

Deep Roots, Bright Futures

Transforming Childcare & Family Support in Juneau



**Capital Campaign for the
Fireweed Family Center**

A young child wearing a teal raincoat with a hood is sitting on a colorful play structure. The child is smiling and looking towards the camera. The play structure has orange and blue sections. The background is a wooden fence. The text is overlaid on the right side of the image.

Join Southeast Childhood Collective in building the Fireweed Family Center

- Our Vision -

To create a vibrant hub where families can access universal support, connect to services, and build strong foundations for lifelong success.

The **Fireweed Family Center** reflects a shared commitment to ensuring every child in Juneau has opportunities to learn, play, and thrive in an environment built around their whole family's needs.

Why Juneau Needs a Family Center Now

- Over 2,000 children under the age of eight live in Juneau
- Fewer than 1 in 3 children have access to childcare
- Many families rely on informal, unregulated arrangements
- Parents without reliable childcare lose professional and educational momentum and economic power
- Employers report that their employees are quitting and leaving Juneau due to the lack of childcare



Families seeking resources must navigate a patchwork of offices located across town, often requiring multiple bus rides or missed work hours to attend appointments. These barriers disproportionately affect families experiencing housing instability, financial hardship, and other compounding challenges.

The Family Center addresses these gaps directly. Centralizing childcare, workforce development, and family services lowers barriers, improves care continuity, and makes support accessible when families need it most.

By combining childcare, career pathways, and family supports in one site, this project strengthens whole-family stability.





FIREWEED

Family Center

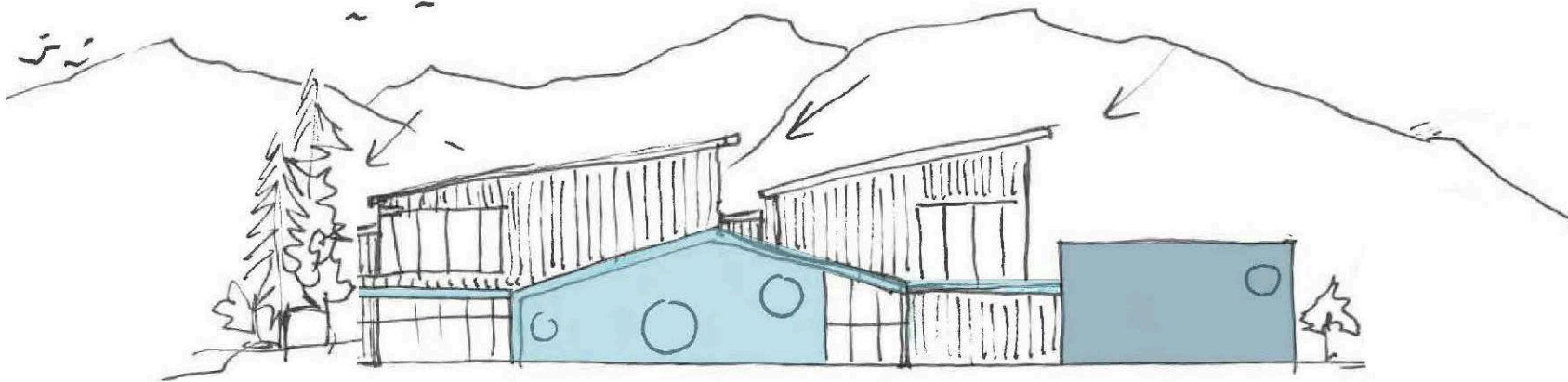
The Fireweed Family Center & the Partnership for Families & Children

This project represents the long-held shared vision of the Southeast Childhood Collective and the Juneau Partnership for Families and Children (PFC), a coalition of 16 nonprofit and state agencies dedicated to improving outcomes for families.

The Juneau Partnerships for Families and Children has been working toward a coordinated, centralized family-support hub for decades—long before the Fireweed Family Center had a name, design, or site.

PFC has consistently advanced a community vision in which all families with young children have access to the resources that support their health, growth, and development. This shared vision has guided initiatives such as the Family Pages directory and Juneau Parent Bulletins, which help families navigate services across the community.





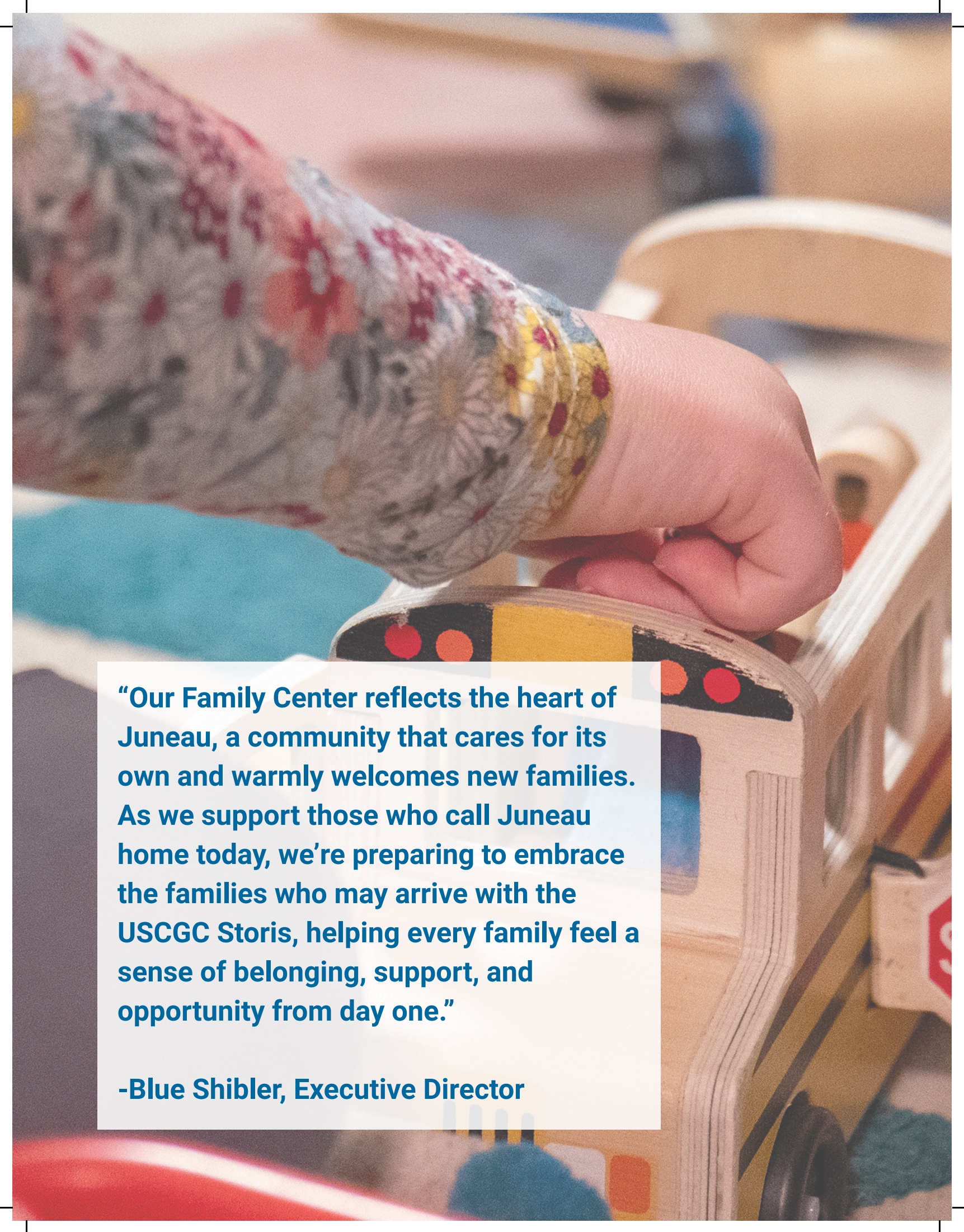
What are we building?

The Fireweed Family Center will bring together three currently fragmented systems: childcare, family support, and workforce development. This co-location model removes transportation barriers, streamlines access to services, and creates meaningful coordination across partner agencies.

The **20,000 sq ft center** is centrally located across from Fred Meyer and will include:

- A licensed **childcare** program serving more than **100 children**, providing consistent, high-quality early learning and school readiness preparation.
- A dedicated **Childcare Apprenticeship** Learning Lab offering paid training, mentorship, and credentialing pathways to grow local early learning professionals across the Southeast Alaska region.
- An **indoor playground** for year-round, accessible, age-appropriate exercise and activities.
- **Four nonprofit and service agency partners** providing on-site access to family supports, parenting classes, well-child screenings, and connection with other vital resources, housing stabilization supports, nutrition assistance, financial coaching, parenting education, and mental health resources.
- Two **shared consultation and training rooms** that improve coordination among providers, support workforce development, and offer space for parent education and community workshops.
- One **large event space** for community gatherings and larger training events.

A welcoming, trauma-informed facility designed for children, caregivers, and individuals from all backgrounds to feel safe, respected, and supported.



“Our Family Center reflects the heart of Juneau, a community that cares for its own and warmly welcomes new families. As we support those who call Juneau home today, we’re preparing to embrace the families who may arrive with the USCGC Storis, helping every family feel a sense of belonging, support, and opportunity from day one.”

-Blue Shibler, Executive Director

Leadership Spotlight: Blue Shibler, Executive Director



Blue Shibler has worked in the early care and learning profession in Juneau since 1997. Her experience spans nearly every aspect of childcare, from teaching assistant to owning and operating a family childcare program, a group home, and a large childcare center. This breadth of experience gives her a deep understanding of the opportunities and challenges facing early educators and families in Southeast Alaska.

As Executive Director of the Southeast Childhood Collective, Blue leads regional initiatives that strengthen the early learning workforce, expand childcare capacity, and build strong community partnerships across the region. She works closely with local and state leaders to elevate early learning as an economic and community priority and to encourage long-term public investment in childcare.

New name, same mission



After 43 years of serving Juneau families as the **Southeast Association for the Education of Young Children** (**seaeyc**), in 2025 we updated our name to **Southeast Childhood Collective**.



Project Budget

Architect & Engineering Fees	\$1.5M
Construction Costs & FFE	\$10.5M
Construction Contingency	\$2.1M
Capital Campaign Expenses	\$1.3M
Projected Total	\$15.4M



In January 2025 SCC finalized purchase of land in the Honsinger Pond Subdivision for the site of the family center and childcare hub. To date SCC has completed a positive feasibility study, environmental review, preliminary design, and is actively seeking funding to move into the next stage of architectural design and construction.

Community Impact



100 childcare spaces added in Juneau

Provide a consistent high-quality, developmentally-rich early learning care environment.

\$4 million annually reinvested in the local economy

By keeping families in the community and parents in the workforce.



500+ families connected to essential services

Through co-located partners providing parental supports, housing stabilization, nutrition access, financial coaching, and behavioral health referrals.

10 childcare workforce trainees annually

Through our groundbreaking childcare apprenticeship program and partnership with UAS we're building childcare across Southeast Alaska.



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