We’re committed to changing the lives of young children by empowering early childhood teachers.
We’re committed to supporting the professionals who care for and teach our children.

We do this by creating opportunities for early childhood teachers that strengthen their skills and build their knowledge.

By building a skilled early childhood workforce, WECA is changing the lives of children.

We’re committed to eliminating obstacles children face so they can reach their potential.

Too many children face obstacles that they have no control over.

In Wisconsin, 22% of children under age 6 are living below the federal poverty threshold. When it comes to being ready to learn, 10% of Wisconsin children lack basic literacy skills needed in the classroom when they enter kindergarten. Even worse, in Milwaukee County alone, this figure doubles to nearly 20%.

Early childhood education can help by laying the groundwork for children to excel.

We’re committed to engaging others and talking publicly about solutions for children and families.

Again and again in 2013, early childhood education came to the forefront of national news.

Hundreds of business leaders have signed the ReadyNation Pledge to promote early learning.

Early education initiatives have been debated in the New York Times, The Huffington Post, Fox News, and CNN.

And here in Wisconsin, WECA hosted “Invest in US,” a national travelling exhibit funded by the Buffett Early Childhood Fund and the Bill & Melinda Gates Foundation. Visitors, including Wisconsin legislators and their staff attended the exhibit.
Diverse leaders are joining in support.

“Quality early childhood education programs are a critical tool for preventing the achievement gap, boosting school achievement, reducing the need for special and remedial education, building stronger families, and preparing our future workforce of highly productive adults.”

Excerpted from a letter to the United States Congressional Budget Conference Committee sent from 500 legislators nationwide, 21 from Wisconsin. (December 2013)

“Investing in early childhood education is a practical, not partisan issue... Republican and Democratic governors are employing early childhood education as a solution for great achievement...”

A message from 120 business leaders in a letter to the chairs of the United States Congressional Budget Conference Committee (November 2013)

“...The solution is paying attention to early education, making sure families are engaged, and ensuring that those educational settings are of high quality...”

Secretary Eloise Anderson of the Wisconsin Department of Children and Families in a testimony to the Wisconsin Joint Committee on Finance (March 2013)
At the Tipping Point: Doing what it takes.

Tipping Point:
The point at which an issue crosses a certain threshold and gains significant momentum triggered by some minor factor or change.

There have been decades of advocacy. Years of research. Months of outreach and coalition building. And on the 28th of January, 2014, the President of the United States called out early learning as a key federal priority saying:

"Research shows that one of the best investments we can make in a child’s life is high-quality early education. Last year, I asked this Congress to help states make high-quality pre-K available to every four-year-old. As a parent as well as a President, I repeat that request tonight."

Are we at the tipping point? Will quality early learning be understood and embraced as essential and beneficial for all children, and the communities of which they are part?

For those working on behalf of young children and those who care deeply about them we’ve long wondered “what’s it going to take?” A Nobel Prize winning economist saying it was the best investment of public money? Done. The chairman of the Federal Reserve echoing the benefits of quality early learning programs? Done. The Wisconsin Policy Research Institute reporting on the economic power of early childhood education in Wisconsin? Done. Perhaps a report from the U.S. Chamber of Commerce delineating why business should support early childhood education? Also, done.

NBC News and the Wall Street Journal released a survey in January 2014. In it, respondents were asked to rank 15 possible priorities for President Obama and Congress to address in 2014. The possibilities ranged from creating jobs to reducing income inequality and passing immigration legislation. Ensuring all children have access to
People across the nation, from both sides of the political aisle, from education and industry, from pediatrics and public policy, from law enforcement and the military are bringing attention to the importance of strong early learning for our youngest citizens.

We are oh so close. There are days I am convinced we are just on the edge of that tipping point. People across the nation, from both sides of the political aisle, from education and industry, from pediatrics and public policy, from law enforcement and the military are bringing attention to the importance of strong early learning for our youngest citizens.

And now, as always, WECA is committed to working with child care providers across the state of Wisconsin to help prepare them to meet the developmental needs of infants, toddlers and preschoolers in their care. WECA is committed to ensuring that early childhood educators have access to educational scholarships, financial stipends, trainings, technical assistance, and much more.

A growing and diverse group of people are voicing their support for solutions that work for the long-term. The tide is turning for early learning in the United States. Join us in making Wisconsin a model of quality early education.

Your commitment is so important. Children are counting on you. We invite you to make a commitment by donating, joining us on social media, or simply talking about the importance of early learning with your friends and family.

After all, it may be you who pushes early learning across the tipping point.

Public Opinion Poll Finds that Early Learning is One of America's Top 3 Priorities in 2014

<table>
<thead>
<tr>
<th>One</th>
<th>Two</th>
<th>Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating Jobs</td>
<td>Reducing the Federal Budget Deficit</td>
<td>Ensuring all Children Have Access to Pre-school Education</td>
</tr>
</tbody>
</table>

Access to pre-school education ranked above 12 other initiatives, including addressing climate change, immigration legislation, and national security efforts.

“People across the nation, from both sides of the political aisle, from education and industry, from pediatrics and public policy, from law enforcement and the military are bringing attention to the importance of strong early learning for our youngest citizens.”

Ruth Schmidt  
Executive Director
We empower and inspire early educators with services, tools, and support.

Through the T.E.A.C.H. Early Childhood® Wisconsin program, we provide scholarships to support credit-based higher education for early childhood teachers, directors, and family child care providers who work in regulated settings. In 2013, we awarded 1,090 scholarships, totaling over $3.2 million.

Our REWARD Wisconsin program encourages retention by providing salary stipends to early childhood educators who have advanced their education. At an average wage of $23,000 per year, child care professionals are among the poorest paid workforce in America. Stipends contribute to filling the gap between low wages and the value of the work. In 2013, almost $850,000 in stipends were awarded to over 1,400 child care professionals.

Staying healthy is fundamental as children develop in the first few years of life. Through the WECA Food Program, we reimburse family child care providers who serve nutritious meals to the children in their care. In 2013, 1,169 family child care programs served nearly 3.6 million meals and snacks that were supported through the WECA Food Program.

We are the state affiliate of the National Association for the Education of Young Children, which makes us the largest professional association in Wisconsin for the early learning workforce. In 2013, more than 2,500 WECA members received benefits including discounts to conferences, professional resources, and local networking.

YoungStar is Wisconsin’s child care quality rating and improvement program. As a partner in YoungStar, we provide professional development counseling, training, program ratings, and Micro-Grants across Wisconsin. In 2013, we awarded 2,613 Micro-Grants to child care programs statewide, made 1,375 technical consulting visits to Milwaukee-area programs, and worked with individuals from 2,213 programs on their professional development.

Wisconsin became a Race to the Top (RTTT) state in 2013. As part of this initiative, we are helping child care programs improve their quality to ensure that more of Wisconsin’s children are prepared to succeed in school and in life. RTTT has allowed us to expand TEACH scholarships in two-star child care programs along with offering targeted professional development planning, coaching, and mentoring to help programs implement model early learning standards.

WECA conferences and trainings offer early learning professionals hundreds of opportunities to learn new skills. The 2013 WECA Annual Conference in the Wisconsin Dells offered over 50 workshops on a range of topics to over 600 attendees. In addition to the WECA Conference, WECA trainings helped 1,850 early learning professionals grow in their careers. And for the second year in a row, we coordinated the Pathways to Quality Conference which gave nearly 400 Milwaukee-area child care professionals inspiring training opportunities they otherwise would not have had.
Committed to early learning.

“I’m committed to making sure early childhood professionals have the latest knowledge from the field.”

**Olga Neira**
Spanish Bilingual Professional Development Counselor, T.E.A.C.H. Early Childhood® Wisconsin

“I’m committed to helping child care providers run successful businesses and develop throughout their careers.”

**Carrie Holden**
Training Coordinator, WECA Conference & Trainings

“I’m committed to assisting providers to help make sure children’s bodies and minds are properly fueled!”

**Pam Polenz**
Claims Coordinator, WECA Food Program

“I’m committed to providing early childhood professionals recognition for their dedication to the field.”

**Lissa Schwantes**
Stipend Specialist, REWARD Wisconsin

“I’m committed to supporting child care providers in reaching their quality goals.”

**Kelly Matthews**
Professional Development Counselor, YoungStar

“I’m committed to supporting the early childhood workforce in the important work they do every day.”

**Mary Babula**
Membership Services Director, WECA Membership

“I’m committed to providing early childhood professionals recognition for their dedication to the field.”

**Lissa Schwantes**
Stipend Specialist, REWARD Wisconsin

“I’m committed to supporting early childhood workforce in the important work they do every day.”

**Mary Babula**
Membership Services Director, WECA Membership
## Our Financials.

<table>
<thead>
<tr>
<th>Revenue</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Program</td>
<td>$5,486,990</td>
<td>$6,026,067</td>
</tr>
<tr>
<td>YoungStar</td>
<td>$3,867,547</td>
<td>$2,200,040</td>
</tr>
<tr>
<td>T.E.A.C.H. &amp; REWARD</td>
<td>$2,630,646</td>
<td>$5,387,654</td>
</tr>
<tr>
<td>Race to the Top</td>
<td>$1,500,000</td>
<td>$0</td>
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<tr>
<td>Other:</td>
<td>$238,140</td>
<td>$260,483</td>
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<tr>
<td>Other Contracts</td>
<td>$46,941</td>
<td>$74,339</td>
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<tr>
<td>Contributions</td>
<td>$27,300</td>
<td>$34,578</td>
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<tr>
<td>Membership</td>
<td>$31,280</td>
<td>$29,861</td>
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<tr>
<td>Annual Conference</td>
<td>$62,436</td>
<td>$55,044</td>
</tr>
<tr>
<td>Training Events</td>
<td>$48,804</td>
<td>$48,242</td>
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<tr>
<td>Interest</td>
<td>$2,554</td>
<td>$3,696</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$18,825</td>
<td>$14,723</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$13,723,323</strong></td>
<td><strong>$13,874,244</strong></td>
</tr>
</tbody>
</table>

## Expenses

| Direct: Operations                           | $10,395,409| $10,315,717|
| Direct: Personnel                            | $2,903,566 | $3,137,033 |
| Indirect: Administration                     | $415,763   | $373,728   |
| **Total Expenses**                           | **$13,714,738** | **$13,826,478** |

## Increase (Decrease) in Net Assets

| Increase (Decrease) in Net Assets            | $8,585     | $47,766   |

## Net Assets

| Net Assets, Beginning of Year                | $198,387   | $150,621  |
| Net Assets, End of Year                     | $206,972   | $198,387  |
Board of Directors.

Sue Schimke, President
Kidspace Learning Center
Beloit, WI

Wilma Bonaparte, PhD
Milwaukee Area Technical College
Milwaukee, WI

Dipesh Navsaria, MPH, MSLIS, MD
University of Wisconsin School of Medicine and Public Health
Madison, WI

Celeste Swoboda, Vice President
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Chippewa Falls, WI

Robin Fox, PhD
University of Wisconsin-Whitewater
Whitewater, WI

Jamie Tramte Brassfield
Northeast Wisconsin Early Childhood Organization
Green Bay, WI

Luke Chirhart, Secretary
Lakeshore Learning Materials
Libertyville, IL

Wanda Montgomery
Children’s Hospital of Wisconsin
Milwaukee, WI

Henry Wilde
Acelero Learning
Madison, WI

Affiliate Leadership Group and Member Advisory Council

The Member Advisory Council identifies services and benefits to support members in the delivery of quality early childhood experiences and advises WECA on their implementation. The Affiliate Leadership Group serves as support for WECA’s local affiliates across the state, planning events and providing resources to WECA members.

Michelle Brown, Kimberly
Lisa Bucher, La Crosse
Cindy Devereaux, La Crosse
Heidi Duren, Spring Green
Colleen Dvorak, Edgar
Robin Fox, Whitewater
Robin Mainhardt, Rhinelander
Michelle Moland, Green Bay
Sharon Mras, Stevens Point
Cheryl Peters, Milwaukee
Catherine Roach, Milwaukee
Patti Robinson, Wilmot
Sherri Root, Waupun
Sue Schimke, Beloit
Annette Schladweiler, Baldwin
Michelle Sorce, Milwaukee
Carol Spoehr, Madison
Elizabeth Strasma, Middleton
Celeste Swoboda, Chippewa Falls
Jamie Tramte Brassfield, Green Bay
Dorothy Young, Appleton
Our Donors.

Individuals:
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Amber Barnes
Patrick Becker
Shelley Beere
Jessica Benson-Donald
Dan Bergs
Ruth Bernick
Gabrielle Blood
Rebecca Breda
Andrew Bridgell
Rena Broadnax
Robert Bulleit
Wade Carlson
Xiaoping Chen
Luke Chirhart
Sachi Cullen
Kelly Dederich
Lora Denniston
Kelly Douglas
Candace Duerst
David Edie
Michael Flynn
Robin Fox
Tracy French-Fieweger
Erin Gernetzke
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Patricia Godsell
Veronica Goodstein
Melissa Grazioso
Peggy Haack
Mike Hablewitz
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Ryan Henke
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Richard Perrin
Pam Polenz
Cindy Poole
Sandra Quam
John Quinn
Mary Richards
Laura Schlough
Hildegarde Schmidt
Ruth Schmidt
Thomas Schorr
Iris and Roy Schuster
Amy Schuster
Laura Simkin
Courtney Spangler
Jason Stephens

Donations Made In Honor Of:
Carol Anderson
in honor of Pam Tester
Veronica Britt
in honor of Developing Minds Family Child Care
Amanda DeHaai
in honor of Summer Moudry
Rachel Galloway
in honor of Miss Summer at the Play & Grow Learning Center
Jonita Sims
in honor of Jump Start Learning Place
Ann Terrell
in honor of Jessye N. Adams
Christina Volkman
in honor of Summer Moudry
Jill Welker
in honor of Summer Moudry

Organizations:
American Family Insurance
Applied Tech
Batch Bakehouse
Bunky’s Cafe
Choles Floral
Davis Love Foundation
Discount School Supply
First Business Bank
Full Compass
Ground Zero Coffee
Group Health Cooperative of South Central Wisconsin
Gordan Flesch Company
Kaplan Early Learning Company
M3 Insurance
McGladrey LLP
Michael Moore Photography
Rotary Club of Madison South
The Printing Place
UW Health & Unity Health Insurance
Three ways you can commit too.

1. Donate
Visit wisconsinearlychildhood.org/donate and give a gift in honor of a special early childhood teacher or program.

2. Advocate
Join the WECA Advocates list to receive updates and action alerts on key early childhood education advocacy issues. To join, visit wisconsinearlychildhood.org/advocacy.

3. Get Social
Connect with us on Facebook and Twitter. Share your thoughts and join the conversation.

facebook.com/wisconsinearlychildhood
@EarlyEdMatters

Each one of these children has benefited from the commitment of their early childhood teachers. At WECA, we’ll always be committed to making sure that early learning professionals have the support they need to provide children with the best care and education possible.

Your commitment helps give children the early learning experiences they need to grow.