

Creating a Better World for Every Child

2012–2013 Annual Report



In just a few short years, our children build the foundation for healthy and happy lives. Our job—as parents, as neighbors and as a society—is to make sure that all children have access to the fundamental building blocks for success, including consistent healthcare, a high-quality education that begins with great early education and ends with a terrific post secondary program, proper nutrition, and a dependable support network to help them grow into healthy and confident adults. And because childhood is short, every single day counts.

PCCY is one organization that has demonstrated, time and time again, that it can create positive change for children by mobilizing citizens and public officials to focus on practical solutions that meet the complex and urgent needs of children. We are the leading advocacy organization in our region that fights for the whole child. We are committed to systemic reform—from public education to healthcare, from infant nutrition to child care and early education. To do this, PCCY shows the way by:

- + Conducting independent research on the most significant issues facing young people and developing practical policy recommendations based on research findings
- + Bringing together key stakeholders such as parents, teachers, researchers, practitioners and community activists to develop innovative strategies to improve children's lives
- + Encouraging citizens to be active participants in shaping public policies that benefit children through public testimony, letter-writing campaigns and online advocacy
- + Building coalitions of organizations that share a deep commitment to children
- + Briefing legislators on ways to improve services for children and helping to shape new legislation
- + Advocating for public and private funding for these initiatives
- + Shaping a regional conversation about children's issues through the media

PCCY IN ACTION

In 2012–13, PCCY used its resources to effectively push for policy changes and public action to preserve or improve programs for nearly a million children who live in southeastern Pennsylvania. We are proud that we:

- + Made children's lives safer by leading the charge to pass Philadelphia's landlord lead paint notification law which took effect January, 2013
- + Led the way to save Head Start for more than 2,000 Philadelphia children
- + Helped hundreds of parents navigate state bureaucracy to obtain health insurance for their children
- + Trained hundreds of nurses and health professionals so they can help families obtain health insurance for their children
- + Interviewed kindergarten teachers throughout the five county area to create readiness strategies for area school districts
- + Released seven reports that outlined new policies to improve children's lives

Our vision for our children is bold and optimistic—to ensure that every child realizes his or her innate potential to become a healthy adult, productive citizen and contributing member of society. Fostering this success does more than change a single life—it lifts up every member of our community and builds a stronger and more vital society.

PCCY contributors know that no gift is more important than one that changes the life of a child.

OUR PARTNERS: FISCAL YEAR 2012–13

Beneficial Foundation

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**FOR A FULL LIST
OF INDIVIDUAL DONORS,
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907,056

The number of children who live in Southeastern PA and are better off because of Public Citizens for Children and Youth

180k

#

Number of Philadelphia Public School Students affected by PCCY's successful push to remove 111 barriers to Charter School Enrollment

178



Children receiving free dental exams at PCCY's Dental Day

700



Children received free vision screenings at PCCY's Give Kids Sight Day

233



Uninsured children were enrolled in state-supported health insurance through PCCY's Helpline

885



The number of parents who got their health care insurance questions answered on PCCY's Helpline

1.5M



Number of Pennsylvanians that benefited from PCCY's efforts to protect the federal tax benefits for working poor families in Pennsylvania

198



The number of times PCCY met with state legislators and members of Congress to educate them on the policies needed to improve the lives of children

17



The number of times PCCY presented testimony at hearings both in Philadelphia and Harrisburg on behalf of children

10k



Signatures, phone calls and emails generated by PCCY sent to state legislators on education funding issues

700



Residents across the region were trained to be effective education advocates

2012-2013 PCCY Reports



Philadelphia's Early Intervention System: Progress, But Still Not Good Enough For Our Kids

Why High School Graduation Rates Matter

Trickle Up: The Impact of Increasing Poverty on Education Outcomes

Suburban Education Fact Sheets (Bucks, Delaware, Montgomery & Chester Counties)

Philadelphia's Charter Renewal Process Challenges and Recommendations

Tracking Early Care and Education Fact Sheets (Bucks, Delaware, Montgomery, Philadelphia & Chester Counties)

154



The number of times PCCY staff were quoted by local reporters in published or broadcast reports

595



Policy makers, practitioners and community members who attended PCCY forums

\$52k

Total of 15 Picasso Project grants distributed to Philadelphia schools for arts education

6,400



Letters on Early Care and Education generated by PCCY sent to state and federal lawmakers

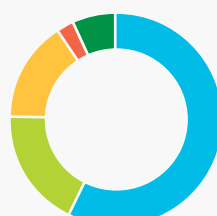
3,500

The number of children who were engaged in innovative arts education programs through PCCY's Picasso Project

Principles for Development and Implementation of the Patient Protection and Affordable Care Act in Pennsylvania (in conjunction with Community Legal Services, PA Chapter of American Academy of Pediatrics, PA Health Law Project and PA Partnerships for Children)

PCCY REVENUE & EXPENSES FY 2013 (JUNE 1, 2012-MAY 31, 2013)

Revenue			
Foundations & Corporations	\$847,151	57%	
Contracts	\$268,318	18%	
Individuals	\$224,975	15%	
United Way & Federated Organizations	\$31,825	2%	
Special Events	\$4,248	0%	
Investment Return	\$101,388	7%	
Total	\$1,477,905	100%	



Expenses		
Public Awareness/Outreach	\$302,440	21%
Child Health/Child Care	\$449,186	32%
Campaign/Public Education	\$385,737	27%
Management & Fundraising	\$275,841	20%
Total	\$1,413,204	100%

