

2013

EVERY CHANCE *for* EVERY CHILD

ANNUAL REPORT



COLORADO CHILDREN'S CAMPAIGN



Letter from the President



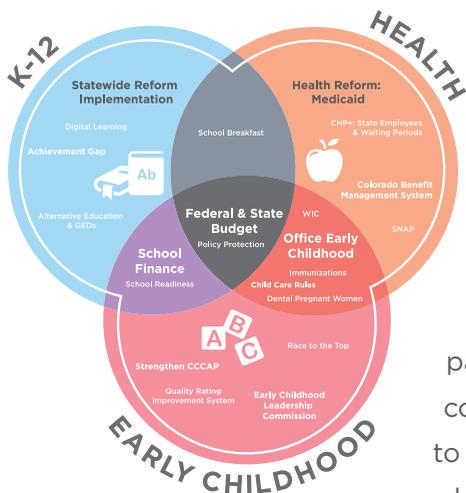
I'm thrilled to share with you a snapshot of our work on behalf of kids in 2013. This annual report touches on each of our areas of focus—policy, research and advocacy—and highlights the partnerships and support that make it all possible. We're known for our focus on data in all aspects of our work, so we thought a Children's Campaign "By the Numbers" review of our significant achievements and events in 2013 would be fitting. I encourage you to visit www.coloradokids.org for a deeper dive into these areas and many more.

From streamlining early childhood services to ensuring that reforms to our health care system support children, 2013 was an important year to protect and improve the programs and safety nets for our most vulnerable children and families. No effort was more comprehensive or challenging than our work in 2013 to create and support a more equitable and innovative school finance system. While we were disappointed in the defeat of Amendment 66, the commitment to ensuring that public education financing supports and promotes student success is a principle that has been embraced by many and will guide our work moving forward.

Another effort that pushed us in new ways in 2013 was the creation of a new motto: "Every chance for every child." Our staff, board of directors and many partners worked throughout 2013 to refresh our three-year strategic plan. With a stronger emphasis on integrating our issue areas of child health, K-12 education and early childhood learning and development, we felt a new "tagline" that describes our focus on ensuring every Colorado child has every opportunity was the perfect way to kick off the next phase of our work.

From our reports and presentations to our coalition work and community outreach, 2013 found the Children's Campaign pinpointing issues and crafting solutions to problems facing Colorado kids that will improve the lives of children in all aspects. We look forward to continuing that work with you.

Chris Watney
President and CEO



K-12

Creating a more equitable and innovative school finance system for Colorado continued to be a major focus in 2013. From the drafting and passage of the Future School Finance Act (Senate Bill 13-213) to the Amendment 66 campaign, we worked relentlessly with many partners to overhaul our broken system. We remain committed to transforming school finance in Colorado to drive improvements and reduce disparities in the education and health of Colorado students, from preschool through graduation.

EARLY CHILDHOOD

We promoted policies to streamline and align early childhood services by moving numerous programs serving young children from multiple state agencies into the Office of Early Childhood. The goal: an early childhood system that is more efficient and more responsive to families. We also advocated for the addition of 3,200 slots in the Colorado Preschool Program to expand access to quality early education to more Colorado kids.

HEALTH

We worked with many partners to usher the expansion of Medicaid in Colorado to thousands of low-income, uninsured adults. With the “welcome mat” out, many parents who applied for coverage also learned that their children were already eligible for coverage through Medicaid or the Colorado Health Plan Plus. As a result of health reform outreach efforts, 23,000 Colorado children were enrolled in health coverage between Oct. 1, 2013 and early 2014.

RESEARCH

We released the 20th annual edition of *KIDS COUNT in Colorado!* at the Colorado State Capitol with Gov. John Hickenlooper and distributed nearly 1,900 copies to policy makers, advocates, practitioners, parents and partners in every corner of the state.

Colorado Children's Campaign by the Numbers

76
COMMUNITY
PRESENTATIONS

and It's About Kids events, with 2,972 attendees; presentations highlighted data trends affecting the well-being of Colorado kids and policy opportunities to address the most pressing challenges in child well-being.



1,895

COPIES OF
KIDS COUNT IN COLORADO!

distributed to policy makers, advocates, practitioners and parents across the state.



2,880

SUBSCRIBERS

to KidsFlash, our weekly electronic newsletter that features issue updates and periodic action alerts on immediate advocacy opportunities.



539

NEWS MEDIA STORIES

covering the Children's Campaign and the policy priorities for which we advocated.

17

NEW IT'S ABOUT KIDS COUNTIES

IAK is a statewide network of child advocates led by a dedicated group of volunteer community leaders who provide guidance to their communities and to the Children's Campaign in a variety of ways. The network now represents 79 percent of Colorado's kids.

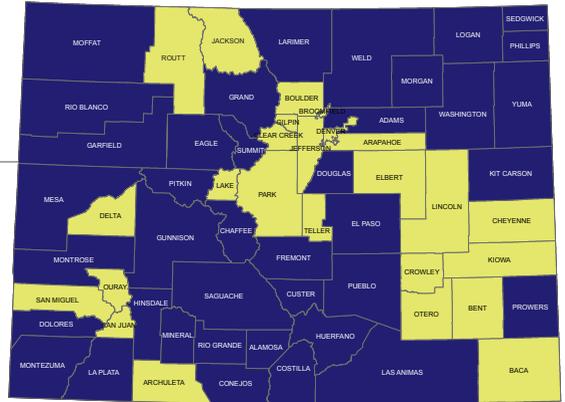


It's About Kids

Bringing Colorado Communities Together



Colorado Children's Campaign It's About Kids Network Communities



■ IAK Communities

148

ADVOCATES

from across the state enhanced their advocacy skills and joined their voices through Speak Up for Kids' Health Day or Early Childhood Advocacy Day at the Capitol.

4

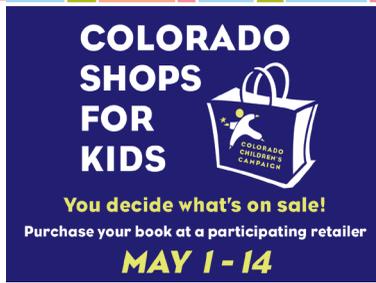
NEW MEMBERS

in the Champions' Circle, joining 27 other members of this special giving circle who commit to making a significant financial contribution for two or more years.



89

RETAILERS AND RESTAURANTS



in more than nine shopping districts participated in Colorado Shops for Kids, selling 578 books to support our work on behalf of kids.



197

CIRCLE OF FRIENDS MEMBERS

helped raise a combined total of more than \$250,000 for the organization through special events, including a year-end gift of \$16,000 from proceeds from their signature Annual Membership Tea.



764

GUESTS

attended the Annual Luncheon, featuring Carlotta Walls Lanier, youngest member of the Little Rock Nine, and were inspired to consider the question: "What are you willing to commit to ensure a high-quality education for every child in Colorado?"



2013 Financial Snapshot

2013 2012

Assets

Cash and Cash Equivalents	\$1,398,669	\$855,448
Accounts Receivable	3,500	31,877
Contributions Receivable	538,752	1,011,575
Prepaid Expenses & Other Assets	23,936	17,788
Investments Held by The Denver Foundation	677,732	604,011
Property & Equipment, net accumulated depreciation	17,814	40,855
Total Assets	\$2,660,403	\$2,561,554

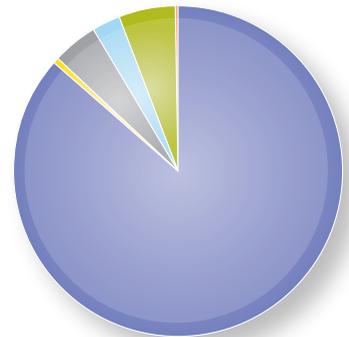
Liabilities

Accounts Payable	\$22,383	\$98,736
Accrued Expenses	53,295	69,678
Grants Payable	0	0
Total Liabilities	\$75,678	\$168,414

Net Assets

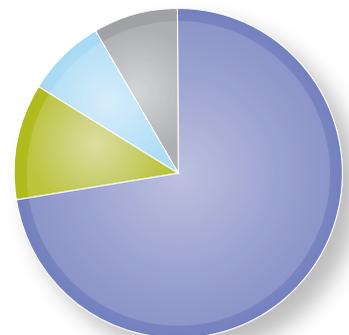
Unrestricted	\$1,092,739	\$572,338
Temporarily Restricted	1,157,789	1,486,605
Permanently Restricted	334,197	334,197
Total Net Assets	\$2,584,725	\$2,393,140
Total Liabilities and Net Assets	\$2,660,403	\$2,561,554

SOURCES OF INCOME



Foundations	\$2,260,137
Special Events (net of expenses)	\$149,260
Individuals (does not include event support)	\$115,303
Investments	\$73,872
Circle of Friends	\$16,000
Other	\$172
Total	\$2,614,744

EXPENSES



Advocacy	\$1,758,983
Research	\$272,664
Fundraising	\$201,731
Administration	\$189,780
Total	\$2,423,158

2013 Board of Directors

Lance Bolton, PhD

Board Chair

President

Pikes Peak Community College

Kraig Burleson

Chief Executive Officer

Inner City Health Center

Eric Duran

Board Secretary

Senior Vice President, Public Finance

Investment Banking

D.A. Davidson & Co

Dr. Steve Federico

Director of School and

Community Programs

Denver Health

Mike Ferrufino

Vice President

KBNO Radio

Lindsay Filsinger

Community Leader

Denver Circle of Friends Co-President

Norm Franke

Board Treasurer and

Finance Committee Chair

Regional President

Alpine Bank

Mark Fuller

Chief Financial Officer

ClearChoice Management Services, LLC

Joy Johnson

Community Leader

Mary Lou Makepeace

Community Leader

Zachary Neumeyer

Chairman

Sage Hospitality

Lee Reichert

Past Board Chair

Deputy General Counsel

Molson Coors Brewing Company

Nancy Spence

Former State Senator

Remy Spreuw

Board Vice Chair and

Nominating Committee Chair

Publisher

5280 Magazine

Chris Watney, Ex Officio

President & CEO

Colorado Children's Campaign



COLORADO CHILDREN'S CAMPAIGN

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