



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# ONE VOICE

WISCONSIN YMCA STATE ADVOCACY DAY

January 31, 2023

9:30 am-12:00 pm



# AGENDA

Legislative Champion  
Focus on Childcare  
Legislative Reminders  
Youth in Government  
Foley & Lardner  
Assembly Majority Leader Tyler August  
Y-USA Updates

# WELCOME

**Rob Johnson**

CEO

Kettle Moraine YMCA

&

Public Policy Committee Chair

Upper Midwest Alliance of YMCAs

# STATEWIDE PUBLIC POLICY COMMITTEE MEMBERS

**Jon Agnew**

Regional Alliance of YMCAs

**Gage Beck**

Greater Green Bay YMCA

**Lisa Coombs-Gerou**

YMCA of Metropolitan Milwaukee

**Rob Johnson**

Kettle Moraine YMCA

**Stan Kocos**

Wisconsin After School Network

**Linda May**

YMCA of the Chippewa Valley

**Jessica Mieling**

Glacial Community YMCA

**Aaron Miller**

YMCA of Greater Waukesha County

**Mary Panzer**

Volunteer

**Donna Wendlandt**

Sheboygan County YMCA

**Mark Westover**

YMCA of Dane County

**Julia Wohlt**

Regional Alliance of YMCAs

**Ryan Zietlow**

YMCA of the Northwoods

**Team at Foley & Lardner**

Jason Childress, Joe Leibham, Ashley Schweitzer

# UPPER MIDWEST ALLIANCE OF YMCA'S TEAM



**Jon Agnew**  
Chief Executive Officer



**Chris Stenberg**  
Director of Alliance Services, MN



**David Dominick**  
MN Director of Public Policy



**Julia Wohlt**  
VP of Alliance Services

## FOLEY & LARDNER TEAM



**Jason Childress**



**Joe Leibham**



**Alicia Schweitzer**

# WELCOME

**Mark Westover**

CEO, YMCA of Dane County

# Y LEGISLATIVE CHAMPION INTRODUCTION

**Dirk Langfoss**

CEO

YMCA of Dodge County

# Y LEGISLATIVE CHAMPION

## Representative Mark Born

- 39<sup>th</sup> Assembly District
- Dodge & Washington Counties
- Assembly Co-Chair of the Joint Committee on Finance (JFC)





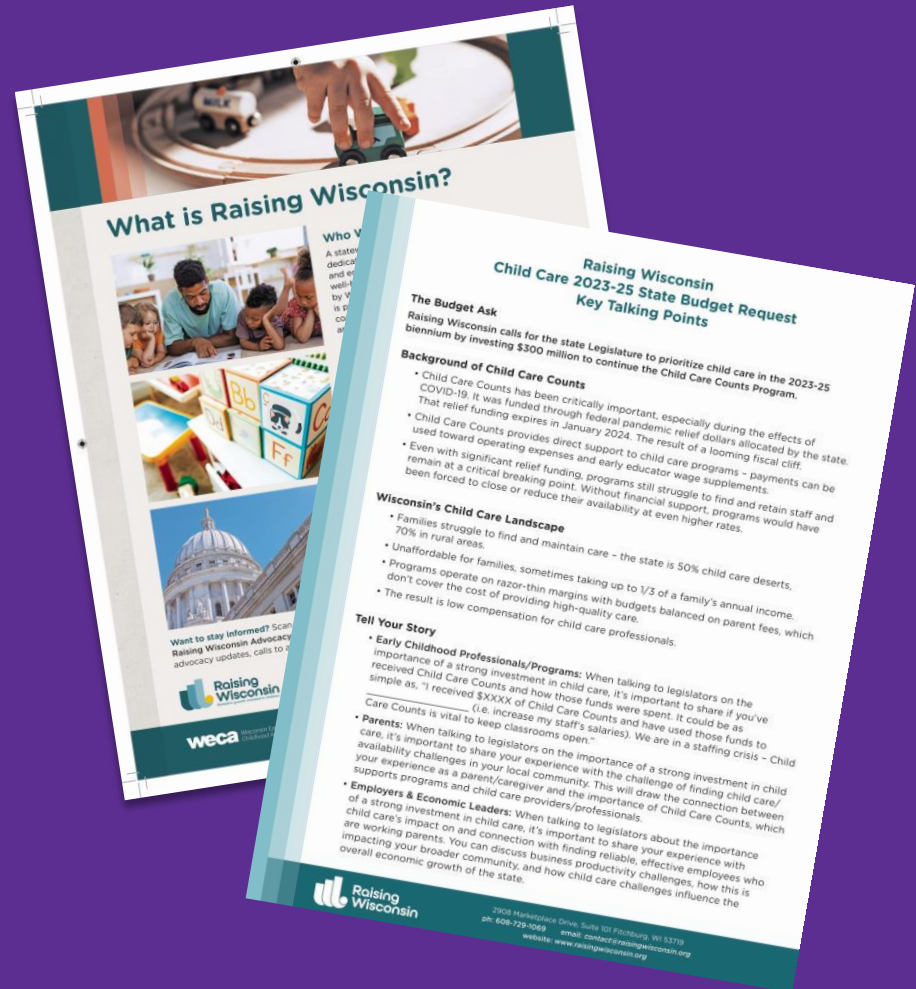
# FOCUS ON CHILDCARE

**Jackie Anderson**

Director of Raising Wisconsin

**Jennie Melde**

Director of Community Outreach  
La Crosse Area Family YMCA





# The Case for a State Investment in Child Care

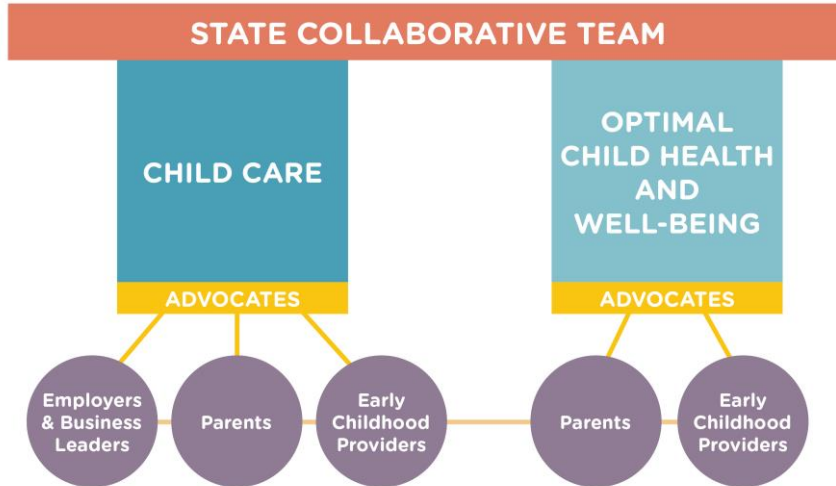


# Raising Wisconsin Coalition & Partnerships

Raising Wisconsin, a new initiative launched in April 2022, builds on decades of WECA's advocacy work on behalf of the early childhood workforce and early care and education. It began in 2019 as the Wisconsin Infant Toddler Policy Project.



Raising Wisconsin is powered by a multi-sector coalition working to ensure every family with young children has the resources they need to access affordable, high-quality, culturally and linguistically responsive child care and the tools they need to support optimal child health and well-being.



# Raising Wisconsin State Collaborative Team

Birth to 3



First5  
FOX VALLEY



KIDS FORWARD  
Every Kid. Every Family. Every Community.





# Child care challenges have economic implications.



The long-term economic impact of Wisconsin's child care crisis is estimated at **\$4.2 to \$6.4 billion.**

# Child care challenges create workforce issues.

Wisconsin has a **notably higher rate of working mothers of infants and toddlers (68%)** than the national average (62%).

Parents are less reliable and effective employees when they struggle with child care. **Some are forced to drop out of the workforce entirely.**



# Employers and business owners recognize this reality.



Approximately **4 out of 5 Wisconsin employers** say the state economy is **impacted** by parents' access to affordable, high-quality child care.

**Nearly two-thirds** say child care is a way to **retain valuable employees**.

**Why is there this ripple effect on  
workforce and the economy?**



# Cost is high and care is hard to find.



Wisconsin family with one infant: **1/5 of their annual income.**

Typical family with an infant and 4-year-old: **1/3 of their annual income.**



**Child care “deserts”** exist across more than 50% of the state and 70% in Wisconsin’s rural areas.

This means there are more than three children under age 5 for every licensed child care slot.

# The child care workforce is essential yet undercompensated.



**More than 80%** of Wisconsin's early childhood educators have **some form of higher education yet:**

- Earn only an average of **\$11 to \$13** an hour
- Rarely access standard benefits
- 26% of center providers and 34% of family providers receive at least one form of **public assistance**

**This leads to a more than 40% turnover rate.**

# The child care business model is broken.



Child care programs' budgets are largely funded by parent fees and therefore operate on razor-thin margins.

Fees collected have to support:


- All staff salaries
- Rent
- Utilities
- Food
- Other operational needs

As a result, programs often cannot offer competitive wages and standard benefits.

**With the damaging effects of the pandemic, public funding has been a lifeline.**

# Overview of Public Investments 2020-Present

## Wisconsin - Federal ECE COVID Relief

|   |   |                 |
|---|---|-----------------|
| Coronavirus Aid, Relief, and Economic Security (CARES) Act              | Child Care Counts COVID-19 Emergency Payment Program (Spring and Summer 2020)                                       | \$51 million    |
|   | Child Care Counts COVID-19 Supplementary Payment Program (Fall 2020)  | \$79.7 million  |
| Coronavirus Response and Relief Supplemental Appropriations Act (CRRSA) | Child Care Counts COVID-19 Response & Relief Program (Spring 2021)  | \$107 million   |
|   | Workforce Retention and Recognition Program   | \$10 million    |
|   | Technology Access Program   | \$10 million    |
|   | Shared Services Networks  | \$5.5 million   |
|   | Provider Training   | \$5 million     |
|   | Employer-Supported Child Care (Partner Up!)   | \$10 million    |
| American Rescue Plan Act (ARPA)   | Child Care Counts Stabilization Payment Program (Run monthly beginning in November 2021)                            | \$357 million   |
|   |  Supplemental Discretionary CCDBG | \$223.2 million |

**These funds will no longer be available  
in January 2024.**

**Which means Ys in Wisconsin will need to cover \$11M to maintain the current level of quality programming.**

physiologist resources radiology  
high dentist electrical mammography  
field mayoclinic land registered healthcare  
technologist engineer registered nurse director analyst  
crew health personnel mental cpa tech  
farmer science business management physician veterinarian  
western technical college nonprofit manager educator hvac owner exercise  
clinical writer doctor education  
assistant finance food gundersen teacher accounting  
hospital viterbo human professor kwiktrip supervisor  
marketing construction services dental librarian rn sales administration  
survey hygenist manufacturing pharmacist chief protective  
nurses foundry financial pilot veterans  
optumserve adult drawer practitioner furniture  
pipefitter



## OUR CHILDCARE/SCHOOL AGE PROGRAMS

590 Summer Childcare/Camp - 10 locations

- La Crosse, Onalaska, Holmen School Districts

***30 children on the waitlist weekly***

889 School Age Care - 15 locations

- La Crosse, Onalaska, Holmen School District Elementary School Buildings

***72 children on the waitlist***

85 Early Childhood Center - 1 location

***401 current waitlist***

## 2022 ANNUAL PICTURE

Received \$957,143 in DCF Funding

Without this funding we would need to raise  
rates 38%

**As a state we need a strong investment in  
child care.**

# Raising Wisconsin's Child Care Budget Request



Raising Wisconsin is advocating for a  
\$300 million state investment  
to ensure ongoing funding for  
Child Care Counts.

# Advocacy Tools & Resources

Visit [www.raisingwisconsin.org/advocacy-tools-resources/](http://www.raisingwisconsin.org/advocacy-tools-resources/) for:

## COMMUNICATING EFFECTIVELY: HOW TO CREATE IMPACTFUL MESSAGES

Our personalized toolkits provide email templates, talking points, relevant research and best practices.



Employers &  
Economic Leaders



Early Childhood  
Professionals



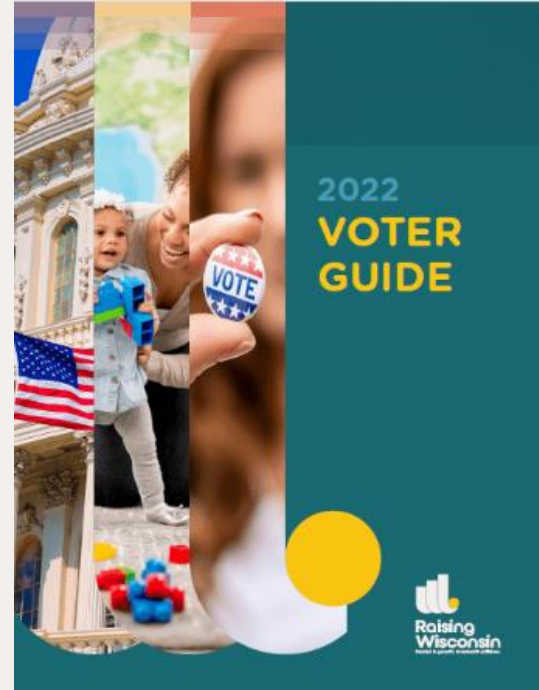
Community  
Leaders



Families

## CHILD CARE LANDSCAPE RESOURCES

View or download these one-page handouts covering Wisconsin's child care landscape, including its multi-layered challenges, broken business model, inadequate early childhood workforce compensation, and economic impact.



# QUESTIONS?

Jackie Anderson

Director of Raising Wisconsin

608-729-1069

[janderson@wisconsinearlychildhood.org](mailto:janderson@wisconsinearlychildhood.org)



Wisconsin Early Childhood Association

*Raising Wisconsin is powered by a multi-sector coalition led by WECA.*



@RaisingWisc



@RaisingWisconsin/





# LEGISLATIVE REMINDERS



Governor Evers at the YMCA of Greater Waukesha County last week



# YOUTH IN GOVERNMENT

**Orville Lindquist**

Program Executive

YMCA Center on Youth Voice

[Orville.Lindquist@ymcamn.org](mailto:Orville.Lindquist@ymcamn.org)



# INTRODUCTION FOLEY & LARDNER

**Jon Agnew**

CEO, Regional Alliance

# FOLEY & LARDNER, LLP

## **Jason Childress**

Director, Public Affairs

## **Joe Leibham**

Director, Public Affairs

## **Alicia Schweitzer**

Director, Public Affairs



# INTRODUCTION OF FEATURED GUEST

**Mike Kramp**

CEO

Geneva Lakes Family YMCA

# ASSEMBLY MAJORITY LEADER TYLER AUGUST

[tyleraugust.com](http://tyleraugust.com)



# INTRODUCTION YMCA OF THE USA UPDATES

**Jon Agnew**

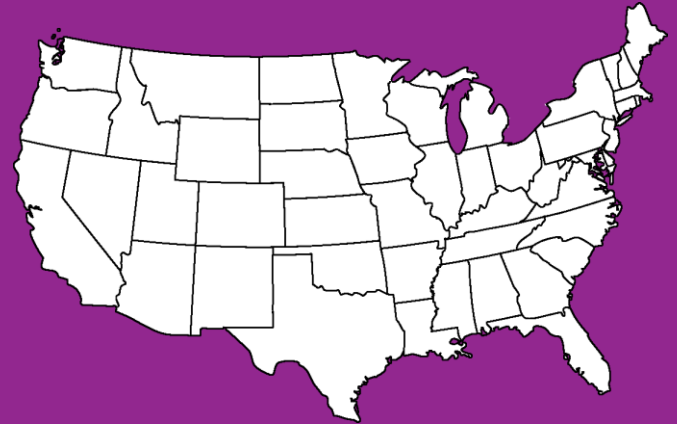
CEO

Regional Alliance of YMCAs

# YMCA OF THE USA UPDATES

**Jim McGowan**

Y-USA, Government Relations





# AT THE HEART OF EVERY COMMUNITY

YMCA National Advocacy Days

FEBRUARY 13-15, 2023  
WASHINGTON DC





# 2023 FEDERAL LEGISLATIVE PRIORITIES

**Improve youth outcomes and support working parents by increasing access to quality affordable early learning and school-age child care programs.**

- Early learning and SACC footprint
- How are you meeting community needs
- COVID funding thank you and story (**State-by-State Data on Access to Relief Funding Available on Link**)

**Prevent the predicted tsunami of chronic diseases and increased health spending by investing in CDC to support state and community-level prevention and control strategies.**

- Impact of any evidence-based chronic disease prevention programs (diabetes, arthritis, LIVESTRONG, Parkinson's, etc.)
- Value to your community
- Impact of chronic disease in your state. (**State Fact Sheets Available on Link**).

**Strengthen the civic health of our youth, families, and communities by training a nation of bridge-builders and investing in civics education.**

- What types of civic activities does your Y offer (Youth and Government)
- What types of bridgebuilding work does your Y do?

# FOLLOW: ADVOCACY COMMUNITY ON LINK

**Advocacy**

Admin Tools Community Tools

Community has guest users

**Pages**  
[News Feed](#)  
[Posts](#)  
[... More Modules](#)

**Home** | [Federal Funding](#) | [Engaging Public Officials](#) | [Civic Engagement](#) |

**Announcements**  
**ANNOUNCEMENT**  
**AT THE HEART OF EVERY COMMUNITY**  
YMCA National Advocacy Days  
February 13-15, 2023

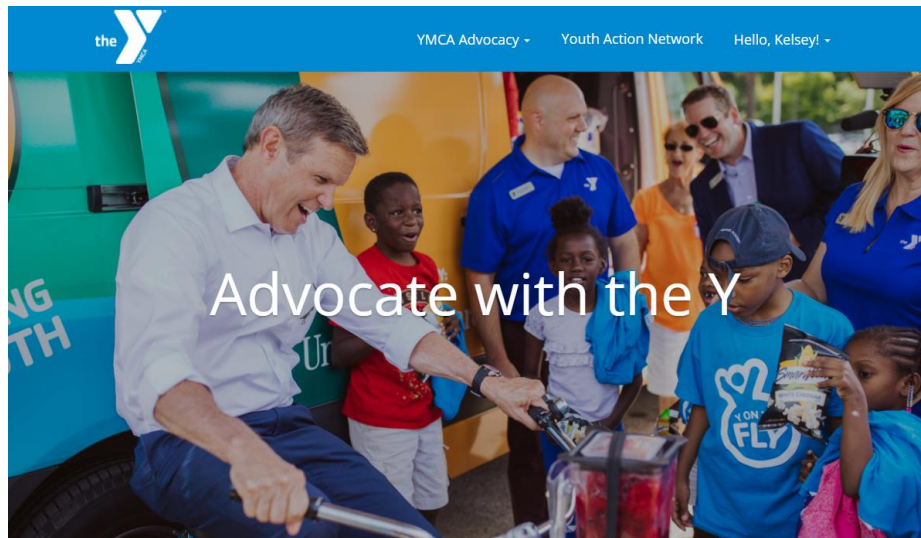
**National Advocacy Days Reg...**  
By Kelly Kennai in Advocacy

**Advocacy News**  
**Advocates Update: Jan. 11**  
• ONE WEEK LEFT for National

**Advocacy Quick Links**  
 [Advocates Update](#)  
 [2023 Legislative Priorities](#)  
 [2022 Voter Engagement Toolkit](#)  
 [Funding Opportunities Tracker](#)

**Tweets from @YMCAadvocacy**  
 **YMCA Governmen...**   
@YMCAadvocacy · 3h  
Thanks for being a #YAdvocate!  
 **Rep. Laure...** @RepU... · 21h  
 I'm thrilled to secure federal funding for YMCA's Safe 'N Sound program, and I had so much fun making slime t...  
   
 **YMCA Government Relations Retweeted**

# JOIN: YMCA ADVOCATES ACTION NETWORK



Lasting positive change in your community is possible. As an advocate for the YMCA, you can take an active role in influencing policy that can help make your community healthier, happier and more equitable.

Take Action Today!

[ymca.org/action](https://ymca.org/action)

# THANK YOU

**JIM MCGOWAN**  
**DIRECTOR, STATE ADVOCACY**  
**YMCA of the USA**

**Jim.McGowan@ymca.net**  
**651.442.6913**



# LUNCH

BOXED LUNCH: take and go!



# THANK YOU

**Upper Midwest Alliance of YMCAs**  
**[uppermidwestymcas.org](http://uppermidwestymcas.org)**