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WECA Applauds Spotlight on Early Care and Education in Governor's Budget Proposal

MADISON, WIS. – Wisconsin Early Childhood Association applauds Gov. Tony Evers' continued support for early care and education (ECE) through major proposed investments for child care he announced in his executive budget this week.

It is especially promising to see the \$480 million as an investment in direct support for the early childhood sector because it will help stabilize the availability and cost of care in communities across the state.

"Support for child care has returns in the short and long term – for early educators, young children, working families, employers, and the economy," said WECA Executive Director Ruth Schmidt. "We wholeheartedly agree there must be a significant state investment of revenue into early care and education – particularly the \$480 million. A 'pro-kid' state and budget is a philosophy we absolutely want to see come to fruition."

Importantly, payments to programs made through the Child Care Counts Program have helped slow the rate of decline in child care programs – and in some cases prompted an increase in available care programs– since its launch in 2020, according to an [analysis of state data](#) recently released by the WECA Center for Policy, Research and Engagement.

"It is clear child care demands a significant investment of revenue to ensure early educators, young children, and their families have an opportunity to thrive," said Paula Drew, WECA Director of ECE Policy and Research. "We know significant funding for child care will improve the quality of life for people and communities across Wisconsin."

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About Wisconsin Early Childhood Association (WECA)

WECA is a leading state non-profit organization, founded in 1971, that supports the early childhood workforce and early care and education in Wisconsin. It is the state affiliate of National Association for the Education of Young Children (NAEYC). A statewide organization with local reach, WECA administers and leads several key programs for child care providers and programs.