2015 ANNUAL REPORT

Founder Anna Jo Haynes poses for a photo during our 30th Anniversary party.
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-
2015 Impacts

**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

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.
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.

4,009 Coloradans learned first-hand about Colorado child well-being in one of our 115 community presentations around the state.

50 number of counties in the It’s About Kids network, representing 92 percent of Colorado’s kids.
2015 Financial Snapshot

**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

**EXPENSES**

- Advocacy: $1,201,714
- Research: $261,089
- Administration: $204,425
- Fundraising: $176,534

**Total** $1,843,762

**2015 Financial Snapshot**

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<tr>
<th>Assets</th>
<th>2015</th>
<th>2014</th>
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<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
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<tr>
<td>Accounts Receivable</td>
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<td>Contributions Receivable</td>
<td>25,650</td>
<td>466,437</td>
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<td>Prepaid Expenses &amp; Other Assets</td>
<td>949,401</td>
<td>24,202</td>
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<td>Investments Held by The Denver Foundation</td>
<td>691,159</td>
<td>710,060</td>
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<tr>
<td>Property &amp; Equipment, net accumulated depreciation</td>
<td>6,977</td>
<td>11,141</td>
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<td><strong>Total Assets</strong></td>
<td><strong>$3,581,521</strong></td>
<td><strong>$2,649,134</strong></td>
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<table>
<thead>
<tr>
<th>Liabilities</th>
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<tr>
<td>Accounts Payable</td>
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<td>Accrued Expenses</td>
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<td>Grants Payable</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>$79,925</strong></td>
<td><strong>$69,760</strong></td>
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<tr>
<th>Net Assets</th>
<th>2015</th>
<th>2014</th>
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<tr>
<td>Unrestricted</td>
<td>$1,661,835</td>
<td>$1,250,559</td>
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<tr>
<td>Temporarily Restricted</td>
<td>1,505,564</td>
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<tr>
<td>Permanently Restricted</td>
<td>334,197</td>
<td>334,197</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$3,501,596</strong></td>
<td><strong>$2,579,374</strong></td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$3,581,521</strong></td>
<td><strong>$2,649,134</strong></td>
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</tbody>
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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 Investment 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 Neumeyer
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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Every Chance for Every Child

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