



Making Every Dollar Count

The Impact of Federal Funding on Milwaukee Child Care Providers

Child care providers in Wisconsin were eligible to receive federal COVID-19 relief dollars via the Child Care Counts program to help them stay open, keep staff employed, and provide quality care to children. The Milwaukee Succeeds-led Milwaukee Early Childhood Education Coalition surveyed all child care providers in the city to understand how this investment is being used, its impacts, and what needs remain. Here are summary results from providers that received Child Care Counts funding.

What impact did the Child Care Counts funding have on you and your program?

Providers reported numerous positive impacts of the program, including supports for the following essential functions:

“ It had a large impact on helping me to stay open and keep running from day to day. With everything going up ... it has been really hard to manage so it came at a really good time. ”

109

Staff Compensation/
Benefits

90

Bills/
Expenses

80

Supplies/
Equipment

79

Kept Business
Open

How were the Child Care Counts funds used?

When asked about specific ways the funds were used, providers most commonly identified:

83% Cleaning Supplies

79% Classroom Supplies

75% Utilities

70% Rent/Mortgage



More information on the Child Care Counts program: dcf.wisconsin.gov/covid-19/childcare/payments

Did you reduce fees for parents?

61%

of providers **reduced child care costs** for parents

61%

Yes

26%

No

13% Don't Know

“Most of my parents have a hard time paying their parent share. I have committed parents that support and invest in my childcare. Supporting them is my way to give back.”

How did you use the funds dedicated to staffing?



Some providers found they could meet their core needs with the funding, while others identified additional needs in areas such as:



Staff Compensation/
Benefits



Staff Recruitment/
Retention



Building
Infrastructure



Supplies/Materials/
Equipment

What needs did you have that you couldn't address with the funding?

What would you share with decision-makers?



“[Child Care Counts funding] saved us. We would have **shut our doors** and **turned away 66 families** that all have parents that need to work. However, this is a temporary fix. **I need a long-term fix.** ... Invest in education, invest in the children that we are supporting and growing, invest in the workforce that need their children taken care of.”

“Our child care program is a great center...because of the **dedicated time and passion** we put into providing quality care for each child and being a support system to our families and the surrounding community. [This funding] has helped us to ensure that we are **able to remain open** so that we may continue to provide the same care we've provided for over 20 years.”

Data represents responses from 507 child care providers from the City of Milwaukee.

Contact Kristin Kappelman at kkappelman@milwaukeesucceeds.org with questions.