



Division of Early Care and Education
ADMINISTRATOR'S MEMO

_____ ACTION
 X NOTICE – DECE 25-02

ISSUE DATE: 9/25/25
DISPOSAL DATE: None

To: Local County and Tribal Child Care Agencies

From: Priya Bhatia
Division Administrator

RE: Wisconsin Shares Statewide Maximum Rate Increase

PURPOSE

This memo announces an increase in Wisconsin Shares maximum rates. The change will be effective on October 1, 2025.

RATE INCREASE

The Department of Children and Families is increasing maximum rates for Wisconsin Shares child care subsidies so that all rates are at least at the 75th percentile of the market rate for each age group. The rate increase, which goes into effect on October 1, 2025, will impact roughly 75 percent of Wisconsin Shares families, with the average increase around \$174 per month.

The new rates will be published at: <https://dcf.wisconsin.gov/files/wishares/pdf/max-rates-statewide.pdf> on October 1, 2025.

SHARES RATES DATA COLLECTION

To determine the 75th percentile of the market rate, the most recent provider rate data was reviewed. This data was captured from provider responses to various surveys and submission of current rates to local Income Maintenance agencies.

As always, child care providers are encouraged to annually review and update the prices they have submitted to the local Income Maintenance agency and participate in annual surveys. Providing updated information will help ensure higher subsidies for families during future rate increases as this data is crucial in determining amounts. Providers may update their prices using the [Child Care Provider Portal](#) or by contacting [the local agency](#).

CONTACT:

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