



OUR MISSION

WA Community Child Care's mission is to maintain positive partnerships in our community. A partnership that supports the needs and goals of each enrolled family as well as the greater community.

OUR PHILOSOPHY

IT IS OUR BELIEF that children thrive best in a positive, inclusive, enriched, and playful learning environment where they are encouraged and guided by passionate, kind, nurturing, and child-centered people.

IT IS OUR GOAL to partner with parents to enhance their parenting experience by providing family resources, periodic child development assessments, and a peace of mind knowing that we do our best to make the most of their child's day.

IT IS OUR COMMITMENT to provide exceptional child care, fully-develop a child's foundation for their future learning, and support the role of the parent as a child's lifelong primary role model.

OUR COMPANY

WA Community Child Care, LLC. has been operating as a licensed group child care center since 2015. We are located at 6682 West Greenfield Avenue in the City of West Allis. Our center details are as follows:

- Wisconsin Youngstar 4-Star Center (elevated levels of quality standards)
- National Accreditation Self-Study (expected submission 1st Q, 2020)
- Hours of Operation: 6:00am-9:00pm
- Flexible Scheduling for Families (½ day & seasonal)
- Ages of Children Served: 6 Weeks - 12 Years Old
- Licensed Capacity: 192 Children
- Employment Count: 45 Staff

OUR LEADERSHIP

WA Community Child Care, LLC. was founded by Thomas Wachowiacz. His experience includes working hands-on in every facet of a child care center for the last 22 years making his way from teaching to management to ownership. Over his career, he became certified as a child care center Administrator, Director, Early Childhood Teacher, and School-Age Teacher. He also participates in bi-yearly certifications of CPR/First Aid and Child Abuse & Neglect Prevention.

Additionally, Thomas is a West Allis homeowner and life-long resident. Growing up on the corner of 69th and National Avenue, many days were spent at Veteran's Park in their recreation program, playing baseball at Klentz field, and fishing in the McCarty Park pond. Through it all, he has witnessed first-hand the transformation of the Six Points corridor!

To assist in the center's day-to-day operations, Thomas is surrounded by an experienced, educated, and talented administrative team. They are as follows:

Jessica Ratter

Director

- Master's Degree in Curriculum Instruction - University of Wisconsin Milwaukee
- Bachelor's Degree in Mathematics Education - University of Wisconsin Milwaukee
- 11 Years Experience in Early Childhood Education

Heather Haugen

Administrator

- Administrator's Credential - University of Wisconsin Milwaukee
- Associates Degree in Criminal Justice - Milwaukee Area Technical College
- 17 Years Experience in Early Childhood Education

OUR DEMOGRAPHICS

With a thriving enrollment and waiting list, our location in West Allis has proven to be a high-demand area for child care. We consider ourselves a melting pot, as families are attending our center from diverse areas, income brackets, cultures, and ethnicities. Here are

a few facts of our enrolled families:

- Our families come from many of the surrounding communities and attend the center from various referral sources
 - Families attend from diverse areas and referral agencies:
 - Our neighborhood areas of West Allis, West Milwaukee, Milwaukee, Greenfield, and Wauwatosa
 - Employees of surrounding businesses, such as of Summit Place, WAWM school district, Aurora/Froedtert/Children's hospitals, nearby restaurants and service companies, etc.
 - Students of WAWM, MATC, Medical College, and UWM
 - Social service, workforce, and adoption agencies
 - Referrals from current and past child care center families
 - Commuters from suburbs using easy I-94 freeway access
- Families in attendance come from diverse economic backgrounds
 - The economic backgrounds of our families are closely aligned with the Wisconsin Department of Public Instruction's 2018-2019 school report card (<https://apps2.dpi.wi.gov/reportcards/home>) that listed 56.6% of West Allis households in the school system as economically disadvantaged
 - 55% of our families are considered low income and qualify for Wisconsin SHARES funds for their tuition payments
 - 45% our our families private pay their tuition

OUR ASSESSMENT

Child care needs are primarily driven by the employment and educational needs of our families. An industry trend we see most often is the need for child care for children ages birth-3 years old; however, demand for our services is high in all age groups.

In this current positive economic climate in the State of Wisconsin, the need for quality child care is in high demand. Per the Wisconsin Department of Children and Families (https://childcarefinder.wisconsin.gov/Search/SearchResults.aspx?q=BE-96-C5-CA:MHwwfHx8fFdFU1OgQUxMSVN8fDB8VHJ1ZXxUcnVlfFRydWV8VHJ1ZXxUcnVlfFRydWV8VHJ1ZXxUcnVlfEZhbHNlfEZhbHNlfFRydWV8VHJ1ZXxUcnVlfC0xfC0xfEZhbHNlfDv8YnwwfDB8fGR8RmFsc2V8MHxGYWxzZQ==)), the City of West Allis has 12 group child care centers. The Youngstar child care rating system has designated 7 of those centers as meeting elevated or highest levels of quality child care. We are proud to be 1 of those 7 quality child care centers!

At our center, we find ourselves with a consistent waiting list for our child care services throughout all months of the year. We see a bright future for our enrollment and our overall business health.

OUR MARKETING

The main focus of our marketing strategy is all about positive relationships within our community. It also includes popular sources of technology and exposure.

Relationships

Good working relationships with our social service, employment, and adoption agencies have given some families gateways to our services that they may have not known about. This relationship has been helpful for families who are in crisis or in emergency need.

Referrals

When you provide excellent service, your main referrals are usually from our existing customers. In our case, our families consistently refer their co-workers, friends, and relatives. Even now, we find some of the children we cared for in the past are having children of their own and are attending our center! To further promote this type of referral, we give our families referral credits that they can use on their own child care services.

GOOGLE Searches

Many of our clients are younger in a generation that are primarily using technology and social media in their daily lives. This has made marketing to parents relatively easy. Our website (wacommunitychildcare.com) has been an effective tool for parents in their internet searches of local child care centers. If you GOOGLE "West Allis Child Care", we are the first result listed.

Social Media

Our social media page (facebook/west allis community child care) has been an engaging place for parents and prospective families. It allows us to showcase our environment and personality prior to someone stepping foot into our facility! This year, we will be joining Instagram to further connect with the youngest generation of parents.

Transportation

We provide transportation to 22 local schools for our School-Age program. During 3 separate times of each week day, our 4 buses are out in the communities of West Allis, Wauwatosa, West Milwaukee, and Milwaukee. This exposure has also proven to bring in business, as our center's name, website, and phone number are prominently displayed on each bus.

OUR FINANCIAL OUTLOOK

For the 2019 fiscal calendar year, we will be ending with a financial gain. The latest financial statement from September, 2019 shows a year-to-date gain of \$103,179.29. We expect the year to end in a financial gain as well.

In November, 2019, we completed a consolidation of 2 centers that were located within blocks of each other. This consolidation has allowed us to keep our current enrollment while cutting approximately \$120,000 in yearly expenses. We are confident those savings will be represented well in our 2020 financials.

Additionally, we are applying for a national accreditation in the first quarter of 2020. Once we receive accreditation, we will have access to approximately \$120,000 each year from quality child care incentives from the State of Wisconsin Youngstar program.

To further review our company's finances, we have attached a copy of our cash flow estimates and budget for 2020. Additionally, you will find a copy of our latest financial statement from September, 2019.

OUR CURRENT FINANCIAL NEED

The cost of our consolidation construction project and related expenses is about \$158,000. We are able to cover approximately \$45,000 from our own funds. To finance the remainder of our consolidation expenses, we are seeking funds from the City of West Allis in the amount of \$113,000.

OUR CONCLUSION

It is our hope that the above information clearly outlines the dynamics and needs of our company. We look forward to speaking with you personally for more information on our business and current financial needs.

Additionally, we find ourselves proud to be a member of the West Allis community. It is a positive environment for our families, children, and staff alike. With our long-term lease in place, we are excited for our future in West Allis!

Respectfully Submitted:



Thomas Wachowiacz
Member/Owner/Licensee
WA Community Child Care, LLC.

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