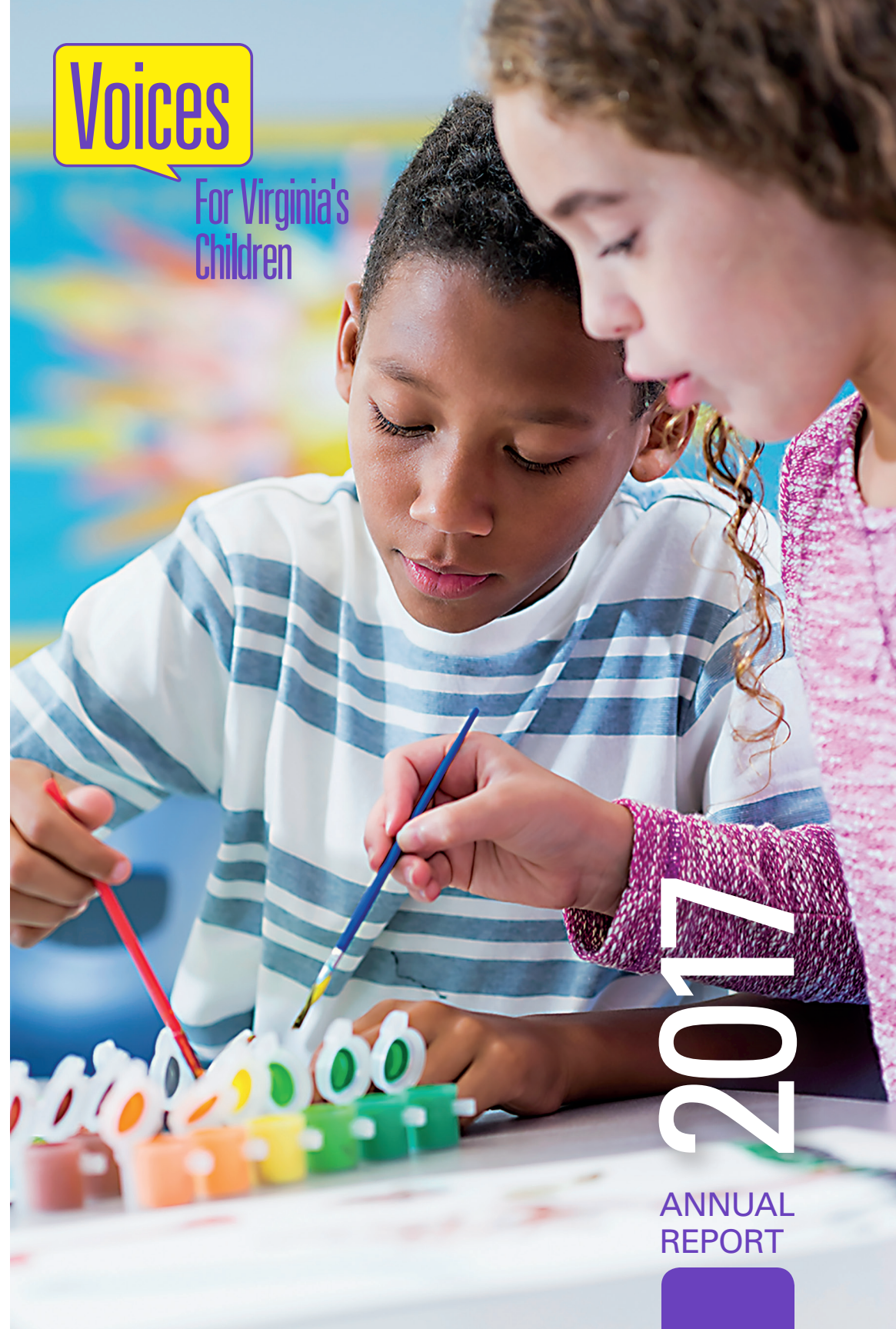




1606 Santa Rosa Road
Suite 109
Henrico, Virginia 23229
vakids.org

For Virginia's
Children



Voices

For Virginia's
Children

2017

ANNUAL
REPORT

Voices for Virginia's Children champions public policies that improve the lives of Virginia's children.

As the commonwealth's only independent, multi-issue child advocacy organization, we are committed to working with policymakers on both sides of the aisle, our partner organizations, and engaged citizens to advocate for laws and funding that advance child well-being.

We focus our data-informed advocacy efforts in

- **early care and education**
- **foster care and adoption**
- **mental health**
- **health and wellness**
- **family economic security**

In 2017, drawing on ground-breaking research on the development of children's brains, we consistently began applying a trauma-informed lens to these issue areas.

Dear Friends and Advocates,

Voices for Virginia's Children celebrated many successes and some firsts in 2017. Our General Assembly advocacy yielded wins for children in the realms of health, mental health, and child care and laid the groundwork for future discussions on school discipline and trauma-informed policies and practices.

We educated and mobilized voters and legislators about our policy recommendations during the lead-up to Virginia's statewide elections in November. We're especially proud of our 2017 Election Guide and Gubernatorial Candidate Forum — both firsts — which introduced voters to pressing issues facing children and families and to the gubernatorial candidates' positions on those issues.

At our ever-popular Carol S. Fox MAKING KIDS COUNT Awards Reception, we honored Children's Trust executive director Janice Dinkins Davidson, St. Joseph's Villa, and the Virginia Latino Higher Education Network for their tireless work on behalf of Virginia's children. Golf enthusiasts supported our fundraising efforts while enjoying a game of golf during our first annual Raise Your Voice Open.

We are grateful to all of you who understand the power of public policies to create a better tomorrow for our children and commonwealth. Please accept our heartfelt thanks for your advocacy and financial donations. We couldn't do this work without you!

Sincerely,



Keith Hare
CHAIR, BOARD OF DIRECTORS



Keith Hare



Margaret Nimmo Holland



Margaret Nimmo Holland
EXECUTIVE DIRECTOR



What We Did

In 2017 Voices and our partners **successfully advocated to protect state funding for children's services** — a major feat given the \$1.5 billion budget shortfall facing the General Assembly at the start of the 2017 session.

On the federal level, we began a focused period of **advocacy for the re-funding of the Children's Health Insurance Program (CHIP)** when Congress missed the September deadline to re-fund the popular, bipartisan program. Our efforts paid off in January 2018 when Congress ultimately voted to re-fund CHIP, ensuring that some 9 million children and 375,000 pregnant women nationwide — including some 69,000 children and 1,100 pregnant women in Virginia — retained health insurance coverage.



Working with our partners, we achieved some important advocacy and legislative wins in 2017, including:

- STEP-VA, the comprehensive plan for improving **Virginia's behavioral health system**, written into law
- New funding allocated to implement **same-day access to mental health screening services** at community services boards as the first part of implementing STEP-VA
- Improved **child care safety**, including fingerprint background checks for more child care providers
- Passage of law requiring **auto-enrollment into Medicaid** for Virginia's youth aging out of foster care to ensure they continue to receive health insurance coverage
- Introducing policymakers to regional **trauma-informed community networks** and recognizing the efforts of the TICNs
- Sparking the **school discipline** conversation around dismantling the school-to-prison pipeline and reducing suspension and expulsions





“Voices listened to my voice and connected me to the media and legislators. It was very empowering.”

Latasha Wiggins, a mental health counselor and mother of two, worked closely with Voices in 2017 and 2018 in advocating for the re-funding of the Children’s Health Insurance Program (CHIP).

How We Did It

Three fundamental principles lie at the heart of our successful advocacy:

- A steadfast commitment to **championing what is best for kids**
- **Using reliable data** gleaned from our KIDS COUNT data work and other sources to inform our policy recommendations
- **Building sustainable relationships** with concerned individuals, nonprofit partners, and policymakers in the administration and from both parties in the legislature

ENGAGING VOTERS AND ADVOCATES:

MEDIA COVERAGE

5

TV interviews

13

radio interviews

9

op-eds

26

newspaper articles

ADVOCACY AND EDUCATIONAL OUTREACH

40

ACTION ALERTS and informational emails to our network of

5,500

supporters

SOCIAL MEDIA FOLLOWERS



2,164



1,292



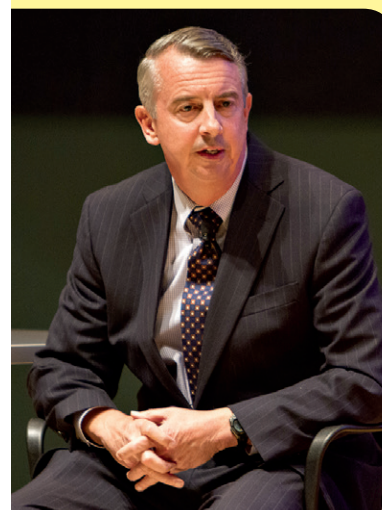
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Ralph Northam greets Gubernatorial Candidate Forum attendees.

Electoral Advocacy

- Distributed **2,500 Election Guides**, featuring data and talking points on statewide election-year issues related to children
- Led **35 presentations** and a recorded **webinar viewed 89 times** on the use of the Election Guide
- Hosted **1 Gubernatorial Candidate Forum**, moderated by high school and college students, to give the public a chance to hear gubernatorial candidates Ed Gillespie and Ralph Northam respond to questions on child-focused policies
- Received **67 responses** to our candidate questionnaire, which was sent to all candidates for statewide office and House of Delegates



Ed Gillespie responds to a question at the Gubernatorial Candidate Forum.

Gubernatorial Candidate Forum moderators were, from left to right, Sophia Booker, a senior at VCU; Steven Scherping, a fourth year at UVA; and Morgan Stanley, a high school junior at Kenston Forest School in Blackstone, Va.



Raise Your Voice Open Golf Tournament

We held our first annual Raise Your Voice Open Golf Tournament on May 18, 2017, at Hunting Hawk Golf Club in Glen Allen.

Thanks to presenting sponsor Dominion Energy, our other sponsors, and the 21 foursome teams that participated — including winning team Xenith Bank — **we raised \$25,000 and had a great time!**



**Please join us
for our second annual
golf tournament
on Sept. 17, 2018,
at Hunting Hawk
Golf Club!**

For more information
and to register,
please visit vakids.org/join-us/events/.



Carol S. Fox MAKING KIDS COUNT Awards Reception

Partners, elected officials, and advocates joined us Oct. 4 at Richmond's John Marshall Ballrooms for our sixth annual Carol S. Fox MAKING KIDS COUNT Awards Reception to recognize the 2017 award honorees: Children's Trust executive director Janice Dinkins Davidson, St. Joseph's Villa, and the Virginia Latino Higher Education Network.

We thank our award recipients for their inspiring work on behalf of Virginia's children!



2017 honorees were Janice Dinkins Davidson, St. Joseph's Villa (Kathleen Burke Barrett), and Virginia Latino Higher Education Network (Dr. Elda Stanco Downey and Dr. Maricel Quintana-Baker).

Save the Date!
10-4-18

CAROL S. FOX
**MAKING
KIDS COUNT**
AWARD

Join us for the
Awards Reception

Thursday,
Oct. 4, 2018
6 – 8 p.m.

John Marshall Ballrooms
101 N. Fifth Street
Richmond, Va.



Voices 2017 board chair
Jamie Dyke Clancey
gives the opening remarks.



vakids.org/kids-count-data

"It's nice to have one place to go to get a lot of this data. I pulled the KIDS COUNT data off the internet and asked the KIDS COUNT director questions about things I couldn't find online."

Buckey Boone, retired director of Smart Beginnings, United Way of Southwest Virginia, has used KIDS COUNT data in his advocacy work, nonprofit strategic planning, and grant writing.



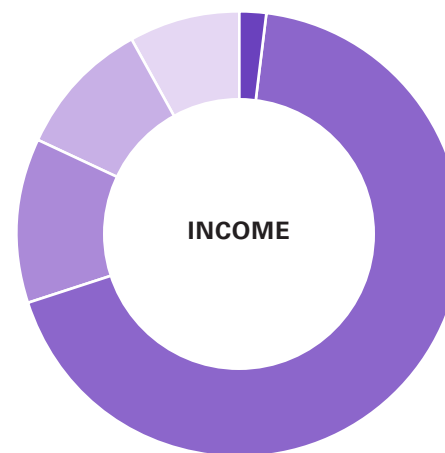
KIDS COUNT Data

We make KIDS COUNT! We track data on the well-being of Virginia children and use it to inform our public policy advocacy. In 2017, we incorporated data into several print and online publications, including:

- Our 2017 Election Guide, comprising a report on child economic well-being in Virginia and eight issue-specific handouts with questions for statewide candidates
- Infographic snapshots of overall child well-being in eight regions of the commonwealth
- Interactive, online maps detailing data on child demographics, health, education, and economic well-being in Virginia localities

As part of the Annie E. Casey Foundation network, we also helped release two national publications in 2017.

2017 Financial Report



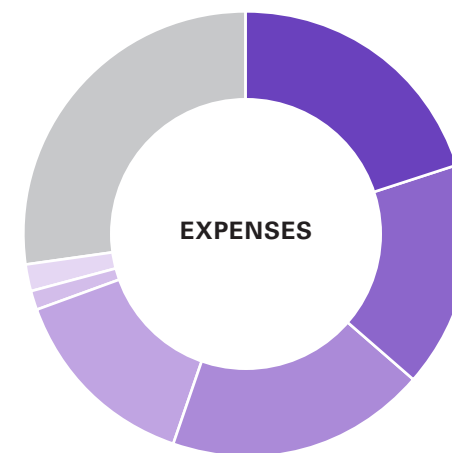
- Corporations — 2%
- Foundations — 68%
- Organizations — 12%
- Individual — 10%
- Other — 8%

Audited Schedule of Income

JANUARY 1 – DECEMBER 31, 2017

Corporations	\$ 25,000
Foundations	858,081
Organizations	151,170
Individual	119,991
Other	102,582
Total Income	\$1,256,824

Grants, pledges, and contributions are recognized when a donor makes, what is in substance, an unconditional promise to give to the organization. Conditional grants or pledges are recognized when the conditions on which they depend are substantially met and the promise becomes unconditional. Voices received a multi-year grant of \$397,914, recognized in 2017, though payments are spread out through 2020.



- KIDS COUNT — 20%
- Early Childhood — 16.5%
- Health and Mental Health — 19%
- Foster Care and Adoption — 14%
- Family Economic Success — 1.5%
- Lobbying — 2%
- Management and Development — 27%

Audited Schedule of Expenses

JANUARY 1 – DECEMBER 31, 2017

Programs and Advocacy:	
KIDS COUNT	\$155,067
Early Childhood	126,785
Health and Mental Health	143,572
Foster Care and Adoption	107,666
Family Economic Success	10,936
Lobbying	15,583
Management and Development	208,875
Total Expenses	\$768,484



The Champions' Circle

In 2014, we launched The Champions' Circle as Voices' first-ever major-giving circle. Membership and donation size have increased each year since its inception. Therefore, we decided to restructure The Champions' Circle to include additional levels of giving. Individuals, couples, families, or family foundations may receive recognition as members of The Champions' Circle.

Gold: \$10,000 plus

Batten Family Fund in
Charlottesville Area
Community Foundation
Bob and Anna Lou Schaberg
Fund at VNHC
Carol and Carter Fox Family Fund
of The Community Foundation
Serving Richmond
and Central Virginia
Mr. and Mrs. Mike Chinn
Freeman Family Fund
of The Community Foundation
Serving Richmond
and Central Virginia
Mr. and Mrs. Wallace Stettinius

Silver: \$5,000 plus

Ms. Martha Estes Grover
Dr. and Mrs. Gerald E. Keightley III
The Mason Hirst Foundation, Inc.
Ms. Elizabeth Morgan
The Honorable and
Mrs. Elliot S. Schewel
Dr. Joyce L. Shields

Bronze: \$1,000 plus

Mr. and Mrs. Ric Arenstein
Dr. Joyce O. Beckett and
Mr. John C. Purnell Jr.
Sandra and E. J. Bowen
Mr. Robert H. Dugger and
Mrs. Joan M. Huffer
Ms. Laurie Flynn
The Honorable Laura Fornash
The Honorable and
Mrs. William H. Fralin Jr.
The Honorable Audrey Franks and
Mr. David Franks
Dr. Jennifer Gentry and
Mr. Fred Gentry
The Honorable Eva Teig Hardy and
Mr. Michael Hardy
Mr. and Mrs. J. Keith Hare
The Honorable Timothy M. Kaine
and The Honorable
Anne B. Holton
Tom and Annie Kasper

Koval Family Fund
of The Community Foundation
Serving Richmond
and Central Virginia
The Honorable Rob Krupicka
Ms. Amanda T. Macaulay
Ms. Sharon McBay
Dr. and Mrs. John R. Morgan
Mr. and Mrs. Al Moss
Dr. William L. Murray and
Ms. Jean Hovey
Mr. and Mrs. Ian A. Nimmo
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Dr. Leslie S. Kaplan
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and Mr. James T. Rhodes
Mr. and Mrs. Peter Schneir
Dr. and Mrs. Don Switz
Dr. Brenda Tanner and
Mr. Russell W. James
Ms. Terry Thompson
Dr. Jamelle S. Wilson and
Mr. James C. Wilson
Mr. and Mrs. Jeffrey L. Wilt

To learn more about The Champions' Circle, contact Michael Brown, Director of Development, at michael@vakids.org or (804) 649-0184, ext. 108.

Donor Recognition

\$100,000 +

Adiuvans Foundation
The Annie E. Casey Foundation
Partnership for
America's Children

\$25,000 – \$99,999

Consumer Health Foundation
Dominion Energy
Dominion Energy
Charitable Foundation
The Greater Washington
Community Foundation
Jackson Foundation
The Meyer Foundation
Potomac Health Foundation
Richmond Memorial Health
Foundation
The Robins Foundation
Washington Area Women's
Foundation

\$5,000 – \$24,999

AT&T
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Charlottesville Area
Community Foundation
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The Mason Hirst Foundation, Inc.
Ms. Elizabeth Morgan
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Dr. Joyce L. Shields
Mr. and Mrs. Wallace Stettinius

\$1,000 – \$4,999

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"It takes people with imagination, knowledge, and commitment to understand what Voices does and the importance of giving to Voices. Voices does not deliver food, shelter, or mental health services to children; rather, it creates the environment that makes it possible for direct-service government agencies and nonprofits to deliver those services."

Lee Switz, Voices board member and retired nonprofit fundraiser



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Tom and Elizabeth Wash
Dr. Jamelle S. Wilson and
Mr. James C. Wilson
Mr. and Mrs. Jeffrey L. Wilt
Wolf Run Foundation

\$500 – \$999

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