

# Play Purpose Promise

The Playing Field  
Annual Report  
2021

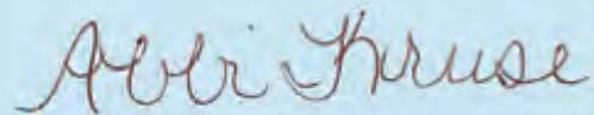


## The World We Imagine

One of the highlights of this year was the **grand opening of our sensory play path!** This one-of-a-kind space was created to support the sensory needs of children who have been impacted by trauma. We are grateful for all who contributed towards this effort, including Dr. Becky Bailey of Conscious Discipline®, our friends at Attic Angel Association, and The American Family Dreams Foundation!

**Reimagining early education** has been both exciting and challenging. I continue to be awed by our amazing teachers and their dedication to children and families! Walking into our classrooms always brings me joy and pride in the work that is being done each day.

With warm wishes and gratitude,



**Abbi Kruse,**  
Executive Director



“Providing families of all racial and socioeconomic backgrounds access to the same high-quality early childhood education gives those children, full of potential, the opportunity to learn from each other rather than internalizing the “way the world works” through misleading cues like segregation.

-Poverty, Diversity and the Preschool Classroom

## Breaking Barriers to Access

For over six years, The Playing Field has intentionally addressed the barriers that deny children access to high quality early care and education. Our diverse funding sources assure that no family is turned away due to lack of financial means. In addition, our trauma sensitive approach equips our staff to support children impacted by adversity such as homelessness.

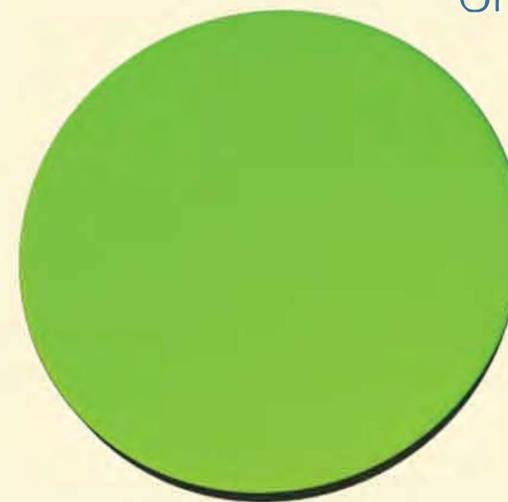
Our School Family reflects the diversity of our community and takes a step towards minimizing the disparity that exists between our youngest citizens.



**Our first location** reserves enrollment spaces for children based on funding source with one third paying full tuition, one third receiving scholarships, and one third funded by a grant from Early Head Start.



**Our second site** currently serves children funded by both United Way Dane County and the City of Madison. These funds provide for children impacted by homelessness. Our planned expansion will allow us to replicate the diverse enrollment model of our original location.



## 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.



**The Playing Field**  
*the start every child deserves*

## Leadership

**Abbi Kruse**, Executive Director

### Site Directors

**Michelle Henner**, Midtown School

**Julie Knade**, East Side School

### Board of Directors

**Tom Popp**, President

**Randy Ruplinger**, Dean Health Plan

**Michelle Kern Hall**, Family Representative

**Dan Cheramy**, Cheramy Story Arts and Marketing

**Betty Bergquist**, American Family Insurance

**Donna Moreland**, WI Dept of Safety and Professional Services

**Janean Dilworth-Bart**, UW Human Ecology

**Paula McKenzie**, Volunteer Representative

**Grace Edwards**, Teacher Representative

**Stephen Pieroni**, Family Representative

**John Oliver**, Family Representative

**Destiny Watkins**, Family Representative

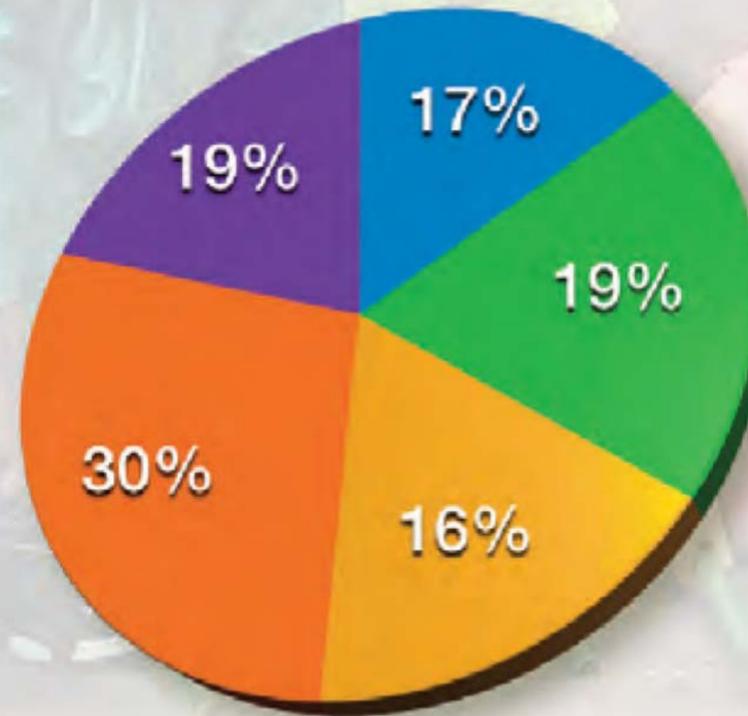
**Shakendra Madlock**, Family Representative

## Finances 2021

### REVENUE

\$1,621,348

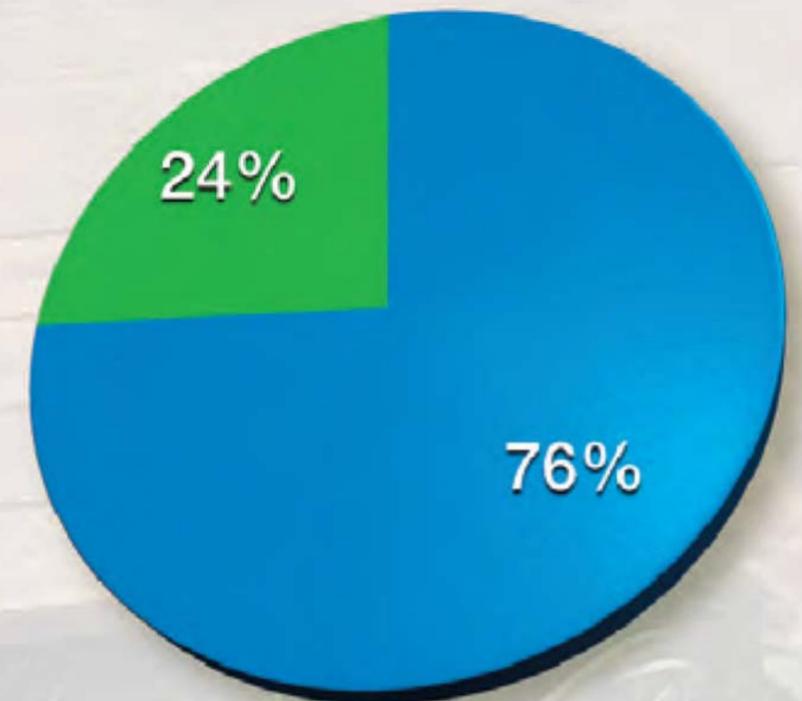
● Early Head Start	\$267,566
● Private Pay	\$309,307
● Donations and Other	\$257,184
● Programs/Grants	\$482,110
● Subsidy	\$305,181



### EXPENSES

\$1,462,872

● Personnel	\$1,112,689
● Operating Expenses	\$ 350,183



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.

# ONE-OF-KIND CUSTOM SENSORY PLAYGROUND OPENS TO HELP KIDS WHO'VE EXPERIENCED TRAUMA

The playground was custom-built for this special purpose, thanks to the generous donations of Attic Angel Association and the American Family Dreams Foundation.



Ribbon Cutting Ceremony  
Saturday, July 17, 2021



*Life is a  
Playground*



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*the start every child deserves*