



2023-2025 BIENNIAL REPORT

The Honorable Tony Evers
Office of the Governor
115 East, State Capitol
Madison, WI 53702

Wisconsin State Legislators
State Capitol Building
Madison, WI 53702

Dear Governor Evers and Members of the Legislature:

Thank you for the opportunity to submit the Child Abuse and Neglect Prevention Board 2023-2025 Biennial Report.

This report details the Prevention Board's accomplishments in strengthening families and preventing child abuse and neglect. The report also includes initiatives for the 2025-2027 biennium that will advance the Prevention Board's vision that every child in Wisconsin grows up in a safe, stable, and nurturing environment.

During the 2023-2025 biennium, the Prevention Board:

- Invested over \$13 million to support state and local child maltreatment primary prevention and family support initiatives
- Formed a partnership with Roots & Wings Foundation, which invested \$150,000 to support parent education
- Received an Advancing Healthier Wisconsin grant for the second phase of the Strong and Stable Families research project
- Supported 20 of Wisconsin's 40 Family Resource Centers in the FRC of Quality Accreditation process with 12 FRCs achieving FRC of Quality Accreditation

The Prevention Board looks forward to continuing to work with your offices to advance evidence-informed, strengths-based public policies that support child and family well-being in Wisconsin.

Kind Regards,

Rebecca K Murray

Rebecca K. Murray, Executive Director

OVERVIEW

This report details the Child Abuse and Neglect Prevention Board's (Prevention Board) accomplishments during the 2023-2025 biennium and its goals for the upcoming biennium, as required by Wis. Stats. §15.04(1)(d). It also includes the Biennial Grant Plan as required by Wis. Stats. §48.982(2)(a), and the annual evaluation as required by Wis. Stats. §48.982(2)(f).

The Prevention Board was created by the Legislature in 1983 as the agency to lead child abuse and neglect prevention efforts in Wisconsin. For over 40 years, the Prevention Board has provided expertise and leadership on a statewide and local level; recommended to the Governor, the Legislature, and state agencies changes needed to state programs, statutes, policies, budgets, and administrative rules to reduce child abuse and neglect and improve coordination among state agencies providing prevention services; and encouraged professionals to recognize and address the problems of child abuse and neglect.

The 20 Prevention Board members represent offices of the Governor, Attorney General, State Superintendent of Public Instruction; Secretaries from the Department of Children and Families, Department of Health Services, and the Department of Corrections; two State Senators and two State Assembly Representatives appointed by the majority and minority leaders; and 10 public members appointed by the Governor for staggered three-year terms. The Prevention Board focuses its work in four priority areas:

- Policy
- Education
- Programming
- Collaboration

The work includes providing statewide leadership and expertise on best practices in child maltreatment prevention, advancing policies related to family support and child maltreatment prevention, funding local and statewide child maltreatment prevention efforts, providing education on strengthening families and child maltreatment prevention through public awareness campaigns, convening multi-disciplinary workgroups to advise on current issues in the field, and supporting the workforce through professional development education.

In 1998 the Prevention Board created the Celebrate Children Foundation, a nonstock, nonprofit corporation that provides resource development to help carry out the Prevention Board's purpose. The Prevention Board supports alternative work schedules and approves flexible-time work schedules based on individual staff needs as required by Wis. Stats. §230.215.

CURRENT MEMBERS

(as of October 1, 2025)

Erin Arango-Escalante - Public Member

Jonette Arms - Department of Health Services

Rep. Jill Billings - State Assembly

Paula Breese - Public Member

Allison Budzinski - Public Member

Sara Christensen - Public Member

Lynn Cook - Department of Justice

Alice Egan - Public Member

Dr. Max Ellithorpe - Public Member

Lance Horozewski - Department of Corrections

Julie Incitti - Department of Public Instruction

Sen. Jesse James - State Senate

Sen. LaTonya Johnson - State Senate

Dr. Jennifer Kleven - Public Member

Stephanie Lozano - Department of Children and Families

William Olivier - Public Member

Mary Anne Snyder - Governor's Designee

Rep. Patrick Snyder - State Assembly

Erika Traver - Public Member

Vicki Tylka - Public Member

PRIORITY #1: POLICY

2023-2025 ACCOMPLISHMENTS

- Provided staff support for the Wisconsin Legislative Children's Caucus and facilitated the following Caucus activities:
 - January 2024 – presentation from Prenatal-to-3 Policy Impact Center, Vanderbilt University, Peabody College of Education and Human Development on State Policy Choices Affect Healthy Child Development
 - April 2025 – presentation from Prenatal-to-3 Policy Impact Center, Vanderbilt University, Peabody College of Education and Human Development on State Policy Choices to Strengthen the Earliest Years
- Implemented the agency's 2023-2025 strategic plan
- Implemented the agency's 2023-2025 community investment plan
- Developed the agency's 2026-2028 strategic plan
- Developed the agency's SFY25 and SFY26 community investment plans
- Developed the agency's 25-26 Legislative Session Policy Guidelines and Agenda
- Monitored legislation impacting children and families
- Supported state agencies (Department of Children and Families, Department of Health Services, Office of Children's Mental Health, Department of Public Instruction) to cross-message information supporting families

2025-2027 INITIATIVES

- Implement the agency's 2026-2028 strategic plan
- Implement the agency's SFY26 community investment plan
- Develop the agency's SFY27 community investment plan
- Implement the agency's policy guidelines and agenda
- Monitor legislation related to strengthening families and child maltreatment prevention
- Continue to partner with state and local agencies to embed child maltreatment primary prevention practices into agency policies and practices
- Advance evidence-informed policies to support families and prevent child maltreatment
- Support partners by providing technical assistance on topics of mutual interest

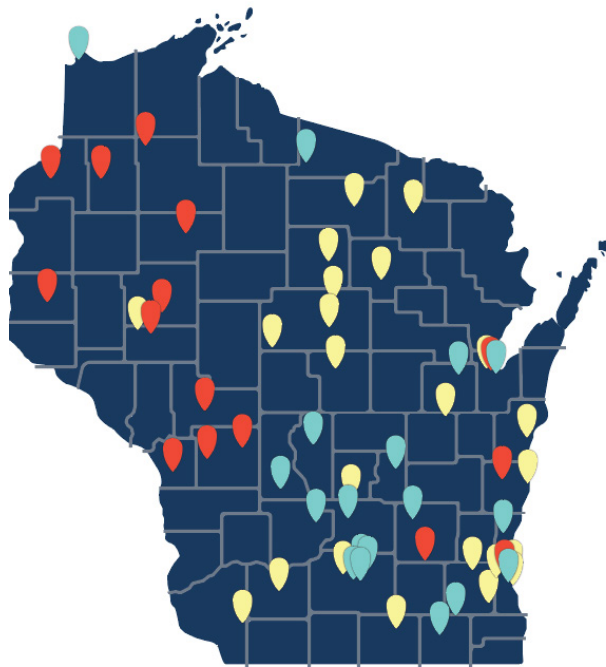
PRIORITY #2: EDUCATION AND PUBLIC AWARENESS

2023-2025 ACCOMPLISHMENTS

- Created Healthy Media Habits toolkit
- Created briefs, flyers, and social media assets for various research
- Created new designs for the Prevention Board bookmarks and rack cards
- Developed and disseminated summer and Back to School family strengthening messaging for social media
- Disseminated the updated the public awareness Room to Grow Campaign toolkit materials and formats
- Created new digital content for the Prevention Board and Celebrate Children Foundation websites
- Refreshed the Five for Families website with updated interactive tools and strategies for parents
- Updated and implemented the SFY23-25 communication plan
- Used Google Analytics to evaluate the use and effectiveness of the Five for Families website and social media channels
- Implemented the SFY24-25 social media plan
- Created a Prevention Board educational brochure
- Expanded the professional development webinar series for family support professional development
- Expanded the professional development training system to include uniform training requirements for grantees and provide professional development opportunities for family-serving professionals
- Continued to support the Family and Child Resources Guided Search with 2-1-1 Wisconsin
- Distributed the Strong and Stable Families Phase 1 survey findings – a survey distributed to households with a child under age 17
- Received competitive funding to implement Phase 2 of the Strong and Stable Families survey
- Published the Prevention Board newsletter quarterly
- Developed Family Strengthening summer messaging for social media posts

2025-2027 INITIATIVES

- Create Back to School social media posts for the 25-26 and 26-27 school years
- Pilot new Parent Café topics
- Update educational material for posting on the Prevention Board website
- Promote the Family Strengthening Month toolkit year-round with updated topics and refreshed content
- Utilize annual Google Analytics and social media reports to evaluate content effectiveness, inform communication strategy, and track engagement across key platforms
- Gather evaluation feedback after each professional development offering for continuous quality improvement
- Continue establishing and strengthening partnerships with other state agencies, community organizations, and grantees to co-distribute Family Strengthening materials and increase statewide reach
- Establish benchmarks and key performance indicators to assess which content assets and toolkit materials are most used and effective (e.g., downloads, time on page, referral source, social shares, repeat visits), and use findings to guide content updates
- Update and implement the 2025-2027 communication plan
- Align future public outreach campaigns with national awareness weeks and timely public interest initiatives to maximize visibility and engagement
- Update the Five Strengths public awareness campaign materials
- Host two webinars on the importance of fathers in each fiscal year



PRIORITY #3: PROGRAMMING

2023-2025 ACCOMPLISHMENTS

- Awarded over \$13 million to support family-strengthening initiatives throughout the state
- Completed the first cohort of the FRC of Quality process with 10 FRCs, designed to ensure families visiting FRCs receive high-quality services
- Supported the first cohort of the FRC of Quality participants to complete/expand professional development using the \$500,000 in GPR funding allocated in the 23-25 biennial budget
- Completed a second cohort of the FRC of Quality process with 10 additional FRCs
- Implemented an FRC Pathways process to support FRCs in beginning their journey to become an FRC of Quality
- Expanded the reach of the Triple P Positive Parenting Program using the \$500,000 in GPR funding allocated in the 23-25 biennial budget
- Partnered with Roots & Wings Foundation to financially support parent education
- Implemented the Five for Families Curriculum statewide
- Supported the partnership between FRCs and school districts throughout Wisconsin to support students experiencing homelessness
- Implemented the *Parenting Inside Out* parent education program in four Wisconsin correctional institutions and completed an evaluation
- Implemented the *Making Reading Memories* initiative in three Wisconsin jails and completed an evaluation
- Partnered with the Department of Public Instruction to address student homelessness by connecting FRCs and school district staff
- Partnered with the Board for People with Developmental Disabilities to coordinate with FRCs, regulated childcare providers, and other community-based agencies to provide information, resources, and referral to families with at-risk and/or lead-exposed children
- Supported a research evaluation of *Parenting Inside Out*, an evidence-informed parent education program for incarcerated parents, in Wisconsin and Minnesota jail settings

2025-2027 INITIATIVES

- Continue the partnership with Roots & Wings Foundation to financially support parent education and FRCs
- Fund and support evidence-informed parent education programs in local communities
- Fund and support primary prevention family-strengthening programs in local communities
- Work with federally-recognized Tribes to expand existing family-strengthening programs and/or implement new programming
- Launch new benchmark performance measures for evidence-based parent education programs
- Explore other research opportunities to improve primary prevention services and programs

PRIORITY #4: COLLABORATION

2023-2025 ACCOMPLISHMENTS

- Sustained partnerships with state and local agencies and local community-based organizations to promote family-strengthening and child maltreatment prevention efforts
 - Board for People with Developmental Disabilities and Coalition on Lead Emergency on lead exposure education/prevention and connecting families to FRCs
 - United HealthCare (UHC) and three FRCs in Milwaukee (Bay View Community Center, Milwaukee Center for Children and Youth, and The Parenting Network) to build connections and support for mothers with newborns--this local collaboration went statewide as UHC built all FRCs and services into their call center and database for all clinics
 - Milwaukee Office of Early Childhood Initiative to promote childhood and family reading
 - University of Wisconsin–Madison on incarcerated parents programming and evaluation
 - University of Wisconsin–Extension on the *Making Reading Memories* program
 - Department of Public Instruction to connect FRCs and school districts to support students experiencing homelessness
 - Collaborated with the Department of Children and Families to support local collaborations between FRCs and childcare providers
 - Presented to the Department of Health Services HMO Quality Forum on the collaboration and benefit of FRCs
 - Collaborated with the Department of Health Services on an Association of State and Territorial Health Officials ACEs Learning Community
 - Collaborated with the University of Wisconsin-Madison Population Health Institute to conduct a process evaluation of the FRC of Quality Infrastructure Development project
- Received an *Advancing Healthier Wisconsin* grant from the Medical College of Wisconsin to work with UW-Milwaukee to implement phase 2 of the Strong and Stable Families survey
- Represented Wisconsin as a member of the Children’s Trust Fund Alliance, serving on the Communications, Executive, Finance, and Public Policy Committees
- Developed relationships with three local coalitions to integrate child maltreatment primary prevention:
 - Supporting Positive Relationships So Our Children Under 6 Can Thrive (SPROUT), Fond du Lac
 - Sheboygan County Community Partnership for Children (CPC)
 - Healthier Together Pierce & St. Croix Counties and St. Croix Valley Foundation 1st Thousand Days
- Raised awareness of the role of primary prevention in strengthening and supporting families through participation on committees that align with the Prevention Board’s purpose and vision, including:
 - Governor’s Early Childhood Advisory Council
 - Attorney General’s Task Force on Children in Need
 - Strengthening Families State Committee
 - State Pyramid Model Committee
 - Wisconsin Child Abuse Network

- Office of Children’s Mental Health Collective Impact
- Wisconsin Child Death Review Team
- Awareness to Action Child Sexual Abuse Prevention Steering Committee
- Milwaukee Child Abuse Prevention Services Coalition
- Maternal, Infant, and Early Childhood Home Visiting workgroups
- Governor’s Juvenile Justice Commission
- Wisconsin Violence and Injury Prevention Partnership

2025-2027 INITIATIVES

- Sustain partnerships with state and local agencies and local community-based agencies to promote family strengthening and child maltreatment primary prevention
- Implement phase 2 of the Strong and Stable Families survey, in partnership with the Medical College of Wisconsin and UW-Milwaukee
- Continue to represent Wisconsin in the Children’s Trust Fund Alliance
- Continue to raise awareness of the role of primary prevention in strengthening and supporting families by participating in committees that align with the Prevention Board’s purpose and vision
- Continue to build partnerships with other systems where FRC services can be integrated

SFY24 COMMUNITY INVESTMENT

ABUSIVE HEAD TRAUMA PREVENTION (GRANTS TO IMPLEMENT THE PERIOD OF PURPLE CRYING®)

Bellin Health Foundation
\$4,967

Serving: Brown County
Number served: N/A. Staff trained in
PURPLE and set up program in system
for implementation

CELEBRATE CHILDREN FOUNDATION (Grants to promote reading)

Bayview Community
Center of Milwaukee
\$3,694

Serving: Milwaukee County
Number served: 204 books distributed

Children's Wisconsin
\$1,100

Serving: Portage County
Number served: 286 books
distributed

Early Literacy Coalition of
Chippewa County
\$4,764

Serving: Chippewa County
Number served: 250 books
distributed

Family Resource Center of Iowa
County
\$4,204

Serving: Iowa County
Number served: 470 books
distributed

Indianhead Community
Action Agency
\$1,100

Serving: Clark, Rusk, Taylor Counties
Number served: 136
books distributed

Northwest Connection
Family Resources
\$5,000

Serving: Sawyer County
Number served: 540 books
distributed

CHILD SEXUAL ABUSE PREVENTION

(GRANT TO PROVIDE TECHNICAL
ASSISTANCE TO CHILD AND FAMILY
SERVING ORGANIZATIONS
THROUGHOUT WISCONSIN)

Children's Hospital of Wisconsin
Community Services
\$150,000

Serving: Statewide
Number served: 30 agencies
completed initial training, with 59
staff trained

CHILDCARE INITIATIVES (GRANTS TO SUPPORT FRC PARTNERSHIPS WITH CHILD CARE PROVIDERS AND FAMILIES)

Bay View Community
Center of Milwaukee
\$75,000

Serving: Milwaukee County
Number served: 91

Children's Wisconsin
\$112,500
Serving: Marathon County
Number served: 83
Contract term:
01/01/23 – 06/30/24

Children's Wisconsin
\$75,000
Serving: Lincoln, Langlade, Vilas,
Oneida, and Forest counties
Number served: 280

Family and Childcare Resources of
N.E.W.
\$75,000
Serving: Brown, Door, Kewaunee,
Marinette, Menominee, Oconto,
Shawano Counties
Number served: 243

First Five Fox Valley
\$110,461
Serving: Calumet, Green Lake,
Marquette, Outagamie, Shawano,
Waupaca, Waushara, Winnebago
Counties
Number served: 2,723 ASQ screens
provided
Contract term:
01/01/23 – 06/30/24

Focus on Community
\$75,000
Serving: Greater Racine Area
Number served: 31

Forest County Potawatomi Community
\$49,590
Serving: Tribal community
Number served: 39
Contract term:
10/01/2022 – 06/30/2024

Ho Chunk Nation
\$137,500
Serving: Tribal community
Number served: 47
Contract term:
10/01/2022 – 06/30/2024

Indianhead Community Action Agency
\$112,500
Serving: Burnett, Clark, Rusk, Sawyer,
Taylor, Washburn Counties
Number served: 239
Contract term:
01/01/23 – 06/30/24

Lakeland Family Resource Center
\$75,000
Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: 148

Menominee Indian Tribe of Wisconsin
\$39,505
Serving: Tribal community
Number served: 81
Contract term:
10/01/2022 – 06/30/2024

Northwest Connection Family
Resources
\$75,000

Serving: Ashland, Bayfield, Barron,
Burnett, Douglas, Florence, Forest,
Douglas, Iron, Oneida, Price, Rusk,
Sawyer, Vilas, Washburn Counties
Number served: 333

The Parenting Network
\$75,000
Serving: Greater Milwaukee area
Number served: 72

The Parenting Place
\$142,434
Serving: La Crosse, Monroe, Vernon
Counties
Number served: 56

Parents Place
\$60,000
Serving: Waukesha County
Number served: 957

River Source Family Center
\$59,531
Serving: Chippewa County
Number served: 57

Treehouse Child and Family Center
\$75,000
Serving: Walworth County
Number served: 409

Watertown Family Center
\$33,000
Serving: Dodge, Jefferson Counties
Number served: 269

Wellpoint Care Network
\$105,965

Serving: Milwaukee County
Number served: 340 hours of mental
health consultation and 154 families
Contract term:
01/01/23 – 06/30/24

Wisconsin Afterschool Network
\$35,205
Serving: Milwaukee, Portage Counties
Created curriculum and piloted with
two after school locations
Number served: 9

YMCA of Rock County
\$112,500
Serving: Rock County
Number served: 56; 58 individuals
trained in prevention programming
Contract term: 01/01/23 – 06/30/24

**FAMILY RESOURCE CENTER NETWORK
INFRASTRUCTURE DEVELOPMENT**
(GRANTS FOR AGENCIES TO BECOME FRCS
OF QUALITY; FUNDING WAS NOT FOR
DIRECT SERVICE, SO "NUMBER SERVED"
IS NOT APPLICABLE)

2-1-1 Wisconsin
\$47,860
Serving: Statewide – resources for
FRCs
Number served: N/A

Bay View Community Center of
Milwaukee
\$75,000

Serving: Milwaukee County
Number served: N/A

Burnett County Family Resource
Center, Inc.
\$50,000

Serving: Burnett County
Number served: N/A

Children's Service Society of Wisconsin
\$50,000

Serving: Jackson County, Ho Chunk
Nation
Number served: N/A

Children's Service Society
of Wisconsin
\$75,000

Serving: Rock County
Number served: N/A

Children's Service
Society of Wisconsin
\$75,000

Serving: Langlade, Lincoln,
Oneida Counties
Number served: N/A

Community Coordinated
Childcare (4-C)
\$75,000

Serving: Dane County
Number served: N/A

Family and Childcare
Resources of N.E.W.
\$50,000

Serving: Brown, Oconto,
Shawano Counties
Number served: N/A

Family Connections
\$75,000

Serving: Sheboygan County
Number served: N/A

Family Connections of
Southwest Wisconsin
\$50,000

Serving: Grant, Lafayette Counties
Number served: N/A

FRC, Inc.
\$50,000

Serving: Dunn, Eau Claire County
Number served: N/A

Family Resource Center of
Sheboygan County
\$49,383

Serving: Sheboygan County
Number served: N/A

Family Resource Center
St. Croix Valley
\$50,000

Serving: Pierce, Polk,
St. Croix Counties
Number served: N/A

Family Support Center/
River Source Family Center
\$73,232

Serving: Chippewa County
Number served: Not applicable

Northwest Connection
Family Resources
\$50,000

Serving: Sawyer, Washburn
Counties, Lac Courte Oreilles
Band of Lake Superior
Chippewa Indians
Number served: N/A

The Parenting Network
\$50,000
Serving: Milwaukee County
Number served: N/A

The Parenting Place
\$50,000
Serving: La Crosse, Monroe,
Counties
Number served: N/A

Indianhead Community Action Agency
\$75,000
Serving: Clark, Rusk Counties
Number served: N/A

Lakeland Family Resource Center
\$75,000
Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: N/A

Supporting Families Together
Association
\$925,000

Serving: Training and technical
assistance for FRC grantees and
subcontracted with 8 CCR&R/FRCs
Number served: 1,416

Watertown Family Connections
\$75,000

Serving: Dodge, Jefferson Counties
Number served: N/A

Western Dairyland EOC
\$75,000

Serving: Buffalo, Pepin Counties
Number served: N/A

FAMILY RESOURCE NAVIGATOR INITIATIVE

(GRANTS TO SUPPORT PARTNERSHIPS
BETWEEN FRCS AND SCHOOL DISTRICTS
TO ADDRESS NEEDS OF HOMELESS
STUDENTS; AWARD PERIOD MAY 1, 2023
– JUNE 30, 2025; TERMINATED APRIL 30,
2025 DUE TO LOSS OF FEDERAL FUNDING)

Bay View Community Center
\$152,963

Serving: Milwaukee school District
Number children served: 293

Children's Service Society of Wisconsin
– North
\$64,629

Serving: Merrill and Rhinelander
School Districts
Number children served: 125

Children's Service Society of
Wisconsin–West
\$178,943

Serving: Alma Center-Humbird-
Merrillan, Black River Falls School
Districts

Number children served: 151

Family and Childcare Resources of
N.E.W.

\$146,417

Serving: Crivitz, Denmark, Green Bay
School Districts

Number children served: 5

Focus on Community

\$149,680

Serving: Racine School District

Number children served: 130

Lakeland Family Resource Center

\$147,194

Serving: Birchwood, Grantsburg,
Northwoods, Shell Lake, Siren,
Spooner, Webster School Districts

Number children served: 77

Milwaukee Center for Children and
Youth

\$143,141

Serving: Milwaukee School District

Number children served: 405

Northwest Connection

Family Resources

\$139,029

Serving: Hayward, Winter School
Districts

Number children served: 44

Western Dairyland EOC

\$110,208

Serving: Cochrane-Fountain City,
Durand, Mondovi School Districts

Number children served: 18

**PARENT EDUCATION INITIATIVE
(GRANT TO PROVIDE TECHNICAL
ASSISTANCE TO PREVENTION BOARD
GRANTEES)**

Supporting Families Together
Association

\$250,000

Serving: Statewide

Number served: N/A

**PARENT EDUCATION (GRANTS TO
IMPLEMENT EVIDENCE-INFORMED
PARENT EDUCATION PROGRAMS)**

Bay View Community Center
of Milwaukee

\$150,000

Serving: Greater Milwaukee Area

Number served: 101

Children's Wisconsin

\$150,000

Serving: Milwaukee County

Number served: 326

Family and Childcare
Resources of N.E.W.

\$157,500

Serving: Brown, Oconto,
Shawano Counties

Number served: 1,074

Family Resource Center, Inc.
\$150,000
Serving: Eau Claire County
Number served: 369

Kenosha County Division
of Children and Family Services
\$125,794
Serving: Kenosha County
Number served: 184

Lakeland Family Resource Center
\$150,000
Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: 224

The Parenting Network
\$150,000
Serving: Milwaukee, Waukesha
Counties
Number served: 712

The Parenting Place
\$154,800
Serving: La Crosse, Monroe,
Trempealeau, Vernon Counties
Number served: 77

Watertown Family Connections
\$149,200
Serving: Dodge, Jefferson Counties
Number served: 254

**PUBLIC AWARENESS
(GRANT TO DEVELOP PUBLIC
AWARENESS
TO STRENGTHEN FAMILIES)**

Knupp & Watson & Wallman, Inc.
\$150,000
Serving: Statewide Number served:
N/A – public
awareness campaign

**RESEARCH AND EVALUATION
(GRANTS TO SUPPORT RESEARCH INTO
CHILD MALTREATMENT PREVENTION
BEST PRACTICES AND PROGRAM
EVALUATION)**

UW Madison Sandra Rosenbaum
School of Social Work
\$65,000
Serving: N/A—General research and
evaluation of Parenting Inside Out and
Making Reading Memories
Number served: N/A

UW Madison Population
Health Institute
\$85,200
Serving: N/A – Process evaluation for
the FRC Infrastructure Development
Initiative
Number served: N/A

**SUPPLEMENTAL CHILD
MALTREATMENT PRIMARY
PREVENTION
(GRANTS TO SUPPORT INNOVATIVE AP-
PROACHES TO FAMILY STRENGTHENING
AND CHILD MALTREATMENT
PREVENTION)**

4C for Children
\$42,565
Serving: Washington County
Number served: 2,247

Above and Beyond Children's Museum
\$24,365
Serving: Sheboygan County
Number served: 720

Childcaring, Inc.
\$20,700
Serving: Marquette County
Number served: 59

Children's Hospital and Health System
\$30,000
Serving: Fox Valley Region
Number served: 107

Children's Hospital and Health System
\$82,764
Serving: Forest, Langlade, Lincoln,
Oneida, Vilas Counties
Number served: 850

Children's Museum of Fond du Lac
\$30,000
Serving: Greater Fond du Lac Area
Number served: 850

Family and Childcare
Resources of N.E.W.
\$60,000
Serving: Brown, Marinette,
Oconto, Shawano Counties
Number served: 183

Family Connections
\$30,000
Serving: Fond du Lac,
Manitowoc, Sheboygan Counties
Number served: 231

Family Resource Center, Inc.
\$60,950
Serving: Eau Claire County
Number served: 941

Family Resource Center St. Croix Valley
\$30,000
Serving: Pierce, Polk, St. Croix
Counties
Number served: 130

Focus on Community
\$60,000
Serving: Greater Racine Area
Number served: 94

Lakeland Family Resource Center
\$30,000
Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: 890

Northwest Connection Family
Resources
\$60,810
Serving: Sawyer County, Lac Courte
Oreilles Band of Lake Superior
Chippewa Indians
Number served: 58

The Parenting Network
\$60,000
Serving: Greater Milwaukee Area
Number served: 121

Parents Place
\$30,000
Serving: Waukesha County
Number served: 135

Peer Specialists
\$30,000
Serving: Greater Milwaukee Area
Number served: 33

River Source Family Center
\$30,000
Serving: Chippewa County
Number served: 1,407

Treehouse Child and Family Center
\$45,158
Serving: Walworth County
Number served: 66

United Way of Door County
\$28,132
Serving: Door County
Number served: 441

United Way of Green County
\$30,000
Serving: Green County
Number served: 87

United Way of Sheboygan County
\$30,000
Serving: Sheboygan County
Number served: 100

Watertown Family Connections
\$30,000
Serving: Dodge, Jefferson Counties
Number served: 1,339

**TRIBAL CHILD MALTREATMENT
PRIMARY PREVENTION
(GRANTS FOR CHILD MALTREATMENT
PRIMARY PREVENTION IN TRIBAL
SETTINGS;
AWARD PERIOD 10/01/23 – 9/30/25)**

Lac Courte Oreilles Band of Lake
Superior Chippewa Indians
\$100,000
Serving: Tribal community
Number served: 24 during FFY24;
30 for ½ of FFY25

Stockbridge-Munsee Community Band
of Mohican Indians
\$50,000
Serving: Tribal community
Number served: 224 during FFY24;
55 for ½ of FFY25

**OTHER
(GRANTS FOR PROFESSIONAL DEVELOPMENT FOR FAMILY SERVING PROFESSIONALS; DATA COLLECTION AND REPORTING)**

Board for People with Developmental Disabilities
\$85,000

Serving: Greater Milwaukee area
Number served: N/A – grant was for outreach and engagement with parents on lead exposure education

City of Milwaukee Office of Early Childhood Initiatives
\$20,000

Serving: City of Milwaukee
Number served: 160 families received books. Started up Dolly Parton Imagination Library in specific zip codes

Wisconsin Child Welfare Professional Development System
\$147,677

Serving: Statewide
Number served: 44 individuals attended trainings; two online learning modules created

University of Kansas
Center for Research
\$205,598

Serving: N/A – Maintenance of data reporting system for grantees
Number served: N/A

University of Wisconsin Madison – Institute for Research on Poverty
\$3,000

Serving: statewide
Number served: N/A
Facilitated two webinars focused on fatherhood

Department of Health Services
(ended 7/31/23)
\$37,500

Serving: N/A – 25% epidemiologist time to analyze child maltreatment data

Number served: N/A
Created research brief

SFY25 COMMUNITY INVESTMENT

CELEBRATE CHILDREN FOUNDATION (GRANTS TO PROMOTE READING AND PROVIDE CONCRETE SUPPORTS FOR FAMILIES)

Bayview Community Center of
Milwaukee
\$5,000

Serving: Milwaukee County
Number served: 761 books
distributed; fulfilled 39 requests for
concrete supports

Childcaring, Inc.
\$5,000

Serving: Adams, Clark, Langlade,
Lincoln, Marathon, Marquette,
Portage, Taylor, Waushara, Wood
Counties
Number served: 1,810 books
distributed

Children's Wisconsin
\$5,000

Serving: Rock County
Number served: 225 books
distributed; fulfilled 177 requests for
concrete supports

Family and Childcare Resources of
N.E.W.
\$5,000

Serving: Brown, Oconto, Shawano
Counties
Number served: fulfilled 82 requests
for concrete supports

Indianhead Community Action Agency
\$5,000

Serving: Clark, Rusk, Taylor Counties
Number served: 325 books
distributed; fulfilled 56 requests for
concrete supports

Lakeland Family Resource Center
\$5,000

Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: 1,436 books
distributed; fulfilled 60 requests for
concrete supports

Northwest Connection
Family Resources
\$5,000

Serving: Sawyer County and the Lac
Courte Oreilles Tribal Community
Number served: 1,034 books
distributed

Treehouse Child and Family Center
\$5,000

Serving: Walworth County
Number served: fulfilled 55 requests
for concrete supports

United Way of Sheboygan County
\$5,000

Serving: Sheboygan County
Number served: 1,255 books
distributed

**CHILD SEXUAL ABUSE PREVENTION
(GRANT TO PROVIDE TECHNICAL
ASSISTANCE TO CHILD AND FAMILY
SERVING ORGANIZATIONS
THROUGHOUT WISCONSIN)**

Children's Hospital of Wisconsin
Community Services
\$105,000
Serving: Statewide
Number served: 33 agencies
completed initial training, with 107
staff trained

**FAMILY RESOURCE CENTER NETWORK
INFRASTRUCTURE DEVELOPMENT
(GRANTS FOR AGENCIES TO BECOME
FRCS OF QUALITY; FUNDING WAS NOT
FOR DIRECT SERVICE, SO "NUMBER
SERVED" IS NOT APPLICABLE)**

2-1-1 Wisconsin
\$47,865
Serving: Statewide – resources for
FRCs
Number served: N/A

4C for Children and Family Center of
Washington County
\$20,000
Serving: Washington County
Number served: N/A

Bay View Community Center of
Milwaukee
\$67,500
Serving: Milwaukee County
Number served: N/A

Childcaring, Inc.
\$20,000

Serving: Marquette County
Number served: N/A

Children's Service Society of
Wisconsin
\$67,500
Serving: Rock County
Number served: N/A

Children's Service Society of
Wisconsin
\$67,500
Serving: Langlade, Lincoln, Oneida
Counties
Number served: N/A

Children's Service Society of
Wisconsin
\$20,000
Serving: Clark, Western Marathon,
Wood Counties
Number served: N/A

Community Coordinated Childcare
(4-C)
\$67,500
Serving: Dane County
Number served: N/A

Family Connections
\$67,500
Serving: Sheboygan County
Number served: N/A

Family Support Center/River Source
Family Center
\$65,892

Serving: Chippewa County
Number served: N/A

Indianhead Community Action
Agency
\$67,500

Serving: Clark, Rusk Counties
Number served: N/A

Lakeland Family Resource Center
\$67,500

Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: N/A

Milwaukee Center for
Children and Youth
\$20,000

Serving: Milwaukee County
Number served: N/A

Supporting Families Together
Association
\$169,995

Serving: Training and technical
assistance for FRC grantees
Number served: N/A

Watertown Family Connections
\$75,000

Serving: Dodge, Jefferson Counties
Number served: N/A

Western Dairyland EOC
\$67,500

Serving: Buffalo, Pepin Counties
Number served: N/A

**FAMILY RESOURCE NAVIGATOR
INITIATIVE
(SEE SFY24 GRANTS)**

**FAMILY RESOURCE NAVIGATOR -
STUDENTS EXPERIENCING
HOMELESSNESS
(SEE SFY24 FAMILY RESOURCE
NAVIGATOR – STUDENTS EXPERIENCE
HOMELESSNESS)**

**PARENT EDUCATION INITIATIVE
(GRANT TO PROVIDE TECHNICAL
ASSISTANCE TO PREVENTION BOARD
GRANTEES)**

Supporting Families Together
Association
\$250,000
Serving: Statewide
Number served: N/A

**PARENT EDUCATION
(GRANTS TO IMPLEMENT EVIDENCE-
INFORMED PARENT EDUCATION
PROGRAMS)**

Bay View Community Center of
Milwaukee
\$120,000
Serving: Greater Milwaukee Area
Number served: 99

Children's Wisconsin
\$120,000
Serving: Milwaukee County
Number served: 425

Family and Childcare
Resources of N.E.W.
\$135,873

Serving: Brown, Oconto,
Shawano Counties
Number served: 1,319

Family Resource Center, Inc.
\$135,873

Serving: Eau Claire County
Number served: 339

Kenosha County Division of Children
and Family Services
\$120,000

Serving: Kenosha County
Number served: 210

Lakeland Family Resource Center
\$120,000

Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: 136

The Parenting Network
\$120,000

Serving: Milwaukee,
Waukesha Counties
Number served: 227

The Parenting Place
\$120,000

Serving: La Crosse, Monroe,
Trempealeau, Vernon Counties
Number served: 130

Watertown Family Connections
\$135,873

Serving: Dodge, Jefferson Counties
Number served: 115

**PARENT EDUCATION –
TRIPLE P EXPANSION
(CONTRACT TERM: JANUARY 1, 2024 –
JUNE 30, 2025. THE FIRST SIX MONTHS
WERE TRAINING AND CREATING AN
IMPLEMENTATION PLAN)**

First Five Fox Valley
\$150,000

Serving: Calumet, Green Lake,
Marquette, Outagamie, Shawano,
Waupaca, Waushara, Winnebago
Counties
Number served: 98

Boys & Girls Club of Oshkosh
\$150,000

Serving: City of Oshkosh
Number served: 17

Children's Service Society of Wisconsin
\$150,000

Serving: Jackson County, Ho Chunk
Nation
Number served: 22

Milwaukee Center for Children and
Youth
\$150,000

Serving: Great Milwaukee
Number served: 27

Northwest Connection
Family Resources
\$150,000

Serving: Sawyer County, Lac Courte
Oreilles Band of Lake Superior
Chippewa Indians
Number served: 72

**PUBLIC AWARENESS
(GRANT TO DEVELOP PUBLIC
AWARENESS TO STRENGTHEN
FAMILIES)**

Knupp & Watson & Wallman, Inc.
\$59,400

Serving: Statewide
Number served: N/A—
statewide public awareness campaign

**RESEARCH AND EVALUATION
(GRANTS TO SUPPORT RESEARCH INTO
CHILD MALTREATMENT PREVENTION
BEST PRACTICES AND PROGRAM
EVALUATION)**

UW Madison Sandra Rosenbaum
School of Social Work
\$60,000

Serving: N/A— General research and
evaluation of Parenting Inside Out and
Making Reading Memories
Number served: N/A

UW Milwaukee Institute for Child
and Family Well-being
\$279,836

Serving: N/A – Survey research on
identifying factors that reduce the risk
of child maltreatment
Number served: N/A

**SUPPLEMENTAL CHILD MALTREAT-
MENT PRIMARY PREVENTION
(GRANTS TO SUPPORT INNOVATIVE
APPROACHES TO FAMILY
STRENGTHENING AND CHILD
MALTREATMENT PREVENTION)**

4C for Children
\$27,000

Serving: Washington County
Number served: 1,650

Above and Beyond Children's Museum
\$24,365

Serving: Sheboygan County
Number served: 658

Childcaring, Inc.
\$20,700

Serving: Marquette County
Number served: 130

Children's Hospital and Health System
\$27,000

Serving: Fox Valley Region
Number served: 474

Children's Hospital and Health System
\$74,488

Serving: Forest, Langlade, Lincoln,
Oneida, Vilas Counties
Number served: 128

Children's Museum of Fond du Lac
\$27,000

Serving: Greater Fond du Lac Area
Number served: 686

Family and Childcare
Resources of N.E.W.
\$54,000

Serving: Brown, Marinette, Oconto,
Shawano Counties
Number served: 119

Family Connections
\$27,000

Serving: Fond du Lac, Manitowoc,
Sheboygan Counties
Number served: 382

Family Resource Center, Inc.
\$54,000

Serving: Eau Claire County
Number served: 1,422

Family Resource Center St. Croix Valley
\$27,000

Serving: Pierce, Polk,
St. Croix Counties
Number served: 39

Focus on Community
\$54,000

Serving: Greater Racine Area
Number served: 50

Lakeland Family Resource Center
\$27,000

Serving: Barron, Burnett, Douglas,
Rusk, Sawyer, Washburn Counties
Number served: 771

Northwest Connection Family
Resources
\$54,000

Serving: Sawyer County, Lac Courte
Oreilles Band of Lake Superior
Chippewa Indians
Number served: 36

The Parenting Network
\$54,000

Serving: Greater Milwaukee Area
Number served: 246

Parents Place
\$27,000

Serving: Waukesha County
Number served: 188

Peer Specialists
\$27,000

Serving: Greater Milwaukee Area
Number served: 134

River Source Family Center
\$27,000

Serving: Chippewa County
Number served: 1,588

Treehouse Child and Family Center
\$40,642

Serving: Walworth County
Number served: 138

United Way of Door County
\$27,000

Serving: Door County
Number served: 627

United Way of Green County
\$27,000

Serving: Green County
Number served: 0 -
Grantee didn't spend any funds;
services provided by volunteers

United Way of Sheboygan County
\$27,000

Serving: Sheboygan County
Number served: 96

Watertown Family Connections
\$27,000

Serving: Dodge, Jefferson Counties
Number served: 1,468

**TRIBAL CHILD MALTREATMENT
PRIMARY PREVENTION
SEE SFY24 TRIBAL MALTREATMENT
PRIMARY PREVENTION**

**OTHER
(GRANTS FOR PROFESSIONAL
DEVELOPMENT FOR FAMILY SERVING
PROFESSIONALS; RESOURCE DATABASE
DEVELOPMENT; DATA COLLECTION
AND REPORTING)**

Wisconsin Child Welfare Professional
Development System
\$114,098

Serving: Statewide
Number served: 303 individuals
completed training and 117
individuals completed
online modules

University of Kansas Center
for Research
\$149,872

Serving: N/A – Maintenance of data
reporting system for grantees
Number served: N/A

University of Wisconsin Madison –
Institute for Research on Poverty
\$3,000

Serving: Statewide
Number served: N/A
Facilitated two webinars focused on
fatherhood

BIENNIAL GRANT PLAN

This section sets for the Prevention Board’s plan for awarding grants and providing technical assistance, as required by Wis. Stats. §48.982.

The Prevention Board adopted its current strategic plan in August 2024. Guided by the strategic plan priorities, the Prevention Board approved a community investment plan that sets forth how the Prevention Board will support local and statewide efforts to prevent child abuse and neglect. The Prevention Board reviews its community investment plan annually. During 2023-25 the Prevention Board awarded over \$13 million in grants to support families.

The Prevention Board adheres to Wis. Stats. §48.982(2)(a) and the State of Wisconsin procurement rules when awarding grants. A request for application/proposal is developed requesting applications for programming that will address the Prevention Board’s priorities. Community-based organizations, Tribes, and local governmental entities are eligible to apply. The applications are reviewed and scored by a panel of independent reviewers. Those scores are presented to the full Prevention Board, which makes the final grant award decisions.

The Prevention Board plans to support child abuse and neglect prevention efforts during SFY25-27 as set forth in the chart on the next page.



GRANT TITLE	SERVICE AREA	BRIEF DESCRIPTION	BUDGETED AMOUNT PER FISCAL YEAR	ESTIMATED AWARDS PER FISCAL YEAR
Evidence-Informed Parent Education (direct service)	Local communities throughout the state	Competitive funding opportunity issued for FRCs to implement evidence-informed parent education.	\$1,080,000	9
Other Primary Prevention Strategies and Services	Local communities throughout the state	Competitive funding opportunity issued to FRCs and other local organizations to implement other primary prevention strategies, programs, or services including, but not limited to, play and learns, parent support, Parent Cafes, flex funds, warmline/helpline, and respite.	\$240,000	8
Family Resource Centers	Local communities throughout the state	Competitive funding opportunity will be issued to support FRCs that have not achieved the FRC of Quality designation	\$400,000	19
Family Resource Center of Quality	Local communities throughout the state	Funding for FRCs that have obtained the FRC of Quality accreditation.	\$629,150	21
Wisconsin Family Resource Center Network	Statewide	Funding to support the Wisconsin's Member Network for the National Family Support Network (NFSN). This grant will support efforts to strengthen all Wisconsin's FRCs.	\$267,000	1
Parent Education Initiative (technical assistance)	Statewide	Coordinate training and technical assistance to current Parent Education grantees and build awareness for evidence-based parent education.	\$200,000	1
Tribal Primary Prevention	Federally recognized tribes	Competitive funding opportunity to be issued to integrate child maltreatment primary prevention programming into the Tribe's existing service continuum	TBD	TBD
Online Data Reporting System	Statewide	Wisconsin Prevention Reporting System available for FRCs and all agencies implementing evidence-based parent education.	\$152,000	1
Professional Development	Statewide	Two webinars focusing on fathers in partnership with UW Madison and IRP	\$7,000	1
United Way 2-1-1	Statewide	Guided search for family support services.	\$48,000	1
Professional Development System	Statewide	Training and technical assistance for grantees through the WI Child Welfare Professional Development System.	\$120,500	1
Program Evaluation	N/A	<i>Strong and Stable Families project phase 2. Advancing Healthier Wisconsin Community-Led Momentum Grants</i>	\$247,000	1

ANNUAL EVALUATION

This section contains the results of the Prevention Board’s annual evaluation, as required by Wis. Stats. §48.982(2)(f).

Board Director Survey

The Prevention Board surveyed its directors during May 2024 and May 2025 to evaluate the effectiveness of the Prevention Board in fulfilling its statutory duties in five functional areas: public policy, public awareness and education, community investment, resource development, and board administration. Directors are also asked about how effective the Prevention Board is in complying with Executive Order 59. The survey results are used to guide the Prevention Board’s operations, strategic plan, and community investment plan.

In 2024, nine of the 20 directors completed the survey. All respondents rated the Prevention Board’s effectiveness in fulfilling its statutory duties as excellent or good. Eleven of the 20 directors completed the 2025 survey. Two of the respondents were new board directors, so they did not answer the questions. Of the nine directors who rated the Prevention Board, all said the Prevention Board was excellent or good in fulfilling its statutory duties.

There is one area of note. In 2024, six directors rated the Prevention Board as excellent, and three rated it as good in complying with E.O. 59. In 2025, five directors rated the Prevention Board as excellent in this area, while two gave a good rating. One person rated the Prevention Board as fair. One respondent who answered the other questions did not answer this one. This decreased score indicates room for improvement, and the Prevention Board staff will work with the directors to identify issues and make improvements.

Grantee Survey

The Prevention Board surveyed its grantees during May 2024 and May 2025. In addition to rating the Prevention Board's effectiveness, the surveys also provided space for suggestions on improvements in the programming and funding/grantmaking, and insights on the anticipated future needs of families in Wisconsin as well as family strengthening needs in Wisconsin communities.

The 2024 survey results showed high satisfaction with the Prevention Board's communication, resources, and support. Grantees appreciated the quality of technical assistance, cohort meetings, and the annual meeting. Grantees reported that the Prevention Board's funding enabled them to provide services and programs they otherwise would not be able to provide. It also allowed them to leverage additional resources to support their communities. Some suggestions for improvement included better communication from contract administrators, providing more training for grantee staff, and improving the functionality of the online data reporting system.

Asked about emerging needs and priorities, the grantees identified addressing loneliness, LGBTQ support, and concrete supports for all families. Organizational challenges included funding, staffing, and growing community needs. Organizational challenges such as funding, staffing, and growing needs persist, underscoring the need for ongoing support and capacity-building.

In the **2025** survey many organizations emphasized the importance of providing concrete supports (such as diaper banks), parent cafés, and culturally relevant programming to their communities. One grantee pointed out that while parenting education is crucial, families in crisis often need case management and stability first, highlighting a potential area for expanded flexibility in funding. A number of organizations expressed that without Prevention Board grants, their services, or even their existence, would be jeopardized.

The top challenges organizations anticipate over the next few years center largely around funding loss, which is expected to lead to reduced staffing levels and cuts in programming. Many also foresee difficulties in retaining staff due to funding constraints and competitive wages, as well as increased staff turnover that requires more time and money for training. Alongside financial concerns, organizations expect growing demands for programs and services, creating pressure on capacity and space. Additional challenges include uncertainty in funding sources, shifts in funder priorities, and increased community needs.