

HELP BUILD A CENTER THAT BUILDS OUR CHILDREN’S FUTURES

A new home for us creates new opportunities for them.



DONATE TO
Red Caboose
New Tracks

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PLEASE SUPPORT OUR MISSION
redcaboosechildcare.org/capcampaign

red caboose  **MOVIN' OUT**

NEW TRACKS

CAPITAL CAMPAIGN

A Unique Partnership: Accessible
Housing & Inclusive Child Care



TWO ORGANIZATIONS: ONE MISSION

RED CABOOSE CHILD CARE &
MOVIN' OUT LAUNCH MULTI-USE
SPACE FOR KIDS AND FAMILIES

It's no secret our environment, whether at home or school, affects us deeply. It impacts our ability to learn, grow and flourish. And for young children whose families lack financial security, and people with disabilities, the need for stability at home and school is heightened.

That's why Red Caboose and Movin' Out, Inc. have come together to create a new type of space, one where two missions live under one roof.

One where young children can learn and grow during the day at Red Caboose. And one where people with disabilities can learn to live independently or with their families through Movin' Out.

Planned for Madison's East Side, the new development will include Red Caboose Child Care, where children will have a safe, modern space to thrive under the tutelage of educators, backed by nearly 50 years of mission-driven experience. Additionally, Movin' Out will provide safe, affordable, multi-family apartments that include supportive units for people with disabilities. This shared facility will lay a new track forward for our children's futures. That begins today. And it begins with your support.



Red Caboose fosters a sense of community among children, their families, and staff, with a commitment to diversity and inclusion. We provide excellent education, nutrition, and play-based learning for children in a nurturing, safe environment emphasizing healthy social-emotional development.



Movin' Out, Inc. partners with people with disabilities, their families, and their allies, to create and sustain community-integrated, safe, affordable homes.



TACKLING TODAY'S NEEDS

ACCESS TO EARLY CHILDHOOD EDUCATION &
AFFORDABLE HOUSING CONTINUES TO
CHALLENGE MADISON FAMILIES



RED CABOOSE EDUCATION IS ESSENTIAL

500

the number of words children from poor families can use at age 3.

1,100

the number of words children from professional families can use by the same age.

17%

Children with early childhood education have **17% higher high school graduation rates than those without.**

70%

3 and 4-year-olds without early childhood education are 70% more likely to be arrested for a violent crime by age 18.

28%

Those same children are 28% more likely to abuse drugs and alcohol.

30

the age at which children who receive early childhood education are earning 60% more money than those without.



MOVIN' OUT HOUSING IS THE FOUNDATION

1,700

Movin' Out has helped more than 1,700 families throughout Wisconsin to purchase or maintain their own homes.

13,000

Recent studies estimate Madison needs at least 13,000 additional units of affordable housing to meet current demand.

236

Movin' Out rental homes include 236 supportive units for people with disabilities and families that include someone with a disability.

1,100

Movin' Out has helped create nearly 1,100 units of affordable rental housing for people in need.

A MODERN SPACE FOR MODERN NEEDS

A NEW SCHOOL TO SERVE 50% MORE CHILDREN

Novel in its integration, the development brings together two mission-based organizations for the first time in Madison and Dane County to address significant needs facing our community:

- Additional high-quality, affordable childcare
- High-quality, affordable and accessible housing that includes supportive units for people with disabilities

The space, designed specifically for this purpose, will allow Red Caboose and Movin' Out to serve children and their families more effectively than currently possible, due to more space, a better location, and improved amenities.



PROJECT TIMELINE

01 LAND ACQUISITION
Sept. 2016

02 PROJECT FUNDRAISING
\$1.5 million still needed — begins July 2020

03 CONSTRUCTION
Sept. 2021–Aug. 2022

04 GRAND OPENING
Fall 2022 (Red Caboose's 50th Anniversary)

FAST FACTS:

- 70,000 square feet
- Underground parking
- Four floors
- Located in high-traffic corridor; part of urban in-fill development



RED CABOOSE

- Ground floor
- 21,000 square feet
- Community room
- Kitchen
- Nature-based playground

MOVIN' OUT

- 2nd-4th floors
- 49,000 square feet
- 38 apartment units (mix of 1, 2, and 3 BR units)



RED CABOOSE

PIONEERING CHILDCARE FOR NEARLY 50 YEARS

80%

Red Caboose has awarded almost \$500,000 in scholarships, providing tuition support for 80% of children.

Serves children from 11 months to 12 years old through toddler, preschool and school-age programs. High teacher retention & staff continuity.

11–12 MOS. YRS.

SLIDING-SCALE TUITION

Sliding-scale tuition remains unique in Madison, allowing more families access to affordable childcare.

Diversity matters. More than 38% of students are children of color and 32% come from low-income families, qualifying for financial and meal support.

38%

OPEN OPPORTUNITIES THAT CLOSE THE GAP

YOUR GIFT CAN GIVE EARLY CHILDHOOD EDUCATION TO THOSE WHO WILL BENEFIT MOST

A donation of any size will put us closer to providing a new home for Red Caboose — giving more families access to the childcare AND housing they need now.



WHAT WE STILL NEED TO MAKE IT HAPPEN:

\$1.5M

TO DONATE:

Visit redcaboosechildcare.org/capcampaign