

For Immediate Release
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Strengthening Systems So Children Can Thrive

Suggested title: Key Wisconsin nonprofit changes its name and look

The statewide nonprofit organization that administers key Wisconsin infrastructure for family support and children's early care and education has adopted a new name and brand. Supporting Families Together Association is now **Thriving Wisconsin - "Strengthening Systems So Children Can Thrive"**! Executive Director Dr. Heidi Luft stated, "We are absolutely delighted to be advancing forward into this next era with a name, logo, and tagline that better express the new energy and longstanding vision and mission of our organization."

On February 5th, **Thriving Wisconsin** hosted a "New Name for a New Era" rebranding celebration at the Clarion Suites in Madison, WI. They were joined by over 100 local, state, and national partners from government, business, academic, and nonprofit sectors. The event was sponsored by the Thriving Wisconsin Board of Directors, the Waters Center for Systems Thinking, and Lakeshore Learning. Speakers from Child Care Aware of America, the National Family Support Network, Department of Children and Families, Child Abuse and Neglect Prevention Board, and member CCR&R and FRC Directors discussed the critical role of **Thriving Wisconsin** in strengthening, integrating, and coordinating systems to better respond to the evolving needs of those who care for Wisconsin's children. Their Executive Director, Dr. Heidi Luft, shared how **Thriving Wisconsin** plans to lean into their organization's rich history as systems builders to guide their future direction.

Thriving Wisconsin cultivates a network of organizations and professionals across the state to provide high-quality, strengths-based early childhood and family support services in all communities. Their vision is a Wisconsin where all children can reach their highest potential, and all adults embrace their role and responsibility to children

For nearly 20 years, **Thriving Wisconsin** has administered Wisconsin's Child Care Resource & Referral (CCR&R) Network and Family Resource Centers (FRC) Network. They drive progress for Wisconsin's children, and all who care for them, by facilitating collaborative efforts among their Networks and community partners. They provide support as contract manager and fiscal agent, coordinate implementation of multi-site statewide programs and community outreach, lead quality assurance and improvement initiatives, administer systems for statewide data collection and management, develop data reports and policy recommendations, coordinate collective State and National advocacy efforts, provide training and coaching for our member agencies, and create opportunities for collaboration on fund development and projects that innovate solutions for family support and early care and education in Wisconsin.

Family Resource Centers (FRCs) are the primary service delivery vehicle for the Wisconsin Child Abuse and Neglect Prevention Board. They offer no- or low-cost family wellbeing services that respond to the needs of their local communities. This includes positive parenting and healthy relationship programs, child development activities, and navigation support to connect families with other helpful community resources. In 2023, 36 FRCs delivered services to 34,203 families across 49 counties and 3 First Nations.

Child Care Resource & Referral Agencies (CCR&Rs) are the eyes and ears of Wisconsin's early childhood system. Together, 9 CCR&Rs ensure access to quality, responsive early care and education supports for all 72 counties and 11 First Nations in Wisconsin. This includes help finding quality child care, foundational and health/safety trainings for child care providers, local data about child care trends (demand, cost, availability, quality), and navigation support to connect families and child care providers with other helpful services. In 2023, CCR&Rs referred 6,442 children to regulated child care and trained 11,032 child care professionals.

Under their new name, **Thriving Wisconsin** will continue to provide the same high-quality services and programming with the same dedicated team. To learn more about their work and the vital services offered by their member agencies, visit sftawi.org or contact them at info@thrivingwi.org.