For Child Care business owners: I also sent out the Child Care Counts math in the last email, but here it is again to make it easy to find:

To determine your Child Care Counts percent: (This isn't profit, it is just all revenue in)

Add up all revenue sources (should have all your parent receipts, 1099s and food program income by now).

Take the total you received from Child Care Counts and divide by the total revenue

That is the percent of revenue that is from child care counts. This is how much you will need to increase your rates starting January to offset that loss.

So, to make the math simple I am saying $100,000 revenue

Child Care counts income $22,000

22% of revenue was child care counts so will need to increase parent tuition by at least 22% to stay steady.

Communicate this to parents and ask them to communicate with their employers, colleagues, and if they rely on help from friends and family, and ask all of them to write to their representatives.

**Below you will find some options of stories. Please do NOT think these are what you need to say and make sure they make sense for you and your story. Your story matters, but be honest and make it real.**

So using the above example a 2-3 minute story you can craft is as follows as a **child care owner:**

Hi, my name is Corrine Hendrickson, and I own Corrine's Little Explorers Family Child Care Center. This past year 22% of my revenue was from Child Care Counts using federal funds, that funding will end in January. If the state doesn't include at least $300 million in the state budget to continue the program I will have to increase my rates by 22% to make up that lost revenue. I have used the money to offset tuition for families, increase my wage so I can better support my family, and hire two substitutes so I can go to appointments, take classes, and participate in events like this and not have to close.

Using the above example a 2-3 minute story you can craft is as follows for a **parent:**

Hello, my name is Jane and my children currently attend Corrine's Little Explorers Family Child Care Center and since she received monthly Child Care Counts payments she didn't need to increase her rates so our family was better able to absorb the higher costs of groceries, utilities, and gas. However, once the funding ends in January, if the state doesn't continue the program my rates will go up $50 a week per child for my two children. That is $100! I will either need to get a $4 an hour raise or seriously consider quitting because it won't make sense for me to continue working.

Using the above example a 2-3 minute story you can craft is as follows for **other business owners/employers:**

Hello,

My name is John and I currently own a small business retail store in a rural community. It has been difficult to recruit and retain high quality staff already, but the lack of child care has been an increasing problem over the last several years, but covid has made it worse and my employees are being more honest now about why they are quitting. Before they just left, now they are communicating with me about why they aren't able to work. I have done what I can to be flexible because I understand it costs money to hire and train new people, but if Child Care Counts isn't continued in the state budget I don't know how I can possibly raise wages $4 an hour without going bankrupt. The large business in my community can absorb the cost or raise their price point, but I simply can't do that. Investing in child care is investing in all our small businesses, too.

So using the above example a 2-3 minute story you can craft is as follows as a **child care educator:**

Hi,

My name is Tanya and I have worked at x child care for 4 years. I have taken classes and am working on my associate's degree, I love what I do and caring for and educating young children is the most important job in our society. I am literally growing brains as 90% of that growth happens in the first five years and I also support parents through their struggles with parenting and provide them resources so they can better meet their child's needs and understand child development. However, I currently make $12.66 an hour without benefits, after receiving $2 an hour raises from the Child Care Counts funding. Once that funding ends, if the state doesn't include it in the budget, I don't know how my employer will be able to keep the doors open and I need to support my family.

So using the above example a 2-3 minute story you can craft is as follows as a community member as a **grandparent:**

My friends and family members are all complaining that they can't find child care or afford it. I am considering going to part time so I can help my son out on Fridays since their child care program is no longer able to be open on Friday because of the lack of teachers. I already have to leave early to pick up my daughter's child from a different program that has shortened their hours to be open five days a week. I am able to help, but what about all those other people who don't have family or friends close by? Having to reduce my hours, though, will reduce my retirement and that isn't a good financial decision either.

So using the above example a 2-3 minute story you can craft is as follows as an **employee:**

The lack of child care means that I have to help out my colleagues with young children when they don't have care. My employer isn't able to hire more people which increases my workload, the state investing in Child Care Counts means that I can go back to my original job description and not have to continuously take on a higher workload without the higher pay I deserve.

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