

# A Broken Market System

Why do parents pay so much and child care professionals make so little?

Consider a Wisconsin scenario: A group child care center...



Open 10 Hours/Day



40 Children



1 Director

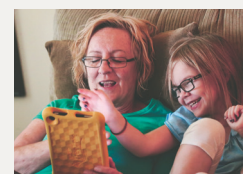
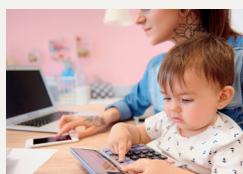


5 Lead Teachers



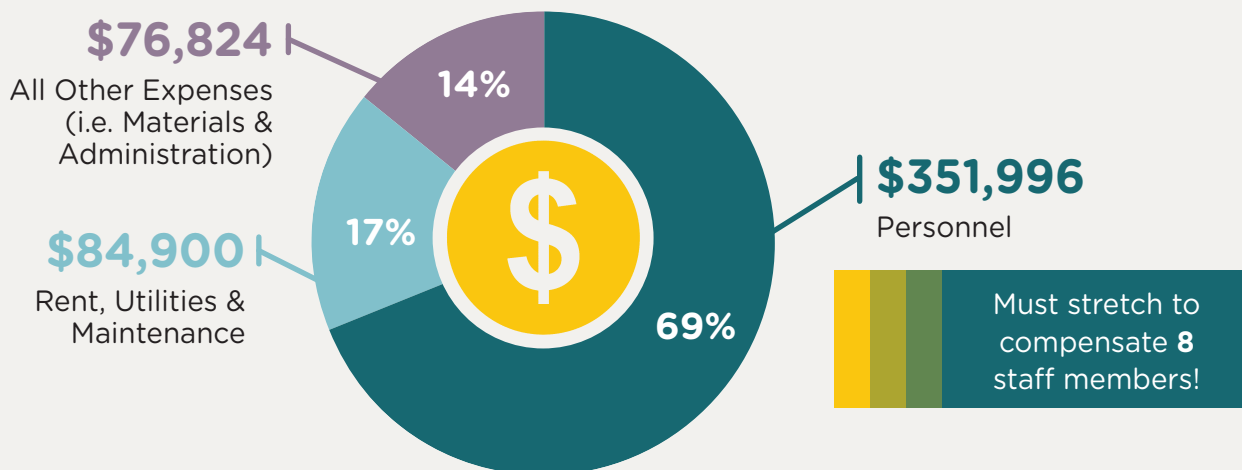
3 Assistant Teachers

...where parents pay an average of \$10,000 per child annually.



The center collects \$400,000 in parent fees.  
The center collects \$70,200 in Child Care Counts payments.

## Center Budget Overview



This means staff members earn an average of \$27,040 a year, or \$13.00 an hour. This does not leave room for standard benefits, like health insurance or retirement contributions.

It's clear: Parent fees can't cover the full cost of high-quality child care. When Child Care Counts ends, this program will face a \$4,100 monthly shortfall—requiring a \$1,500 annual tuition increase just to break even. To ease the burden on families and properly support early educators with fair pay and benefits, bold state and federal investments are urgently needed.

*Note: Scenario based on average tuition, space and other direct center expenses for a 3-star regulated Wisconsin program.*