. There was a net loss of 131 spaces.

Once again, the state of our economy along with high unemployment rates has impacted the numbers of families needing child care.

Child Care Resource and Referral of Central Wisconsin, Inc. continues to work on increasing child care capacity in areas which may be lacking sufficient care.

The agency offers individualized consultation and technical assistance to potential providers.

In 2010, CCR&RCW Staff completed 479 technical assistance calls providing consultation on a variety of early childhood issues.

Training is one tool that CCR&RCW uses to retain existing child care programs and improve program quality. In 2010, Child Care Resource and Referral of Central Wisconsin, Inc. offered 43 training events which attracted 1,014 child care providers. Additional quality improvement efforts included 128 on-site consultation visits to child care sites.

TYPE OF CARE	ADAMS	CLARK	MARQUETTE	PORTAGE	WAUSHARA	WOOD
<i>LICENSED GROUP</i>	<i>1</i>	<i>8</i>	<i>5</i>	<i>17</i>	<i>6</i>	<i>29</i>
<i>LICENSED HOME</i>	<i>5</i>	<i>17</i>	<i>1</i>	<i>48</i>	<i>13</i>	<i>30</i>
<i>CERTIFIED HOME</i>	<i>4</i>	<i>5</i>	<i>1</i>	<i>7</i>	<i>3</i>	<i>70</i>
<i>PROVISIONAL CERTIFIED HOME</i>	<i>3</i>	<i>5</i>	<i>0</i>	<i>3</i>	<i>1</i>	<i>26</i>
<i>LICENSED SCHOOL AGE</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>	<i>10</i>
<i>HEAD START</i>	<i>1</i>	<i>1</i>	<i>0</i>	<i>1</i>	<i>1</i>	<i>2</i>
<i>PRESCHOOL</i>	<i>0</i>	<i>2</i>	<i>1</i>	<i>4</i>	<i>1</i>	<i>4</i>
<i>CAMP</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>1</i>	<i>0</i>	<i>2</i>
TOTAL NUMBER OF PROGRAMS as of 12-31-2010	14	38	8	91	25	173

All children deserve high quality early childhood experiences!



SERVICE TO COMMUNITY

CCR&RCW is heavily involved in community planning. The agency helps communities, school districts, employers, W-2 agencies and others develop solutions to complex

child care problems. CCR&RCW is represented on several collaborating groups in Adams, Clark Marquette, Portage, Waushara and Wood Counties; agency staff attended 141 community

planning meetings in 2010.

CCR&RCW used various forms of media to inform the public about services and disseminate information on child care issues.

2010 FUNDING SOURCES

- Wisconsin Department of Children and Families through the Supporting Families Together Association
- United Way of Inner Wisconsin
- Community Foundation of Greater South Wood County
- St. Joseph's Hospital~Ministry Fund
- Marshfield Area United Way
- Clark County United Way
- Marshfield Clinic
- Adams County Health and Human Services
- Portage County Health and Human Services



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Training survey comments from child care providers:

- "This course was very informative and I plan to use many of the ideas to help inspire positive behaviors."
- "Very practical information, interesting, things I never knew before and am excited about implementing."
- "As a parent, the things I learned reassured me of the proper way to care for all children."

Comments from Scholarship Aid recipients:

- "This money for child care really helps single moms with dependable child care providers that we can afford."
- "We were able to pay other bills and I didn't have to drop out of school and work full time to make ends meet."