

When we all invest in QUALITY child care...

...everybody in Wisconsin benefits. It's true! For every dollar we spend ensuring our kids have safe, nurturing places to learn and grow, our communities get up to \$9 back in better health, lower crime, higher incomes, and a stronger economy.¹ But for everyone to benefit, we all must do our part.

Businesses
gain a competitive edge



Businesses that offer in-demand child care benefits and programs don't just **recruit and retain** the best talent, they strengthen their culture and build a **more productive** and satisfied workforce that's profitable.

Educators
expand and innovate



Just imagine it: expanded services and specialized care with **better wages** and benefits for highly educated staff. Child care programs are a **worthwhile investment** that make quality care accessible.

Children
build vital, lifelong skills



Research shows high-quality care and learning opportunities from birth to age 5 give kids a **great start in life**. They improve **health, learning, and social skills**, and even makes graduation and a higher income more likely.

Families
work, play, and stay



Quality child care that everyone can afford gives families the economic stability to join and remain in **Wisconsin's workforce**. They **put down roots** that raise property values and community spirit!

Communities
grow so much stronger



It all adds up to strong, safe, resilient communities that **attract new families and growing businesses**. Investing in child care sparks **economic wellbeing** that every new generation can pass along to the next.

Discover all the ways making a shared investment in Wisconsin child care can help your business and community thrive. Visit dcf.wisconsin.gov to learn more.

¹<https://wedc.org/wp-content/uploads/2021/03/Governors-Blue-Ribbon-Commission-Report.pdf>

