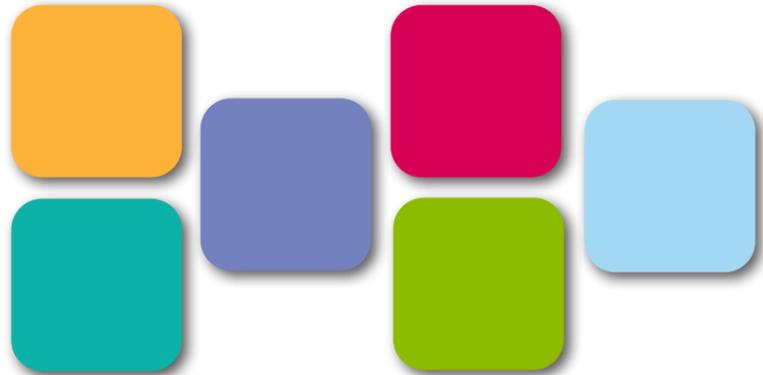


# 2021 ANNUAL REPORT

## COLORADO CHILDREN'S CAMPAIGN

**EVERY CHANCE *for* EVERY CHILD**

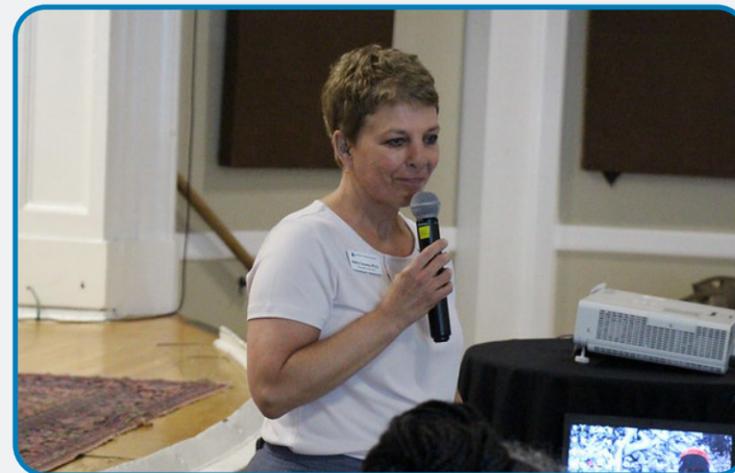


### Letter from the President & CEO, Kelly Causey

In the midst of an ongoing public health crisis, the Colorado Children's Campaign began 2021 focused on our mission as the pandemic laid bare the many systemic barriers faced by kids and families in Colorado. Despite the economic downturn and unpredictable school schedules, the new year brought with it an urgency to restructure socioeconomic systems to benefit all Coloradans.

Legislators, advocates, and our dedicated team all worked diligently to advance policy solutions to respond to the COVID-19 crisis. In fact, most of the funding that was cut from our state budget last year was restored, and many of our priority bills passed with bipartisan support. We also continued to engage in a strategic planning process, which aims to more holistically embed the values of diversity, equity, and inclusion into our policy work.

One of our most notable successes was the passage of House Bill 1304, which initiates a community-informed process to unify early childhood services under a cabinet level department, and requires a plan to implement voluntary universal preschool in alignment with voter intent in Prop EE. This monumental bill provides children and families with essential support in their earliest years of life, while also ensuring that the early childhood workforce can provide the high-quality care and education kids need to thrive.



In addition to elevating early childhood, the Children's Campaign saw major wins across our main issue areas of child health, K-12 education, and family economic security. Some of our other achievements in the 2021 legislative session included fully funding the Child Tax Credit, expanding coverage for family planning services, and correcting a longstanding error in the state's property tax system for funding public education.

These successes are a strong testament to the commitment of our staff and statewide partners. As we reflect upon and celebrate these achievements, we also recognize the work that remains in realizing every chance for every child in Colorado, especially for those who face the most barriers to opportunity. In this report, I am excited to share our accomplishments from 2021. We thank you for your continued commitment to helping us meet the moment for Colorado kids and families.

### Here are some of our policy advocacy successes in 2021.

In 2021, legislators and advocates continued to respond to the numerous systemic issues exacerbated by the COVID-19 pandemic. Most of the funding that was cut from 2020 was restored, providing necessary support to education, health care, and child care programs, among many others. During this critical period of the pandemic, child and family well-being advocates seized the opportunity to develop transformative solutions that were rooted in community voice and intent on dismantling barriers for all Colorado kids and families.

### Here are the results of the critical policies championed and supported by the Colorado Children's Campaign.

**Early Childhood:** Colorado is now one of eight states to have a cabinet level Department of Early Childhood (source for this data: <https://www.ecs.org/early-care-and-education-governance/>). House Bill 21-1304 consolidates various early childhood programs currently scattered across state agencies into the Colorado Department of Early Childhood, and sets into motion a community informed transition process to unify services in the new department. Additionally, the early childhood workforce received essential support through grant programs and the reduction of burdensome regulations on family child care homes. These policies will improve child care capacity and strengthen our early childhood system during a time in which many families continue to face significant barriers to accessing early care and education.

**Health:** The 2021 legislative session saw tremendous progress for family health, including improvements to Colorado's maternal health system and several expansions of family planning services. Legislation improved the integration of certified midwives into our maternity care system, improved stakeholder engagement in Colorado's maternal mortality review process, extended Medicaid and CHP+ coverage for 12 months postpartum, and increased access to depression screenings in the perinatal period. Coverage for family planning services was extended to Coloradans who live scarcely above the Medicaid income eligibility threshold. The Children's Campaign also championed legislation to improve access to mental health care in schools and child care settings, improve access to quality health insurance and ensure the safe storage of firearms.

**K-12:** Colorado made historic investments in students with the passage of legislation that expands the "at-risk" formula factor to include students eligible for reduced-price lunches and creates a new weighted factor for English Language Learners. In addition, a bill was passed to correct a longstanding error in our property tax system for funding public education, equalizing tax rates and allowing millions of additional dollars to be allocated to Colorado's students over time. These targeted investments will lead to more equitable funding for our schools, and consequently, better outcomes for all students statewide.

**Family Economic Security:** The COVID-19 crisis posed a critical moment to assess how we support Colorado families pursuing economic opportunity and stable housing. In 2021, Colorado supported safe and stable housing with multiple bills which increased fairness and representation in the eviction court process, and allowed communities to create affordable housing options. The state Earned Income Tax Credit (EITC) was expanded and increased alongside the state Child Tax Credit (CTC) -- improving two of Colorado's most effective tools for eliminating child poverty. Finally, with the codification of a new grant program, millions were invested in ensuring all Colorado families are able to purchase the diapering essentials they need to keep their children happy and healthy.

Early Childhood Education	Health	K-12	Family Economic Security
New state Department of Early Childhood and pre-K implementation	Maternal health system improvements	Equity for public school students and taxpayers	Supporting safe and stable housing
Removed burdensome regulations from family childcare homes	Family planning expansions	Targeted funding formula changes	Expanding the EITC and funding the CTC
Stimulus funding for early childhood providers	Access to mental health care	Addressing pandemic learning disruptions	Providing diapering essentials

### 2021 Board of Directors

- Ryan Cobbins**, Chair  
*Owner & Operator, Coffee at The Point*
- Sharlene Keithley**, Vice Chair  
*Director of Strategic Planning and Revenue Cycle, Desoto Children's Clinics*
- Lauren Schmidt**, Past Chair  
*Executive Director, Colorado Outward Bound School*
- Millie Hamner, Ph.D.**, Treasurer  
*Senior Policy Director, Keystone Policy Center*
- Rosemary Rodriguez**, Secretary  
*Director, Together We Count*
- Sarah Allen**  
*Chief Transformation Officer, Kaiser Permanente*
- Joan Brennan**  
*Community Leader*
- Charlotte Brantley**  
*Early Care and Education Expert*
- Matt DeAngelis**  
*Managing Director, D.A. Davidson*
- Al Dominguez Jr.**  
*President & CEO, P.O.M. Consulting*
- Rachele Espiritu Ph.D**  
*Founding Partner, Change Matrix*
- Vangi McCoy**  
*Council Coordinator, Montelores Early Childhood Council*
- Jeannine Truswell**  
*President & CEO, United Way of Weld County*
- Dr. Shale Wong**  
*Director, Eugene S. Farley, Jr. Health Policy Center  
Professor/Vice Chair for Policy & Advocacy, Dept. of Pediatrics at CU School of Medicine*
- Kelly Causey Ph.D**, Ex Officio  
*President & CEO, Colorado Children's Campaign*

### 2021 Staff

- Kelly Causey, PhD**, *President and CEO*
- Sarah Barnes**, *Manager of Special Policy Initiatives*
- Emily Battaglia**, *Communications Associate*
- Cliff Clusin**, *Finance Director*
- Leslie Colwell**, *Vice President, K-12 Education Initiatives*
- Katie Creedon**, *It's About Kids Network Manager*
- Samantha Espinoza**, *Senior Policy Analyst for Health Equity*
- Brian Heider**, *Philanthropy Officer*
- Sarah Hughes**, *Vice President, Research Initiatives*
- Bill Jaeger**, *Vice President, Early Childhood and Policy Initiatives*
- Riley Kitts**, *Government Affairs Director*
- Erica Manoatl**, *Manager of Research Initiatives*
- Melissa Mares**, *Early Childhood Policy Fellow*
- Julia McCorvey**, *Grants Manager*
- Maeve McHugh**, *Development Communications Coordinator*
- Erin Miller**, *Vice President, Health Initiatives*
- Jacy Montoya Price**, *Advocacy Director*
- Stephanie Perez-Carrillo**, *Policy and Partnerships Manager*
- Shayla Riggle**, *Strategic Events Coordinator*
- Rob Sherow**, *Design Manager*
- Angelique Smith**, *Development Director*
- Beza Taddess**, *Communications Director*
- Charlie Veraza**, *Development Associate*
- Annamarie Zach**, *Executive Assistant/Office Manager*

# Colorado Children's Campaign by the Numbers

## 2021 Financial Snapshot

**123**

Community presentations on child well-being that reached nearly 5,547 individual Coloradans

**57**

Times our experts provided testimony on the well-being of children before committees of the Colorado General Assembly or state regulatory boards

**175**

Bills that affected Colorado children and families tracked during the 2021 session of the Colorado General Assembly

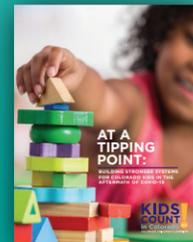
**43,584**

Visits to Colorado data that we provide to the national KIDS COUNT Data Center.



News media articles citing our work, research or activities

**177**



Website page views of 2021 *KIDS COUNT in Colorado!*

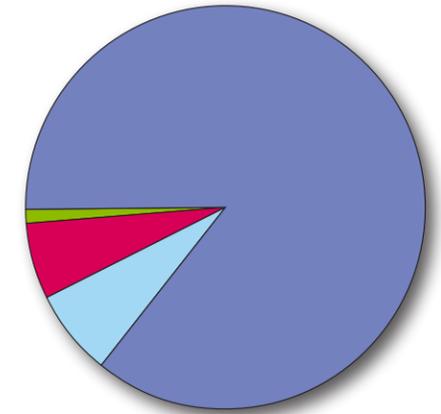
**6,976**

Downloads of the third season of our podcast, *The West Steps*

**8,526**

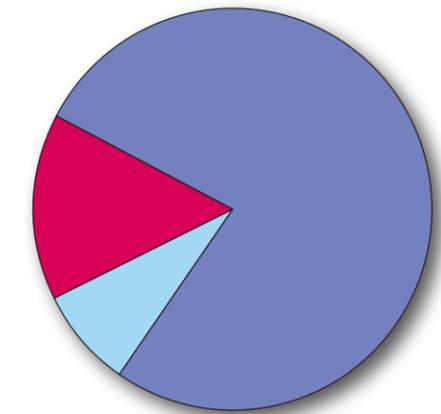


### SOURCES OF INCOME



● Foundations	\$2,077,902
● Individuals (does not include event support)	\$164,636
● Investments	\$146,950
● Special Events (net of expenses)	\$31,195
<b>Total</b>	<b>\$2,420,683</b>

### EXPENSES



● Program	\$2,078,375
● Fundraising	\$401,567
● Administration	\$212,667
<b>Total</b>	<b>\$2,692,609</b>



**COLORADO CHILDREN'S CAMPAIGN**