

NEW TRACKS

== CAPITAL CAMPAIGN ==

Red Caboose Child Care Center is partnering with Movin' Out, Inc. to build a unique facility combining **accessible, affordable housing** with **affordable, inclusive childcare** in one of Madison's most diverse neighborhoods. The new building at 2340 Winnebago St. (near East Washington Ave. and Sixth St.) will activate a long-vacant site, strengthen housing stability in that area and enable Red Caboose to serve **more children and families**.

A NOVEL COLLABORATION

- Since 1995, Movin' Out has specialized in safe, affordable, community-integrated housing for families in need and people with disabilities
- Red Caboose is Madison's **first accredited childcare center**, founded in 1972

THE BUILDING

- 70,000 sq. ft., four stories, underground parking
- Red Caboose will own **ground floor** (21,000 sq. ft.)
- Movin' Out will own 2nd-4th stories (**38 apartment units**)
- Meets Wisconsin **Green Built Home standards** (sustainability, energy)
- Part of **urban in-fill development** (**high-traffic corridor** and future **Bus Rapid Transit** access point)

THE NEED

- Lack of **affordable housing stock**
- **Shortage of childcare centers** for downtown families and employees. Downtown Madison, Inc. has identified quality, accessible childcare as an **important economic issue**
- Red Caboose has outgrown its Williamson St. home
- Larger facility needed to accommodate **growing number of children on waitlist**.
- Rising **childcare gap** for parents returning to work during and after **COVID-19 pandemic**; unless parents have childcare options they can trust, **many will not go back to work**
- **Madison School District** expanding its partnership with Red Caboose to **serve more children** due to modified classroom schedules as schools reopen
- Lack of neighborhood **meeting/event spaces**

SPECIAL FEATURES & OUTCOMES OF NEW CHILDCARE CENTER

- Capacity to serve **50 percent more children**
- **Community room** for neighborhood activities



- Parent education for Movin' Out residents and neighbors
- Nature-based, accessible **playground**
- Edible landscaping
- Adds **energy and activity** to long-vacant site in diverse neighborhood
- **Co-location** of childcare center and affordable housing units increases **convenience for families**
- **Synergy and partnerships** with local employers, nonprofit organizations
- **Referral and support services** for kids & families, including more support for special needs children
- Includes plenty of room for **program expansion**
- **Employment opportunities** for disabled individuals
- Affordable housing preference for Red Caboose staff and other early childhood professionals

RED CABOOSE TRACK RECORD IN SERVING THE COMMUNITY

- More than **5,000 alumni**, including local community leaders
- *"It feels like one-fourth of Madison has a connection to Red Caboose."*
- **High teacher retention**, staff continuity
- More than 38 percent of kids served are Black, Indigenous, People of Color and/or low-income
- **Sliding-scale tuition** increases affordability and access
- Strong **scholarship fund** provides tuition support for 80 percent of children
- **Diverse group of parents** (single, foster, traditional, adoptive, grandparents, same gender, homeless, etc.)
- Partners with more than **40 local nonprofits, employers and other community organizations**
- Maintaining services and programs for kids and families during COVID-19 health crisis

FINANCIAL OVERVIEW

Equity, cash, gifts, receivables:	\$4.0 million
RED CABOOSE CAPITAL CAMPAIGN GOAL:	\$1.5 million

TOTAL COST:

Land acquisition, 1st floor construction, playground, parking, pre-development and related costs:	\$5.5 million
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TIMELINE

- Land Acquired (Sept. 2016)
- Groundbreaking (2021 Q3)
- Grand Opening (2022 Q3 — **Red Caboose's 50th Anniversary**)

MORE INFORMATION

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