

The Children's Journal

News from Campus Child Care for parents, advocates and all who work to provide quality early care and education for children and their families.

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Our mission and vision:

We envision creating model programs and services, based on research and best practice, that are affordable, available and of the very highest quality.

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Message from Lynn



“At this defining moment in our history, preparing our children to compete in the global economy is one of the most urgent challenges we face.” (From Organizing for America)

The quote above references the importance of high quality early care and education to prepare the next generation for success through activities that facilitate both problem solving and creativity. Science confirms that children are born “ready to learn” and that relationships, first with family, and then with other children and adults, are the strongest indicators of how children develop. Research also tells us that high quality care and education increases social emotional, language and cognitive functioning, thereby supporting children’s positive development outside of the family context. Our campus directors work hard to ensure the quality of our campus programs by developing and supporting our workforce (comprised of ~100 early childhood teachers and therapists); meeting hundreds of local and national accreditation standards of practice; and most importantly, partnering with families to support the child’s

development within the context of the family relationships.

Given that one of the most critical times to influence learning in a child’s life is the period before kindergarten, campus centers must excel in providing meaningful, research based pre-service teaching and research opportunities for UW and community students. In the past year, over 6,500 hours were spent in our campus centers by over 400 students/ researchers from eight UW departments (including several community programs and two other colleges) as a part of their course studies or research activities. And, as our campus centers prepare to contract with Madison Metropolitan School District (MMSD) to provide universal 4-year-old kindergarten, UW’s early education faculty and staff have actively participated in curriculum development, program and student assessment and professional development activities necessary to implement 4-K community wide. This collaborative outreach confirms our commitment to high quality early education programs, closing the achievement gap and sharing our best practice expertise.

Lynn Edlefson, Director

Development Updates: HOORAH for Campus Child Care!

We are happy to report to our donors and interested friends that we met our 2010 annual goal for each of our funds. We did so through individual donations and fundraising activities (current donors are listed on pages 2 and 3). An added “plus factor” is that we expanded our group of friends who are interested in supporting quality programming for children and families. HOORAH and thanks to each of you for your help. You make a real difference in ensuring that we are responsive to the needs of our campus families.

It’s always a pleasure to talk with you about our programs, our funds or how you can help support campus child care initiatives. Please e-mail Connie Wilson at clwilson@wisc.edu for any information or updates.

As a reminder, your personal checks, payroll deductions or credit card donations can all be accommodated and are greatly appreciated. Please visit our website [http://occf.wisc.edu/
giving/giving.htm](http://occf.wisc.edu/giving/giving.htm) to make a donation.



We appreciate your generous support!

New Campus Child Care Initiatives

- Mr. David A. Borghesi & Ms. Nancy Borghesi
- Ms. Ann T. Boyer
- Mr. James W. Cain & Dr. Miriam F. Simmons
- Dr. Martha L. Casey
- Ms. Karen G. Crossley
- Ms. Lynn Edlefsen and Mr. Dale Edlefsen
- Ms. Margaret N. Harrigan
- Dr. Patricia A. Mullins & Prof. James R. Smith
- Mr. Matthew T. Oswald
- Prof. Lee G. Pondrom & Prof. Cyrena N. Pondrom
- Mr. William J. Richner
- Mr. Douglas N. Rose
- Ms. Margaret S. Roth & Mr. Gerald L. Roth
- Dean Gary D. Sandefur & Ms. Kathy Sandefur
- Ms. Karen M. Stevenson & Prof. Rodney E. Stevenson
- Ms. Connie L. Wilson
- Women's Philanthropy Council

Classified Staff Child Care Grants

- Mr. Stephen M. Appell
- Mr. Gary D. Mitchell
- Ms. Annette Montgomery
- Dean Nancy Westphal-Johnson
- Ms. Connie L. Wilson



Hourly Child Care Usage Increases Again!

Chicken Soup is a center-based hourly and mildly ill child care program that has been our partner (through contract) since 2006. Prior to that time we tried, with limited success, an in-home care model following the closing of Meriter's Ginger Ail Program in 2003. So, when two nurses, Becky Ketarkus and Jessie Pindilli, let it be known that they were interested in starting such a service, we were thrilled with the opportunity.

In the four years that Chicken Soup has been open, the services provided have proven to be an invaluable resource for our campus families. No more crying parents in our office because they have a test and a sick child at home on the same day. We now have options for faculty attending conferences or those coming to campus for short term academic engagements, and every fall we can count on one of our new faculty members to use the hourly care while they secure regular full-time child care. Word of mouth and great services have resulted in consistent increases in annual utilization for faculty, staff and student families served. Within this past year alone, student utilization increased in both number and hours used at the center by over 100% while faculty/staff utilization increased by over 50%.

So what's the secret of Chicken Soup's success? Well for one, our office provides a reduced rate program (called Kids-Kare) for income eligible families thanks to financial support by student government and the UW Women's Philanthropy Council, who supported this new initiative from

the beginning. To date, over 100 families receive support for Chicken Soup through Kids-Kare with more applying each month. Second and equally important, Chicken Soup enjoys a stellar reputation among the families who use the service; children are well cared for by a nurturing and responsive staff. A UW-Madison staff member reports, "My son loves going to Chicken Soup. We've used the mildly ill program when he's been sick and also the hourly care when his school was closed for breaks. He always asks to go back!" This parent is among the 100% of those surveyed who agree that Chicken Soup provides quality care and exceptional value to campus families.

From those who provide financial support for Kids-Kare, we often hear "why didn't they have this when I was on campus?!" Indeed, this service was on the "wish list" for many years before Chicken Soup evolved. Thanks again to every member of the UW Women's Philanthropy Council for their long term commitment to this program and to student government for caring about students who happen to also be parents.

Chicken Soup offers infant/toddler hourly care at 601 N. Whitney Way and preschool/school age hourly care at 3553 University Avenue. All of the mildly ill care (ages 0-12) is located at 3553 University Avenue in a separate HEPA-filtered room. Reservations are required for all care. Please visit www.universitykids.org/Chicken_Soup.html for more information.

We Love Campus Child Care!

Supporting campus child care is an easy choice for me because our family gained so much by having our children enrolled at the UW Preschool Lab and Bernie's Place. The quality of the care and education our children received from a remarkable crew of teachers was unparalleled. We all have cherished memories of participating in various social activities, shared meals, birthday celebrations and end of year traditions associated with each program. Both of our children (now freshmen in high school and college) have maintained friendships with their pre-school chums as we have also done with their parents. Now that's bonding!

An even easier choice has been to support campus child care through an automatic payroll

deduction. In the long list of tasks that occupy us all on a regular basis, knowing that I have already taken care of my priority giving opportunities through a payroll deduction is my strategy for making life run a bit more smoothly. It also simplifies our recordkeeping when tax time rolls around. Plus, I have a written monthly reminder of what I value and choose to support monetarily.

Consider setting up a payroll deduction for your contributions to campus child care and know your help means real support for children and families!

*Cathy Trueba, mother of two sons and
McBurney Resources Center Director*



Stories from the Women's Philanthropy Council

The involvement and commitment of the Women's Philanthropy Council (WPC), founded in 1988, has never been more important than it is today. The WPC band together to give an annual gift to support the Kids-Kare program on campus and has done so since 2006. The Kids-Kare program makes back-up, hourly and mildly ill care affordable for UW-Madison faculty, staff and students. WPC provides funds for reduced fees for back-up child care for income-eligible UW faculty and staff using Kids-Kare services.

The WPC is a group of 25 women who inspire, encourage and advocate for women to publicly give major gifts to the University area of their own choosing, in their own name. Although their voices are diverse, they are united in their concern about the issues that affect UW-Madison women: from the youngest freshman struggling to finance her education, to the staff member balancing child care and job performance, to the faculty member dealing with demanding academic responsibilities and feelings of isolation.

Two members of WPC share with us their perspectives on this passion and their commitment to child care:

Martha Casey, Assistant Vice Chancellor Emerita for Academic Planning and Analysis offers her perspective.

* "My daughter was born shortly after I arrived in Madison in 1968 and was working as a research scientist. I needed to find child care for her, but found that the University had no child care centers and provided no assistance to families in finding good and reliable child care. It took several tries to find a private arrange-

ment that worked well for our daughter. This experience led me to believe strongly that the University needed to start by providing at least one child care center, especially if it was trying to attract more professional women," she said.

"For over forty years, child care has remained a key interest of mine as I feel it is so essential in enabling women to undertake demanding careers. I want to support child care in my estate planning because I think it is such an important need at the University, and because I feel it has had, and will have, the support and leadership it needs to prosper and develop further."

Nancy Borghesi, chair of the Women's Philanthropy Council, took a different path, but shares Casey's concern.

* "While I chose not to have children, in part because of a desire to pursue a demanding career (in a nearly all male field), women today should not be precluded or hampered from pursuing their careers because of their choice to have children. Adequate child care is essential if women are to compete equally with men. I first learned about the needs for campus child care from a presentation that Lynn Edlefson gave to WPC. From Lynn I learned how limited the resources are for child care." Nancy has personally supported child care in addition to her gifts through the WPC.

Thanks to the leadership of the WPC, Kids-Kare's support for families, as well as support for the initial start up costs for new facilities, was made possible by gifts from WPC.

Packer Football Raffle Results

In typical fashion, Connie Wilson was able to get a signed football (with help from brother Woody) and sell \$1,000 worth of raffle tickets to support the Classified Staff Child Care Grant Fund. As a former cheerleader, she may have promised to do a cheer for the winner ... and here are the results!

Aaron Rodgers Autographed Football: Winner Phil Kessel, Verona

Framed Aaron Rodgers photo: Winner Dave McConell, Whitewater

"G" Force Flag: Winner Jason Danielson, Verona

Special thanks to Bruce Meier of Kollege Klub (Madison), and Rick and Ellie Hartmann of Rick's (Whitewater), for selling raffle tickets.

Donors continued*

Connie L. Wilson Child Care Center Fund

Mr. Joseph J. Corry & Mrs. Barbara Weston Corry

Ms. Mary Locast

Mr. Carl F. Makuch

Dr. Lorraine F. Meisner

Ms. Martha A. Taylor & Mr. Gary L. Antoniewicz

Ms. Sarah Tutton & Mr. Jarrod Nelson

Ms. Connie L. Wilson

Ms. Gertrude B. Wilson

Mr. Woody Wilson

Mr. Larry W. Wold & Ms. Donna J. Wold

Prof. John A. Young & Ms. Gail M. Snowden

Student Child Care Scholarship Grants

Dr. David J. Castro & Dr. Amanda M. Durik

Dr. Jichuan Chang & Dr. Haining Zhang

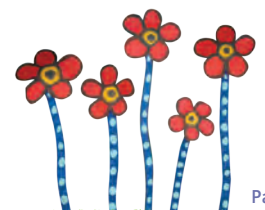
Dr. Jeffrey M. Hoerning

Dr. Ruth M. Saecker

Mr. Matthew M. Sumera

Dean Nancy Westphal-Johnson

*Donations received October 2010-January 2011



Classified Staff

The Classified Staff Child Care Grants Fund was set up in 2003 and has since provided annual grants to families to support quality child care. Annual grants are available (based on fund availability) on a year round basis in addition to meeting responses to child care needs during emergency situations. The note below came from one of the grant recipients this year:

“I would like to thank you so much for awarding me a child care grant this year. My family, as well as many others, are facing furloughs, wage freezes and continued tough times. I would like you to know that this child care grant has helped our family in so many ways included insuring we have quality care for my son and making us feel supported as we attempt to grapple with all our responsibilities! I am very grateful to the donors who felt this grant was a need worthy of their dollars. Again, please accept my sincerest thank you.”

Marrion Ladd, English Department

Save the Date for Jazzin' 2011!

There are so many great things about Jazzin' ... Great food and music, time to connect with friends and colleagues, and most importantly, the chance to honor this year's extraordinary early childhood teachers: Debb Schaub and Paula Zipperer from Eagle's Wing; Carol Woltman, Mary Locast and Kerri Lynch from Waisman Center; and Patti Moeser from Preschool Lab will all be on hand to share the evening and their contributions to campus child care with you.



We look forward to seeing you there!

Plan to be in the 14th annual Jazzin' photo!

Thursday, June 2
Tripp Commons, Memorial Union
5-7 p.m.

Questions/Want to volunteer/Make a donation?
Contact Connie L. Wilson, 890-2841
or clwilson@wisc.edu

