



PRESS RELEASE

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Press Conference Highlights \$100K ARPA Grant Expanding Childcare Access in Green Bay

GREEN BAY, WI – The number of regulated childcare programs across the state of Wisconsin has steadily declined over the last decade. In the New North Region, this sharp decline has placed a burden on all working families with young children who rely on access to care to maintain employment – particularly those who are Asset Limited, Income Constrained, and Employed or ALICE®. This childcare shortage has had significant effects on local employers and businesses, which need a reliable workforce for productivity and growth.

Yesterday, Brown County United Way, Family & Childcare Resources of Northeast Wisconsin (FCRNEW) and the City of Green Bay held a press conference to highlight the impact of a \$100,000 ARPA grant from the City of Green Bay. This critical investment is expanding access to childcare by creating over 200 new family- and group-based childcare slots within the city.

These newly created and in-progress childcare slots include:

- 7 newly regulated family providers – 48 new slots
- 2 certified family providers transitioning to licensed status – 4 new slots
- 1 group center expansion – 8 new infant slots
- 1 new group center opening in Spring 2025 – 23 new slots
- 2 additional group centers expanding in 2025 – 111 new slots (16 infant/toddler, 95 all-age)
- 4 family providers in the pre-licensing process – 32 potential new slots
- Total new childcare slots: 226 (current and in progress)

ARPA funds have been strategically invested in essential resources that made these new childcare openings possible, including:

- More than 1,100 hours of outreach and mentorship for childcare providers by FCRNEW Early Childhood Consultants.
- High-quality childcare materials purchased at discounted rates, including fencing, cribs/pack and plays for safe sleep environments, developmentally appropriate learning materials, dishes and silverware, tables, chairs, shelves, computers, and printers.
- Entry level training such as fingerprinting and background checks to ensure compliance with childcare regulations.

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This public-private partnership is helping to ensure that more families in Green Bay have access to safe, high-quality childcare options. Improving and sustaining our community’s childcare system requires multiple collaborators across the public and private sectors. BCUW and FCRNEW formed a partnership in 2021 to address the need for childcare access and availability for everyone in our community. BCUW and FCRNEW continue to work together with several organizations and investors to expand childcare access across Brown County.

For more information, visit www.browncountyunitedway.org or contact Robyn Davis, BCUW President & CEO: robyn@browncountyunitedway.org; Mayor Eric Genrich: MayorGenrich@greenbaywi.gov; Jamie Tramte Brassfield, FCRNEW Early Childhood Manager: jamie@fcrnew.org.

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About Brown County United Way

Brown County United Way’s mission is to unite people, resources, and ideas to co-create community solutions that strengthen every person and every community in Brown County. We envision an inclusive community where all individuals are able to meet their basic needs and have equal opportunity for stability in their health, education, financial well-being, and community connection.

About Family & Childcare Resources of Northeast Wisconsin

The nonprofit Family & Childcare Resources of N.E.W. was established in 2008 as a family resource center and a childcare resource and referral agency. We want every child to have a happy, healthy, and safe start in life, which is why we provide support for those who care for children throughout Northeast Wisconsin: parents/caregivers and childcare providers.

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