

WANT TO BOOST YOUR BUSINESS? START WITH PROJECT GROWTH!



Apply for the Partner Up! Grant Program

Project Growth is investing in Wisconsin businesses and child care providers that want to add services, find child care solutions, and innovate. How? By giving employers money to pay for the true cost of care for their employees! We offer funding and support to businesses and child care programs that partner up to help make high quality, affordable child care accessible and sustainable.

What is the Partner Up! Grant Program?

The Partner Up! grant program, implemented by the [Wisconsin Department of Children and Families \(DCF\)](#) and administered by [Supporting Families Together Association \(SFTA\)](#), focuses on supporting partnerships between businesses and child care providers by offering funding to businesses that purchase slots for employees' children at existing regulated child care providers. Awarded businesses, ranging from child care and health care to retail and manufacturing and everything in between, receive funding based on the true cost of care, number of slots, and age group.

How does the Partner Up! Grant Program Work?

Employers apply for a Partner Up! grant. Funding is calculated based on the true cost of child care. If awarded, the employer will help pay for a minimum of 25-35% of the true cost of care. Parents may contribute up to 10% of the true cost of care, unless the employer covers this for them. The Partner Up! grant program will cover the remaining percentage of the true cost of care.

Applications will be open from April 12-May 12, 2023 at 5 p.m. CST

www.ProjectGrowth.WI.gov



Contact your Business
Child Care Advocate

Partner Up! is administered by
Supporting Families Together Association
(SFTA) in partnership with the
Department of Children and Families and
your local Child Care Resource & Referral
agency.

IMPACT OF PARTNER UP! ON CHILD CARE PROVIDERS

- Your program receives monthly payments in the amount of the **true cost of care**, often higher than market rates you are currently charging.
- Your child care program can use funds from Partner Up! for **staff compensation, purchasing quality child materials, professional development, and many other activities** to benefit your program.
- Partnering with local businesses **strengthens your community** and your program's local involvement and name recognition.
- Child care programs can **also apply as businesses** to reserve subsidized slots for staff.

FREQUENTLY ASKED QUESTIONS

Who is Eligible to Apply?

All businesses except government entities are eligible to apply. Funding is targeted to businesses and families that would not normally be eligible for child care funding. Parents/caregivers who currently receive Wisconsin Shares or are participants in the Inclusive Birth to 3 Child Care Pilot are not eligible to receive sponsorship from Partner Up! at the same time.

What is the True Cost of Care?

The true cost of care is the cost to provide high-quality, developmentally appropriate, safe, and reliable child care staffed by a professionally compensated workforce. This amount is typically higher than going market rates, and much higher than most families can afford.

Should I Apply if I Just Want to Partner With Local Businesses?

Child care providers who wish to partner with other businesses and reserve slots only should contact their CCR&R to be added to the list of interested providers. Child care providers should only use the Partner Up! application to apply if they would like to offer child care to their employees.

Learn more and apply at www.ProjectGrowth.WI.gov

FUNDING IS LIMITED. APPLY TODAY!



Wisconsin Department of
Children and Families



**PROJECT
GROWTH**



Supporting Families
Together Association