

AUGUST ADVOCACY IS ACTION

Advocacy is Action is NAFCC's annual campaign mobilizing family child care educators, allies, and advocates to drive real policy change during the Congressional recess. Beginning August 11, 2025, educators across the country will rise in unified action to protect and strengthen the future of family child care.

This year's campaign comes at a turning point. Family child care continues to be squeezed out of the system, despite being the backbone of early care in rural, multilingual, and underserved communities. With nearly 100,000 FCC programs lost since 2012, and more closures looming, the stakes are higher than ever.



FAMILY CHILD CARE EDUCATOR

Michelle Endvick

Owner and Director of Learning 4 Life
Chippewa Falls, Wisconsin

Appointed Roles

- **Treasurer, Wisconsin Family Child Care Association** – Supports responsible management of statewide funds for family child care.
- **Founder, Chippewa Valley Village** – Leads a local support group for family child care providers to share resources and collaborate.
- **Family Child Care Representative, Chippewa Valley Technical College Advisory Board** – Advises on curriculum and training needs.
- **Contract Trainer, Child Care Partnership** – Provides statewide training on family child care best practices, regulations, and business management.
- **Family Child Care Representative, Chippewa Valley Child Care Task Force** – Advocates for providers in local child care policy and access discussions.
- **State Representative, National Association for Family Child Care**
- **Board Member, National Early Care & Education Workforce Center: Early Educator Advisory Board.**

BIO

Michelle Endvick is a dedicated family child care provider and the founder of Learning 4 Life, an organization focused on fostering lifelong learning through guided experiences. Since its founding in 2016, Learning 4 Life has grown to support families, child care providers, and individuals committed to continuous education.

Michelle also coordinates the Chippewa Valley Village, a child care provider network offering resources, training, and community support. She envisions expanding this network online to connect and empower child care providers on a broader scale.

As an active member of professional organizations like the Wisconsin Family Child Care Association (WFCCA), the National Association for Family Child Care (NAFCC), the Wisconsin Early Childhood Association (WECA), and the National Association for the Education of Young Children (NAEYC), Michelle is deeply committed to enhancing the quality of child care and education both locally and beyond.

Michelle's passion for early childhood education and dedication to improving it continues to shape the future of education, helping to create stronger, more connected communities and fostering positive change that will impact generations to come.

 **LEARN MORE**

<https://nafcc.org/advocacy-is-action-2025/>



CONTACT US

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