

Caring for kids by investing in teachers

Annual Report
2014

weca | Wisconsin Early
Childhood Association

Because small lives get bigger



INVESTING IN THE CHILD CARE WORKFORCE

WECA operates programs designed to strengthen the early childhood workforce in Wisconsin.

Multiple funders count on WECA to carefully manage resources and show return on their investments.



THE POWER OF WECA TO MAKE A *difference*

WECA is Wisconsin's leading voice for improving the quality of early childhood education for the **295,000 children - infant through age 5-** who are in child care.

Creating the best environments for teachers and children to flourish is central to WECA's mission and the heart of its work.



LETTER FROM RUTH SCHMIDT EXECUTIVE DIRECTOR

Until very recently, the words “invest” and “children” weren’t often used together. It was more common to say you invest in the stock market, in precious metals, or perhaps real estate. When it came to children, we’d say that we raise them, protect them, teach them and love them beyond measure.

Researchers of early childhood education had much to do with this shift. Key longitudinal studies provided strong evidence of the long-term benefits of quality early learning that included things like academic performance, job and relationship patterns and physical health status. Economists have now calculated a positive return on early childhood investments, some showing a return of \$7 to \$17 for every one dollar invested.

Is it surprising then that in December, 2014, President Barack Obama said at the White House Summit on Early Learning “Early education is one of the best investments we can make not just in a child’s future, but in our country” and “For every dollar we invest now, we can save more than eight dollars later on, by boosting graduation rates, increasing earnings, [and] reducing violent crime.” The President also announced financial commitments from foundations, municipalities, businesses and individuals in excess of \$330 million in support of quality early learning.

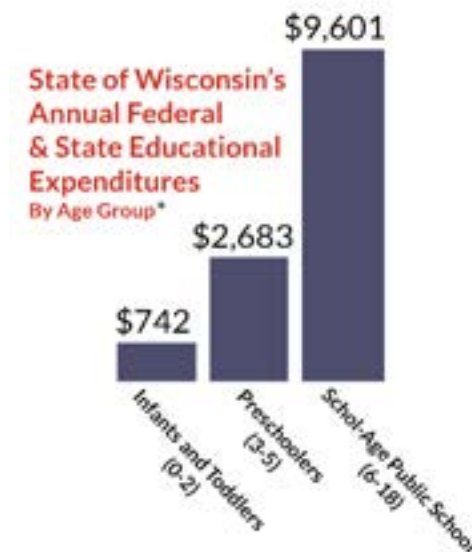
At the same time, WECA released our report “Starting Early, Starting Now: Investing in Teachers to Grow Child Care Quality.” The skilled adults who nurture and teach infants and young children are pivotal for

achieving high levels of care for all children and yet, from an investment standpoint, they are bleeding red ink. A comprehensive national report by the Center for the Study of Child Care Employment—also issued at the end of 2014—reveals that **46% of those working in child care rely on 1 or more forms of public assistance** to close the gap between what they earn and what their families need.



“Caring well for our young children is not just a private concern of families, but is in fact a public good, worthy of our collective investment.”

As a state, Wisconsin invests significantly less for its youngest children than its school-age children. The investment per child ages 6-18 is more than 12 times the investment per child ages 0-2.



*Voices for America's Children (2010) Early Learning Left Out: Building an Early Learning Childhood System to Secure America's Future, Washington, D.C.

Our report reveals a workforce that is performing work that more and more stakeholders deem as highly valuable and an important investment – while wages are at or below the federal poverty level. At 21%, the job turnover rate is almost three times that of all other industries in Wisconsin.

A crucial question must be asked. **How can children get world-class early care when teachers are financially precarious and parents are paying all they can?**

The services WECA offers go a long way to strengthening our fragile child care system. Through T.E.A.C.H., child care providers get access to higher education that ultimately raises care quality and earning potential. REWARD offers stipends to child care providers who have attained specific educational benchmarks. Through YoungStar, programs grow their quality and benefit many thousands of young children as a result. WECA trainings and other professional development build measurable quality in the care of many thousands of children. These are significant investments – and they are by definition incomplete. Equitably compensated teachers are fundamental to high-quality child care.

In the year ahead, WECA will continue to convene and collaborate with diverse stakeholders to find innovative solutions. Working together with parents, the business

community, philanthropists and policymakers, we will embrace the idea that caring well for our young children is not just a private concern of families, but is in fact a public good, worthy of our collective investment.

INVESTMENTS THAT SHAPE THE FUTURE OF WISCONSIN

WECA operates several programs that together, grow the quality of child care in Wisconsin. As quality grows, over 295,000 young children get the social, emotional and intellectual foundation they need to succeed in later life experiences.



weca | Wisconsin Early Childhood Association
Because small lives get bigger

T.E.A.C.H. Early Childhood® WISCONSIN provides comprehensive scholarships to support credit-based higher education for individuals working in child care centers, Head Start, after-school and family child care programs. The T.E.A.C.H. Scholarship



program is unique in linking education, compensation and commitment to improving the quality of early childhood programs. Credit-based educational opportunities were expanded this year to include Program Development and Family Child Care credentials. **In 2014, we served over 1,575 scholarship recipients.**

REWARD Wisconsin encourages career commitment by providing salary stipends to those in the workforce who have significantly advanced their education and demonstrate



longevity in the field. In Wisconsin, child care teachers leave their positions at a rate of 21%, which is almost three times higher than the state average for other industries. The primary driver of turnover is low wages. Stipends help bridge the

gap between what teachers are paid and the value of their skills. **In 2014, more than \$879,000 was awarded in stipends to 1,544 child care professionals.**

The **WECA Food Program** partially reimburses food expenses for family child care providers who serve nutritious meals to the children in their care. This program, offered in every county of the state, helps children in care to stay healthy. WECA staff make periodic visits throughout the year to offer nutrition guidance and ensure compliance with the program. **In 2014, 1,095 family child care programs served more than 3.2 million meals and snacks that were supported through the WECA Food Program.**



WECA is a partner in **YoungStar** – Wisconsin’s child care quality rating and improvement system. Through YoungStar, child care providers across Wisconsin have taken strides to further their education, implement stronger business practices, and provide children healthier, more effective learning environments. As part



of the YoungStar Consortium, WECA provides professional development counseling, technical consultation, training, program ratings (on a 5-star scale), and micro-grants across Wisconsin. **In 2014, we awarded 2,439 micro-grants to child care programs statewide, made 1,438 technical consulting visits to Milwaukee-area programs, made 894 formal rating visits statewide, and worked with 2,382 programs and their staff on professional development.**

Since YoungStar began four years ago, the percentage of children in Wisconsin Shares receiving care from 3 to 5 star programs has continued to increase. As of June 2014, 70% of children served by Wisconsin Shares are in 3 to 5 star programs - a 10% increase from the previous year.

WECA brings early learning professionals a wide variety of opportunities to learn new skills. Over 100 **WECA training events** in community settings and on-site in child care programs helped Wisconsin’s early learning workforce gain new knowledge and apply proven practices.

WECA also offered training via **webinar**, a very popular



training platform for child care professionals who are eager to learn, but short on time and funding for face-to-face training.

Training events were delivered to over 1,000 early childhood teachers on diverse topics such as medication management for children, health insurance options, business practices, professional development planning, literacy and learning environments.

The **2014 WECA Annual Conference** in Madison offered 74 workshops on a range of topics for over 650 attendees. WECA again helped to coordinate the **Pathways to Quality**



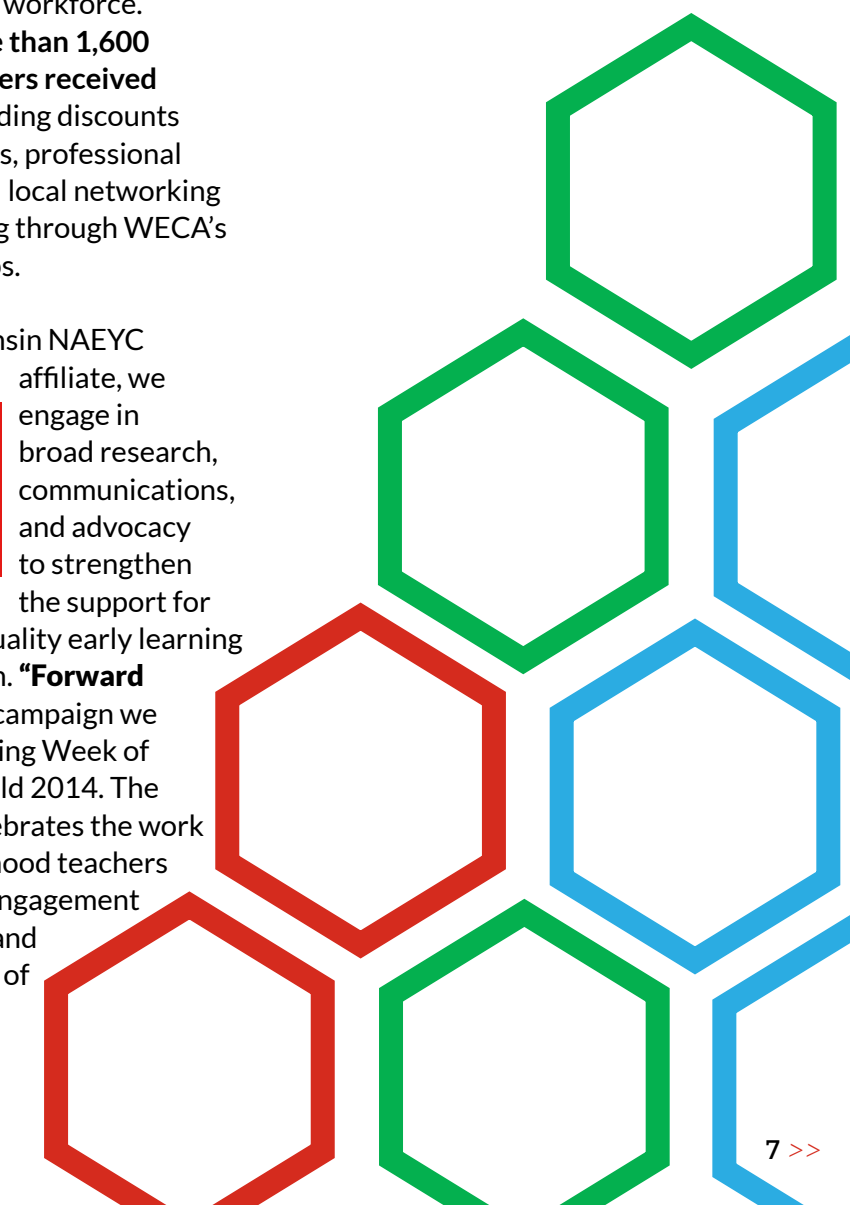
Conference in Milwaukee, attracting over 400 child care professionals wanting to grow their program’s quality and increase their star rating in YoungStar.



We are the state affiliate of the **National Association for the Education of Young Children (NAEYC)**, which makes us the largest professional association in Wisconsin for the early learning workforce. **In 2014, more than 1,600 WECA members received benefits** including discounts to conferences, professional resources and local networking and mentoring through WECA’s affiliate groups.



As the Wisconsin NAEYC affiliate, we engage in broad research, communications, and advocacy to strengthen the support for investing in quality early learning for all children. **“Forward for Kids”** is a campaign we kicked off during Week of the Young Child 2014. The campaign celebrates the work of early childhood teachers and calls for engagement by a growing and diverse group of stakeholders.



OUR FINANCIALS

Consolidated Statement of Activities and Change in Net Assets

	2014	2013
Revenue		
Food Program	\$5,178,483	\$5,486,990
YoungStar	\$3,767,915	\$3,867,547
T.E.A.C.H. & REWARD	\$4,547,510	\$2,630,646
Race to the Top	\$1,500,000	\$1,500,000
Other:	\$361,146	\$238,140
Other Contracts	\$149,184	\$46,941
Contributions	\$16,263	\$27,300
Membership	\$39,417	\$31,280
Annual Conference	\$91,948	\$62,436
Training Events	\$28,766	\$48,804
Interest	\$14,148	\$2,554
Miscellaneous	\$21,420	\$18,825
Total Revenue:	\$15,355,054	\$13,723,323
Expenses		
Direct: Operations	\$11,808,057	\$10,395,409
Direct: Personnel	\$3,159,523	\$2,903,566
Indirect: Administration	\$373,728	\$415,763
Total Expenses:	\$15,341,308	\$13,714,738
Increase (Decrease) in Net Assets	\$13,746	\$8,585
Net Assets, Beginning of Year	\$206,972	\$198,387
Net Assets, End of Year	\$202,718	\$206,972

2014 BOARD OF DIRECTORS



Sue Schimke, President
Kidspace Learning Center
Beloit, WI



Luke Chirhart, Secretary
Lakeshore Learning Materials
Libertyville, IL



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



Wilma Bonaparte, PhD
Milwaukee Area Technical College
Milwaukee, WI



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



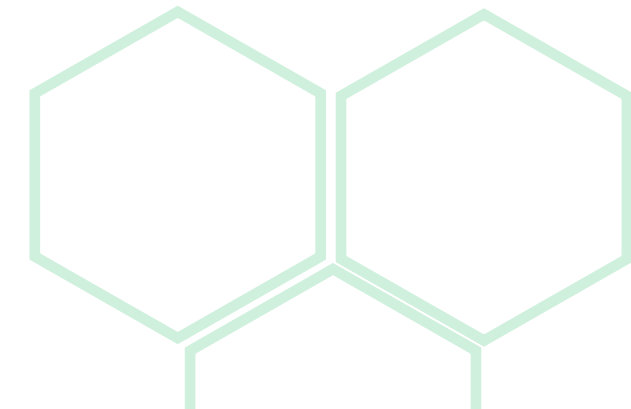
Wanda Montgomery, MSED
Children's Hospital of Wisconsin
Milwaukee, WI



Jamie Tramte-Brassfield
Family & Child Care Resources
Green Bay, 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.

Arolyn Adams, Beloit
Abby Abrisham, Fitchburg
Michelle Brown, Kimberly
Lisa Bucher, La Crosse
Colleen Dvorak, Edgar
Robin Fox, Whitewater
Deb Mohelnitzky, Wausau
Michelle Moland, Green Bay
Janell Moran, Madison
Sharon Mras, Stevens Point
Louise Perreault, Rhineland

Cheryl Peters, Milwaukee
Tricia Pugh, Rhineland
Catherine Roach, Milwaukee
Patti Robinson, Wilmot
Sue Schimke, Beloit
Michelle Sorce, Milwaukee
Celeste Swoboda, Chippewa Falls
Jamie Tramte-Brassfield, Green Bay
Sue Wrobel, La Crosse
Dorothy Young, Appleton

OUR DONORS

INDIVIDUALS

Anonymous
Shannon Andersen
Mary Babula
Kathy Bailey
Patrick Becker
Lana Beier
Jessica Benson-Donald
Riley Bina
Janet Call
Wade Carlson
Jeri Casper
Glenn Childs
Luke Chirhart
Candace Duerst
David Edie
Erin Gernetzke
Robin Fox
Melissa Grazioso
Peggy Haack
Mike Hablewitz
Heather Halvorson
Tim & Nancy Hausmann
Jennifer Hilgendorf
Carrie Holden
Jennifer Hughley
David Johnsen
Connie Johnson
Bobbi Jorgensen
Alaesha Kimbrough
Hailey LaBorde
Robyn Lambrect
Crystal Lautenbach
Brandy Lea
Pat LeMire
Claire Lind
Joe Loehnis
Kira Loehr
Carol M. Lorenz

Steven Luecke
Mary Mastaglio
Kelly Matthews
Brian McNamara
Tess Meuer
Andrea Murray
Crestalee Meyer
Barb Michaelis
James Moeser
Dipesh Navsaria, MD
Xochitl Ortega
Laura Ovberg
Jeanette Paulson
Richard Perrin
Pam Polenz
Cynthia Poole
Hildegard Schmidt
Ruth Schmidt
Thomas Schorr
Amy Schuster
Roy & Iris Schuster
Laura Simkin
Megan Scovill
Jason Stephens
Linda Tuchman-Ginsberg
Michael Turnis
Joan Vanden Brook
Derrick Van Mell
Diane Wilkinson
Daithi Wolfe
Judith Zimmer

HONORING DONATIONS

Rafat Arain
in honor of Crescent Learning Center
Wayne & Nancy Paulson
in honor of Jeanette Paulson

ORGANIZATIONS

American Academy of Pediatrics – Wisconsin chapter
American Family Insurance
Applied Tech
Bright Horizons Family Solutions
Dane County AEYC
Discount School Supply
Celebrate Children Foundation
First Business Bank
Full Compass
Gordon Flesch Company
Greater Milwaukee Foundation
Group Health Cooperative of South Central Wisconsin
Herzfeld Foundation
Kaplan Early Learning Company
Lakeshore Learning Materials
M3 Insurance
Middleton Tourism Commission
Otto Bremer Foundation
Promega Corporation
Raven Software
Redleaf Press
Satellite
United Way of Marathon County
United Way of Greater Milwaukee
UW Health & Unity Health Insurance
Wegner CPAs
Wisconsin Division for Early Childhood
Williamson Center

THREE WAYS TO INVEST

Engage with 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.

 facebook.com/wisconsinearlychildhood

 [@EarlyEdMatters](https://twitter.com/EarlyEdMatters)

Support
WECA...

and you
support
Wisconsin's
children.



weca | Wisconsin Early
Childhood Association
Because small lives get bigger

Madison Office
744 Williamson St., Suite 200
Madison, WI 53703
800-783-9322

Milwaukee Office
316 N. Milwaukee St., Suite 410
Milwaukee, WI 53202
414-278-9322



Find us on Facebook at [facebook.com/wisconsinearlychildhood](https://www.facebook.com/wisconsinearlychildhood)



Follow us on Twitter at [@EarlyEdMatters](https://twitter.com/EarlyEdMatters)

WECA is a proud member of

