Kids Win Wisconsin Launches Ambassador Program to Build Statewide Movement for Kids

Inaugural class of 10 Ambassadors trained to mobilize communities and advocate for stronger academic outcomes

Wauwatosa, Wis. — Kids Win Wisconsin announced the launch of its Kids Win Ambassador Program, a statewide initiative that equips Wisconsin residents with the knowledge, skills, and relationships to advocate for stronger academic outcomes for children. The inaugural class of 10 Ambassadors has completed a four-week training program and is preparing to engage families and communities across Wisconsin.

The urgency is clear. According to the 2024 National Assessment of Educational Progress (NAEP), only 31% of Wisconsin fourth graders read proficiently, including just 8% of Black students and 20% of Hispanic students. Wisconsin also has the nation's widest Black-white achievement gap in fourth-grade reading.

“Every child in Wisconsin deserves the opportunity to learn to read well and build a successful future. Families want that for their children, but they don’t always know how to take action and drive meaningful change,” said Brittany Kinser, Founder and CEO of Kids Win Wisconsin. “When families see the data on how our children are performing academically, they are deeply concerned and want to see change. We’re building a statewide movement that brings people together to make their voices heard, advocate for better policies, and improve student outcomes for our children.”

Through four training sessions, Kids Win Ambassadors learn to understand and communicate literacy data, share personal stories, build relationships, lead community conversations, and engage with local and state leaders. Kids Win Wisconsin provides ongoing coaching as Ambassadors put these skills into action through one-on-one conversations, Kids Win Huddles, and community advocacy.

For Milwaukee Ambassador Elsy Villafuentes, an educator and social worker with more than 20 years of experience, the training was eye-opening.

“I had no idea how many children were struggling academically because we simply aren’t talking about it enough. There’s no sense of urgency,” said Villafuentes. “As a mother, I don’t want my children entering college or the workforce unprepared because they didn’t receive the education they deserve. I became a Kids Win Ambassador to help families understand the data, access resources, and come together to advocate for our children.”

Kids Win Wisconsin aims to grow the network to 50 Ambassadors statewide, building a grassroots movement focused on ensuring 95% of Wisconsin children learn to read well.

Wisconsinites interested in becoming a Kids Win Ambassador can learn more at Kids Win Ambassador Interest Form.

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About Kids Win Wisconsin

Kids Win Wisconsin is a statewide, nonpartisan 501(c)(3) organization working to end Wisconsin's literacy crisis by informing families, mobilizing communities, and advocating for high academic standards and evidence-based policies. Its vision is a Wisconsin where 95% of children learn to read well.