

Every child is a promise



The Playing Field
Annual Report
2020

Mission in Action: Celebrating 5 Years

The Playing Field opened its doors on the west side of Madison in September of 2015. Our unique model addresses many of the issues related to equity and inclusion in early childhood programs. We provide high-quality early care and education to 72 children from the age of six weeks to five years. We intentionally integrate children from a wide range of socio-economic and racial backgrounds and break many of the barriers faced by low-income families to accessing quality care.

With the success of our first location and the commitment of support from our community, we strongly believe this is the time to move forward in this collaboration. In September of 2020, we began utilizing a temporary site to provide care for 20 children impacted by housing insecurity. We plan to open our new site in September of 2022, with the capacity for 100 children.

We are grateful for our partners and supporters who share our commitment to high-quality early education for all children.



Abbi Kruse,
Executive Director



We are committed to caring for children in the context of our community rather than in groups separated by what families can afford. We maintain a diverse enrollment by reserving child care spaces for children based on their funding source.

Our Mission

The Playing Field is a high-quality early learning center focused on early attachment and brain development.

In the context of our School Family, we care for and educate children experiencing homelessness right alongside children from more advantaged backgrounds. We believe our unique model is an important step toward minimizing the disparity among Madison's children and will have amazing benefits for children from both groups.

Segregation exists within the nation's child care system. High-quality early education programs are out of reach for many families. Even with subsidized child care, the rates at many centers are simply too high for struggling families. Children most in need of quality early education are not able to access it.

The Playing Field offers the highest level of early care and education to children from varied socio-economic backgrounds.



Leadership

Abbi Kruse, Executive Director

Site Directors

Michelle Henner, Midtown School

Mykenzie Lemberger, East Side School

Administrator

Jill Meyer, Center Administrator

Board of Directors

Tom Popp, President

Randy Ruplinger, Dean Health Plan

Stephen Pieroni, Parent Representative

Betty Bergquist, American Family Insurance

Donna Moreland, WI Dept of Safety and Professional Services

Dan Cheramy, Cheramy Story Arts and Marketing

Janean Dilworth-Bart, UW Human Ecology

Paula McKenzie, Volunteer Representative

Michelle Kern Hall, Parent Representative

Hannah Marie Turner, Parent Representative

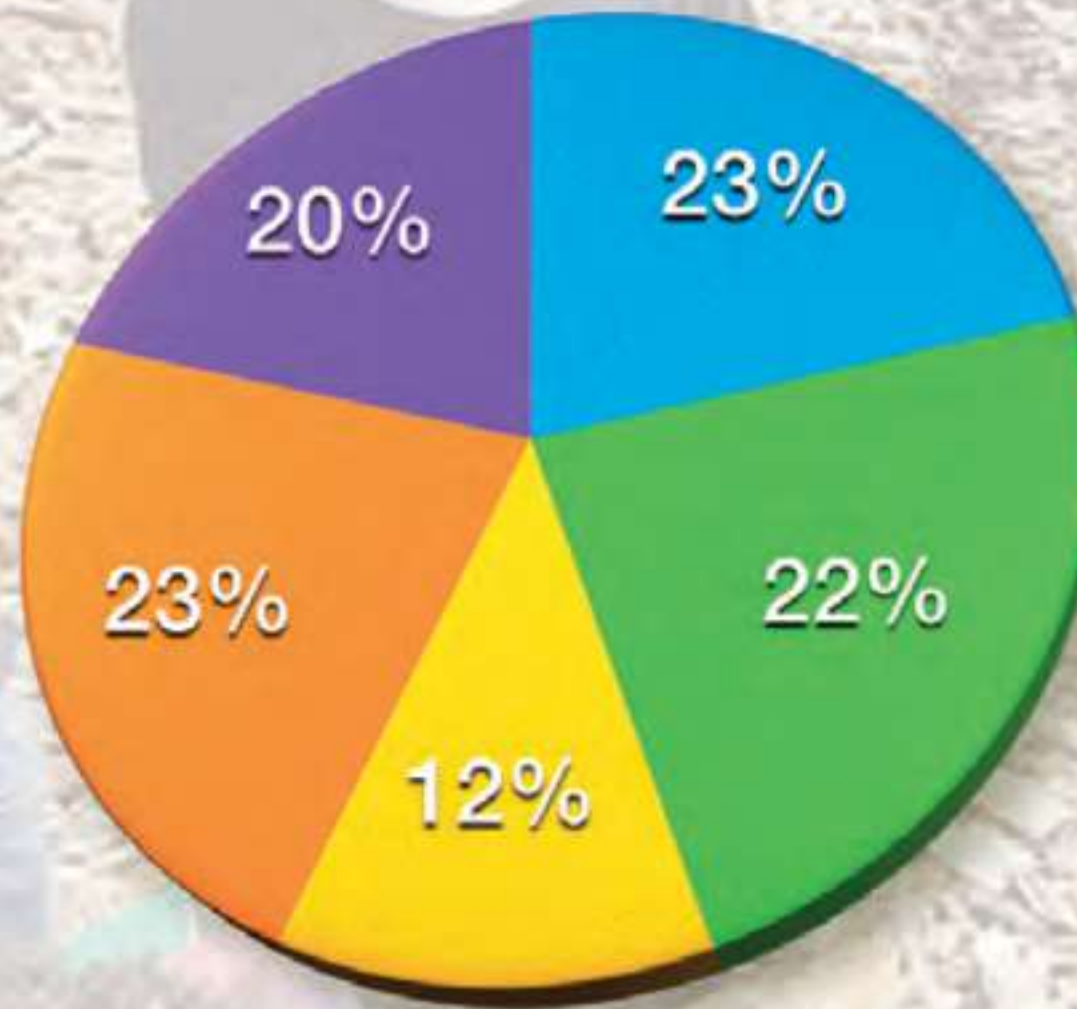
Nicky Remsik, TPF Teacher

Finances 2020

REVENUE

\$1,147,326

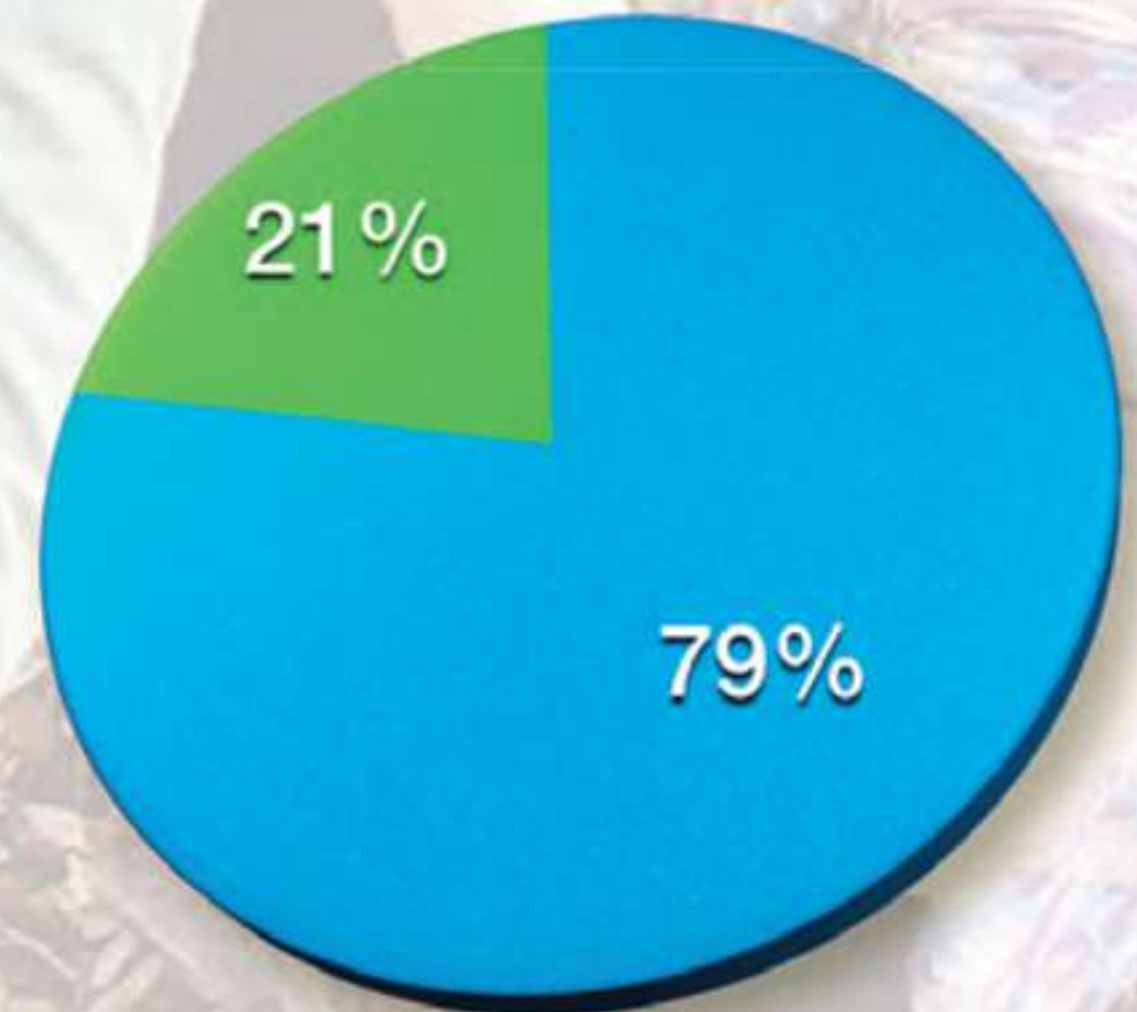
● Early Head Start	\$262,424
● Private Pay	\$256,116
● Donations	\$135,918
● Programs/Grants	\$268,375
● Subsidy	\$224,494



EXPENSES

\$980,153

● Personnel	\$774,763
● Operating Expenses	\$205,390



More than 3/4 of our revenue is invested into staff salaries, benefits, and training. The Playing Field values teachers and the critical role they play in the lives of children and their families.

All Children Deserve the Best

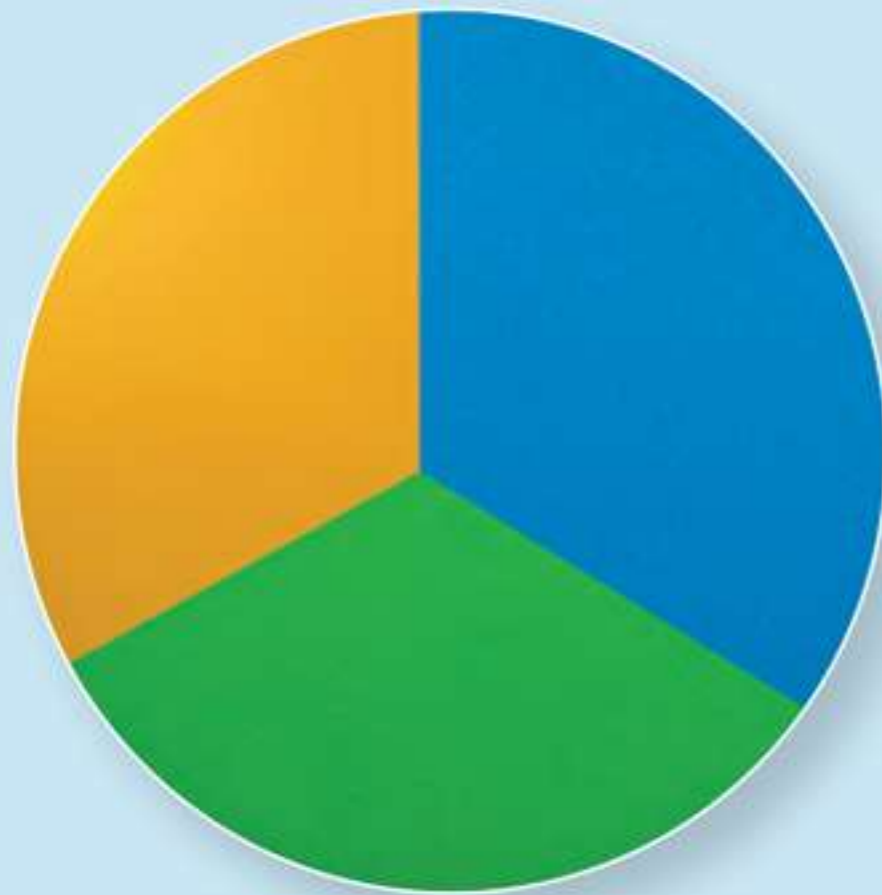
For a family who can afford it, Madison offers a wide choice of high-quality early childhood programs. At The Playing Field, we commit to making the highest level of quality care available to children from varied backgrounds.

We seek to care for children in the context of our diverse community. We see this as a beginning step toward minimizing the disparity among our youngest citizens.

As part of this commitment, enrollment spaces are reserved for children based on three specific funding sources:



Unique enrollment model of our first location.



1/3 FUNDED EARLY HEAD START
Homeless children are part of our community.

1/3 PRIVATELY FUNDED
Research supports the idea that children learn best in diverse groups.

1/3 FUNDED SCHOLARSHIP & PRIVATE FUNDS
High quality care is out of reach for many families.

72 children from the age of six weeks to five years enrolled between our two locations

5 stars The highest level of quality awarded by the Wisconsin Quality Rating System

80% of a child's brain development occurs before the age of three, indicating the importance of high-quality early child care

0 the number of children who have been suspended or expelled from The Playing Field

Celebrating 2020



A donation from Attic Angel Association for new playground equipment and a new sensory playground.

Making a difference



With the support of United Way of Dane County and City of Madison, we have opened our second location on Madison's east side. All the children in this site have been impacted by homelessness.

Building a future



New infant and toddler playground equipment was installed.

Custom-designed and -built sensory playground and learning stations.



New, expanded location is planned for opening in 2022. Our 15,000-square-foot school will have space for 100 children!



The Playing Field
the start every child deserves

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