

COLORADO CHILDREN'S CAMPAIGN



2010 Annual Report

Celebrating 25 Years as the Voice for Colorado's Children

Creating hope and opportunity in Colorado, more

In 2010, the Colorado Children's Campaign was proud to celebrate our 25th anniversary. This significant milestone led us to think about how the Children's Campaign came to be, what is most important to us today, and our vision for the future.

At the time of the Children's Campaign's founding in 1985, there were about 850,000 kids in Colorado, and their numbers and needs were growing. That year, a group of concerned citizens came together and asked the question, "Who is speaking on behalf of and exclusively for our children?" The answer was that while some people were talking about some particular groups of children with unique needs, no one was speaking on behalf of all of Colorado's children, despite the fact that almost every other constituency had representation. Colorado children needed a voice, and so became the Colorado Children's Campaign.

Since then, the Children's Campaign has served as the leading voice for all of Colorado's children at the state Capitol and in communities across the state. Working with lawmakers, direct service providers, advocacy partners, and community leaders, the Children's Campaign's goal is to improve the lives of kids in the areas of health, education, and early childhood development. We do this work through a combination of research and advocacy, always looking first at the data to determine where kids are facing the biggest challenges and where there are the biggest opportunities for improvement, then working with our partners to advance policy solutions.

Over the past 25 years, the Children's Campaign has tackled numerous obstacles to child well-being, but no issue has concerned us more than the dramatic rise in childhood poverty our state has experienced over the last decade. Since 2000, the number of children living in poverty has been growing faster in Colorado than in any other state in the nation, increasing from 10 percent of Colorado kids in 2000 to 17 percent in 2009. As detailed in our *2010 KIDS COUNT in Colorado!* report, the growth of poverty and its impacts are disproportionately impacting minority children and children living in certain regions, counties, and neighborhoods, creating stark contrasts between kids who are doing well and those who are struggling. By many different measures, poverty is the largest obstacle to opportunity for Colorado's children, leading to negative



than one million kids at a time.

outcomes that impact nearly every other measure of their well-being. Therefore, combatting the negative impacts of poverty on kids was a critical focus for us in 2010 and continues to be in 2011.

The Children's Campaign had an aggressive legislative agenda in 2010 and was successful on several fronts. In the area of early childhood development, we successfully advocated for legislation to ensure child care provided by the Colorado Child Care Assistance Program is continuous and supportive of families, helping not only to ensure that children have access to high-quality care, but that their parents can find and keep a job. In the area of health, the Children's Campaign was a leader in the development of community-based initiatives to fight childhood hunger and the expansion of access to healthy food in rural schools. And, in K-12 education, we continued our work to increase the state's graduation rate and decrease the dropout rate and were a lead supporter of Senate Bill 191, the Great Teachers and Leaders bill, ensuring that teacher and principal evaluations are tied to student academic growth.

Finally, with the state facing record revenue shortfalls and knowing we cannot move an agenda for Colorado's kids without a state budget that reflects our values, the Children's Campaign increased our efforts related to fiscal policies and the state budget in 2010. In addition to successfully working to protect critical funding for programs like Child Health Plan Plus and the Colorado Preschool Program, the Children's Campaign re-launched the production of the annual *Colorado Children's Budget*, a resource guide to help legislators and advocates alike understand and track the state's investments in programs and services for kids. We were also active partners in the successful effort to defeat Amendments 60 and 61 and Proposition 101, which, had they passed, would have been devastating for our state's children and their families.

Today, just as our founders did 25 years ago, we continue to ask ourselves the same question every day to guide our efforts at the Children's Campaign, "What's best for kids?" Because we are privately funded and do not benefit financially from any of the government programs for which we advocate, the Children's Campaign's work is solely guided by this question. This would not be possible without the many foundations and individuals who support us and share our dedication to our mission. On behalf of the entire staff and board of the Children's Campaign and kids across the state, thank you for your partnership and support. Together, we can create hope and opportunity for all of Colorado's more than 1.2 million children.



Sincerely,

Chris Watney
President and CEO



About Us

The **Colorado Children's Campaign** is a nonprofit, nonpartisan child advocacy organization that works to create hope and opportunity for all of Colorado's more than 1.2 million children. Using data and research on child well-being and backed by an extensive, statewide network of dedicated child advocates, the Children's Campaign champions government policies that improve child health, early childhood experiences, and K-12 education, help lift children out of poverty, and ensure all of Colorado's children have the opportunity to reach their full potential. Over our more than 25-year history, the Children's Campaign has established a successful track record of identifying policy impediments to child success, building public and legislative support for the most effective solutions, and effectively advocating for policies to improve the lives of Colorado kids.

2010 In Review

In 2010, the Children's Campaign continued to successfully advocate for the children in our state and serve as their voice at the state Capitol and at other important tables where decisions were being made.

During Colorado's 2010 legislative session, in the face of a \$1.3 billion state revenue shortfall and severe pressure on the state budget, the Children's Campaign worked with state lawmakers, our partners, and our statewide network of child advocates to protect key funding for the programs and services most critical to Colorado kids and helped pass several pieces of legislation to ensure children's programs and services are as efficient and effective as possible. In April, on the steps of the Colorado State Capitol, we released our 17th annual *KIDS COUNT in Colorado!* report, which was shared with every Colorado state legislator and a wide range of stakeholders. The report received extensive media coverage, greatly increasing public awareness about Colorado's alarming increase in childhood poverty and the stark disparities in child well-being. And, we continued to serve as a resource to legislators, stakeholders, and the media for the most accurate, comprehensive data on Colorado kids.

In addition to our efforts during the legislative session, the Children's Campaign worked to ensure that children's issues were not forgotten during Colorado's 2010 elections. Along with our partners, we co-hosted "Putting Kids First: A Gubernatorial Forum," with gubernatorial candidates Mayor John Hickenlooper and Dan Maes. We prepared and distributed legislative information packets to every candidate for Colorado's state legislature to educate them on the most pressing issues facing kids and provide them with accurate data on the children in their districts. We worked with a long, diverse list of partners on multi-year projects focused on improving the lives of Colorado kids. And, we hit the road. In 2010, the Children's Campaign made over 95 presentations across the state to approximately 2,600 attendees on topics ranging from the state budget's impact on kids to Colorado's dropout crisis.

Finally, when important decisions were being made in Washington, D.C. that would impact kids here in Colorado, the Children's Campaign engaged in advocacy efforts at the federal level, communicating directly with Colorado's federal delegation, urging our network to raise their voice during critical federal policy decisions, and lending support to our national partners' efforts to improve child well-being across the country.

Throughout the year, the Children's Campaign remained focused on the three areas where we believe we can make the most impact on child well-being—child health, early childhood development, and K-12 education—and relied on our many partners across the state to help us advance our common goals in each of these areas.



Candidates Mayor John Hickenlooper and Dan Maes address children's issues at "Putting Kids First: A Gubernatorial Forum," moderated by 9News reporter Adam Schrager.

Child Health

The Colorado Children's Campaign works to ensure all Colorado children have the supports they need to grow up healthy and access to high-quality health care services. In 2010, our child health agenda focused on two primary objectives: (1) ensuring healthy development by promoting access to adequate nutrition and opportunities for physical activity and (2) expanding access to high-quality health care.

Key Partnerships

To advance our health goals, the Children's Campaign worked with a broad coalition of child health advocates in 2010, including the Healthy Eating, Active Living (HEAL) coalition, the Campaign to End Childhood Hunger, and the All Kids Covered initiative.

The **Healthy Eating, Active Living (HEAL)** coalition is a collaboration of diverse organizations and individuals committed to improving health outcomes in Colorado, including reducing obesity, through public policy objectives at the state, federal, and local levels that promote access to healthy eating and active living. The Children's Campaign, LiveWell Colorado, and The Colorado Health Foundation serve as the Steering Committee of the coalition. **The Campaign to End Childhood Hunger**, a collaboration led by the Office of the Governor, Share Our Strength and Hunger Free Colorado, is committed to ending childhood hunger in Colorado by removing roadblocks to existing programs so that Colorado's children can get the food they need.

As a member of the Campaign to End Childhood Hunger in Colorado and the HEAL coalition, the Children's Campaign led public policy efforts to expand access to nutrition assistance in 2010, including successfully advocating for reauthorization of the federal Child Nutrition Act, and for state legislation to promote and raise awareness of federal food benefit programs. We also worked with the Governor's office and members of the Joint Budget Committee to avoid further cuts to funding for free and reduced-price school meal programs in Colorado.

All Kids Covered is a nonpartisan, statewide coalition dedicated to ensuring every child in Colorado has access to affordable, high-quality health care. In 2010, in addition to successful policy efforts at the state level, All Kids Covered supported the passage of the federal health reform bill, the Affordable Care Act, and worked to ensure appropriate implementation of the new law in Colorado.

In 2010, the Children's Campaign also worked with The Children's Hospital and 20 other Colorado health organizations to extend enhanced Medicaid funding through the Federal Medical Assistance Percentage (FMAP), through June 2011.



All Kids Covered and Gov. Ritter celebrate the milestone of health coverage for more than 100,000 children.



Early Childhood Development

The Colorado Children's Campaign works to ensure all Colorado children have access to the high-quality, affordable early childhood care and education they need to support their early development and enter school prepared to learn. In 2010, our early childhood agenda focused on three primary objectives: (1) increasing access to stable child care and preschool, (2) improving quality child care and pre-kindergarten, and (3) providing family support programs such as home visitation and family education.

Key Partnerships

In 2010, the Children's Campaign worked to advance our early childhood development goals through our participation in two key partnerships: (1) the **Early Childhood Leadership Commission (ECLC)**, which is actively working to implement a three-pronged strategy to improve young children's development opportunities through a systemic use of the state's data, governance, and financial resources and (2) **Executives Partnering to Invest in Children (EPIC)**, a coalition of business leaders, nonprofits, and foundations committed to making early childhood care, education, health, and parenting among the highest priorities of Colorado's public and private investments.

Children's Campaign President and CEO Chris Watney served as a commissioner and the co-chair of the Program Quality, Alignment and Coordination subcommittee of the ECLC, providing a critical link between the ECLC and the other policy stakeholders in the early childhood community as they worked to ensure that the Commission's findings were implemented, including changes to state policy. Through our leadership role with EPIC, the Children's Campaign continued to bring new partners to early childhood advocacy efforts, including business leaders and CEOs of companies across the state. In 2010, Chris Watney served on EPIC's steering committee, joining with many of the state's foremost business leaders to advocate for quality investments in early childhood development for Colorado children from birth to age eight. Through these partnerships, the Children's Campaign advanced our goal to influence lasting, systemic changes in Colorado's early childhood care programs, so that children are given the critical foundation they need to be successful and working parents have access to quality care for their children so they can maintain employment and provide for their families.



K-12 Education

The Colorado Children's Campaign works to ensure all Colorado children have access to the high-quality education they need to graduate from high school, prepared for success in post-secondary education, the workforce, and life. In 2010, our K-12 education agenda focused on four primary objectives: (1) improving student achievement and closing the achievement gaps in Colorado, (2) increasing the state's high school graduation rate and decreasing the dropout rate, (3) improving educator effectiveness and accountability, and (4) improving student wellness, including nutrition and physical activity, which we know is critical to learning and achievement.

Key Partnerships

In 2010, the Children's Campaign served as a leading partner of the **Colorado Graduates Initiative (CGI)**, a collaborative of three Colorado nonprofit organizations, including the Children's Campaign, the National Center for School Engagement, and Colorado Youth for a Change, working in partnership with the Governor's office,

the Colorado Department of Education, local districts, funders, and other community nonprofit partners. CGI's mission is to make measurable and meaningful progress towards decreasing Colorado's student dropout rate and increasing the high school graduation rate, with a specific goal of cutting the dropout rate in half by 2017. Since CGI began its work in 2007, Colorado has experienced significant improvements in both its dropout rates and overall number of dropouts. Between the 2006-07 school year and the 2009-10 school year, Colorado's dropout rate fell from 4.4 percent to 3.1 percent. This decrease translates to 4,880 more Colorado students staying in school and on track.



Throughout the year, the Children's Campaign was also at the forefront of Colorado's education reform movement. Most notably, the Children's Campaign served as a leader in the coalition that successfully advocated for the passage of Colorado's landmark legislation, the **Great Teachers and Great Leaders** bill (Senate Bill 191). The new law ties teacher and principal evaluations to student academic growth and changes the way teachers attain and keep non-probationary status, commonly referred to as tenure. The law also ends forced placement in Colorado, ensuring teachers are hired and placed based on mutual consent. The passage of the bill in Colorado received national attention and is widely considered to be the most progressive piece of education reform in the nation. The Children's Campaign continues to play an active role in the effective implementation of the legislation.



Fiscal Policy and Budget Analysis

In 2010, the Children's Campaign made a strategic decision to expand our focus on fiscal policy issues. While we remain focused on our three primary issue areas—child health, K-12 education, and early childhood development—we know we won't be successful in our mission to create hope and opportunity for Colorado kids and improve their overall well-being until we have a state budget that reflects those values. As a result, in February 2010 we hired a full-time Fiscal Policy and Research Director and further committed to analyzing and assessing the impact of reductions in funding for programs and services on Colorado kids and to advocating for fiscal reform in Colorado.

Key Partnerships

A key component of our fiscal policy efforts in 2010 was our work as part of the **Looking Forward Collaborative**, which worked to defeat three measures slated for the 2010 ballot, Amendment 60, Amendment 61, and Proposition 101. These measures threatened to severely limit the state's ability to provide basic, necessary services to Colorado's citizens, including children. In 2010, the Children's Campaign and our Looking Forward partners, the Bell Policy Center and the Colorado Fiscal Policy Institute, developed a comprehensive public education toolkit on the measures, including downloadable presentations and fact sheets, and engaged in an extensive statewide public education campaign that included 186 presentations, reaching an estimated 5,800 individuals in 49 Colorado communities.

As a result of these efforts and the efforts of multiple partners across the state, Colorado voters defeated Amendment 60, Amendment 61, and Proposition 101 by wide margins in November 2010, and local communities proactively supported more revenue for services like kindergarten through 12th grade education, emergency services, and road maintenance. This was a critical success for Colorado. Had these dangerous ballot measures passed, Colorado communities, families, and children would have been negatively impacted in countless, long-term ways.



The Children's Campaign, our partners, and kids rally in opposition to Amendments 60 and 61 and Proposition 101 on the steps of the Capitol.

2010 Legislative Impacts

During the 2010 legislative session, the Children's Campaign was proud to work with lawmakers and our partners to protect funding for the most critical programs serving our state's children and to pass legislation to improve their lives. Some of our key accomplishments include:



Ensuring All Colorado Kids Have An Effective Teacher and Inspiring Principal (SB 191, Johnston/Spence & Scanlan/Murray)

Senate Bill 191 ties 50 percent of teacher and principal evaluations to student academic growth and changes the way teachers attain and keep non-probationary status – requiring that it be earned after three consecutive years of effectiveness and allowing for non-probationary status teachers to be returned to probationary status if they have two consecutive years of poor evaluations. The bill also ends forced placement in Colorado, ensuring principals and teachers are hired and placed based on mutual consent.



Improving Continuity and Stability of Child Care (HB 1035, Solano/Massey & Steadman)

House Bill 1035 improves the continuity and stability of care for children served by the Colorado Child Care Assistance Program (CCCAP) by extending eligibility from six to 12 months and eliminating many burdensome reporting requirements for families. The bill also aligns the program year for children dually enrolled in CCCAP and Head Start, simplifying the process for children and families using both programs and ensuring they receive consistent, continuous services.



Creating a Statewide Leadership Commission on Early Childhood (SB 195, Newell & Solano)

Senate Bill 195 codifies the Early Childhood Leadership Commission in law to improve early childhood systems in Colorado in order to ensure equity of access to quality services for children. The Commission focuses on children birth to age eight across child health, behavioral health, education, and family support. Children's Campaign President Chris Watney was appointed by the Governor to serve on the Commission.



Combating Childhood Hunger (HB 1022, Gagliardi/Summers & Boyd)

House Bill 1022 requires the Department of Human Services (DHS) to develop a state outreach plan with help from counties and nonprofit organizations to promote and raise awareness of federal food benefit programs to families who need it most. The bill also removes the asset test for the program, encouraging recipients to build their assets and break out of the poverty cycle.



Developing Quality Charter School Authorizing and Standards (HB 1412, T. Carroll/Johnston & Spence)

House Bill 1412 streamlines the process by which charter schools are approved and ensures they are held to the strongest quality standards, leading to best practices for charter school development and operations.



Minimizing Cuts to Children's Programs by Supporting New Revenue Streams (HBs 1189-1200, Pommer/Ferrandino/Hullinghorst & Heath)

House Bills 1189-1200, suspended and/or eliminated 11 tax credits and exemptions. The Children's Campaign supported the thoughtful approach proposed by Governor Ritter and the state legislature to balance the budget by approving new revenue sources in addition to making cuts. Included in the package of bills, HB 1191 eliminated the sales tax exemption on candy and soda, promoting child and family nutrition, as well as generating an estimated \$18 million dollars annually for the state.



Governor Bill Ritter signs House Bill 1022 into law.



Protecting Funding For Critical Children’s Programs (HB 1376, Pommer/Ferrandino/Lambert & Keller/ Tapia/White)

The Children’s Campaign worked with the Governor’s office, members of the Joint Budget Committee, and our advocacy community partners to successfully protect funding for the most vital education, early childhood, and child health programs, including funding to maintain the School Counselor Corps, Child Health Plan Plus (CHP+), and the Colorado Preschool Program (CPP). While resources for other important areas impacting children were reduced during the session, including \$260 million in cuts to K-12 education through the School Finance Act, careful consideration was given by policymakers to programs and services proven to be most critical to kids.



Lt. Governor Barbara O'Brien signs SB 195 and HB 1035 into law.



Addressing School Finance Policies to Reduce Dropout Rates (SB 8, Johnston & Scanlan)

Senate Bill 8 requires a study of the state’s student pupil count system. Currently, Colorado’s per pupil funding is based on a single count date, October 1. This bill requires stakeholders to consider alternative models, such as Average Daily Membership or Attendance, which may help incentivize school districts to keep struggling kids enrolled throughout the year and reduce the dropout rate in Colorado.



Improving the Quality of Early Childhood Care and Education (HB 1026, Solano/Benefield & Hodge/Hudak and HB 1030, Peniston & Steadman)

Pending federal funding, House Bills 1026 and 1030 focus on ensuring high-quality child care throughout the state. HB 1026 creates a grant program to fund higher child care reimbursement rates for early education providers who improve and sustain program quality and HB 1030 creates a grant program to fund scholarships for early childhood teachers.



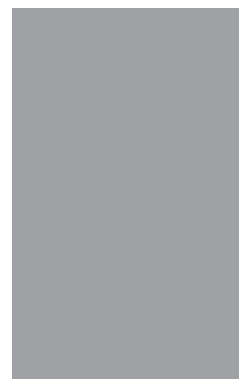
Expanding Access to Healthy Food in Rural Schools (HB 1335, Massey/Scanlan & Sandoval)

House Bill 1335 authorizes Boards of Cooperative Services (BOCES), organizations helping to provide services to rural school districts, to serve as School Food Authorities. This allows schools to participate in group purchasing, making healthier foods more affordable in rural areas. BOCES are also encouraged to purchase locally grown and produced food and adhere to strong nutritional standards.



Improving Student Early Literacy Data (HB 1171, Benefield/Steadman)

The Children’s Campaign worked with partners, including the Colorado Department of Education and the Colorado Education Association, to ensure that school districts continue to annually report student performance on Individual Literacy Plans, providing information about deficiencies in reading at grade level.



2010 Publications

2010 KIDS COUNT in Colorado!

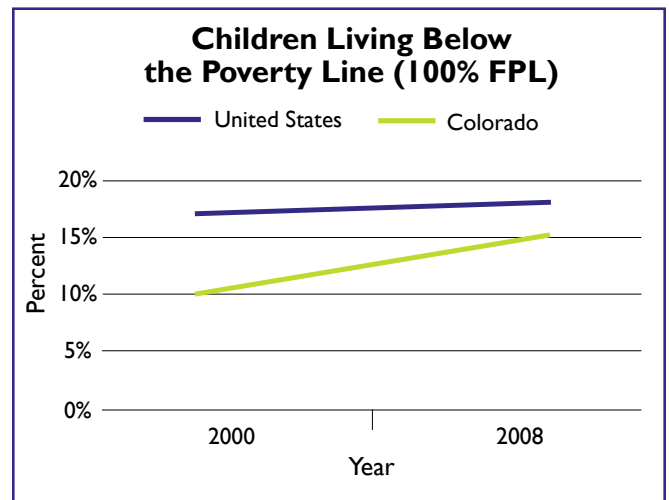
Far From Average: Growing Gaps in Child Well-Being, April 2010



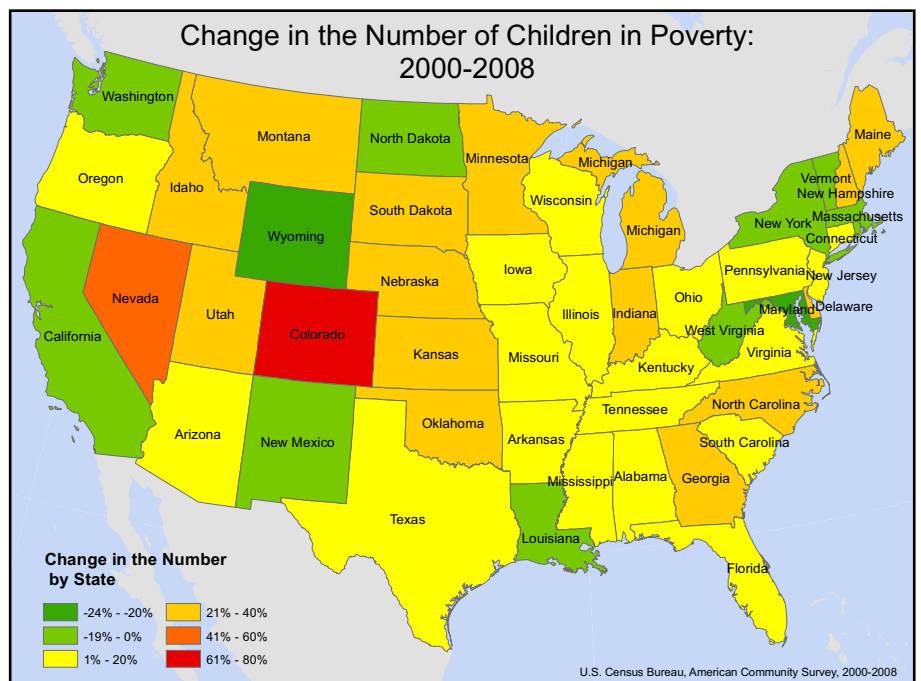
On April 13, 2010, the Children's Campaign released our 17th *KIDS COUNT in Colorado!* report on the steps of the Colorado State Capitol alongside Governor Bill Ritter, Lt. Governor Barbara O'Brien, business and community leaders, and child advocates from across the state. The 2010 *KIDS COUNT* report revealed that childhood poverty has continued to rise in Colorado, with the number of children living at or below the federal poverty level—about \$22,000 for a family of four—increasing 72 percent between 2000 and 2008, according to U.S. Census Bureau data cited in the report. While Colorado's childhood poverty rate is still below the national average, since 2000, the number of children living in poverty has grown faster in Colorado than in any other state in the nation.

The data in *KIDS COUNT* also showed the growth of poverty and its impacts are disproportionately affecting minority children and children living in certain regions, counties, and neighborhoods. Specifically, Hispanic and black children are twice as likely to live in poverty as their white counterparts. The report also showed that poverty is growing faster in the suburbs of Denver than anywhere else in the state. Since 2000, the increase in the number of poor children in suburban counties (35,152) more than doubled the increase in the number of poor children in Denver (15,441). Disparities based on racial and ethnic backgrounds are also prominent in the areas of education and health. For example, according to the report, in 2009, the majority of white students and Asian students were proficient in reading, while only about half of Hispanic and black students were proficient. Hispanic children were three times more likely to be uninsured than white children, and black children were almost twice as likely to be uninsured than white children. Hispanic and black children were also more likely to be obese.

U.S. and Colorado Children in Poverty: 2000-2008 Trend Data



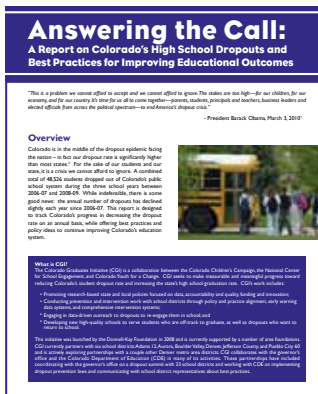
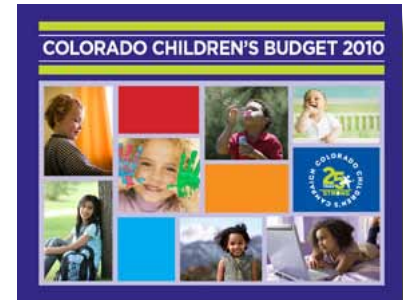
KIDS COUNT is a national and state-by-state project of the Annie E. Casey Foundation to track the status of children in the United States. The Colorado Children's Campaign produces *KIDS COUNT in Colorado!* as part of that project. The report is designed to provide user-friendly state and county data, helping decision makers and advocates understand the challenges and opportunities facing children statewide.



Colorado Children's Budget 2010, December 2010

On December 13, 2010, the Children's Campaign released the *Colorado Children's Budget 2010*, with the goal to provide a resource guide for policymakers and advocates to better understand Colorado's investments in kids. The report provides 10 years of appropriation information and analysis on investment trends in four areas: early childhood development, K-12 education, health care, and family supports.

Colorado Children's Budget 2010 shows that Colorado's investment in children's programs and services was minimal to moderate over the last 10 years, despite an increase in the child population and childhood poverty rate during that same time, and that the purchasing power of money invested in children's programs and services steadily declined since 2000. According to an analysis by the Colorado Legislative Council staff, from FY 1999-00 to FY 2008-09, Colorado's tax collections dropped 25.8 percent. During this same time, the number of children in Colorado under 18 years of age increased 12 percent and the number of children living in poverty increased 102 percent.

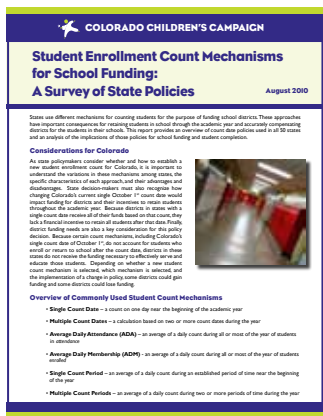
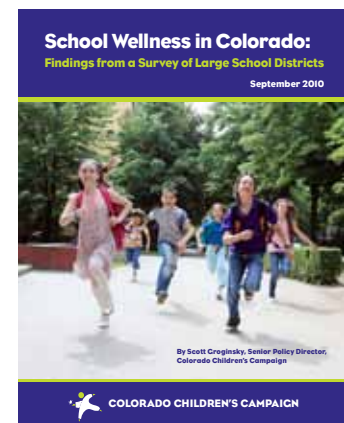


Answering the Call: A Report on Colorado's High School Dropouts and Best Practices for Improving Educational Outcomes, December 2010

A collaborative effort with the Donnell-Kay Foundation that explains the scope of Colorado's dropout problem and makes recommendations for both state and local level policies to address the dropout crisis.

School Wellness in Colorado: Findings from a Survey of Large School Districts, September 2010

A review of the nutrition, physical activity, and Physical Education policies of 23 of Colorado's largest school districts based on a survey conducted by the Children's Campaign. The report also compares Colorado's statewide policies to those of other states and highlights school wellness research and best practices.



Student Enrollment Count Mechanisms for School Funding: A Survey of State Policies, August 2010

A report on all 50 states' student enrollment count policies, which have significant implications for dropout prevention and school finance.

25 YEARS STRONG!



1987 ★ Issued first report on the state of children in Colorado, establishing the **Children's Campaign** as a research-based advocacy organization.



1989 ★ Led the creation of the **Colorado Preschool Program**, which as of 2010, served approximately 19,000 children annually.

1991 ★ Led the creation of the **Child Health Plan (CHP)**, providing health coverage for thousands of vulnerable children.

1993 ★ Published the first **KIDS COUNT in Colorado!** report, providing a snapshot of the well-being of children in Colorado and establishing the Children's Campaign as a leading national data and research organization.



1994 ★ Launched the **Doll Project**, during which handmade dolls are created to represent children throughout the state and are used to educate lawmakers and the public about the importance of child-friendly policies.



1985

1985 ★ Community leaders banded together to provide a voice for Colorado kids, creating the **Colorado Children's Campaign**.

1992 ★ Led the creation of the **Charter School Act**, building a foundation for school choice in Colorado and establishing the Children's Campaign as a leader in K-12 policy issues.

1995 ★ Founded the **Kids Caucus**, a group of bipartisan legislators, to focus on children's issues and ensure they are a legislative priority for both political parties.

1995

1998 ★ Launched the **It's About Kids (IAK)** grassroots network which, in 2010, expanded to 17 communities throughout the state.



Bringing Colorado Communities Together

2000 ★ Led the creation and passage of **Amendment 23**, which constitutionally required the state to increase funding for public education annually for 10 years.

2001 ★ **Merle Chambers** created the **first Children's Campaign endowment**, providing support for the organization's future.

2001 ★ Led the creation of the **full-day kindergarten program** to prepare at-risk kids for school success.



2003 ★ Coordinated a grassroots campaign that resulted in the restoration of \$4.6 million to the **Tony Gramscas Youth Service Fund**.

2004 ★ Received \$1 million gift from **Pioneer Fund**, creating an endowment to support our work for years to come.

2004 ★ Created a **statewide commission** to address Colorado's high school dropout crisis.

2004 ★ Co-chaired the successful effort to raise tobacco taxes to support critical health programs through **Amendment 35**.



2005 ★ Honored 20 **Champions for Kids**, community leaders whose dedication and leadership benefited kids statewide, in conjunction with our **20th anniversary**.

2008 ★ Supported the **Colorado Achievement Plan for Kids (CAP4K)** measure, which makes significant progress toward streamlining Colorado's education systems by working to align standards, curriculum, and assessments in order to improve educational outcomes.

2009 ★ Worked with partners to repeal the **Arveschoug-Bird 6 percent appropriations limit**, moving Colorado closer to untangling the web of conflicting and limiting fiscal policies.

2009 ★ Led efforts on the **Colorado Health Care Affordability Act**, which will generate \$1 billion to pay for Medicaid and CHP+ eligibility expansion.

2010 ★ Supported and helped lead the **Great Teachers and Leaders legislation**, recognized nationally as the most progressive piece of education reform legislation in the country.



2010

2002 ★ Led the fight to protect children's safety net programs from budget cuts during the economic recession.

2010 ★ Celebrated 25 years strong.

Thanks to our Friends and Partners

It's About Kids

It's About Kids (IAK), the Colorado Children's Campaign's statewide, grassroots child advocacy network, is comprised of more than 1,400 health, early childhood, and K-12 education professionals, community and business leaders, parents, and other engaged citizens joined together by their concern for the well-being of Colorado's children. IAK members advocate for Colorado's children by staying informed about children's issues, sending emails and making phone calls to their legislators during important policy decisions impacting kids, participating in public events and rallies, and sharing information about Colorado's kids with their peers.

The IAK network is led by a dedicated group of volunteer community leaders who provide guidance and direction in their communities and to the Children's Campaign in a variety of ways, including:

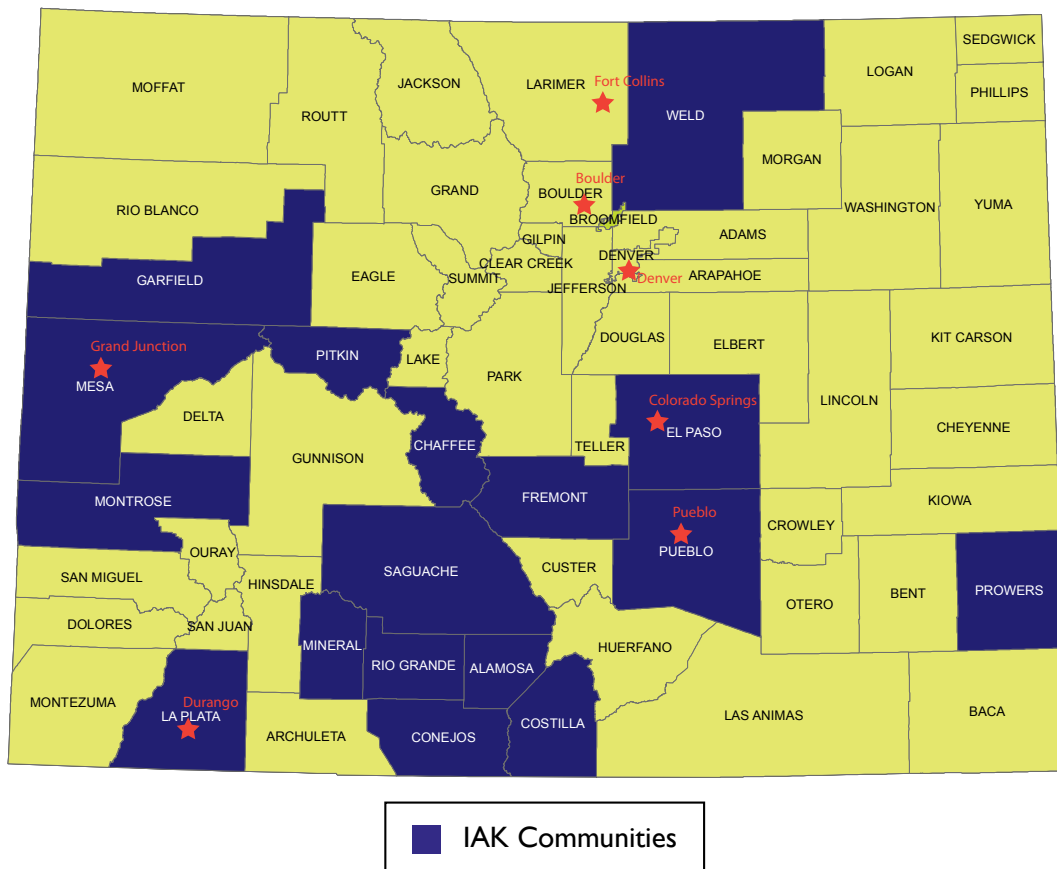
- Voicing the unique needs and characteristics of the children in their communities;
- Engaging in regular dialogue and information exchange with the Children's Campaign's policy staff to help shape and support our legislative agenda; and
- Establishing and maintaining relationships with policymakers and the media in their communities.



Bringing Colorado Communities Together

In 2010, the Children's Campaign had IAK community leaders in 17 communities across Colorado and embarked on a strategic plan to increase that number and strengthen the depth and expertise of each of our IAK leadership communities.

2010 It's About Kids Network Communities



Circle of Friends

In 1996, Mona Ferrugia and several other committed women in Denver founded the Circle of Friends with three modest goals: to help spread the word about the mission of the Children's Campaign; to attempt to raise \$10,000 to support the organization's work; and to create an annual event. Since that time, the Circle of Friends has grown larger and stronger year by year, and today is a passionate, committed volunteer network to the Children's Campaign, made up of nearly 300 members.

In 2010, through the Circle of Friends' signature annual event, the Membership Tea, and their leadership on Colorado Shops for Kids, the Annual Luncheon, and other events, the Circle of Friends helped raise nearly \$300,000 to support the Children's Campaign's critical work.

2010 Circle of Friends Board:

Jennifer Pride - President	Nicole Furman	Susan Parker
Christina Brickley	Sarah Humphreys	Brooke Simpson
Lyn Brooks	Erica Jorgensen	Wylly Staab
Jennifer Connelly	Ashley May	Kelly Stava
Danielle Dunne	Caroline McMorro	Lisa Straffon
Lindsay Filsinger	Mary Miller	Mary Wheeler



Champions' Circle

In 2010, with the help of many longtime supporters and in honor of our 25th Anniversary, the Children's Campaign created and launched a very special giving circle, the Champions' Circle. Made up of individuals who commit to making a significant financial contribution over two years, Champions' Circle members help build a strong financial foundation for the Children's Campaign and provide the tools necessary to help us plan for the future. Champions' Circle members also ensure that we can maintain first-class research and expertise to fight every day for programs and services we know will make the biggest impact in the lives of Colorado kids.

To help kick off the Champions' Circle, longtime friend to the Children's Campaign and champion for kids and families, Merle Chambers, contributed \$50,000 to match dollar-for-dollar members' first year commitments in 2010 and 2011.

We honor our inaugural Champions' Circle members who are making an investment in championing children's issues and ensuring a strong future for Colorado's kids.

Honorary Lifetime Members:

Barbara O'Brien
Anna Jo Haynes

2010 Champions' Circle Members:

Joan & Larry Brennan	Melissa Hart
Mary Beth & Bernie Buescher	Joy Johnson
Rebecca & Ken Gart	Joey Porcelli & Randy Pharo
Sally Gart	Lee Reichert
Katherine Gold	Anne Bye Rowe
	Teresa Taylor



2010 Annual Luncheon: Celebrating 25 Years of Success

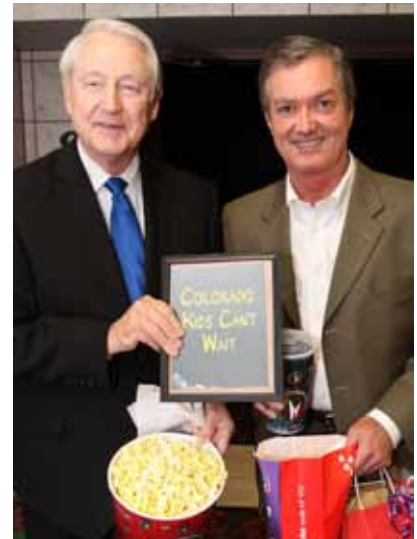


Senator Mike Johnston, Film Director Davis Guggenheim, Children's Campaign President & CEO Chris Watney, Children's Campaign Board Chair Katherine Gold, and Lt. Gov. Barbara O'Brien at the luncheon.

On October 13, 2010, the Children's Campaign celebrated our 25th anniversary with nearly 850 friends and partners at our Annual Luncheon at the Seawell Ballroom in Denver. To mark this milestone, we were honored to have as our featured guest Davis Guggenheim, Academy Award-winning director and creator of the acclaimed documentary highlighting the education crisis in America, *WAITING FOR "SUPERMAN."* During the luncheon, Guggenheim sat down with HDNet Television Chief Correspondent, Greg Dobbs, to discuss his inspiration for making the film and his views on how to repair the public education system in America.

Colorado Kids Can't Wait

To increase awareness about the important education issues highlighted in *WAITING FOR "SUPERMAN,"* the Children's Campaign also coordinated pre-release screenings of the film in eight theatres across the state on October 12, 2010. The movie screenings were attended by nearly 2,000 movie-goers and director Davis Guggenheim presented the film in person at the Denver screening. The pre-screenings were part of a larger public awareness campaign, "Colorado Kids Can't Wait," a joint collaboration led by the Children's Campaign with Stand for Children, Mile High United Way, Great Schools, and many other education reform partners to raise awareness about the education crisis in America. The project was supported by the Adolph Coors Foundation, The Colorado Health Foundation, Daniels Fund, The Denver Foundation, Gates Family Foundation, The Piton Foundation, and Rose Community Foundation.



Fmr. U.S. Senator Hank Brown and fmr. Colorado Governor Bill Owens at the *WAITING FOR "SUPERMAN"* screening in Denver.

Colorado Kids Can't Wait was a collaborative effort led by the Colorado Children's Campaign with Stand for Children, Mile High United Way, and Great Schools with additional partnership from more than 80 organizations, including:

Alpine Bank
Alliance for Choice in Education (ACE)
Club 20
Colorado Concern
Colorado Forum
Colorado "I Have a Dream" Foundation
Colorado League of Charter Schools
Colorado Succeeds

Denver Metro Chamber of Commerce
Executives Partnering to Invest in Children (EPIC)
Gay & Lesbian Fund for Colorado
KIPP: Colorado Schools
Pikes Peak United Way
Progressive 15
Public Education & Business Coalition (PEBC)

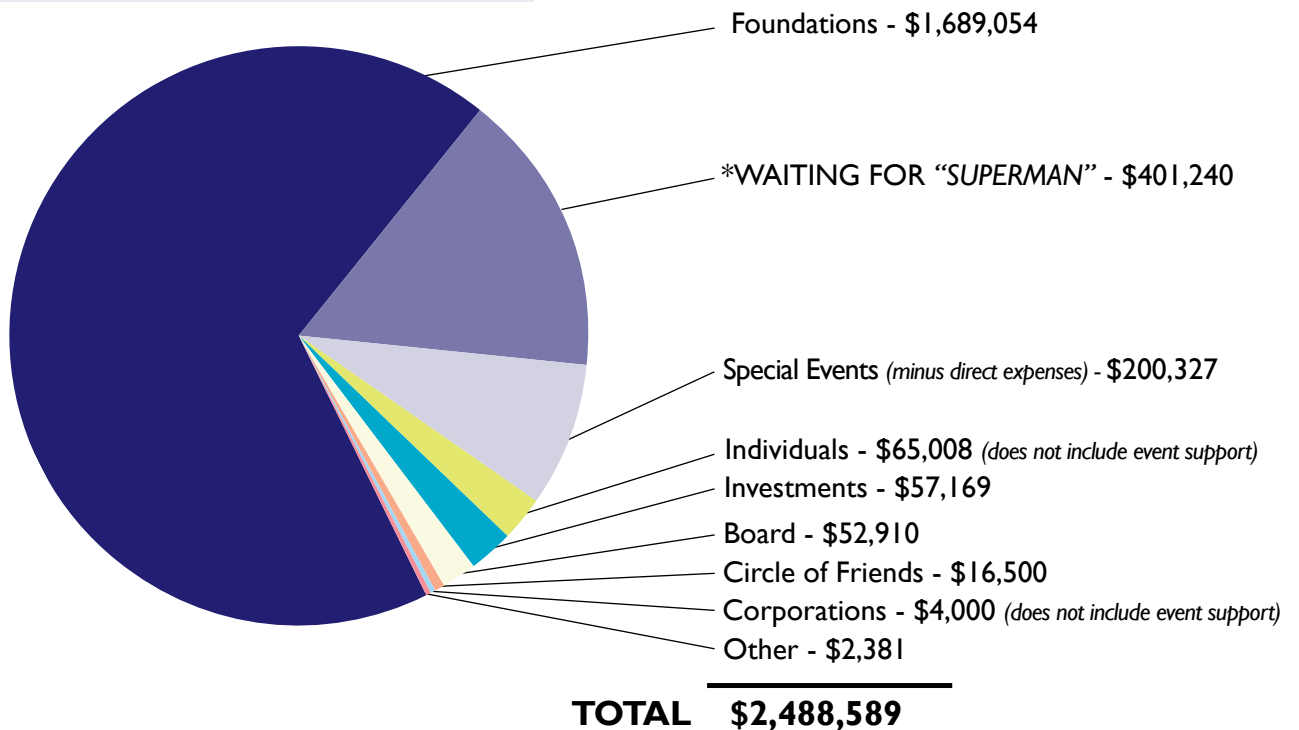
KIDS COUNT Release and Doll Day at the Capitol: Connecting Colorado Kids and Legislators

On the morning of April 13, 2010, the Children's Campaign was joined by Governor Bill Ritter, Lt. Governor Barbara O'Brien and child advocates from across the state to release our *2010 KIDS COUNT in Colorado!* report on the steps of the Colorado State Capitol. In conjunction with the release, the Children's Campaign and our network of child advocates celebrated Doll Day by distributing decorated cardboard dolls on the chairs of each state legislator on the chamber floors. The handmade dolls were decorated by children, concerned citizens, and advocates across the state and are used to remind legislators that children and their families should be a high priority as they make important policy decisions. Stories about the children the dolls represent were attached to the back of dolls. Dolls were also displayed at the KIDS COUNT news conference.



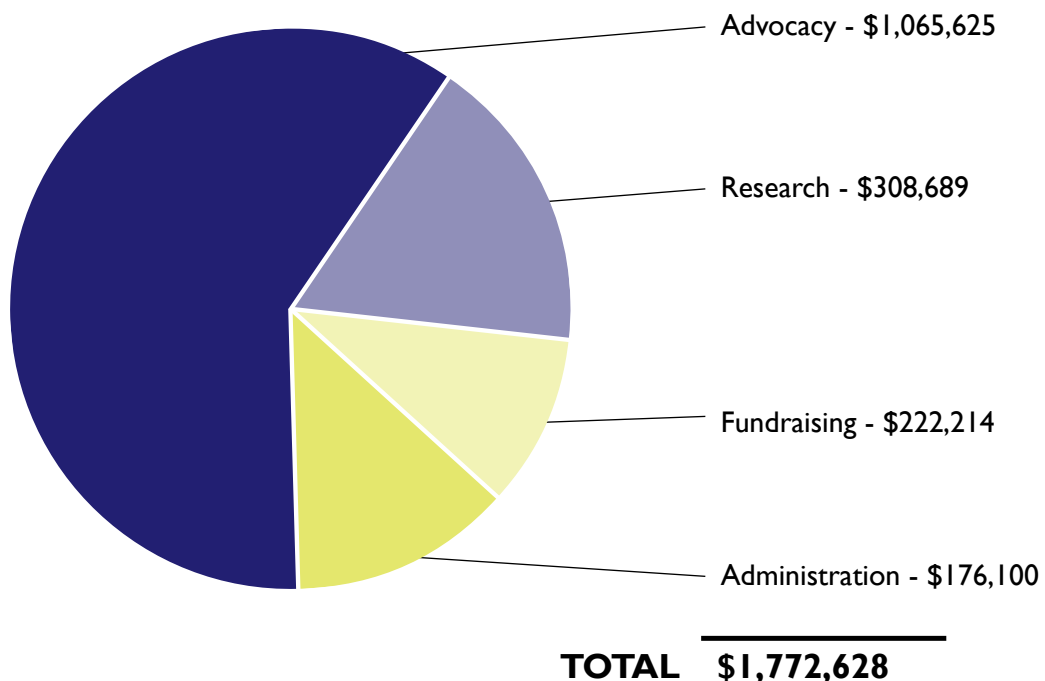
2010 Financial Summary

2010 Sources of Revenue:



*WAITING FOR "SUPERMAN" was a special project in 2010, associated with the nationally-acclaimed film. Revenues consist primarily of restricted grants from foundations. Expenses are related to the Children's Campaign's work coordinating statewide screenings of the film, the "Colorado Kids Can't Wait" website and public awareness campaign, and other community outreach and advocacy efforts related to the education issues highlighted in the film. The Children's Campaign did not receive any revenue from the statewide screenings of the film.

2010 Functional Expenses:



The Colorado Children's Campaign
Statement of Financial Position
Year Ended December 31, 2010

(With Summarized Comparative Totals for the Year Ended December 31, 2009)

	2010	2009
Assets:		
Cash and cash equivalents	\$697,757	676,263
Accounts receivable	90	37,021
Contributions receivable	1,045,944	277,000
Prepaid expenses and other assets	68,119	37,773
Investments held by The Denver Foundation	543,302	485,200
Property and equipment, net of accumulated depreciation of \$34,334 and \$27,172	41,477	46,210
Total assets	\$2,396,689	1,559,467
Liabilities:		
Accounts payable	\$71,292	12,439
Accrued expenses	87,117	91,375
Grants payable	66,666	-
Total liabilities	225,075	103,814
Net Assets:		
Unrestricted	628,706	605,864
Temporarily restricted	1,208,711	516,592
Permanently restricted	334,197	333,197
Total net assets	2,171,614	1,455,653
Total liabilities and net assets	\$2,396,689	1,559,467

2010 Donors List

\$100,000+

The Annie E. Casey Foundation
The Colorado Trust

Daniels Fund
Rose Community Foundation

\$50,000+

The Anschutz Corporation
The Colorado Health Foundation

Helen M. McLoraine Colorado Children's Campaign Endowment Fund

\$25,000+

The Anschutz Foundation
Joan & Larry Brennan
Carson Foundation
The Denver Foundation
Donnell-Kay Foundation
Gay & Lesbian Fund for Colorado
Katherine Gold

JPMorgan Chase
Kaiser Permanente Community Health Fund
Mile High United Way
The Jay and Rose Philips Family Foundation
The Piton Foundation
Qwest Foundation
The Women's Foundation

\$10,000+

Adolph Coors Foundation
Bohemian Foundation
The Bonfils-Stanton Foundation
The Children's Hospital
Circle of Friends
Gates Family Foundation

The Kellogg Foundation
Liberty Global
David & Laura Merage Foundation
The David and Lucile Packard Foundation
Voices for America's Children

\$5,000+

Liz & Guy Arnold
The Crown Family
The Jerry Gart Family Foundation
Rebecca & Ken Gart

The Cydney and Tom Marsico Family Foundation
Pratt Family Fund
The Winthrop Foundation



\$2,500+

Sara & Scott Carpenter
CGW Family Foundation
Harmes C. Fishback Foundation Trust
The Grogan Family Fund
Joy Johnson
Kohl's
Joey Porcelli & Randy Pharo

Jennifer Pride
Lee Reichert
Anne Bye Rowe & Frank Rowe
State of Colorado
Teresa Taylor
Westwood Foundation



\$1,000+

Anonymous
Aurora Public Schools
Julie & Mike Bock
Bradbury Family Partnership
Linda D. Campbell Fund
Shannon & Lee Carter
Center for Teaching Quality
Chambers Family Fund
Colorado Association of School Executives
Colorado League of Charter Schools
Denver Public Schools Foundation
Education Reform Now
Filsinger Energy Partners
Happy Haynes
Holme, Roberts & Owen
The Jefferson Foundation
Anne Hale Johnson
Helayne Jones
Junior League of Denver
Kamlet Reichert

LiveWell Colorado
The Maris Group
Ashley & Tom May
Tara McLaughlin
Diana Mead
Morgridge College of Education, University of Denver
Zachary Neumeyer
Kristi Orr
Kirsten Rifkin
Riverfront Park Community Foundation
Kristine Robertson
Dr. Jim Shira
Emily Sinclair
Mary Sissel
Leslie & Geoff Smart
Susan Blake Smith & Scot Smith
Remy Spreeuw
UMB Bank
Wells Fargo Foundation
Wheeler Family Irrevocable Trust



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Community Leader

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The Gay & Lesbian Fund for Colorado

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Community Leader
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Chief Medical Officer
Rocky Mountain Hospital for Children, Denver

CHRIS WATNEY
President & CEO
Colorado Children's Campaign

Join the Children's Campaign in advocating for Colorado kids!

- ★ Visit us at coloradokids.org.
- ★ Sign up for our weekly e-newsletter, KidsFlash, at coloradokids.org/actnow to stay informed on the latest issues impacting kids.
- ★ Connect with us on Facebook.
- ★ Visit the KIDS COUNT page on our website to get the facts about the children in your community.
- ★ Invite the Children's Campaign to present information to your PTA, board of directors, early childhood council, or parent or community group.

Together, we can ensure Colorado is a great place to be a kid.



COLORADO CHILDREN'S CAMPAIGN

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Denver, Colorado 80203

303.839.1580

coloradokids.org