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The Demand

"[F]inding PAID CHILDCARE FOR INFANTS WAS ACTUALLY IMPOSSIBLE... Our youngest children were on wait lists for over a year (and we signed them up before they were born). At one point we were 27th on the waitlist at an infant daycare center. In my experience, the acutest need in Ashland is for infant day care." – Respondent to AADC & Ashland County UW-Extension Survey (June 2015)



Washburn Early Learning Center
65 children on waitlist (March 2018)



EverGrow Learning Center Survey
73 responses indicated a need for care for 80 children (March 2018)

2

Community Development

95

Childcare slots available at the EGLC

51%

Of Enrollment Spots Reserved for Low-Income Families

Workers

14 FT
5 PT

19.1%

Of Ashland County's total population has incomes at or below the federal poverty level

1 in 4

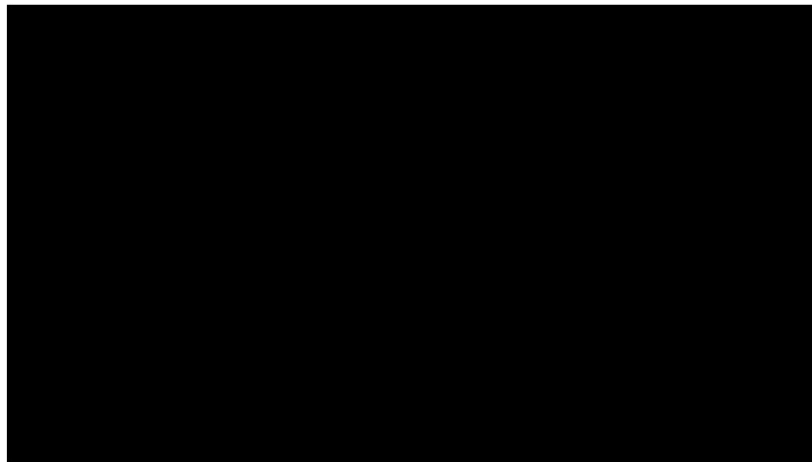
Children in Ashland are living at or below the poverty line

Critical

for Talent Attraction and Retention

3

Public Fundraising Campaign



4

Support & Funding of the EverGrow



- Catholic Campaign for Human Development planning grant
- Private business financial support
- Private business loan from local hospital
- Individual and civic group contributions (Rotary, Lions Club, etc)
- Material donations
- Duluth Superior Community Foundation grant
- US BANK loan through the Community Reinvestment Act Network
- USDA Community Facilities Grant
- Wisconsin Economic Development Corporation
 - Capacity Building Grant
 - Community Development Investment Grant, awarded through a partnership with the City of Ashland

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Today...



- Enrollment at 98%
- Demand for school age care and summer care
- Wisconsin Shares use increasing
- Expansion for additional infant care

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