

EVERY CHANCE *for* EVERY CHILD



# 2015 ANNUAL REPORT

*Founder Anna Jo Haynes poses for a photo during our 30th Anniversary party.*



**COLORADO  
CHILDREN'S  
CAMPAIGN**  
*Every Chance for Every Child*

## 30 Years BOLD

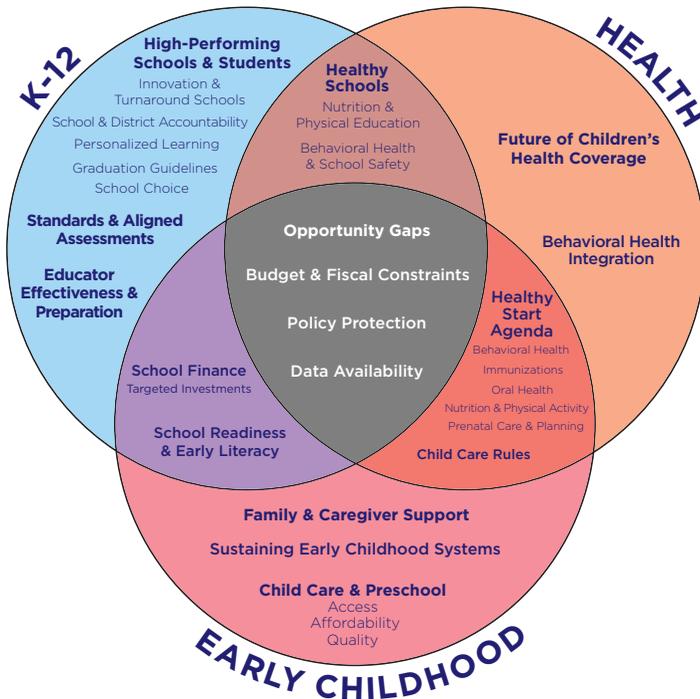
Three decades ago, a handful of child advocates came together to lay the groundwork for a non-partisan advocacy and research organization dedicated to improving the well-being of Colorado children. What started as an idea has grown into a movement to ensure every chance for every child in the state. Throughout 2015, we were joined by our founders, former leaders, early supporters—and many more—in celebrating being 30 years BOLD.

In true Children's Campaign style, we kicked off our celebrations with a party for staff and board alumni in our offices. Our guests of honor included Children's Campaign Presidents Marsha Gould and Barbara O'Brien, and our original founders Sam and Dr. Nancy Gary, Dr. Steve Berman and Elaine Gantz Berman, and Anna Jo Haynes.

In honor of our anniversary, we brought together visionaries and catalysts who've dedicated their lives to big ideas at our Annual Luncheon. Nearly all our founders were celebrated on stage by Gov. John Hickenlooper and Chris Watney, who served as President and CEO from 2009 to 2016. Our Keynote Speaker John Wood, a former Microsoft executive, delved into how a small idea of filling an empty school library in the Himalayas can change the world.

Three decades after our founders committed to create this organization, the principles they established remain strong today: addressing child well-being through multiple domains; working in a bi-partisan way; being data-driven and relying on research for policy positions; and being independent—beholden solely to children's interests. These principals are what have given us the strength and integrity to carry out our important mission. Certainly, they have evolved, but at its core, the Children's Campaign is, and has been, a result of their vi-





## 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.

## K-12

We enthusiastically supported a bipartisan solution to student assessment challenges. Legislation passed in 2015 made reasonable reductions in state testing requirements while preserving the important information about school and student performance that parents and educators need. We also helped defeat several threats to recent innovations in high academic standards and educator accountability.

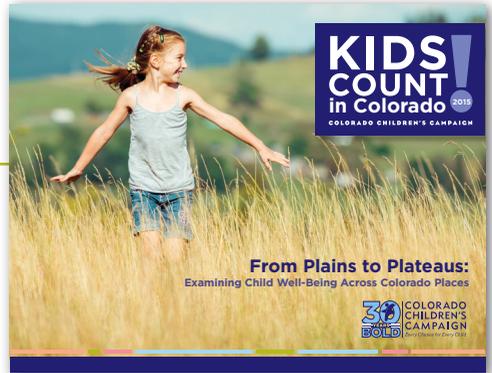
## HEALTH

We led an effort to secure public funding for a highly successful Colorado Family Planning Initiative that provided long-acting reversible contraceptives to low-income women and teens. While the effort to continue progress in reducing unintended pregnancies was defeated in 2015, the work to build a strong coalition and educate policymakers paid off in 2016 when the program was funded. We worked with health partners to invest \$1.2 million in the Colorado Immunization Information System, and update the Colorado Benefits Management System to allow families with fluctuating income to use an annualized income for Medicaid eligibility.

# Colorado Children's Campaign by the Numbers

# 1,656

NUMBER OF COPIES OF  
*2015 KIDS COUNT IN COLORADO!*  
DISTRIBUTED, ALONG WITH  
1220 COUNTY DATA PAGES.

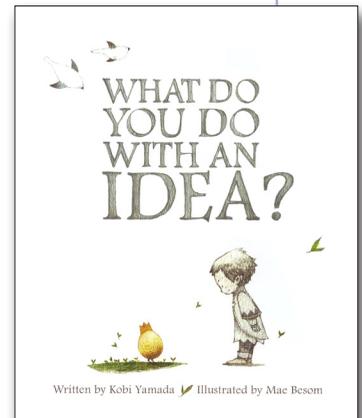


**9** OF OUR ORIGINAL FOUNDERS AND PAST CEOS JOINED US TO CELEBRATE OUR 30TH ANNIVERSARY AT SEVERAL EVENTS: A STAFF AND BOARD ALUMNI PARTY, THE CIRCLE OF FRIENDS ANNUAL MEMBERSHIP TEA, AND OUR ANNUAL LUNCHEON.



# 800

COPIES OF THE BEST-SELLING CHILDREN'S BOOK "WHAT DO YOU DO WITH AN IDEA?" BY KOBI YAMADA WERE DONATED TO GUESTS OF OUR 2015 ANNUAL LUNCHEON IN CELEBRATION OF THE FOUNDING OF THE COLORADO CHILDREN'S CAMPAIGN IN 1985.



# 105

NUMBER OF LEGISLATIVE PROPOSALS WE TRACKED. WE WERE HIGHLY ENGAGED IN THE PASSAGE OF 14 BILLS.



# 156

ADVOCATES ATTENDED SPEAK UP FOR KIDS DAY AT THE CAPITOL, UP 21 FROM THE PREVIOUS YEAR.



# 100

KIDS COUNT-DOWN CALENDARS WERE DELIVERED TO THE DESKS OF LEGISLATORS TO MARK EACH DAY OF THE 2015 COLORADO GENERAL ASSEMBLY WITH A FACT ABOUT COLORADO KIDS.



# 50

NUMBER OF COUNTIES IN THE IT'S ABOUT KIDS NETWORK, REPRESENTING 92 PERCENT OF COLORADO'S KIDS.



# 4,009

COLORADANS LEARNED FIRST-HAND ABOUT COLORADO CHILD WELL-BEING IN ONE OF OUR 115 COMMUNITY PRESENTATIONS AROUND THE STATE.

# 15

PARENTS FROM FIVE METRO DENVER SCHOOL DISTRICTS COMPLETED 15 HOURS OF TRAINING IN OUR INAUGURAL PARENT ACADEMY. THE PARENTS AND CAREGIVERS WERE TRAINED AND EQUIPPED TO ADVOCATE FOR HIGH-QUALITY EDUCATION IN THEIR COMMUNITY AND AT THE STATE LEVEL, WITH AN EMPHASIS ON HIGH ACADEMIC STANDARDS AND ALIGNED ASSESSMENTS.



	2015	2014
<b>Assets</b>		
Cash and Cash Equivalents	\$1,855,903	\$1,411,039
Accounts Receivable	52,431	26,255
Contributions Receivable	25,650	466,437
Prepaid Expenses & Other Assets	949,401	24,202
Investments Held by The Denver Foundation	691,159	710,060
Property & Equipment, net accumulated depreciation	6,977	11,141
<b>Total Assets</b>	<b>\$3,581,521</b>	<b>\$2,649,134</b>

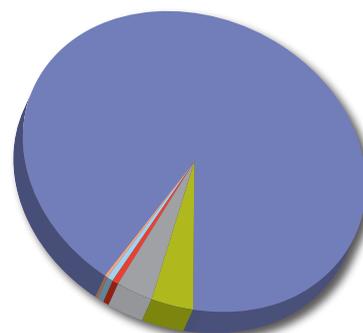
## Liabilities

Accounts Payable	\$15,762	\$14,878
Accrued Expenses	64,163	54,882
Grants Payable	0	0
<b>Total Liabilities</b>	<b>\$79,925</b>	<b>\$69,760</b>

## Net Assets

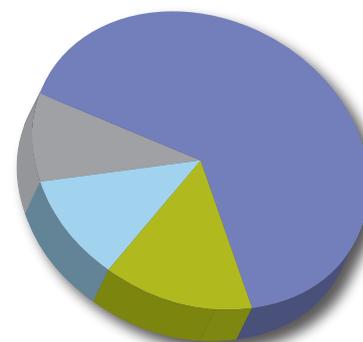
Unrestricted	\$1,661,835	\$1,250,559
Temporarily Restricted	1,505,564	994,618
Permanently Restricted	334,197	334,197
<b>Total Net Assets</b>	<b>\$3,501,596</b>	<b>\$2,579,374</b>
<b>Total Liabilities and Net Assets</b>	<b>\$3,581,521</b>	<b>\$2,649,134</b>

## SOURCES OF INCOME



Foundations	\$2,562,658
Special Events (net of expenses)	\$106,154
Individuals (does not include event support)	\$94,025
Circle of Friends	\$16,525
Other	\$4,144
Investments	-\$17,522
<b>Total</b>	<b>\$2,765,984</b>

## EXPENSES



Advocacy	\$1,201,714
Research	\$261,089
Administration	\$204,425
Fundraising	\$176,534
<b>Total</b>	<b>\$1,843,762</b>

# 2015 Board of Directors

**Remy Spreeuw**  
**Board Chair**  
*Publisher*  
5280 Magazine

**Lance Bolton, PhD**  
**Board Past Chair**  
*President*  
Pikes Peak Community College

**Kraig Burleson**  
**Board Vice Chair**  
*Chief Executive Officer*  
Inner City Health Center

**Eric Duran**  
**Board Treasurer and  
Finance Committee Chair**  
*Senior Vice President, Public Finance Invest-  
ment Banking*  
D.A. Davidson & Co

**Bernie Buescher**  
**Board Secretary**

**Dr. Steve Federico**  
**Nominating Committee Co-Chair**  
*Director of General Pediatrics,  
School & Community Programs*  
Denver Health

**Mike Ferrufino**  
*Vice President*  
KBNO Radio

**Verónica Figoli**  
*Chief Officer, Family and Community Engagement*  
Denver Public Schools

**Mark Fuller**  
*Chief Financial Officer*  
MB2 Dental Solutions

**Curtis Garcia**  
*Visiting Asst. Professor of Teacher Education*  
Adams State University

**Darryl Hair**  
*Chief Operating Officer*  
Sherman & Howard, LLC

**Joy Johnson**  
*Community Leader*

**Zachary Neumejer**  
*Chairman*  
Sage Hospitality

**Nancy Spence**  
**Nominating Committee Co-Chair**  
*Community Leader*  
Former State Senator

**Andrea Stevens**  
*Community Leader*  
Circle of Friends President

**Chris Watney**  
**Ex Officio**  
*President & CEO, 2009-2016*  
Colorado Children's Campaign

## 2015 Staff

**Chris Watney**  
*President & CEO, 2009-2016*

**Angelique Smith**  
*Outreach and Policy Events Coordinator*

**Annie Slothower**  
*Development and Special Events Coordinator*

**Beza Taddess**  
*Communications and Policy Coordinator*

**Bill Jaeger**  
*Vice President, Early Childhood Initiatives*

**Charlie Cherrington**  
*Finance Director*

**Claire McKeever**  
*Research Analyst*

**Erin Miller**  
*Vice President, Health Initiatives*

**Jacy Montoya Price**  
*Engagement Coordinator*

**Jennifer Corrigan**  
*Government Affairs Director*

**Joy Fitzgerald**  
*Grants and Evaluation Manager*

**Kathy DeWald**  
*Executive Assistant and Human Resources  
Manager*

**Katie Creedon**  
*It's About Kids Network Manager*

**Kristy Adams**  
*Director of Advancement*

**Leslie Colwell**  
*Vice President, K-12 Education Initiatives*

**Rob Sherow**  
*Design Coordinator*

**Sarah Barnes**  
*Policy Analyst*

**Sarah Hughes**  
*Research Director*

**Sarah Steffes**  
*MSW Intern*

**Shelby Edwards**  
*Education Initiatives Manager*

**Tara Manthey**  
*Communications and Outreach Director*



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