

Philadelphia Citizens for Children and Youth Annual Report 2004

# Protecting the Lives and Life Chances of Our Region's Children Through Thoughtful and Informed Advocacy.



## This Year ...

## at the State Level

The new Governor and the Legislature struggled over a state budget

## at the City Level

Philadelphians struggled to elect a mayor

## in the School District

The school leaders struggled to improve education

## in our Communities

Stakeholders struggled to find safety, resources and hope for children and families.

## in all of these places and more

PCCY was there speaking out, reaching out, researching, creating strategies, mobilizing, spreading the word, issuing reports, increasing the constituency for all children because,

The Bottom Line is... Children

## More State Funds for Education

As the State Legislature and the Governor wrangled over the budget details, PCCY spoke with citizens in the surrounding five counties about the importance of increased funding for education and early childhood programming. PCCY organized hearings, testimony and town meetings, developed public information campaigns and stimulated teams that made legislative visits, worked with a broad coalition and helped it grow. The result was a state budget that eventually passed that included an increase of about \$200 million for education and early childhood programming.

## More City Funds for Children: The 1% More For Kids Campaign



As Philadelphia approached a municipal election, we were determined to find a way to keep children's needs in the public eye. We developed the 1% More For Kids Campaign to encourage a greater investment of city funds for children. We organized a coalition of more than 30 groups to work with us to ask each of the Mayoral Candidates to agree to spend one percent more of the city budget on children's needs. We created an outreach effort in which we asked Philadelphians whether they wanted more spent on children and if so, what they wanted it spent on. In six weeks, we collected 6,400 signatures asking the Mayoral

candidates to pledge to support the effort, outlined what it should be spent on, and held several press events where children gave the candidates postcards that we collected. We held a Mayoral Forum where both candidates told more than 300 attendees how they would spend the one percent more. The result: children's needs were more visible in the election campaign, public pledges of support were made and more Philadelphians connected the needs of children and families to the policies that office holders shape.

## Reaching Out - Informing the Public and Raising our Profile

## The Forging the Future Series

While PCCY always sponsors forums about issues on which we are working, last year we developed a new series determined to nurture a continuous dialogue about improving the future for children and families in the state and region. We held three forums at the Constitution Center designed to stretch our thinking, understanding and vision.



• In November, Dr. Gloria Rodriguez, author and founder of AVANCE, spoke of the family support and family centers movement she had begun in Texas.

- In January, Dr Jody Heymann, Professor and author, spoke of the stresses facing working families. After her presentation, Richard Smoot, a retired bank president and business leader commented on the outlook for change.
- In March, our forum series focused on citizen action and technology and featured Joan Blades a co-founder of MoveOn.org.

The forums engaged the audience members and were the subjects of follow-up newsletters. Thus, we launched a new series that complemented our other work and began to establish a new engagement.

#### Other Forums

Bringing new information, increasing public understanding of studies and research is a vital part of our work. We've hosted forums in just about every issue area last year, including:

- In Child Care, we sponsored several legislative forums at the state level; hosted William Gurley of the Oklahoma Pre-k study and Anne Mitchell, president of the Early Childhood Policy Research concerning critical issues in child care; and we sponsored a briefing on improving the quality of child care to members of City Council.
- In Education, we sponsored a forum on Zero-Tolerance and the impact of some of the push out policies on troubled students. Anita Fuentes spoke to a crowded room of her research in New York and throughout the country on the negative impact of zero tolerance policies. She was joined at the meeting by several leaders from the School District of Philadelphia; the event was the subject of a column in the Philadelphia Inquirer. We also held a forum concerning teacher equity featuring leadership from the Charlotte-Mecklenburg School District and New York City. Again the event was the subject of some media reporting.
- In Health Care, we began the year sponsoring an exploration of ways that schools could improve mental health services. More than 400 people came to hear ideas and receive an update about where we were in the city and the state, from Dr. Julia Graham Lear, Director of the Center for Health and Health Care in Schools. Leaders of the city's behavioral health organizations presented assessments of conditions.
- In Welfare/Poverty Issues, our coalition sponsored three TANF forums which provided hundreds of practitioners with information about the latest rules changes and identified areas we all needed to be advocating about.

## Increasing Services for Children and Families

**PCCY's Child Health Watch** connected more than 800 children to health care insurance and health care. We've successfully advocated for increases in the counselor and education specialists in our public schools; successfully stimulated a drug treatment diversion program for youth in trouble with the law; created a resource guide for drug treatment for juveniles; and successfully advanced the case for simplifying applications for benefits. Our dental health coalition sponsored a dental health day and has developed a strategy to increase the possibility of low-income children securing dental health care.

*In Child Care*, we held a press briefing outlining the problems people were experiencing in securing subsidized care; the state agreed to end the waiting list. We successfully advocated at the city level for Philadelphia to invest significantly in supporting a facilities fund for child care.

PCCY, as a founding partner in the *Campaign for Working Families*, organized a variety of efforts and briefings and supported families in signing up and securing benefits.

With our *Picasso Project*, we raised funds and provided grants to 15 schools to bring art and music into the classrooms that Philadelphia children attend.

PCCY joined with GPUAC, the NAACP and the Philadelphia Inquirer and Daily News to sponsor the, "Keep Kids Safe Summer Camp," a camp experience for children whose lives had been touched by violence this year. More than 145 children were able to go to the camp this summer.



## Mobilizing for Children's Needs



PCCY's efforts in every area are about sending the message that our nation, state and city must make the needs of children and families a priority.

This year, our model effort was about increasing the federal commitment to child care. Our SnoweFlake campaign enlisted families from across the Commonwealth to design and make SnoweFlakes and write messages on them urging more support for child care. We organized visits, press events and helped deliver thousands of Snoweflakes to Senators Specter and Santorum from families who want a better chance to provide for their children.

We co-founded and organized the Campaign for Teacher Equity which outlined major steps the Philadelphia School District must take to assure more qualified teachers in all schools, but particularly those that teach our neediest children. The Campaign has garnered a great deal of attention, has been the subject of many press conferences and columns and is a major issue in the contract negotiations.

#### Issuing Reports

PCCY's work is grounded in its communication, its reports, its newsletters and its media work. The reports often outline the case for advocacy which we hope readers then take and make their own. This year was no different.

Our *Juvenile Justice Committee* organized our CourtWatch in which citizen volunteers sat in and observed 800 hearings at Family Court. We issued a report including recommendations for improvement. The report and recommendations were the subject of an editorial in the Daily News.

We released our signature publication, The Bottom Line is... Children which outlines the condition of children and families in the region and calls on the community to devote more effort to prevention.

We published our Picasso Project Brochure and completed a film of the work of the Picasso Project. We hope they both advance the case for the arts being a vital part of our children's education.

We published our report on alternative disciplinary schools, What We CAN Do, and urged that the School District develop less punitive approaches to dealing with children who present discipline problems in schools.

We published four newsletters and two briefing papers.

## Advocating

We testified, we worked and we spoke out to support a state plan to decrease the lead in Pennsylvania's children's lives. We organized a panel from across the state at a legislative briefing on the problems of lead poisoning.

We successfully advocated for a pilot program to improve and simplify family access to health care.

We organized to support efforts to increase state action to assure that children are safe in child care.

We trained hundreds of school nurses and counselors on how to access health insurance for children and published the 2nd edition of our school nurses manual.

We organized visits to Senators and Congressmen as part of our welfare coalition work.

We advocated with 100 pediatric residents for the Children's Hospital of Philadelphia on a weekly basis on issues of children's health and well-being; and we sponsored conferences with these child health care leaders.

## Speaking out

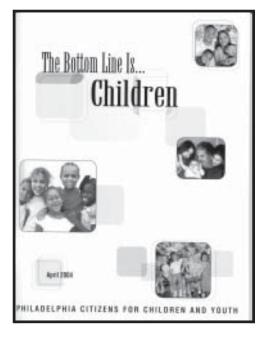
We spoke at School Reform Commission meetings and organized others to do the same; we spoke at state and city legislative hearings; we appeared on the radio, in television and in community and regional

newspapers frequently in the last year. We began producing a monthly newsmakers television show about education on Channel 52 and appeared regularly on several radio programs last year.

## Goings on At PCCY

## Super Party

On February 19th, PCCY hosted our annual fundraiser, "The Super Party" which attracted 150 guests to the Please Touch Museum. Many people contributed to the success of the event which had a modified silent auction featuring gift certificates to many fine restaurants in the area. Also new this year, Eleanor Hubbard, Author and Illustator of a children's book entitled, "The Fisherman and His Wife" was on hand to autograph copies of her book which many people purchased as gifts for others.



Last year our agenda was full – but so too should be the lives of the children for whom we advocate.

There is much left to do.



## Annual Giving & Endowment Contributions - Fiscal Year 2004

(June 1, 2003 - May 31, 2004)

PCCY's Annual Giving Fiscal Year 2004 was highly successful in raising more funds and in identifying new donors. The number of donors rose 13 percent, and the amount of money contributed increased by 21 percent. The enclosed donor recognition report recognizes your generosity and commitment to helping our children thrive in a climate of limited resources and enormous need. As we begin another fiscal year, we encourage you to continue to support our effort to speak out for children. Your donations made on-line at www.pccy.org, or by calling 215-563-5848, are greatly appreciated. Thank you for your continuing support!

#### MILLENNIUM CLUB (\$1,000+)

Anonymous Peter Buttenweiser Bruce & Carol Caswell Mark & Tobey Dichter Avi & Judith Eden Carole Haas Gravagno Tom & Beth Gadsden Mary L. Goldman John & Chara Haas John & Christie Hastings \*\* Paul & Ruth Kovnat Thomas & Carolyn Langfitt Tobey & Kim Oxholm John & Carol Melvin Pate \* Judy Pote John & Ann Riggan Rosemarie Romano Donald Schwarz \* **Bayard & Frances Storey** Fasaha Traylor \* Thomas Vernon & Pat West \*\* Lawrence & Harriet Weiss Bob Brand & Liz Werthan David & Ilene Winikur Wendy Wolf David Yanoff & Gabriella Romani

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MENTORS (\$250 to \$499) Richard Baron Gene Bishop & Andrew Stone Judy Borie Charlotte Cady Carla Campbell Susan W. Catherwood Tom & Eleanor Elkinton William & Ann Ewing Richard & Happy Fernandez Joseph & Marie Field Paul Jay Fink Michael & Lindsay Forgash Larry Frankel Richard & Wendy Glazer **Dolores Gluck** Alvin & Mary Bert Gutman Mary Hale Meyer Bettina Hoerlin & Gino Segre Yucynthia A. Jean-Louis Donald & Harriet Joseph Gerry Kaufman & Shelly Yanoff Katherine Kinsey Nancy Kolb David & Elizabeth Kozart Deborah Latta Carlton Lee David Mandell & Jamie Kudera Herman & Marciene Mattleman Linda Wright Moore Elliott & Ellie Seif Robert Schwartz Barbara Torregrossa Carol Towarnicky Meredith Trimbur (In-Kind) Ellis & Peggy Wachs Ed Watters III & Janie Dusossoit Debra Weiner Ken & Judy Weinstein

#### **LEADERS** (\$100 to \$249)

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Uraina Woodard
Mary Yee
Linda Youngstrom

\* Indicates an Annual Gift and a gift made to PCCY's Endowment Fund.

\*\* Indicates a gift made to PCCY's Endowment Fund only.

## The Picasso Project

Supporting art & music education programs in the public schools

The Annenberg Foundation Vickie Ellis The Hess Foundation The Klorfine Foundation Lincoln Financial Group Foundation Carol Melvin Pate The Tabitha Foundation

# Childhood Victims of Violence Fund

PCCY & Philadelphia Daily News partnering to help familes whose children have been victims of violence

Deborah Amos Darryl Brooks Lawrence Daley Karen Dalv Nan Fagan The Casey Family Kathleen Gibson Joseph Graves, Jr. Flovd Haskins Dennis Heffernan Anthony Henigan Dorothy Horner Andrew Hurd Christina Johnston Antonella Lee James Maguire Mollie McEnteer Willie McKnight James Miley Vera Miller Michael Nash Robert Newell Steve Purcell Arnetta Queen Stephanie Russo Stewart Simpson James Smith Dana Toby

# Corporations & Organizations

Sponsoring programs & activities; supporting Annual Giving

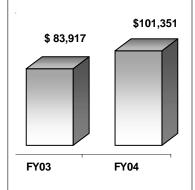
Communities in Schools of Philadelphia The Family Planning Council FLOC - For Love of Children GlaxoSmithKline **GPUAC Health Partners** Independence Blue Cross Merck Pharmaceuticals Mt. Airy Schools Committee Philadelphia Alliance MH/MR PHMC Philadelphia Safe and Sound The Preschool Project O'Hara, Ward Associates West Philadelphia Child Care Network Womens Assoc./Womens Alternatives Women Organized Against Rape

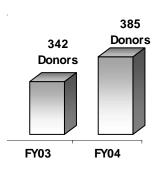
#### **Foundations**

Supporting programs and activities through significant multi-year grants

The Annie E. Casey Foundation
The Claneil Foundation
The Dyson Foundation
The Samuel S. Fels Fund
Goldsmith/Greenfield Foundation
Thomas Skelton Harrison Foundation
The Independence Foundation
The William Penn Foundation
The Pew Charitable Trusts
The Philadelphia Foundation
The Prudential Foundation
The Prudential Foundation
Tenet Healthcare Foundation
Robert Wood Johnson Foundation
United Way of Southeastern Pa
Zero to Three Foundation

## Annual Giving Two Year Comparison





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## Our Funders

Our work is supported by hundreds of individuals, organizations and foundations throughout the region including: The Annenberg Foundation, The Annie E. Casey Foundation; The Claneil Foundation, Inc., Cohn Family Trust, The Dyson Foundation, The Samuel Fels Fund, GlaxoSmithKline, Goldsmith-Greenfield Foundation, Thomas Skelton Harrison Foundation, Health Partners, The Hess Foundation, The Independence Foundation, The Klorfine Foundation, Lincoln Financial Group Foundation, Merck Pharmaceuticals, The William Penn Foundation, The Pew Charitable Trusts, The Philadelphia Foundation, The Prudential Foundation, Staples Foundation for Learning, The Tabitha Foundation, The Tenet Healthcare Foundation, United Way of Southeastern Pennsylvania, Robert Wood Johnson Foundation, Zero to Three Foundation.



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