



THE WE IN WECA

weca | Wisconsin Early
Childhood Association
Because small lives get bigger

2017 Annual Report



WE ARE

Letter from Ruth Schmidt, Executive Director



In the coming pages you will meet Jessica, Stella, Betty Anne, Andrea & Gerineldo, and Rachel... the WE in WECA. Through them you will learn much about who WE are and what WE do. What is pressing and compelling in the world of early childhood care and education is also what WE know.

WE know that in the first three years of life, a child's brain is forming 1 million new neural connections every second. WOW! That is a lot of connections. Nurturing adult relationships are critical during this time of rapid brain development. Early childhood educators are brain architects!

WE know that by age 5, children essentially master the sound system and grammar of their language and acquire a vocabulary of thousands of words. Talking, singing, and reading to babies and toddlers and preschoolers is invaluable to their language development. Early childhood educators are linguists!

WE know that the emotional and physical health, social skills, and cognitive-linguistic capacities that emerge in the early years are all important prerequisites for success in school and later in the workplace and community. Early childhood educators build successful communities!

WE know Nobel Prize winning economist James Heckman has found a 13% Return on Investment for comprehensive, high-quality, birth-to-five early education. Early childhood educators strengthen our economy!

BUT...

WE also know that in Wisconsin the median wage for an early childhood educator with an associate degree is \$10 per hour. Almost 4 out of 10 in this workforce leave their classroom every year and over 35% rely on one or more public assistance programs.

This knowledge is demanding of public policy and public investments that address the needs of our young children, their families, and the early education workforce. It is with urgency that we invite you to become part of who WE are, stay current with what WE know, advocate for what WE need!

DONATE – Visit wisconsinearlychildhood.org/donate and help WECA provide services outlined in this report to the over 22,000 early childhood educators, like Betty Anne and Stella, in our state.

ADVOCATE – raise your voice with ours, with Andrea's and Gerineldo's, to call for sound policies and investments that support a strong system of early care and education for all Wisconsin's young children. Join our Forward for Kids advocacy list at wisconsinearlychildhood.org/advocacy.

CONNECT – keep in touch with us throughout the year and learn more about what early educators like Rachel and Jessica are up to. Like us on Facebook at www.facebook.com/wisconsinearlychildhood and follow us on twitter @EarlyEdMatters.

A handwritten signature in cursive script, appearing to read "Betty Anne".

WE ARE

a workforce growing our skills
and improving our education.

T.E.A.C.H. Early Childhood® WISCONSIN is a comprehensive scholarship program providing financial and counseling support to advance education among those currently working with young children in regulated early childhood education programs.



In 2017:



1,083

Early childhood educators attended college supported by a T.E.A.C.H. Early Childhood® Scholarship.

651

Early childhood programs around the state sponsored T.E.A.C.H. Early Childhood® Scholarship recipients.

3.6

Average GPA of our scholarship recipients.



“Two years of reading, studying, learning, researching and writing papers, because of the full support of the T.E.A.C.H. Program, I graduated this past December 2017, with an Associates Degree in Early Childhood. Without the T.E.A.C.H. Scholarship program, I would not have my degree right now.

I am so grateful to have been able to be a part of the T.E.A.C.H. Scholarship program. I would encourage anyone who is in the ECE field to connect with a T.E.A.C.H. Counselor and to talk about a plan towards continuing their education.”

-Jessica Endsley, Teacher at Little Red Preschool, Middleton, WI

WE ARE

worthy of better compensation*.

**According to our most recent workforce study, the median wage of a child care teacher with an associate degree is \$10/hr.*

reward

Wisconsin

REWARD is a stipend program that provides salary supplements to eligible child care professionals to encourage them to stay in the field. Eligibility is determined by level of education and years of work in the field.

In 2017:

1,393

T.E.A.CH. Early Childhood[®] bonuses awarded totaling \$296,361.

Bonuses during this time period were awarded in two-parts:

- >> contract completion
- >> six months into commitment period.

Average single bonus payment was \$212.75 (approximately \$425.50 annually).

1,876



Individuals received 2293 REWARD stipends. Average stipend was \$550 for those on 1-year agreements and \$270 for those on 6-month agreements.

984

Early childhood programs employed REWARD recipients.



“Yo trato de ser agradecida, por todo lo que sucede alrededor mio, en especial cuando REWARD y WECA apoyan y motivan a los profesores y profesoras de Wisconsin, que continuen capacitandose y haciendo un impacto positivo en la vida de cada niño que tenemos en el salón.”

-Stella Bernal Fernandez, Teacher at Little Explorers, Madison, WI

English Translation: “I try to be grateful for everything around me, especially for REWARD and WECA for supporting Wisconsin’s teachers and motivating them to further their training and to keep making a positive impact on every child in the classroom.”

WE ARE

family child care providers nourishing our children with love & good food.

Food
Program

The Child Care Food Program helps family child care providers pay for nutritious food and provides fresh ideas to help Wisconsin's children establish healthy eating habits that can last a lifetime.

In 2017:

2,603,348

Healthy meals provided to

7,217 children in

838



family child care programs supported by **WECA's food program.**



Courtesy of Kith & Kin Photo

"I appreciate all the work WECA does to support and supplement my business. As self-employed business owners, we know the trust parents put in us. Like a skilled contractor building a house that is to stand 70, 80, even 90 years, we know that the foundation and structure of the home is NOT the place to go cheap and easy. Our children are creating their own foundations and structures and we owe it to them

to give them good 'supplies' so they can have a solid start in life. WECA secures funding to supplement our food program as well as advocating for healthy changes that can help us all live stronger and more vibrant lives."

-Betty-Anne White, Owner of Agape Family Services, Sheboygan, WI

WE ARE

a diverse group of people
dedicated to professionalism.

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WECA serves as the Wisconsin state affiliate of the National Association for the Education of Young Children (NAEYC). NAEYC is the largest professional membership association of early childhood educators in the United States.

In 2017:

1,405

Professionals
comprised
WECA
membership.

525

Professionals
attended
WECA's annual
Connections
conference.

1,380



Individuals attended various other
training events, coaching opportunities,
webinars, and continuing education
opportunities sponsored by WECA.

"WECA membership has allowed us to make visible our commitment to the people who work in child care, and it has opened the doors to us to represent our culture and diversity. Membership is our voice when our workforce needs to be heard to take favorable actions for the children and families we serve. Membership has allowed us to access services and resources in Spanish to be updated in new practices, research and policies that concern us."

-Andrea & Gerineldo Acevedo, Providers/owners of Peladitos Family Day Care, LLC, Milwaukee, WI



"This was the first time I brought my staff to the WECA Conference. I feel it is imperative that center owners bring their staff as well so they can earn their continuing education hours, but also funnel more valuable ideas into their business and into their classrooms. We look forward to seeing everyone in 2018!"

-Rachel Noble, MSM, Owner/ Administrative Director of A Joyful Noise Childcare Center, LLC, Milwaukee, WI

WE ARE advocates for change.

In 2017:

213 New individuals joined Forward for Kids, WECA's advocacy network now **1,465** strong.

172

Individuals participated in a **postcard campaign** calling for a greater investment in the early childhood workforce in the state budget; hundreds of others sent e-mails, made phone calls, or spoke to legislators directly.

Are we building up, or falling down?

#ECCETippingPoint



In the 2017-2019 budget - funding for T.E.A.C.H. and REWARD needs to increase. Early Childhood Education depends on it.



WE ARE leaders creating a brighter future for our children and our profession.

In 2017, WECA engaged the early childhood workforce and other allies in the following initiatives:

- » **Power to the Profession** – a national collaboration, led by NAEYC, to define the early childhood profession by establishing a shared framework for career pathways, knowledge and competencies, qualifications, standards and compensation that unifies the entire profession.
- » **Moving the Needle on Compensation** – an eight-state initiative supported by the national T.E.A.C.H. Early Childhood® Center to raise the awareness of early childhood workforce compensation issues.
- » **Early Childhood Coaching and Mentoring Project** – funded through Milwaukee Succeeds, a project that supports implementation of best practices in Milwaukee.
- » **Active Early** – Training to improve childhood physical activity.
- » **Healthy Bites** – Training to improve childhood nutrition.



WE ARE

board members, chapter leaders,
staff, and donors-change makers!

2017 Board of Directors:

Sue Schimke, President

Little Turtles' Playhouse Cooperative
Beloit, WI

Robin Fox, PhD, Vice President

University of Wisconsin-Whitewater
Whitewater, WI

Luke Chirhart, Secretary

Amazon Web Services
Libertyville, IL

Abby Abrisham

Careplus Child Care, Inc. & Fitchburg
Careplus Preschool
Fitchburg, WI

Rafat Arain

Crescent Learning Center
Milwaukee, WI

Corrine Hendrickson

Corrine's Little Explorers
New Glarus, WI

Dipesh Navsaria, MPH, MSLIS, MD

University of Wisconsin
School of Medicine and Public Health
Madison, WI

Henry Wilde

Acelero Learning
Cudahy, WI

Chapter Leaders:

The Chapter Leaders serve as support for WECA's local chapters across the state, planning events and providing resources to WECA members.

Beyond Dane:

Heidi Heller, President
Jenee Jerome, Vice-President
Amanda Ehlert, Treasurer
M.C. Green, Secretary

Great Rivers Chapter:

Kim Gorka, Vice President
Jenny Ahlert, Secretary
Kim Amundson, Treasurer

Fox Valley:

Amy Nogar, President and Vice President
Deanna Pupp, Secretary
Sally Beining, Treasurer

Kenosha and Racine Early Educators (KARE) Chapter:

April Orth, Treasurer

Greater Milwaukee Chapter:

Michelle Sorce, President
Catherine Roach, Treasurer
Jennifer Fremgen, Secretary

Rock County:

Michelle Weirich, Treasurer
Sue Schimke, Board Member

2017 Donors

Individual Gifts

Chelsea Aeschbach
Sam Breidenbach
Mary Beth Boettcher
Heather Butler
Wade Carlson
Luke Chirhart
Brent Davies
Nar Doumbya
Sheryl Dwinell
David Edie
Robin Fox
Abby Funseth
Jolene Giese
Laura Graves
Melissa Grazioso
Peggy Haack
Mike Hablewitz
David Hauptman
Corrine Hendrickson
Jennifer Hilgendorf
Chris Holmes
Alain Hung
Nancy J. Jones
Margi Jones
David Johnsen
Connie Johnson
Brandy Lea
Pat LeMire
Joey Luckow
Susan Madian
Matthew Margolis
Jeneen Marshall
Mary Mastaglio
Kelly Matthews
Valerie McClain
Jane McCrea

Linda McCutchin
Oma Vic McMurray
Dipesh Navsaria
Dorothea Neiert
Caroline Oldershaw
Dominic Oldershaw
Mary Oldershaw
Robert Oldershaw
Lisa Olson
Jeanette Paulson
Wayne and Nancy Paulson
David Pellas
Riley Pink
Andrew Powers
Sandra Quam
John and Librada Quinn
Alyssa Ravenelle
Ingrid Rothe
Bonita Schey
Hildegard Schmidt
Ruth Schmidt and Kevin Zamzow
Amy Schuster
Roy and Iris Schuster
Jason Stephens
Brad Stieber
Kenneth Taylor
Ann Terrell
Scott Theado
Marly Thao
Linda Tuchman-Ginsberg
Andrew Wallman
Nancy Webb
Kelly Woger
Daithi Wolfe
Erika Young
Casey Zwettler

Other Donations

Collaborating Partners:
Northeast, Milwaukee, Southern
and Southeast Regions
First Business Bank®
Integral Building Systems
Kaplan Early Learning Company
M3 Insurance
Organic Valley
ProAssurance
Tim Ridders and CRESA
SMS Foundation
Turke & Strauss LLP
UW Hospitals and Clinics
Wisconsin Dells Visitor &
Convention Bureau, Inc.
Wisconsin Department of Public
Instruction-Office of Early Learning
Viroqua Area Foundation

WECA Financials

	2017	2016
Revenue		
Food Program	\$4,173,961	\$4,730,381
YoungStar	\$42,051	\$3,216,135
T.E.A.C.H. & REWARD	\$3,794,382	\$5,992,969
Race to the Top	\$1,554,116	\$2,346,857
Other:		
Other Contracts	\$549,696	\$204,602
Contributions	\$21,078	\$26,044
Membership	\$33,348	\$37,272
Annual Conference	\$96,676	\$68,863
Training Events	\$10,197	\$18,098
Interest	\$4,210	\$10,861
Miscellaneous	\$18,836	\$22,855
Total Revenue:	\$10,295,551	\$16,674,937
Expenses		
Operations	\$7,663,267	\$12,697,901
Personnel	\$2,422,242	\$3,629,195
Indirect Administration	\$253,423	\$291,766
Total Expenses:	\$10,338,932	\$16,618,862
Increase (Decrease) in Net Assets	(\$43,381)	\$56,075

WE ARE

seeking allies!

Join us to inspire teaching excellence for all young children in Wisconsin!

- 1. Donate:** Visit wisconsinearlychildhood.org/donate and give a gift in honor of a special early childhood teacher or program.
- 2. Advocate:** Join WECA's Forward For Kids list to receive updates and action alerts on key early childhood education issues. To join, visit wisconsinearlychildhood.org/advocacy.
- 3. Connect:** Connect with us on Facebook and Twitter. Share your thoughts and join the conversation.

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WECA is the Wisconsin affiliate of



WECA is a proud member of

