

ADVOCAP Childcare Incubator Overview

Who is ADVOCAP?

ADVOCAP is the designated **Community Action Agency** for Fond du Lac, Green Lake, and Winnebago Counties.

ADVOCAP's mission is to **create opportunities** for people and communities to **reduce poverty** and **increase self - sufficiency** .



Wisconsin's Childcare Crisis

Severe shortage

- 33,000+ licensed slots unfilled
- 48,000+ children on waitlists

Economic impact

- Shortage costs $1.1B annually

Workforce strain

- $13.55/hr average wage
- ~70% below state average
- Lack of benefits

Family burden

- 14% cost increase in one year
- Up to $2,890/month for two children

An Innovative Solution

ADVOCAP Childcare Incubator

Creating opportunities for childcare entrepreneurs, local employers, and families in Oshkosh.



What is a Childcare Incubator?

Creates space for **independently owned and licensed** childcare businesses

Provides **low - rent separate spaces** in a shared building

Offers on-site **business and technical support** for providers

Designed for providers to **launch and grow** "up and out", creating **exponential growth** in local childcare

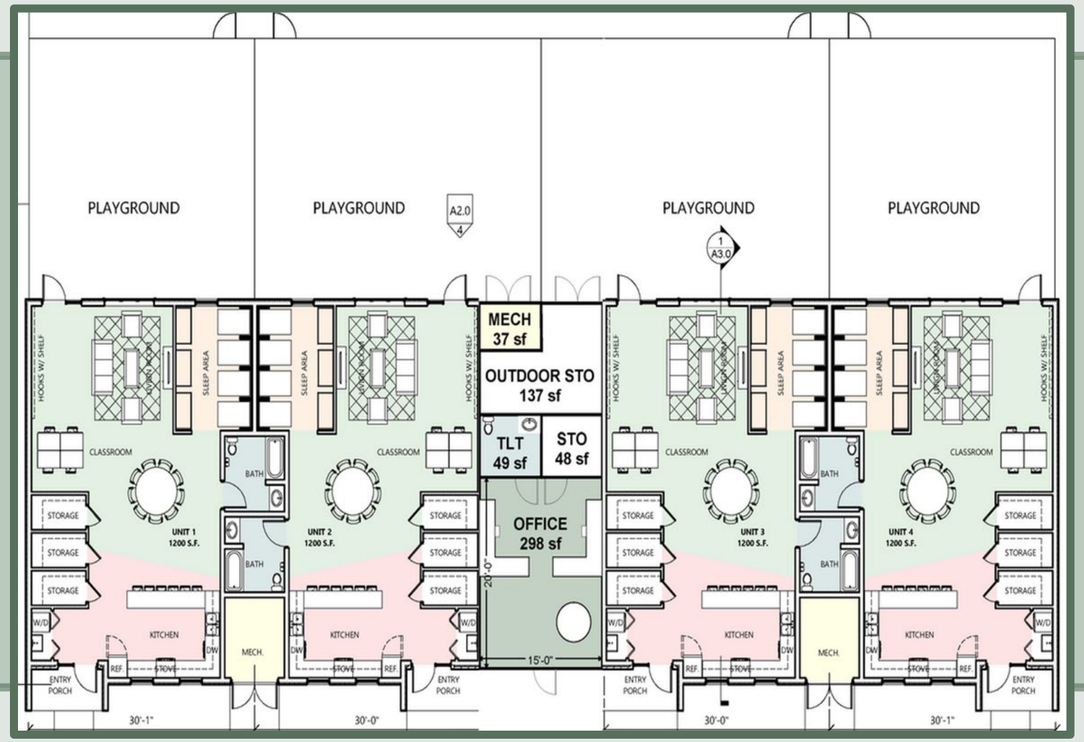


How the ADVOCAP Incubator Works

Childcare providers **rent individual classroom** spaces

Each business is **separately licensed and insured**

Operate under **DCF Licensed Family Childcare** rules



Rent and Savings Model

$800 affordable **monthly rent**

50% placed into **savings account**

Up to **$9,600 accumulated** in 24 months

Funds can support **starting a center** or completing required updates to **provide in - home care**

$800 rent	
$400 savings account	**$400** building operations
Launch capital for next location	• utilities • maintenance • shared facility

Sample Incubator Budget

$285 Average per week per child

$7,980 monthly gross revenue

$38,304 annual take home income

Budget assumes provider cares for one of their own children

Owner's Wages	$3,192
Payroll Taxes (15%)	479
Insurance	250
Food Costs	400
Rent	800
Telephone	15
Utilities	50
Health Insurance	200
Office Expenses	135
Supplies/Activities/Crafts	798
Total Monthly Expenses	$6,319

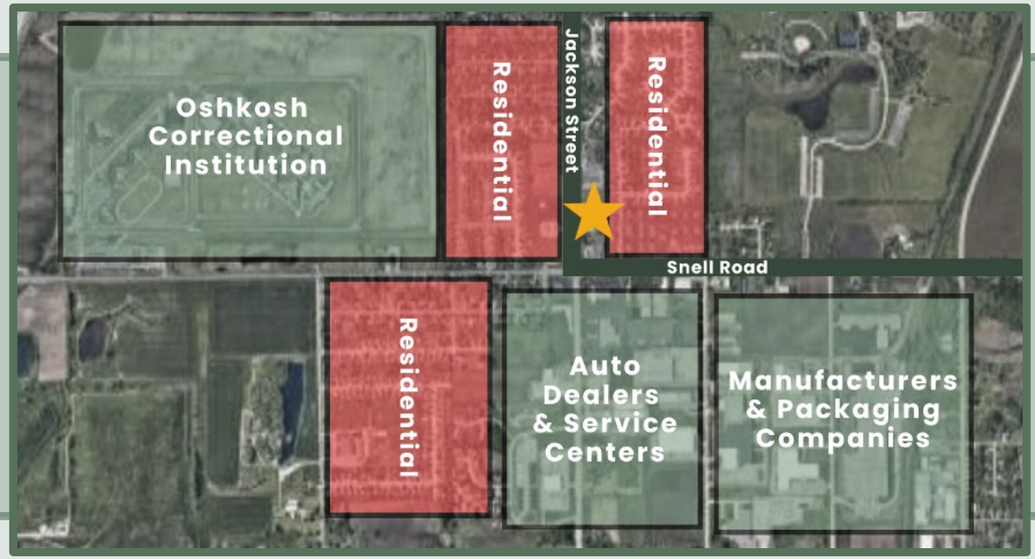
Local Workforce Impact

The Childcare Incubator could support

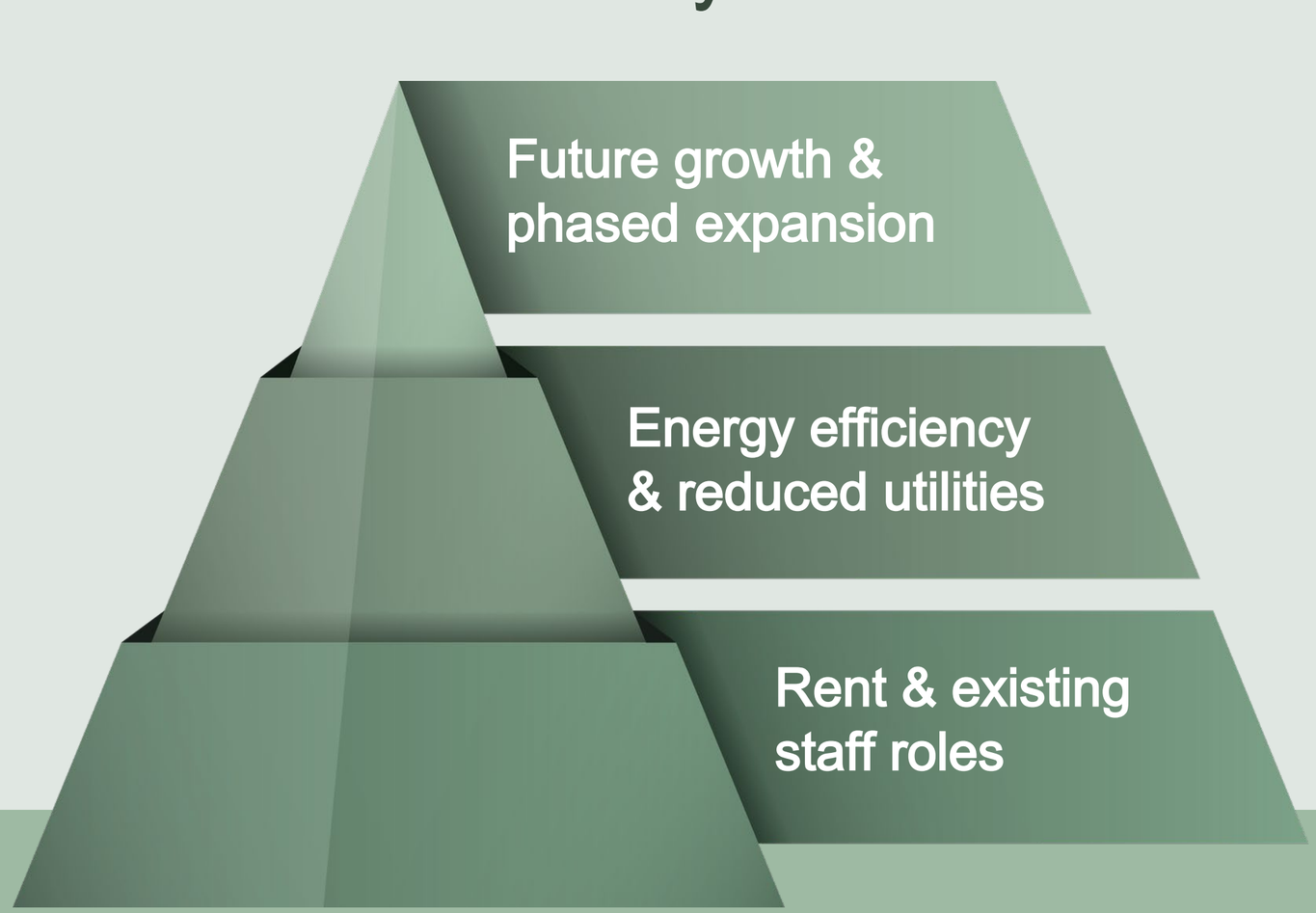
- 4-8 new childcare businesses
- 1st and 2nd shifts options with possible weekend availability

Potential for 32 –64 families to enter or remain in the workforce with access to childcare

Situated near housing and businesses



Long-Term Stability



Impact and Outcomes

Improve childcare access
Initially creates 32-64 slots, with potential for multiple shifts

Workforce development
Creates jobs for providers and supports working parents

Kindergarten readiness
Curriculum developed to support early learning standards

Increase self - sufficiency
Reduce barriers for entrepreneurs to maintain sustainable business

ADVOCAP Experience Behind the Model

Enhancing childcare access since 1969

Established first childcare center in Fond du Lac County



Supporting small business development for over 40 years

First ADVOCAP business incubator created in 1985



2500+

businesses launched locally

through Business Development Program



6000+

jobs created at new businesses

through Business Development Program



Strong cross - sector local partnerships

to position the project for long-term success



Funding the Construction of the Childcare Incubator

Federal Funding
- Small Business Administration
- Office of Community Service

State Funding
- WEDC
- Wisconsin State Building Commission

Local Funding
- City of Oshkosh

Community Funding
- Oshkosh Area Community Foundation
- Private Donations and Naming Rights

Choosing our Entrepreneurs

Application Process:

- Referrals from Childcare Resource and Referral
- Online Program Application

Tenant Selection:

- Interview selected entrepreneurs based on their application
- Select those that income qualify, are properly trained and are motivated to move beyond the incubator



Benefits to ADVOCAP's Childcare Incubator Program

Reduces Start - up costs

Affordable space

Lower risk



Onsite Technical Assistance

Guidance with licensing and regulations

Direction with budgeting, business planning and operations



Builds Business Skills

Training in financial management, marketing, enrollment strategies

Develops confidence and long-term sustainability



Improves Quality of Care

Access to best practices in early childhood education

Supports high-quality learning environments for children



Peer Support

Learn alongside peers facing similar challenges

Encourages collaboration and mentoring

Reduces isolation



Grand Opening

ADVOCAP Childcare Incubator

Coming Soon- December 2026



QUESTIONS?



Tanya Marcoe
Executive Director
tanya.marcoe@advocap.org

ADVOCAP