



Strategic Framework 2011 to 2013

Core Purpose

The Colorado Children's Campaign creates hope and opportunity for every child in Colorado.

Context:

- *While the Children's Campaign works to support every child in the state, this often results in a focus on those children most at risk/most vulnerable. While we do not state this directly in our core purpose, it is understood to be a critical focus if we are to achieve our mission and is included in our underlying principles.*

Core Strategic Approach/Supporting Strategies

The Colorado Children's Campaign is the leading voice for Colorado's children. We achieve our mission by developing and advocating for the implementation of data-driven public policy that will improve child health, early childhood, and K-12 education. To us, advocacy includes grassroots mobilization, lobbying, media outreach, and consensus building.

Context:

- *While there are many organizations working effectively on the core issues described in our strategic approach, including our key partners, the Children's Campaign is committed to being the organization that serves as the leading voice in Colorado for children and their overall well-being with a focus on the areas that are most critical to achieving that goal.*
- *In addition to the three core issue areas listed above, fiscal policy – specifically ensuring that decision makers have the resources and flexibility to invest in programs and services to support children – is a current focus of our work as it impacts all of our key issues and outcomes in significant ways. However, it is not one of our core issue areas, but rather a critical element of the work that must be done to address them successfully.*

Underlying Principles Guiding the Work

- The Colorado Children’s Campaign bases its positions on research and data indicating outcomes that will best meet the needs of children in our state, regardless of their race; ethnicity; gender; sexual orientation; abilities; religion; or immigration, economic or family status. All children deserve the opportunity to reach their full potential.
- We work on what is right for children, especially those most vulnerable. We put the interests and needs of children above adults.
- We address problems creatively, pragmatically, and relentlessly and work with those who are strategically valuable to advancing our mission.
- We work independently, without regard to political affiliation or to any interest other than what is best for children, and base our policy work on data, not ideology. We do not benefit financially from any of the services or programs for which we advocate and are able to put the interests of children above all else.
- We harness the power of data and develop our positions based on what research tells us is in the best interest of children.
- We communicate plainly and persuasively to a variety of audiences.
- We are innovative, without constraints of what currently exists.
- We are entrepreneurial and capitalize on opportunities.
- We are committed to measurable policy outcomes resulting from our work.

Long-Term Vision for Each Main Program Area

Early Childhood: Every child has access to supports for healthy development, including quality early childhood care and education.

Education: Every child has access to the education he or she needs to graduate from high school, prepared for success in postsecondary education, the workforce, and life.

Health: Every child has the supports to grow up healthy and has access to high quality health care services.

Criteria to Use in Prioritizing our Goals and the Policies and Programs we will Pursue

We prioritize our goals, as well as our support for public policies and programs, based on those that:

- Impact a large number of or have deep impact on children in Colorado;
- Have long term benefits for children and families;
- We are uniquely positioned to advocate for based on our expertise and resources; and
- Are informed by good data.

Strategic Outcomes We Work to Achieve

These are the “true North” goals that we will work to achieve in order to fulfill our mission. Each year, we will identify those policy goals that will most effectively move us “North” at that time. The goals are not listed in order of priority as each is critical to achieving our mission.

- Colorado’s budget includes adequate revenue to allow for greater investment in programs and services to benefit children, and the flexibility that allows lawmakers to invest in these programs.
- Gaps in student achievement and health outcomes between low-income children and children of color and their more affluent and white counterparts have been eliminated.
- All students in Colorado graduate from high school prepared to succeed in post-secondary education or work.
- All Colorado children have access to quality and affordable health care, and the supports to be healthy, including adequate nutrition and access to physical activity.
- All of Colorado’s young children have access to high quality early childhood experiences and education.
- The Children’s Campaign has the expertise, resources and credibility needed to be leaders in the field in each of our major issue areas.