

The year "2024" is written in large, gold, glittery, 3D-style numbers. The background is red with gold confetti and streamers.A teal rectangular badge with white text that reads "MONTHLY" and "DECEMBER 2024".

MONTHLY
DECEMBER 2024

A Year of **Successes**

As 2024 comes to a close, School Choice Wisconsin would like to extend our gratitude toward all who supported us over the past year. Your dedication to ensuring all children have access to quality educational options helps create brighter futures for children across Wisconsin. Together, we are making a profound impact—empowering families, safeguarding parents' rights, and championing the values that School Choice Wisconsin stands for. We are deeply grateful for your belief in our mission and for standing with us in this critical work.

Our work here at SCW is guided by the following core beliefs. We wish to share these with you in hopes that they resonate with you and your mission:

- Each child is unique. An array of educational options, whether private, charter, or traditional public, will best meet diverse needs.
- Parents know best what their children need and deserve the freedom to choose the school or other educational setting best for their child.

- Schools and other educational providers require education freedom that leads to a diverse array of options and provides incentives for innovation.
- Each child has value, and that funding should be student-based, not set by the type of school a child attends.

We keep these at the forefront of our work as we enter 2025. A new year means new challenges to navigate and audiences to educate, all of which we are ready to take on.

Happy holidays from all of us here at SCW! We wish health and happiness to you and your loved ones as we enter the new year. In the meantime, take a look at the next page for an overview of a few events we were part of this past year.



Jesus told him, "I am **the way**, the truth, and the life. No one can come to the Father except through me."

OUR YEAR IN REVIEW

Educational efforts: We fielded **1,500 help desk calls and emails** this year from schools like yours and families in your community to answer questions about and assist transitions into the programs. We continued to release weekly/monthly communications with school communities and the public, hiring **Platform Communications** to lead these efforts and help us share relevant news, preemptively address common concerns, and keep everyone in the loop on our work. Our educational seminars also helped us bridge the gap between schools and the programs to provide timely assistance on issues. This year alone, our **monthly New School Working Group webinar aided two dozen choice school leaders. Further, we provided onboarding services to 40 schools** who either joined the program this year or are planning to join soon.

Statewide parent coalition: We sought to empower parents to become informed advocates for educational freedom through workshops, training sessions, and collaborative networks. This year, we launched a **parent engagement group** to build a strong, unified coalition of parents equipped to amplify their voices and fight for their rights in education policy decisions. If you know families who are looking for a way to get involved, let us know!

Advocacy efforts: The fate of the choice programs lies in the Capitol, where we can help grow, protect, and defend school choice programs. This year, School Choice Wisconsin Action hired **Wimmer and Company** to represent us for the next legislative session. Additionally, our outreach director **visited over 60 schools across the state** to inform school leaders of our legislative goals and connect them with local legislators, resulting in a dozen legislative tours. We will be traveling to many more schools as the year kicks off. All of this will foster

legislative engagement to ultimately ensure that Wisconsin families can access the educational options they deserve.

Research efforts: We conducted vital research initiatives to provide data-driven insights into the benefits and impact of school choice programs. This year, some of our research focused on **students with learning disabilities and the Special Needs Scholarship Program, the Department of Public Instruction's report card releases, funding increase benefits, and more.** These findings strengthen our advocacy, inform our strategies, and give parents the tools they need to make the best decisions for their children.

Outreach efforts: We connected with families, schools, and community leaders statewide by **celebrating National School Choice Week with 400 students and their families** at the Milwaukee Admirals game, attending community events such as **school galas, conferences, and forums**, and more. These efforts are key to raising awareness, fostering engagement, and ensuring more families understand and access the opportunities school choice provides.

Hispanics for School Choice: We assisted Wisconsin's Hispanic communities with all these services to ensure equitable access to educational opportunities. This year, our HFSC outreach director continued a relationship with the Milwaukee Consulate of Mexico and spoke to over 200 individuals about school choice during over a dozen in-person presentations. Additionally, we led programs to distribute **backpacks and school supplies to students** in Kenosha, Green Bay, Madison, and Milwaukee, celebrate **Three Kings Day with over 200 families** in Madison, honor **Hispanic Heritage Month through our annual art competition**, and more.