

Annual Report



COLORADO CHILDREN'S CAMPAIGN

LETTER FROM THE PRESIDENT

Creating hope and opportunity in Colorado, more than one million kids at a time.

Collaboration has always been an important tenet of the Children's Campaign's approach to policy change and our efforts to improve the lives of all Colorado children. Some of the biggest movements in child well-being took many years and much collaboration to achieve, including the Colorado Preschool Program and Child Health Plan Plus.

In 2012, with help from our partners and supporters, the Colorado Children's Campaign assembled one of the most significant collaboration efforts in our history. We wrapped up two years of work convening the School Finance Partnership, a diverse group of education experts, business leaders and elected officials. The group came together to examine how Colorado currently funds public schools and propose innovative recommendations for a comprehensive overhaul of the state's school financing system. In the fall, that effort was handed over to a Technical Advisory Group of nearly 300 members who helped hammer out the details of how the Partnership's recommendations would best serve Colorado students through policy change.

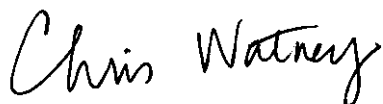
In June, we celebrated the U.S. Supreme Court's decision to uphold the Affordable Care Act. However, the court also said decisions about extending Medicaid to millions of low-income uninsured adults should be left up to each state. Knowing that insured parents are more likely to insure their children and take them to the doctor, we spent the next six months building the case for Medicaid expansion in Colorado. We helped create and lead Insuring Our Future, a broad and deep partnership of organizations who share a common belief in the value of Medicaid to our state's overall health care system.

Throughout 2012, we worked with state leaders to better align early childhood services for Colorado families by bringing several programs serving young children into one department. In June, Gov. John Hickenlooper announced the creation of the Office of Early Childhood within the Colorado Department of Human Services. We worked with many of the same early childhood partners, including Lt. Gov. Joe Garcia, to help write a grant for the federal government's Race to The Top Early Learning Challenge Fund. In December, Colorado was selected for a \$29.9 million award to support early childhood education and enhance early literacy.

In addition to these enormous projects, the Children's Campaign continued to offer Coloradans the data, research and expertise on child well-being for which we are best known, and that we use as the basis for all our efforts at the Colorado State Capitol and in Washington, D.C. We also broadened our outreach efforts to ensure community members know we're their go-to resource for information on kids' issues. We kicked off the year with our "Lunch and Learn" series of four presentations—led by our policy experts—where legislators, partners and supporters received the latest information on kids' issues during the lunch hour. We helped inform candidates for office as well as voters through our 2012 election outreach and "Election Center" on our website. We took KIDS COUNT to communities statewide with a KIDS COUNT summer tour. And finally, we connected major supporters with the issues they care most deeply about through our "Kids at the Capitol" series.

Thank you to all who supported us or worked with us in 2012 in these long-term endeavors. It was a pivotal year for the Children's Campaign and I know 2013 will be filled with many successes because of it.

Sincerely,



Chris Watney
President and CEO



ABOUT US

Our Mission

The **Colorado Children's Campaign** is a nonprofit, nonpartisan advocacy organization committed to creating hope and opportunity for all of Colorado's more than 1.2 million kids. Using the most accurate, compelling data and research on child well-being and backed by an extensive, statewide network of dedicated child advocates, the Children's Campaign champions policies and programs that improve child health, early childhood experiences, and K-12 education, help lift children out of poverty and provide all of Colorado's children the opportunity to reach their full potential. During our 27-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.

2012 In Pictures



Our Focus

Our 2012 policy priorities were grounded in the Children's Campaign's three-year Strategic Plan (2011-2013), developed by our board of directors, staff and with community input.

K-12 Education

- Close the achievement gap and increase high school graduation rates
- Implement educator effectiveness systems
- Ensure adequate, equitable education funding

Health

- Protect and strengthen safety net programs
- Represent the interests of children in health care reform
- Encourage healthy habits in school settings (early child care - K-12 education)

Early Childhood Development

- Build a strong early childhood system in Colorado
- Strengthen quality in early childhood care and education programs
- Increase school readiness of young children through access to early learning opportunities and family supports



How We Work

At the Colorado Children's Campaign, advocacy is the sum of these strengths:

Independent Leadership

The Children's Campaign is a registered 501(c)(3) public nonprofit organization that works independently, without regard to political affiliation or any interest other than what is best for children. The Children's Campaign is funded entirely by private grants, awards, and donations, and does not benefit financially from any of the programs or services for which we advocate. This combination of intellectual and financial independence allows the Children's Campaign to clearly and consistently put the interests of kids first.

Data Collection, Research and Analysis:

Gathering and analyzing accurate, comprehensive data about children and children's programs is our expertise. Sharing data in easy-to-use formats with lawmakers, policy makers and other stakeholders who care about kids is a critical part of our mission.

Policy Advocacy:

We provide trusted data and research to legislators, regulators, policy makers and community members that help define the issues and stakes of particular bills. We train, empower and activate citizens across the state to speak up for kids' within communities and with their elected officials.

Consensus Building/Communications:

Garnering support for children's issues involves raising awareness about the challenges facing Colorado kids and families, helping the public understand how policy translates to tangible impacts on kids' lives, and building public support for solutions. Media—traditional and social, earned and paid—is an important means to this end.

Collaboration:

The Children's Campaign strives to work in partnership with diverse coalitions. We work successfully with Republicans and Democrats, business leaders and parents, researchers and activists from Denver to Durango, Westcliffe to Washington, D.C.

Grassroots Mobilizing

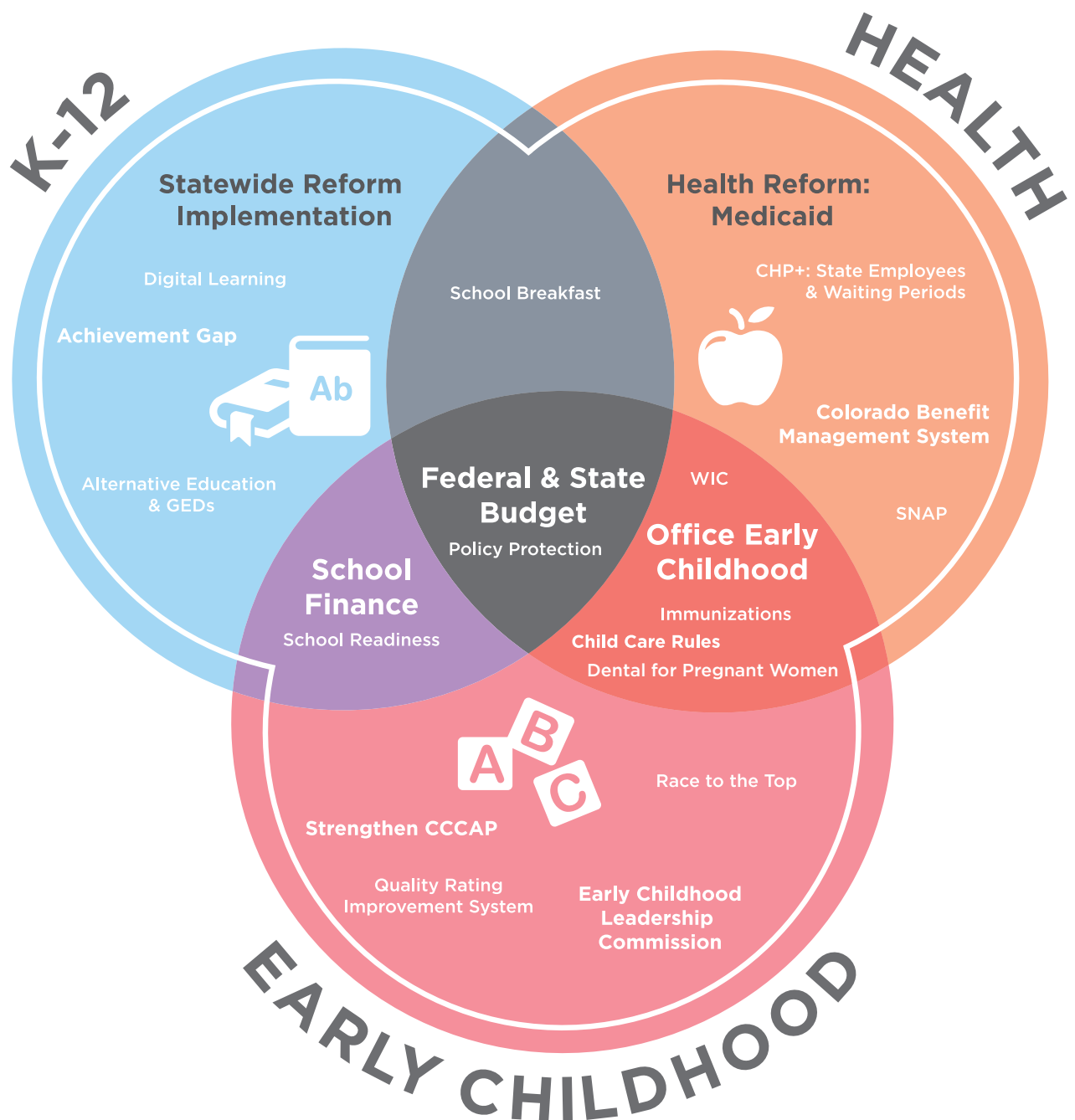
The relationships we've built with child advocates across the state are key to our success at the legislature and beyond. It's About Kids is a statewide network of community leaders who help shape our agenda and advance our work at the state and local level. Our weekly electronic newsletter, KidsFlash, reaches this network and many others with information about the work of the Children's Campaign, including advocacy action alerts.



Our Cross-Issue Focus

A unique and powerful facet of the Children’s Campaign approach to child advocacy is its cross-issue focus. We blend our expertise, leverage our research capacity and mobilize constituencies across our three focus areas to effectively address issues that span them. For example, school nutrition policy bridges K-12 and health; efforts to increase immunization rates and reduce toxic stress cross health and early development; efforts to intervene early and better prepare kids for school overlap early childhood and K-12. This cross-issue capacity provides a strong return on investment to our funders, and most importantly to the children for whom we advocate.

2012 Policy Agenda



2012 IMPACTS

Improving Public Policy

One significant measure of our success on behalf of Colorado kids is our legislative impact. Our policy advocacy efforts encompass not only advancing positive changes to state law and regulations, but also preventing the retrenchment or revision of existing policies that serve kids' interests. Public policy often develops in a non-linear fashion as decision-makers react to issues, information and opportunities that are constantly emerging. Accordingly, success is sometimes fairly defined as steady progress toward a major goal over time.

In 2012, the Children's Campaign worked with policy makers and coalition partners to ensure that in spite of election year politics and lingering budget challenges, the session was a productive one for kids at the Colorado State Capitol. There were issues including oral health coverage for pregnant women in Medicaid and in-state tuition for qualified undocumented students on which we worked and made progress, but did not pass legislation.

Key public policy changes we worked on in 2012 included:

- *Providing Individualized and Research-based Interventions for Struggling Readers in Grades K-3* through the Reading to Ensure Academic Development (READ) Act (HB 1238, Hamner/Massey & Johnston/Spence). Reading at grade level by the end of third grade strongly predicts long-term academic success. Early interventions help close the readiness gap and allow children to catch up and keep up with their peers. The Children's Campaign contributed to the drafting of the legislation and was a lead partner in the advocacy strategy and lobbying efforts.



- *Studying Effective Integration of High-Quality Digital Learning in Public Schools* (HB 1124, Massey & Johnston) provides for the commissioning of a privately funded study to research the use of technology in Colorado classrooms and innovative education programs. The study examined which existing online and blended (integrating online and traditional learning approaches) learning approaches increase academic outcomes and identify existing barriers to digital learning.
- *Finalizing Rules to Implement Educator Effectiveness Law* (HB 1001, Murray/Gardner & Johnston/Spence) puts into law the rules crafted by the State Board of Education to implement the Great Teachers Great Leaders Act passed in 2010 (Senate Bill 10-191).

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There is nothing more important and powerful than a constituent's voice.

— State Sen. Linda Newell at Speak Up For Kids' Health 2012

- *Maintaining Child Care Assistance for Working Families* (SB 022, Williams & Massey) authorized a pilot program through which up to 10 counties will modify their Child Care Assistance Program to mitigate the “cliff effect” of working parents losing child care assistance because they are earning more, thereby threatening their ability to continue to work.
- *Repairing and Modernizing the Benefit Management System* (HB 1339, Becker & Lambert), which has struggled with technological problems since its inception. This system determines Coloradans’ eligibility for Medicaid, food assistance (SNAP) and Colorado Works. The legislation includes oversight and accountability to ensure the project is completed effectively, which eases the burden on at-risk families and children.



State Sen. Nancy Spence speaks at the KIDS COUNT press conference.

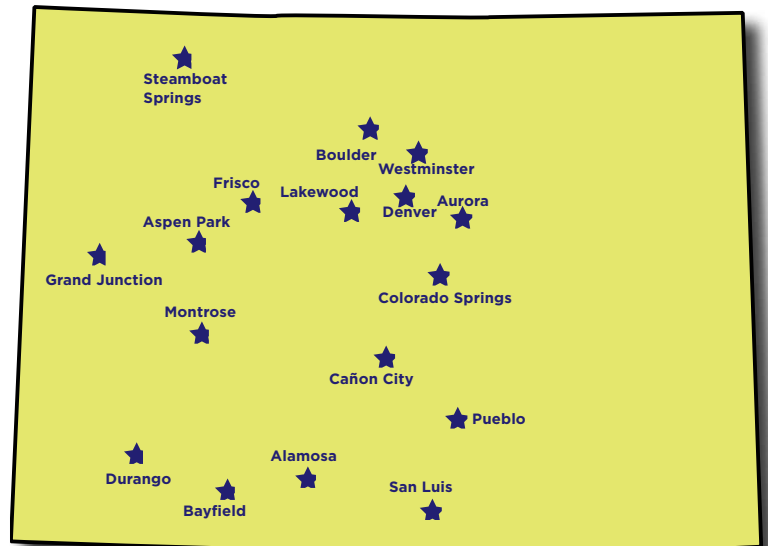
- *Joining a Multi-State Consortium to Ensure Strong Academic Assessments* (HB 1240, A. Kerr & Bacon/K. King) by developing common assessments for math, reading and writing. As a governing board member in the consortium, Colorado will help create and pilot the assessments and will save more than \$20 million by using the assessments developed. The use of common, comprehensive and rigorous assessments will enable comparisons of the achievement of Colorado kids to other students across the country.
- *Defeating Legislation to Remove all References to Quality Standards in Child Care Licensing Requirements* (SB 138, Lundberg) and move the authority to rewrite child care regulations from the Colorado Department of Human Services to the Governor or General Assembly.

2012 Advocacy by the Numbers

- Nearly **30,000** website visitors
- More than **85,000** website page views
- **820** Facebook fans
- Gained more than **600** Twitter fans
- **170** earned media stories
- **1,800** attendees at **57** community education events statewide

Making Kids a Priority in the Election

With approximately one-third of the legislature turning over in 2012 as a result of term limits, retirements and redistricting, the Children's Campaign recognized the importance of educating candidates on issues facing kids, as well as ensuring voters were up-to-speed on these issues as they engaged with candidates. In summer 2012, using KIDS COUNT data, the Children's Campaign developed and disseminated district-specific educational packets to every candidate running for the Colorado General Assembly, as well as incumbents not facing re-election this year. We also supplied packets to key partners. The packets included information about the Children's Campaign; data sheets with information about child well-being specific to each state house and senate district; and fact sheets on the issue areas of child health, K-12 education and early childhood development.



It's About Kids Events in 2012

In advance of the 2012 Presidential Debate at the University of Denver, we worked with Children's Hospital Colorado to create a short video of Colorado kids asking questions of the candidates. The questions ranged from silly to poignant and reminded policy makers to keep kids in mind as they debated important issues.

For the first time ever, we also developed and promoted an "Election Center" on our website. Interested Coloradans could use an interactive map to find fact sheets with information customized to their specific state Senate and House district on issues affecting Colorado children, along with resources about how to effectively engage with candidates.

To leverage our grassroots network during the election cycle, we held It's About Kids events in 17 communities throughout Colorado to share local data on child well-being and emphasize how child advocates could use information in the Election Center to help educate candidates and focus discussion on children's issues.

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I must say of all the events and seminars I have attended since announcing for public office I found my brief time and the materials you distributed the most interesting and informative. ... I appreciate that you have reached out to me and I will do my best to listen to the CCC as a voice for all children in Colorado.

— State Rep. Mike McLachlan

2012 Advocacy by the Numbers, Continued

- **4,155** Election Center website hits during election season
- **100** individualized fact sheets on child well-being created for Colorado House and Senate districts

Convening the School Finance Partnership

In 2012, the Children's Campaign focused on bringing together a variety of partners to address how we can most effectively finance our schools. The School Finance Partnership (SFP) was convened in spring 2011 by the Colorado Children's Campaign and led by three co-chairs: Chris Watney, President and CEO, Colorado Children's Campaign; Cary Kennedy, Denver Chief Financial Officer and former Colorado State Treasurer; and Bob Deibel, President and Owner of OfficeScapes. The *Colorado School Finance Partnership: Report and Recommendations*, published in August 2012, outlines the consensus-based recommendations of a broad and diverse group of partners, and lays the groundwork for policy to modernize the School Finance Act. The Act is the mechanism that distributes funding to Colorado's 178 school districts. Last updated in 1994, it has not kept pace with significant education reforms enacted in recent years nor adequately addresses growing equity issues posed by geography, poverty and low property wealth. After the report's release, in anticipation of introducing a bill in the 2013 legislative session, State Sen. Mike Johnston and the Children's Campaign convened a Technical Advisory Group to help move the recommendations of the SFP to the technical requirements of policy. The group consulted with national experts on school finance to build a deeper understanding of practical and methodological issues and how they would work best in Colorado.



Bob Deibel



Cary Kennedy

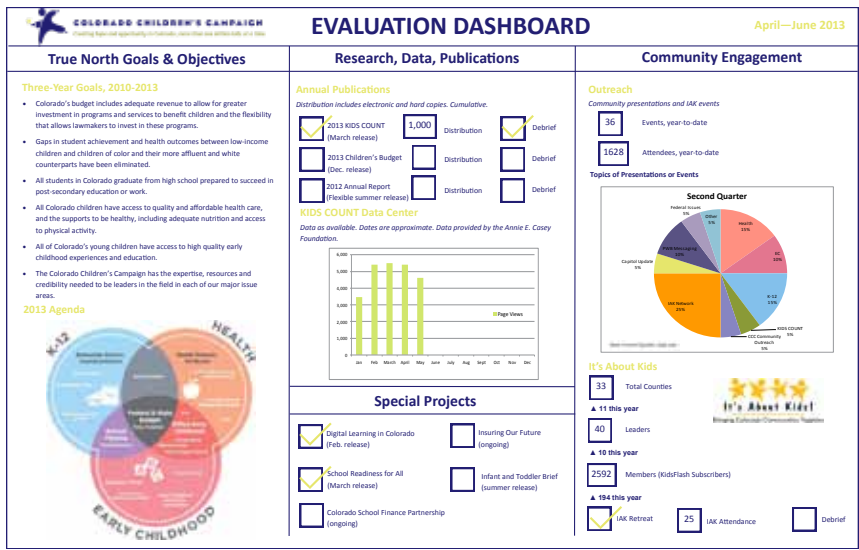


Chris Watney

Pursuing Organizational Excellence

We strive to meet high standards of excellence, stewardship and integrity in our operations and foster a culture of continuous improvement. To this end, enhancing our organizational infrastructure and capacity is an ongoing commitment. Major efforts in 2012 included:

- Using the three-year strategic plan to focus the board and staff on the highest priority work with the greatest possible impact.
- Formalizing the structure and charge of our internal evaluation team and developing an evaluation framework that features rigorous, yet administratively efficient, evaluation methods and tools that help us adhere to our vision, refine our tactics and improve the quality of our work.
- Instituting a formal staff project kickoff and debrief of every major activity, event and publication. This process encompasses project goals, timeline, logistics, content, participant/user feedback and other indicators of impact.
- Diversifying funding sources by continuing to grow our individual donor program and increasing the base of foundation partners.
- Expanding our presence on social media and engagement with supporters.



In addition, in 2012 we developed an internal “dashboard” to document and monitor progress in a number of organizational effectiveness indicators. We continue to approach the evaluation enterprise with humility, recognizing the challenges inherent in the evaluation of policy advocacy and mindful of the temptation to track what it easy to measure instead of what is meaningful to measure.

2012 PUBLICATIONS

2012 KIDS COUNT in Colorado!

The Importance of Place: Variations in Child Well-Being Across Colorado, March 2012

The 2012 *KIDS COUNT in Colorado!* report highlighted the wide variations in child well-being across Colorado's 25 largest counties. The report was released March 27 with Lt. Gov. Joe Garcia and child advocates at the Colorado State Capitol. For the first time, the report included the Colorado Child Well-Being Index. It uses 12 measurable indicators to compare child well-being by county in the areas of health, education, and family and community.



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 report earned widespread, comprehensive media coverage, including stories by *The Denver Post*, *9News*, *Univision*, *The Colorado Statesman*, *KUNC*, *The Durango Herald*, *The Pueblo Chieftain*, *The Colorado Springs Gazette* and others.

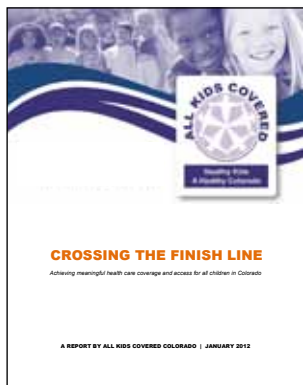
Colorado Children's Budget 2012, December 2012



The Colorado Children's Budget 2012 examines the state's financial commitment to investing in the well-being of children. It tallies up Colorado's actual and planned investment during the past five years (Fiscal Year (FY) 2008-2009 through FY 2012-2013) on programs and services in four areas: early childhood development and learning, K-12 education, health and other support services for children and families. It is a resource guide for policymakers and advocates who are interested in better understanding how Colorado finances children's programs and services. It also illustrates the degree to which the state prioritizes the needs of children as revenue constraints force hard choices in the budget process. The 2012 report found that Colorado's investments in programs that serve children are not keeping pace with inflation and a growing child population.

The report's release earned media coverage, including a substantial article in *The Denver Post*: "Colorado's Spending on Programs to Protect Kids from Abuse Drops."

Crossing the Finish Line: Achieving Meaningful Health Care Coverage and Access for All Children in Colorado, January 2012



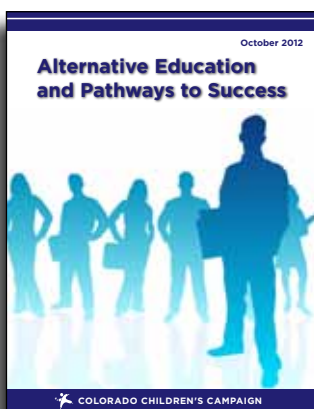
The Children's Campaign is a member of the All Kids Covered Coalition, which in January released the comprehensive *Crossing the Finish Line* report. It summarized key achievements in health coverage for kids during the past five years and identified recommendations for continued progress.

Financing Colorado's Future: Assessing our school finance system, August 2012

The School Finance Partnership was convened by the Children's Campaign to examine Colorado's broken school funding system, resulting in a set of consensus-based recommendations. The recommendations say funding should align with and be accountable to student outcomes, encourage innovation and be distributed in an equitable, sufficient manner to meet the various needs of students and school districts.



Alternative Education and Pathways to Success, November 2012



While a traditional school environment may work well for many students, there are also many for whom it is not the right place to get a meaningful education. *Alternative Education and Pathways to Success* examines Colorado's Alternative Education Campuses (AECs), compares them to those in other cities and states and recommends ways that Colorado can strengthen alternative education.

All publications are available for download at coloradokids.org.

SUPPORTERS AND PARTNERS

It's About Kids

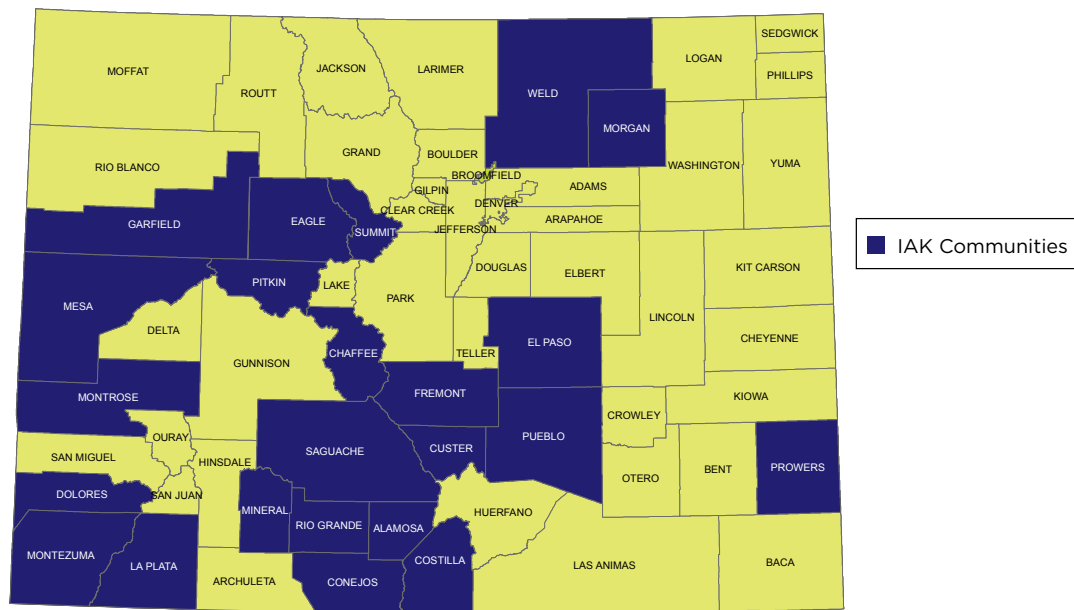
It's About Kids (IAK) is the Colorado Children's Campaign's statewide, grassroots advocacy network. It is comprised of more than 2,400 health, early childhood and K-12 education professionals, community and business leaders, legislative staff, parents and other engaged citizens joined together by their concern for the well-being of Colorado's children. IAK members advocate for Colorado children by staying informed about children's issues through the Children's Campaign's weekly electronic newsletter, KidsFlash, sending emails and making phone calls to their legislators during important public policy decisions impacting kids, participating in public events and rallies in support of kids and sharing information about Colorado kids with their peers.



The It's About Kids network is led by a dedicated group of volunteer community leaders who provide guidance and direction to 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 Children's Campaign policy staff to help shape and support our legislative agenda.
- Establishing and maintaining relationships with policy makers and the media in their communities.

2012 It's About Kids Network Communities



2012 It's About Kids by the Numbers

- **22** It's About Kids communities across Colorado, up from 20 in 2011
- **\$16,000** in mini grants supported by The Colorado Trust distributed to IAK communities to increase support for access to health coverage for kids
- **24** community leaders attended the IAK Annual Retreat in Keystone

Circle of Friends

In 1996, a number of women who were concerned about the well-being of children in Colorado founded the Circle of Friends with three modest goals: help spread the word about the mission of the Children's Campaign; attempt to raise \$10,000 to support the organization's work; and create an annual event.



Today, the Circle of Friends is a uniquely committed volunteer network that connects with the organization on every level: participating in advocacy days; responding to action alerts; spreading the word about children's issues in the community; organizing its signature event, the Membership Tea; connecting the organization to corporate sponsors; and assisting in planning highly anticipated Children's Campaign events, Colorado Shops for Kids and the Annual Luncheon.

2012 Circle of Friends Leadership Board

Ashley May, President
Christina Brickley
Lyn Brooks
Tara Cavanaugh
Meredith Coors
Kimberly Coughlon
Lindsay Filsinger
Nicole Furman
Erica Jorgensen

Christine Kanouff
Betsy McPherson
Mary Miller
Alison Roper-Zuckert
Andrea Stevens
Lisa Straffon
Tammy Westerberg
Mary Wheeler



Dedicated Circle of Friends Leadership Board Members Mary Miller, Christina Brickley, Andrea Stevens and Kimberly Coughlon. Andrea and Christina have supported the Children's Campaign for nearly a decade, and Mary and Kimberly have been involved for the past five years.



Circle of Friends President Ashley May addresses nearly 200 guests at the Circle of Friends Annual Membership Tea, along with Children's Campaign President & CEO Chris Watney, and Chair of the Children's Campaign Board Lee Reichert.



There's no other organization with the impact of the Colorado Children's Campaign. I'm thrilled to lead women to get involved and support this organization and this work for kids.

- Ashley May, 2012 Circle of Friends President

2012 Circle of Friends by the Numbers:

- Nearly **250** members
- Helped raise nearly **\$250,000** for the organization through special events, including nearly **\$20,000** from the group's signature event, the Annual Membership Tea

Champions' Circle

In 2010, with the help of many long-time 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 individual donors 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 by helping diversify our funding, and providing a level of financial support that helps the organization plan for the future and maintain first-class research and expertise.

As members of our inner circle, Champions' Circle members have the opportunity to participate in exclusive discussions with our community's thought leaders on some of the Children's Campaign's most critical priorities.

In 2012, Champions' Circle members had "insiders' conversations" about potential school finance reform legislation with Sen. Michael Johnston and Rep. Tom Massey, School Finance Partnership Steering Committee Members, heard the important—and at times, controversial—kids' issues from the 2012 legislative session, and discussed challenges and opportunities for kids' issues during the 2013 legislative session with Alan Salazar, Chief Strategy Officer and Director of Policy, Research and Legislative Affairs, Office of Gov. Hickenlooper.



2012 New Champions' Circle Members:

JoAnn Beaupré
Lindsay & Todd Filsinger
Nancy Gary
Rob Gary

Sam Gary
Tim Howard
Dave Younggren

Champions' Circle by the Numbers:

- **7** members joined in 2012
- **27** members since 2010

SPECIAL EVENTS

KIDS COUNT Release and Doll Day at the Capitol

The launch of the *2012 KIDS COUNT in Colorado!* report featured Lt. Gov. Joe Garcia, legislators, partners, supporters and dozens of handmade cardboard dolls representing Colorado kids. We released the report in a press conference in the West Foyer of the Colorado State Capitol. In conjunction with the release, the Children's Campaign and our network of child advocates celebrated Doll Day by placing dolls on the chairs of each state legislator on the chamber floors. The 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—many of which have found permanent homes in rooms and offices throughout the Capitol.



Children's Campaign President and CEO Chris Watney delivers remarks during the 2012 KIDS COUNT in Colorado! report release press conference.



Rep. Tom Massey and Sen. Angela Giron with their handmade dolls.

Speak Up for Kids' Health at the Capitol



Sen. Linda Newell and Chris Watney kick off Speak Up for Kids' Health Day at the Capitol.

More than 70 parents and child advocates from all corners of Colorado visited the state Capitol in February to speak up for the health and well-being of Colorado's kids. Data indicate that as many as 124,000 Colorado children still lack the health coverage they need to grow up healthy and strong. To ensure the voices, stories and needs of children are part of the conversation about health care, the Colorado Children's Campaign and Children's Hospital Colorado hosted "Speak Up for Kids' Health at the Capitol." Participants began the day with a training session at the Colorado Children's Campaign's offices, which included remarks from State Sen. Ellen Roberts and State Sen. Linda Newell.

2012 Annual Luncheon

Over the past 16 years, the Children's Campaign Luncheon has become a must-attend event for those who care about children's issues. In fact, the Luncheon has grown to a sold-out crowd of attendees from across the state, and is now the largest and most successful of the Children's Campaign's annual fundraisers. More than just a special event and fundraiser, though, the Luncheon is a strategic tool for the Children's Campaign to build community leaders' understanding and support of a critical issue.

In 2012, we were honored to welcome Dr. Jack P. Shonkoff, M.D. as the keynote speaker at our Luncheon. As a pediatrician and nationally-renowned expert in early childhood development, Dr. Shonkoff makes a compelling case for the critical importance of the earliest years of a child's life as the foundation for all future learning and health, applying years of research on brain development. To provide community leaders with a forum for more in-depth conversation and intimate access to Dr. Shonkoff's expertise, the Children's Campaign, with support from Children's Hospital Colorado, convened a breakfast for more than 20 community leaders to discuss how the group could work together to push for breakthroughs in improved outcomes and create true innovations and collaborations to benefit young children.



The Children's Campaign, with support from Children's Hospital Colorado, convened nearly 20 community leaders for an early morning breakfast with nationally-renowned early childhood expert Dr. Jack P. Shonkoff. The group discussed innovative ways to cross domains in order to best support young children.



Jack P. Shonkoff, M.D.,

is the Julius B. Richmond FAMRI Professor of Child Development at the Harvard School of Public Health and the Harvard Graduate School of Education; Professor of Pediatrics at Harvard Medical School and Children's Hospital Boston; and Director of the university-wide Center on the Developing Child at Harvard University. He also

chairs the National Scientific Council on the Developing Child, a multi-university collaboration comprising leading scholars in neuroscience, psychology, pediatrics, and economics, whose mission is to bring credible science to bear on policy affecting young children.



The Children's Campaign 2012 Annual Luncheon was an energizing and inspiring event. Dr. Jack Shonkoff's remarks on the importance of healthy development in the early years and the connection to educational achievement, economic productivity, responsible citizenship, lifelong health, strong communities, and successful parenting of the next generation were an important reminder of the shared responsibility we all have to promote innovation across policy and program sectors to support healthy children.

*- Shepard Nevel, Vice President, Policy, Evaluation and Communications,
The Colorado Health Foundation*



Dr. Jack Shonkoff addressed an audience of nearly 800 guests at the 2012 Annual Luncheon

PRESENTING SPONSORS:



THE PITON FOUNDATION



PLATINUM SPONSORS:



GOLD SPONSORS:



Children's Hospital Colorado



SILVER SPONSORS:



We also acknowledge the generous support of the many Bronze and Patron sponsors, as well as the individual attendees who contributed to the success of the Annual Luncheon.

2012 Annual Luncheon by the Numbers:

- Attended by nearly **800** guests
- Raised more than **\$190,000** for the Children's Campaign

Colorado Shops for Kids

Since its inception in 2005, Colorado Shops for Kids, a book of vouchers offering purchasers exclusive discounts to stores, spas and salons and restaurants in Colorado's most renowned shopping areas, has become one of the Children's Campaign's most anticipated events, and our second largest individual fundraiser. This unique program not only introduces the Children's Campaign to new potential donors through the book sellers—volunteers from our Circle of Friends who sell books to friends, and participating retailers who sell the book to their clients—it also provides these small businesses with an opportunity to promote and support the Children's Campaign's mission.

In 2012, we reached record sales of Colorado Shops for Kids books.



Kids...Shopping for Kids! A group of children enjoy frozen yogurt provided at the Colorado Shops for Kids program kickoff at Presenting Sponsor Little Me's, a children's boutique.

TITLE SPONSOR:

little
me's
A YOUNG PEOPLES BOUTIQUE

GOLD SPONSORS:

5280
[THE DENVER MAGAZINE]

CHERRY CREEK
NORTH

Sketch & Fig



Longtime partner Cherry Creek North promotes Colorado Shops for Kids on banners throughout the shopping district.

We also acknowledge the generous support of the Silver sponsors, as well as the individuals who purchased Colorado Shops for Kids and contributed to the success.

2012 Colorado Shops for Kids by the Numbers:

- Began in **2005**
- More than **106** participating independent retailers in more than **10** major shopping districts and neighborhoods throughout the metro area
- Nearly **500** Colorado Shops for Kids books sold for the shopping period May 1-14, 2012

2012 BOARD OF DIRECTORS

LANCE BOLTON, PHD, Board Vice Chair
President

Pikes Peak Community College

KRAIG BURLESON
Chief Executive Officer

Inner City Health Center

ERIC DURAN
Vice President, Public Finance

D.A. Davidson & Co.

MIKE FERRUFINO
Vice President

KBNO Radio

**NORM FRANKE, Board Treasurer &
Finance Committee Chair**

Regional President

Alpine Bank

MARK FULLER
Chief Financial Officer

Rocky Mountain College of Art & Design

KATHERINE GOLD, Past Board Chair
President

Go Fish

JOY JOHNSON

Community Leader

MARY LOU MAKEPEACE

Community Leader

ASHLEY MAY
Community Leader

Denver Circle of Friends President

ZACHARY NEUMEYER
Chairman

Sage Hospitality

LEE REICHERT, Board Chair
General Counsel, Molson Coors International

Molson Coors Brewing Company

**REMY SPREEUW, Board Secretary &
Nominating Committee Chair**

Associate Publisher

5280 Magazine

REGGIE WASHINGTON, MD
Chief Medical Officer

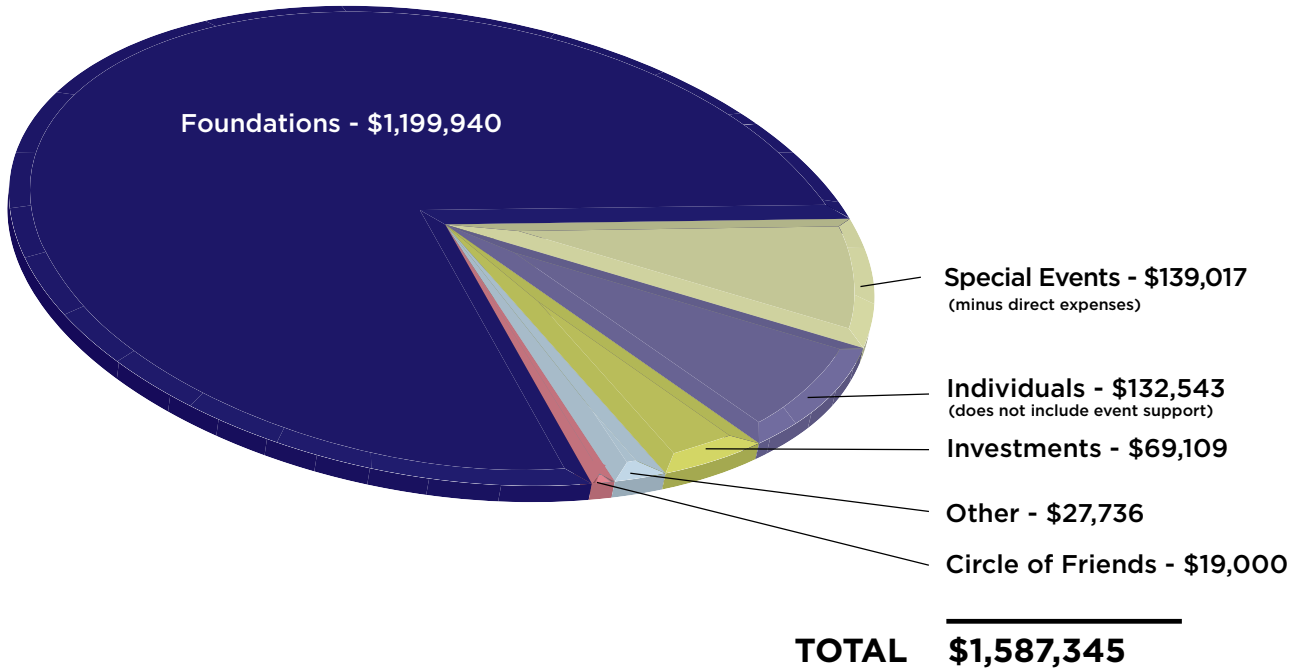
Rocky Mountain Hospital for Children, Denver

JOHN YOUNGQUIST
Director of Principal Talent

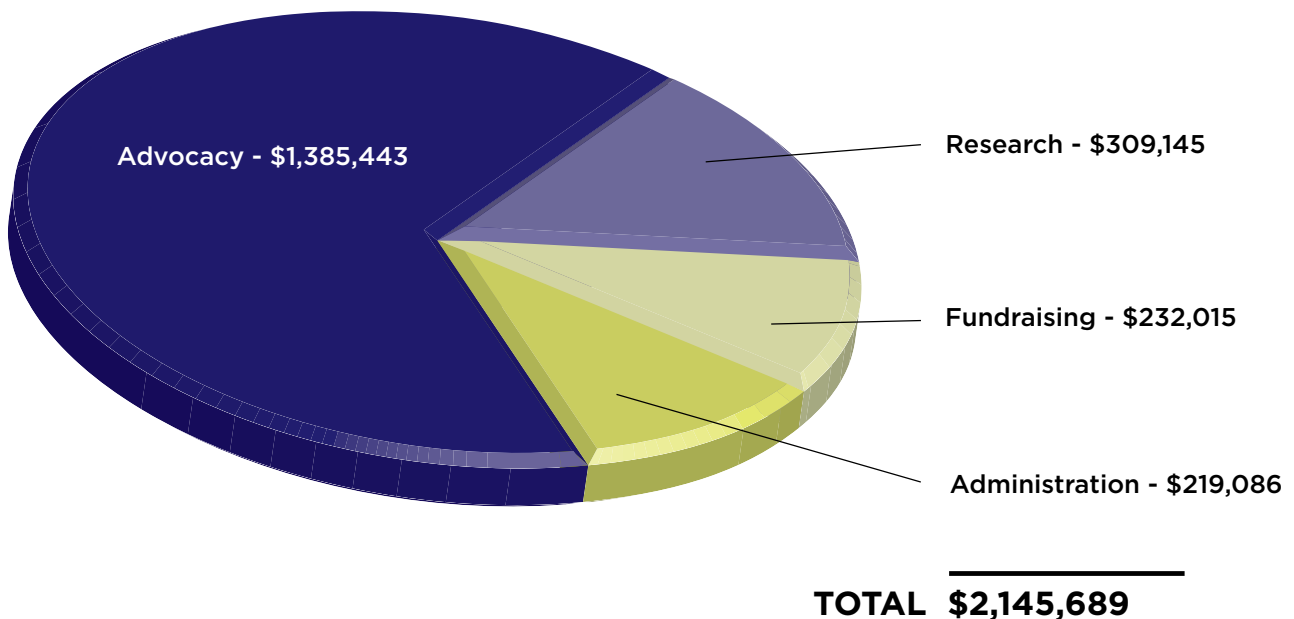
Denver Public Schools

2012 FINANCIALS

2012 Sources of Revenue:



2012 Functional Expenses:



The Colorado Children's Campaign Statement of Financial Position Year Ended December 31, 2012

(With Summarized Comparative Totals as of December 31, 2011)

	2012	2011
Assets:		
Cash and cash equivalents	\$855,448	\$1,419,850
Accounts receivable	\$31,877	\$13,355
Contributions receivable	\$1,011,575	\$1,123,398
Prepaid expenses and other assets	\$17,788	\$37,087
Investments held by The Denver Foundation	\$604,011	\$535,038
Property and equipment, net of accumulated depreciation of \$46,836 and \$34,434	\$40,855	\$52,485
	\$2,561,554	\$3,181,213
Liabilities:		
Accounts payable	\$98,736	\$112,435
Accrued expenses	\$69,678	\$117,294
Grants payable	0	0
	\$168,414	\$229,729
Net Assets:		
	\$572,338	\$577,838
Unrestricted	\$1,486,605	\$2,039,449
Temporarily restricted	\$334,197	\$334,197
Permanently restricted	\$2,393,140	\$2,951,484
Total net assets	\$2,561,554	\$3,181,213
Total liabilities and net assets	\$2,561,554	\$3,181,213

2012 DONOR LIST

\$100,000+

The Annie E. Casey Foundation
The Colorado Trust

The Piton Foundation
Rose Community Foundation

\$50,000+

The Anschutz Foundation
Bloomberg Philanthropies
Chambers Family Fund

Helen M. McLoraine CCC Endowment Fund
The Kaiser Permanente Fund of The Denver Foundation
Temple Hoyne Buell Foundation

\$25,000+

Alliance for Early Success
Joan and Larry Brennan
Comcast
Daniels Fund
Donnell-Kay Foundation

Gay & Lesbian Fund for Colorado
The Jay and Rose Phillips Family Foundation of Colorado
Mile High United Way
The Tides Center

\$15,000+

America's Promise Alliance/First Focus
Bohemian Foundation
Children's Hospital Colorado
The David and Lucile Packard Foundation

The Denver Foundation
Go Fish
Voices for America's Children
The Women's Foundation of Colorado

\$10,000+

Adolph Coors Foundation
Connie Burwell White & William W. White Foundation

The Crown Family
David & Laura Merage Foundation

\$5,000+

CGW Family Foundation
The Colorado Health Foundation
Early Learning Ventures

Filsinger Energy Partners
Foundation for Educational Excellence
Little Me's

\$2,500+

Kristy Adams	Hutch & Fig
Anonymous	Joy Johnson
JoAnn Beaupre	Mr. & Mrs. Lawrence T. Kennedy & The Westwood Foundation
Mary Beth & Bernie Buescher	LiveWell Colorado
Sara & Scott Carpenter	Caz Matthews
Shannon & Lee Carter	Ashley & Tom May
D.A.Davidson & Co.	Mary & Randy Miller
Nancy Gary	Molson Coors Brewing Company
Rob Gary	Joey Porcelli & Randy Pharo
Sam Gary	Pam & Lee Reichert
Melissa Hart	Sage Hospitality
Tim Howard	Dave Younggren

\$1,000+

Arapahoe County Early Childhood Council	Zachary Neumeyer
The Bartlett Family Fund	Oakwood Charities, LLC
Bayless Charitable Fund	OfficeScapes
Elaine Gantz Berman & Dr. Steve Berman	Dr. Susan Pharo
Christina Robinson Brickley	Remy Spreeuw
Campbell Family Foundation	Lisa Straffon
Nancy Cohen & James Wason	Summit54
Colorado Access	Mary Wheeler
Colorado Business Bank	
Colt & Gray	
Meredith L. Coors	
Kimberly Coughlon	
Davis & Ceriani, P.C.	
Bob Deibel	
Exempla Saint Joseph Hospital	
C Tricia Foltz	
Mark Fuller	
GroundFloor Media	
Happy Haynes	
Erica Jorgensen	
Kaiser Permanente	
KBNO Radio	
KRG Capital	
Martha & Geoffrey Lord	
Betsy McPherson	
Mile High Montessori Early Learning Centers	

We also acknowledge the countless contributors from \$1 to \$999 whose investments make possible the work of the Children's Campaign.

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Design Coordinator

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

- Visit us at coloradokids.org.
- Read the latest news and information on child well-being in our weekly KidsFlash e-newsletter. Visit kidsflash.coloradokids.org to sign up or read past stories.
- Connect with us at facebook.com/coloradokidsorg or on Twitter: [@coloradokidsorg](https://twitter.com/coloradokidsorg).
- Learn more about the well-being of children in your community by visiting the KIDS COUNT Data Center at datacenter.kidscount.org.
- Invite the Children's Campaign to present information to your PTA, board of directors, early childhood council, parent or community group.
- Donate to support our critical efforts on behalf of kids.

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





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COLORADO CHILDREN'S CAMPAIGN