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4C BOARD OF DIRECTORS

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Neighborhood House

OUR MISSION

Connecting people and resources to cultivate accessible and high-quality early care and education for the benefit of children, families, and communities.

4C For Children

Child Care Resource & Referral Agency

2020 Annual Report

WHAT IS 4C?

4C For Children was founded on April 1, 1970 and we are the Child Care Resource & Referral Agency (CCR&R) serving the Kenosha, Milwaukee, Ozaukee, Racine, Washington, and Waukesha Counties in southeastern Wisconsin. 4C offers a variety of services that support quality Early Care and Education. We provide training for existing and new child care providers, help parents navigate the process of child care options available, work closely with the State of Wisconsin regarding the delivery of YoungStar services, and provides a USDA Food Service program for Family Child Care Providers. 4C is recognized as a leader in the field of early education. The Main office is located in Milwaukee, with satellite offices in Racine and Washington counties.

Our work towards our two main objectives of supporting Early Care and Education Programs and connecting families to these programs changed dramatically in 2020 due to the worldwide pandemic.

Staff in all departments jumped in to help. We called hospitals to assess essential health care workers' need for child care. We contacted providers to see if they were open and willing to accommodate children of essential workers in their programs and we helped match children needing care to available slots in the child care centers.

Child care providers that remained open during the pandemic needed basic supplies and PPE so their programs could stay open. 4C converted our two training rooms to house those much-needed supplies. Through the generous funding from the Greater Milwaukee Foundation, we received PPE supplies purchased by the United Way as part of the MKE ECE Civic Response Team for child care providers. Over 1500 PPE kits were distributed by contactless delivery and curbside pick-up.

4C also worked with DCF's Southeast Regional Licensing Office (SERO) by housing and distributing 450,000 diapers, pull ups, baby bottles, and baby wipes from FEMA for child care providers. Coakley Movers graciously donated their trucks and movers to help get the diapers

to our office. Licensing staff helped unload the diapers off of the delivery trucks and fill 200 giant blue bags that Ikea in Oak Creek donated. Several licensers helped 4C take the provider's diaper orders out to the provider vehicles. Licensers also picked up and delivered the diaper orders for their programs in Racine and Kenosha. 400 child care providers received over 400,000 diapers as well as baby wipes and bottles, hand sanitizer donated by SC Johnson Wax, Mask Up Milwaukee masks, sanitizer spray from Hydrite, and face shields and gloves from 4C.

This was one of the most helpful and fulfilling projects 4C has ever done. We put our masks on and talked to providers as we loaded their vehicles and asked where they were having luck finding cleaning supplies and shared that with other providers as we loaded their vehicles. We asked how they were doing, how their families were doing...it was glorious to be able to connect with the people caring for our children in the most challenging time of all of our lives.



PPE supplies in our classroom.

Blue Ikea bags full of PPE supplies.



RESOURCE & REFERRAL

4C For Children's Resource and Referral Department (R&R) helps parents in locating a child care program that meets their child's individual needs.

> PARENT REFERRALS: 596

> CHILDREN SERVED: 768

> TECHNICAL ASSISTANCE:

> TO FAMILIES: 1266

> PROSPECTIVE PROVIDERS: 324

> REGULATED PROVIDERS: 4688

> COMMUNITY: 171

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TRAINING DEPARTMENT

The Training Department at 4C offers training and educational services to the child care providers in our six community area to promote quality practices and programming. In 2020, the training department quickly pivoted from in-person classes to virtual classes on the Zoom meeting platform.

Highlights:

› ENTRY LEVEL CLASSES

Total number held = **46**

Total number with breakdown by language = **39** in English, **7** in Spanish

› CONTINUING EDUCATION COURSES/WORKSHOPS

Total number held = **162**

Total number with breakdown by language = **153** in English, **6** in Spanish; **3** in Hmong

Number of correspondence format offered = **22** titles offered

Total training department participants = **3178**

› TRAINING & EDUCATION PARTNERSHIPS:

Department of Children and Families

Saint A's

Maximus, Equus, DWD, America Works, Employ Milwaukee

Supporting Families Together Association

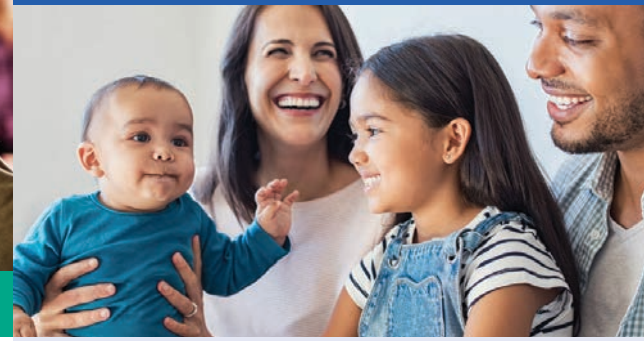
› INFORMATION SESSIONS:

The Training Department also provides INFORMATION SESSIONS every other month to individuals that are considering opening a regulation child care program.

Total number held = **4** held

Total number participants = **60**

Total number with breakdown by language = **ALL** English



THE 4C FAMILY CENTER in Washington County



provided programming to parents and families to promote quality interactions and encourage developmentally appropriate learning.

PARENT EDUCATION PROGRAMS OFFERED: 32

NUMBER OF ADULTS ATTENDING: 225

FAMILY PROGRAMS OFFERED: 88

NUMBER OF ADULTS & CHILDREN ATTENDING: 1298

JOURNEY PEER SUPPORT PROGRAM: 100

MAXIMUS Child Care Subsidy Program 2020

The MAXIMUS Child Care Subsidy Program (MCCS) supports eligible participants by funding the total cost of care while the parents seek work, attend school or training. This program provides subsidies to children birth through 12 years of age. A child with exceptional needs as defined by the State and proven with documentation can be served to age 19. This program has a "parent – choice" policy. The parent selects a regulated program of their choice.

TOTAL FAMILIES ENROLLED:

PARTICIPANTS = 144 CHILDREN = 192

PATHWAYS

to

Quality

CONFERENCE & RESOURCE FAIR

PATHWAYS TO QUALITY

YoungStar is the primary sponsor for the Pathways to Quality Conference and Resource Fair held in Milwaukee County. The intent is to provide child care professionals with access to resources and information related to quality child care practices.

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**CHILD CARE
PROFESSIONALS
ATTENDED THE
2020 VIRTUAL
CONFERENCE.**

USDA CHILD & ADULT CARE FOOD PROGRAM (CACFP)

Through the CACFP, the 4C Food Program offers assistance in providing healthy and nutritious meals to enrolled children.

› **# OF PROVIDERS CLAIMING = 450**

› **NUMBER OF CHILDREN IMPACTED BY CLAIMS = APPROXIMATELY 4,540**

› **NUMBER OF MEALS/SNACKS SERVED = 1,210,806**

› **NUMBER THAT COMPLETED THE ANNUAL CACFP TRAINING = 450**

› **TOTAL # OF HOME REVIEW VISITS = 681**



YoungStar is Wisconsin's Quality Improvement and Rating System and is designed to help Wisconsin's child care providers be as successful as possible. 4C provides YoungStar services throughout our 6 county service delivery area to help programs increase their YoungStar rating.

NUMBER OF VISITS

TO CHILD CARE PROGRAMS = 4,758

TOTAL HOURS OF

TECHNICAL ASSISTANCE PROVIDED = 8,326

**NUMBER OF PROGRAMS WHOSE
STAR RATING WAS RAISED IN 2020:**

GROUP = 13 SCHOOL-AGE = 5 FAMILY = 11