

Colorado Children's Campaign Strategic Framework, 2018 through 2020

Vision

Every chance for every child to succeed.

Mission

The Colorado Children's Campaign is the leading voice for Colorado's children. We advocate for the development and implementation of data-driven public policy that improves child well-being, with a focus on health, education and early childhood. We partner with organizations and communities to advance child well-being.

True North Goals

These are the goals driving us toward our mission. We evaluate progress in these areas regularly and share those measurements with our Board of Directors annually. Those measurements guide us toward policies that will most effectively move us "north." We use the data to engage with communities about the need for pursuing policy change. We track those policies to ensure that they lead to improved outcomes for children.

- Structural barriers to opportunity are removed, leading to more equitable outcomes between low-income children and children of color and their peers.
- All students in Colorado graduate from high school prepared for college, careers and life.
- All Colorado children have quality, affordable health care, including physical, mental and oral health services, as well as the community environments and supports needed to be healthy.
- All of Colorado's young children have high-quality early childhood experiences that ensure they are ready for school and on track for life success.
- All Colorado children are economically secure.
- Advocates have access to relevant and reliable data that inform sound public policy in all our issue areas.
- The Children's Campaign has the expertise, resources and credibility needed to be leaders in the field.



Underlying Principles Guiding Our Work

- The Colorado Children’s Campaign works to improve the well-being of Colorado children of all races; ethnicities; genders; sexual orientations; abilities; religions; and immigration, economic and family statuses.
- We work on what is right for children, especially those who face the most barriers to opportunity. We work toward a Colorado in which a child’s race, ethnicity or socioeconomic status has no bearing on his or her opportunities or life outcomes.
- We elevate the needs of children in public policy debates first and foremost while we recognize and honor the adults who raise, work with, and care for children.
- We embrace an integrated vision of child well-being, and seek interconnections among our issue areas of focus.
- We are committed to measurable policy outcomes resulting from our work.
- We address problems creatively, pragmatically, and relentlessly and work with all partners committed to advancing child well-being.
- We harness the power of data and of lived experience, and develop our positions based on what research tells us is in the best interest of children.
- We seek the insights of those on whose behalf we are advocating and use it to inform the policies that we advance.
- We are nonpartisan, and work across political affiliations. We base our policy work on data, not ideology.
- We have no interest other than what is best for children and do not benefit financially from any of the services or programs for which we advocate.
- We communicate plainly and persuasively with a variety of audiences
- We change existing structures and systems to promote greater opportunity for all children.
- We are innovative and maximize opportunities.
- We embrace a standard of excellence and a culture of continuous improvement. We value thoughtful, inclusive discourse and employ divergent thinking to explore solutions.

Criteria for Prioritizing Our Work

We focus our time and resources on state-level opportunities that will achieve our mission in order to have the greatest impact possible. To prioritize our efforts we advance public policies and services that:

- Impact a large number of, or have a deep impact on, children in Colorado.
- Remove systemic barriers that perpetuate racial, ethnic, and socioeconomic inequity.
- Benefit children and families long-term.
- May be advanced by our expertise and resources, and to which we can make a unique contribution.
- Improve outcomes across multiple domains in the lives of children.
- Are informed by good data, whether quantitative or qualitative.
- Are opportune for action based on timing or context.

The Children’s Campaign focuses on state-level policies, however we may take action on local, regional or federal efforts when the above criteria are weighed, and action at that level:

- Is the most appropriate lever of change.
- Advances our statewide policy agenda.
- Does not diminish our capacity to influence state policy.
- Reflects our commitment to children in communities across the state.

