

25  
YEARS

Voices

For Virginia's  
Children



2019

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 individuals 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 2019, drawing on ground-breaking research on the development of children's brains, we consistently began applying a trauma-informed lens to these issue areas.



Johanna Schuchert



Keith Hare

## Dear Friends,

2019 was a year of successful advocacy on behalf of children, celebrations, and transition.

Highlights from our advocacy with the General Assembly include:

- the opportunity for 1,500 more children to attend high-quality preschool;
- the establishment of the pediatric mental health access program in Virginia;
- the kinship diversion program to keep children with relatives rather than foster care;
- better access to school counselors for students; and
- passage of the foster care omnibus bill that will improve outcomes for children in the foster care system.

In April, Voices hosted the Virginia Summit on Childhood Trauma and Resilience, which attracted nearly 1,000 participants. State leaders, advocates, mental health and child welfare professionals, members of law enforcement, and educators all united for the well-being of our kids. This first-of-its kind, statewide summit was a rare opportunity for communities to share experiences, highlight best practices, and discuss future policy changes that benefit Virginia's children.

On the evening of the Summit's conclusion, our 25th Anniversary celebration began with the Honorary Chair, First Lady Pamela Northam. The founders of the organization were also recognized in addition to current and former board members, including former First Lady, Anne Holton. Seventeen current and former legislators were honored for their support of children's issues as well. In addition to honoring the past 25 years, the event represented the beginning of a new and stronger commitment to Virginia's greatest resource, our children.

After six years at the helm, Margaret Nimmo Holland moved on to other endeavors in September. As the organization transitioned, a new focus on preparing communities for the 2020 Census began. This activity represented another opportunity to ensure that all of Virginia's children are recognized. As a member of the Virginia Complete Count Commission, key Voices' staff members helped plan and carry out a number of public events.

We are truly grateful to all of you who support our efforts to advance public policies that create a better tomorrow for the Commonwealth of Virginia. It is through your generosity and trust in us that Voices has built a strong reputation as advocates for children and families, and we rely on you to continue this important work.

Johanna Schuchert  
INTERIM EXECUTIVE DIRECTOR

Keith Hare  
CHAIR, BOARD OF DIRECTORS

# 2019 General Assembly Session Highlights

The 2019 General Assembly was a successful one for Voices for Virginia's Children. Focusing on issues pertaining to early childhood education, children's mental health, foster care, family economic security, and trauma-informed care, we tirelessly and relentlessly advocated to make sure each child had a voice during Session. The highlights of the General Assembly Session are included in this section.

## EARLY CHILDHOOD EDUCATION

- **More than 1,500 at-risk four-year-olds will have the opportunity to attend high-quality preschool.** The budget includes \$6.1 million to continue Virginia Preschool Initiative Plus (VPI+) classrooms in 13 communities. This state funding enables communities to keep classrooms and positions that were previously funded by a federal grant, and represents a large expansion of the VPI program.

## MENTAL HEALTH

- **Virginia now has a pediatric mental health access program to improve the integration of children's mental health services in primary care.** The budget includes \$1.23 million per year to build out state-wide capacity for the Virginia Mental Health Access Program (VMAP). VMAP will improve the identification and treatment of children's mental health needs by offering physicians specialized training, access to on-demand behavioral health consultation services with child psychiatrists, and care coordination to identify regional mental health resources.
- **New funding allocations were made to improve access to children's mental health crisis services through System Transformation Excellence and Performance (STEP-VA),** Virginia's plan for improving statewide community-based mental health services. The General Assembly allocated \$7.8 million to create crisis services for children and adults at all 40 Community Services Boards. We are pleased that the legislature continues to invest significant state funding to build a pathway to excellence in behavioral healthcare STEP-VA.
- **Children with low-income backgrounds will now have greater access to health and mental health services thanks to an increase of funding for workforce needs.** The General Assembly took significant steps to increase Medicaid reimbursement rates for primary care physicians and licensed mental health providers that will improve access to necessary health care and specialized behavioral health services. Specifically, \$7.2 million is dedicated to increasing Medicaid rates for mental health practitioners who bill for psychiatric services.



Allison Gilbreath speaks at the budget hearings to Senate Finance and House Appropriations members on investments needed in the state budget for children.



Allison Gilbreath, Delegate Emily Brewer, Senator Monty Mason, Delegate Lashrecse Aird, Valerie L'Herrou (Virginia Poverty Law Center), Emily Griffey

## 2019 General Assembly Session Highlights CONTINUED



Advocates joined Northern VA Consultant Mary Beth Salomone Testa (1st row, 2nd from left) at the Northern Virginia budget hearing.

### FOSTER CARE

The 2019 legislative session began with a revealing and devastating report on Virginia's foster care system by the Joint Legislative Audit and Review Commission. While the report was shocking to some, these are well-known, long-standing issues for advocates. In the legislature, there was renewed energy to respond to the concerns, eventually leading to the creation of the bi-partisan Foster Care Caucus.

- **A foster care omnibus bill was created to improve the outcomes for children in the foster care system.** The omnibus bill enables the Commissioner to implement a corrective action plan or assume temporary control of local departments when necessary, requires the Department to establish and update annually a caseload standard which limits the number of foster care cases assigned to each caseworker, and requires the Commissioner to create a Director of Foster Care Health and Safety. \$2.8 million was included in the budget to fund these changes.
- **The creation of new structures and support was dedicated to the kinship diversion program, an effort designed to help children avoid foster care by facilitating placements with relatives.** The kinship diversion bill would require local departments to notify relatives when a relative child is about to enter foster care and provide a list of resources available to them, such as becoming a licensed kinship foster home, Medicaid coverage and financial assistance through TANF.
- **The General Assembly committed to new investments to ensure the timely implementation of the Family First Prevention Services Act (FFPSA), to incentive the prevention of foster care entry and the wider use of evidence-based and trauma-informed services.** The FFPSA is the first transformation of the child welfare system in nearly 40 years and provides an opportunity to invest in prevention through evidence-based and trauma-informed services. The General Assembly funded six additional positions at the Department of Social Services, invested \$851,000 to scale up evidence-based services, and included language that requires the state to study residential treatment centers to implement a higher standard of care.

## 2019 General Assembly Session Highlights CONTINUED

### CAMPAIGN FOR A TRAUMA-INFORMED VIRGINIA

- **Greater access to school counselors.** The final budget includes an increase of \$12 million to support additional school counselors. While this is one-third of what the governor initially included in his budget, it represents the first step to ensure that schools have more resources to support children with their health and mental health needs. A bill passed to limit the time counselors spend on administrative duties to no more than 20 percent of their time to be more available to students.
- **School Resource Officers (SROs) will be required to complete training in July 2020.** The General Assembly passed legislation to require minimum training standards for SROs specific to working in a school environment. The bill includes the provision that at least one administrator at each school must complete training in safety procedures.

### ECONOMIC SECURITY

- **Virginia took steps to increase financial assistance for low-income families, including kinship caregivers for the first time in years.** The General Assembly approved a five percent increase in Temporary Assistance for Needy Families (TANF) payments to help more families to achieve self-sufficiency. This is a significant step given previous payments have not kept up with inflation.



Advocates from Children's Home Society, Legal Aid Justice Center and St. Joseph's Villa join Voices' staff Chloe Edwards (1st row, far left) and Emily Griffey (1st row, 2nd from left) for the Richmond budget hearing.

# Engaging Voters and Advocates



Ashley Airington is interviewed for a story with *Virginia Public Media*.



Allison Gilbreath is interviewed for the documentary on foster care youth, *Aged Out: Finding Home*.

## Outreach by the Numbers

### MEDIA COVERAGE

**10**

TV interviews

**16**

radio interviews

**4**

op-eds

**34**

newspaper articles

### ADVOCACY AND EDUCATIONAL OUTREACH

**54**

emails and action alerts to our network of

**8,304** supporters

**210,927**  
website page views



### Voices has earned a 2020 Platinum Seal of Transparency on GuideStar!

By updating our profile and sharing specific metrics, we are helping the sector move beyond simplistic financial ratios to assess nonprofit progress.

We chose to display quantitative metrics such as number of stories placed in the media, amount of funding secured from the General Assembly for children's programs, and number of overall donors to represent how hard we are working toward achieving our mission. Measuring these metrics show impact on our three main constituencies: policymakers, partner organizations, and Virginia residents.

We're proud to use GuideStar Platinum to share our full and complete story with the world. To reach the Platinum level,

we added extensive information to our Nonprofit Profile: basic contact and organizational information; in-depth financial information; quantitative information about goals, strategies, and progress toward our mission.

Check out our profile at <https://www.guidestar.org/profile/54-1726265> to easily access all current information in one report.

**ABOUT GUIDESTAR:** In February 2019, GuideStar joined forces with Foundation Center to form Candid, a new 501(c)(3) nonprofit organization. Today, GuideStar is a service of Candid. Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it. Candid's data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Learn more at [candid.org](http://candid.org) and on Twitter @CandidDotOrg.



**25th Anniversary Honorary  
Chair First Lady Pamela Northam  
gives the opening remarks**

## Voices Celebrates 25 Years of Advocating for Kids

**F**or 25 years, Voices for Virginia's Children has been fulfilling its mission to champion public policies that improve the lives of Virginia's children. As we celebrate our quarter century anniversary, we acknowledge the foresight and determination of our founders who ensured that children are represented by an independent, nonpartisan voice at the State Capitol and beyond — even though they cannot vote.

To celebrate our years of success, we hosted a reception at the Hippodrome Theater in Richmond where we recognized our founders, as well as past and present legislators on both sides of the aisle who have supported policies that enable Virginia's children to live their best lives.

We look forward to the next 25 years with a commitment to speak up for the needs of Virginia's Children.



**Nadine Burke Harris  
and Anne Holton  
join the festivities**



**25th anniversary honorees of current and past legislative champions: Del. Emily Brewer, Del. Jeff Bourne, Sen. Monty Mason, Del. Betsy Carr, Sen. George Barker, Sen. Janet Howell, Sen. Emmett Hanger, Del. Ken Plum, Del. John O'Bannon, Justice Bill Mims, Sen. Edd Houck, and Del. Chris Peace.  
NOT PICTURED: Sen. Jennifer McClellan, Sen. Siobhan Dunnivant, Del. Mark Sickles, Sen. Barbara Favola**

### 25th Anniversary Honorary Council

#### **CHAIR**

First Lady of Virginia  
Pamela Northam

Jeannie Baliles

The Honorable  
James Dyke Jr.

Carol Fox

Margaret Freeman

The Honorable  
Eva Teig Hardy

The Honorable  
Anne Holton

Jinks Holton

The Honorable  
William A. Hazel, Jr., MD

The Honorable  
William C. Mims

Renette Oklewicz

Deborah Oswalt

Xavier Richardson

David Robinson



Nearly 1,000 people attend the first-of-its-kind Virginia Summit on Childhood Trauma & Resilience in April

## Virginia Summit on Childhood Trauma & Resilience

**V**oices for Virginia's Children hosted the first-of-its-kind Virginia Summit on Childhood Trauma & Resilience. The Summit was a key milestone in the Campaign for Trauma-Informed Virginia and focused on both policy changes and practices to prevent adverse childhood experiences (ACEs) and promote resilience.

Dr. Nadine Burke Harris, founder of the Center for Youth Wellness and Surgeon General of California, was the keynote speaker on April 25th, 2019 at the Greater Richmond Convention Center. Both Governor Northam and First Lady Pamela Northam addressed the crowd of nearly 1,000 people.

### POLICY PANEL:

Dr. Daniel Carey, Secretary of Health and Human Resources, Sen. Siobhan Dunnivant, Sen. Jennifer McClellan, Del. Jeff Bourne, and Del. Chris Peace.

To provide context for Virginia's efforts to improve trauma-informed policy and practice, members of the governor's administration and the General Assembly shared their perspective on a policy panel.

The afternoon included nine breakout sessions highlighting trauma-informed care practices featuring presenters exclusively from Virginia. These breakout sessions touched on trauma-informed practices in education, the implementation of the Family First Prevention Services Act, trauma-informed leadership in health care systems and law enforcement, and the intersection of racial equity and trauma. The Summit closed with a focus on proactive and positive ways to release stress and engage youth with Healing the Community with Rhythm by the Drums No Guns Foundation.



Members of the Complete Count Commission discuss information on the Census

FAR RIGHT: Lauren Snellings Census presentation with Dr. William O'Hare



**The census counts and so do you.**



Lauren Snellings Census Conference in Philadelphia in September

**"KIDS COUNT is a fundamental tool for me as CEO of a nonprofit that advocates for children. I use it frequently to educate my community on the situation of vulnerable children."**

**Juan Pablo Berrizbeitia**  
Chief Executive Officer,  
Blue Ridge Court Appointed  
Special Advocates for Children

## Kids Count/Census

We welcomed Lauren Snellings as our new research director for the organization. Lauren is an epidemiologist with a research background in health disparities and has been an incredible addition to the team. She provides data and research expertise that informs our policy work in addition to managing the Virginia KIDS COUNT data platform, supporting the Annie E. Casey Foundation KIDS COUNT efforts.

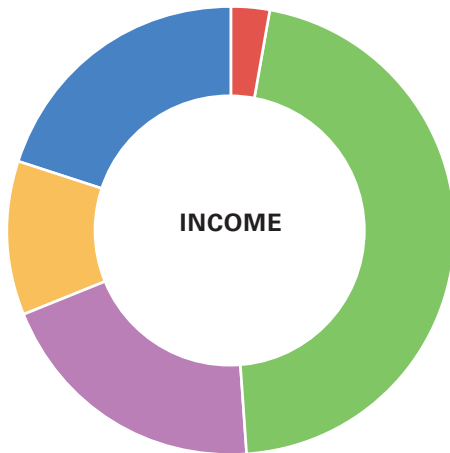
Under her direction, Voices continues to make KIDS COUNT! We track data on the well-being of Virginia's children and use it to inform policymakers. In 2019, we incorporated data into several publications, including in the development of our nationally known [2019 Election Guide](#).

As a part of the Annie E. Casey Foundation network, we were also instrumental in the release of two national publications in 2019: [The 30th edition of the KIDS COUNT Data Book](#) and [The 2019 Concentrated Poverty Snapshot](#).

Voices also played a vital role in the work completed by the U.S. Census. The organization gave 18 presentations, received 11 media hits, and engaged more than 900 people in person. Former executive director Margaret Nimmo Holland and Lauren Snellings were nominated by Governor Northam to serve as Commissioners on the Virginia Complete Count Commission. Representing the voices of young children, they worked with fellow commissioners, Census Bureau staff, local governments, and community organizations to raise awareness about the importance of the Census and to ensure that each child will be counted in 2020.



# 2019 Financial Report



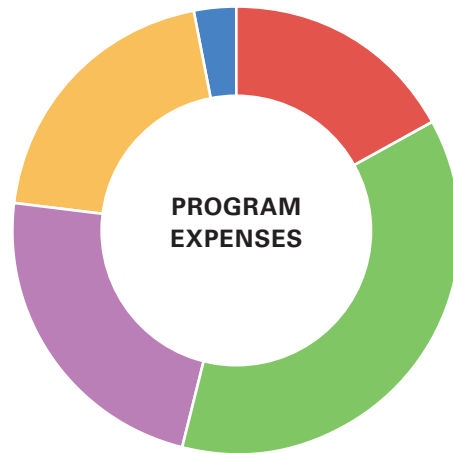
- Corporations — 3%
- Foundations — 46%
- Organizations — 20%
- Individual — 11%
- Other — 20%

## Audited Schedule of Income

JANUARY 1 – DECEMBER 31, 2019

|                     |                    |
|---------------------|--------------------|
| Corporations        | \$ 32,044          |
| Foundations         | 563,950            |
| Organizations       | 249,442            |
| Individual          | 130,314            |
| Other               | 242,752            |
| <b>Total Income</b> | <b>\$1,218,502</b> |

Grants, pledges, and contributions are recognized when a donor makes a promise to give to the organization that is, in substance, unconditional. 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 — 17%
- Early Childhood — 37%
- Health and Mental Health — 23%
- Foster Care and Adoption — 20%
- Family Economic Success — 3%

## Audited Schedule of Expenses

JANUARY 1 – DECEMBER 31, 2019

|                                   |                    |
|-----------------------------------|--------------------|
| <b>Programs and Advocacy:</b>     |                    |
| KIDS COUNT                        | \$ 135,362         |
| Early Childhood                   | 286,919            |
| Health and Mental Health          | 176,035            |
| Foster Care and Adoption          | 151,821            |
| Family Economic Success           | 21,558             |
| <b>Total Program and Advocacy</b> | <b>\$ 789,783</b>  |
| Lobbying                          | 18,088             |
| Management and Development        | 290,138            |
| <b>Total Expenses</b>             | <b>\$1,079,921</b> |



## The Champions' Circle

The Champions' Circle is the major giving circle for Voices for Virginia's Children. Its members understand their high-level financial commitment will assist Voices in building a sustainable foundation for our policy work and help us plan for the future. Visit [vakids.org/the-champions-circle](http://vakids.org/the-champions-circle) for more information on how to invest in the future of Virginia's children!

We thank the following individuals, couples, families, and family foundations for their 2019 membership in The Champions' Circle.

### Platinum: \$25,000 +

Mr. and Mrs. Mike Chinn

### Gold: \$10,000 +

Carol and Carter Fox Family Fund  
of the Community Foundation  
for a greater Richmond  
Freeman Family Fund  
of the Community Foundation  
for a greater Richmond  
The Mason Hirst Foundation, Inc  
Dr. Joyce Shields  
Mr. and Mrs. Wallace Stettinius

### Silver: \$5,000 +

Mr. and Mrs. Joseph R. Daniel  
Mr. John P. Good  
Ms. Martha Estes Grover  
The Honorable Eva Teig Hardy  
and Mr. Michael Hardy  
Ms. Terry Thompson  
Tom and Elizabeth Wash

### Bronze: \$1,000 +

Dr. and Mrs. Richard Bennett Jr.  
Mr. and Mrs. Michael Bolton  
Sandra and E.J. Bowen  
Allison Brody and Peter Jones  
Mr. J.P. Causey Jr.  
Drs. C.C. and Kevin Clark  
Mr. and Mrs. James V. Duty  
Ms. Laurie Flynn  
The Honorable Laura Fornash  
Dr. Jennifer Gentry  
and Mr. Fred Gentry  
Gupta Family Foundation  
The Honorable Timothy M. Kaine  
and The Honorable Anne B. Holton  
Dr. Leslie Kaplan and Dr. Bill Owings  
Koval Family Fund  
of The Community Foundation serving  
Richmond and Central Virginia  
Dr. and Mrs. John R. Morgan  
Mr. and Mrs. Al Moss  
Mr. and Mrs. Ian Nimmo  
John C. Purnell, Jr. and Dr. Joyce O. Beckett  
Mr. and Mrs. J. David Robinson  
Dr. and Mrs. Don Switz  
Mr. and Mrs. Jeffrey L. Wilt

## Sustaining Voices

In 2019, Voices for Virginia's Children launched a monthly giving program, Sustaining Voices. Becoming a monthly donor is a great way to help ensure the stability and efficiency of Voices for Virginia's Children yearlong. Sustaining Voices members ensure we can grow the impact we have tomorrow and ensure we can keep showing up, speaking up and turning up the volume on the needs of our young people. Visit [vakids.org/sustaining-voices](http://vakids.org/sustaining-voices) for more information on becoming a member!

We thank the following inaugural supporters for their membership in Sustaining Voices.

Juan Pablo Berrizbeitia  
Mr. and Mrs. J. Keith Hare  
Nicole Poulin  
Jeffrey and Linda-Lee Slesinger



The staff of Voices for Virginia's Children (left to right): Lauren Snellings, Johanna Schuchert, Chloe Edwards, Nikkia Johnson, Ashley Airington, Emily Griffey, Michael Brown, Allison Gilbreath.

## 2019 Board of Directors

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### SECRETARY

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The Honorable James Dyke Jr.

The Honorable Anne Rhodes

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Johanna Schuchert

Michael Brown

Chloe Edwards

Ashley Everette

Christina Feerick

Katie Ferguson

Allison Gilbreath

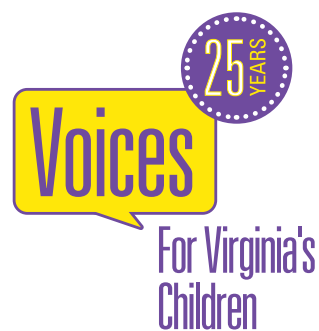
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Nikkia Johnson

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