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Continued Stabilization Funding: A Lifeline with a Deadline

By Chanel Clark

Last month, Wisconsin Governor Tony Evers attended the Wisconsin Early Childhood Association (WECA) conference to announce that he is directing \$170 million to support child care programs. Complimentary registration to the annual conference is one of many benefits that members of WECA's Shared Services Alliance receive and the team is poised to work with members to leverage the Governor's funding opportunity to support long-term change.

The Governor's funding is intended to secure continuity of the Child Care Counts Stabilization Payment Program through June 2025. While these funds may not match previous levels, they respond to the urgent need for continued financial support and represent a victory for Wisconsin child care providers. This

pivotal support is a lifeline but with a deadline. It demands significant action on the part of child care providers to ensure the financial sustainability of their programs. It is a call for child care providers to enhance their systems, seek guidance, and initiate crucial changes in their programs.

Child care providers have a dual role—providing exceptional care and running businesses that need to thrive. Providers cannot dwell in the immediate yet temporary relief this extended funding offers. This moment represents a time to take compassionate yet business-focused action in striking that balance.

The Wisconsin Early Childhood Association has harnessed a host of resources to help support the sustainability of child care businesses, including business coaching, Child Care Management Software, and human resource supports available through [Wisconsin Early Education Shared Services Network \(WEESN\)](#). Child care providers, with WEESN support, are poised to actively use this time to make changes that ensure business sustainability and thereby secure a brighter future for Wisconsin’s youngest children.

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