



public  
citizens for  
children + youth

# When Each Child Thrives...We All Thrive

Annual Report 2016-2017



# The lives of the 900,000 children in our five county region are better!

+ 539,000 students shielded from school budget cuts

+ 5,000 children enrolled in high quality early learning programs

+ 2,300 children connected to health care

+ 3,500 students inspired by the arts

+ 10,500 more citizens receiving regular updates on our work

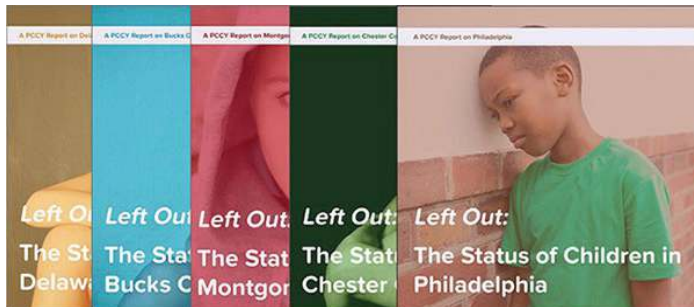
+ 170 media stories informing the 3.5 million residents in our region about the needs of children

+ 164 meetings with lawmakers making the case for children

# Making Great Kids the Common Mission for Our Region

Five groundbreaking reports unearthed shocking data about the status of children in Philadelphia, Bucks, Chester, Delaware and Montgomery counties. The reports detailed how the nearly 180,000 children in poverty has a devastating impact on every child in the region.

PCCY's reports on the status of children helped to strategically build a regional groundswell behind the policies needed for kids to thrive. The PCCY policy priorities are now common language for our region and that's causing lawmakers to increasingly put the needs of children first.



## Turning Research into Action



PCCY's research got noticed with 34 media outlets reporting the alarming data and more than 500 citizens swelling the 10 forums held across the region to discuss report.

The data turned heads and attracted new allies from across the region who now join PCCY in advocating for the essential solutions needed to protect children, today, and in the future.

This research mattered. In this bitterly partisan year, lawmakers on both sides of the aisle from our region put their votes behind more funds for pre-K and schools, improved health care for children, a stronger focus on lead poisoning prevention, more arts in schools and a complete pivot to ensure third grade reading success.

## So children can make our region great

# When each child is insured, all children are healthier

## 1,600 children are now healthier

- + Our 7th Give Kids Sight Day reached 1,000 children, providing glasses to children who needed them; and 600 children can smile pain free because the 14th annual PCCY Give a Kid a Smile week of dental care came off without a hitch.

PCCY galvanizes our region's dedicated medical institutions and physicians for one-of-a-kind days-of-service that changes the lives of children for good. Our partnerships with Will's Eye Hospital, Essilor Vision Foundation, Eagles Charitable Foundation, University of Pennsylvania Dental School, Pediatric Dental Associates, Doc Bresler's Cavity Busters and Kids Smiles helped to make this important charity care available to children.

## Over 600 children will stay healthier

- + Over 300 children from across the region were successfully enrolled in health insurance programs and another 360 children found resolution to the complications of accessing health care.

Free to all callers and available in any language, PCCY's Helpline connects children with health care services, like primary care, dental, vision, and behavioral health care, assisting parents navigate the complex public insurance system.

Our region grows stronger v

## Exposing Lead



More than 4,300 children across the region were poisoned by lead just last year. Great progress has been made as that number used to be four times as high. But that's no solace for these children who will suffer the lifetime consequences of lead poisoning.

News stories seized the attention of lawmakers. PCCY tapped that interest and turned it into policy. **Our efforts led to the formation of the Philadelphia Childhood Lead Poisoning Prevention Advisory Group, forced the improvement of state reporting on lead screenings and payment for services to poisoned children and served as the catalyst for a nascent regional alliance calling for the resources needed to prevent childhood lead exposure.**



## Resolving To Cover Every Child



A third of the 22,000 children living in our region without health care insurance are barred from coverage because they are undocumented. We've demonstrated to leaders and lawmakers that if these children were insured and healthy, our region would be more vibrant and prosperous.

Our region's resolve to cover every child is getting stronger. This year, **PCCY's Dream Care Campaign Coalition doubled in size. Now, 78 organizations from this region and across the state, are putting their muscle behind PCCY's relentless push to permit these children to be insured and ensure they grow up to be healthy adults who make a positive contribution to our communities.**

r with every healthier child

# When each child enters school ready to learn, all children learn more

## 2,000 children in high-quality pre-k

- + After leading the way to a major expansion of Philadelphia's quality pre-K seats with the soda tax campaign heard around the world, PCCY flexed its operational muscle and arranged 20 pop-up community training sessions for upwards of 300 child care providers to ready them to expand their capacity to meet new demand.

Few of the child care or pre-K providers in the City had ever contracted City of Philadelphia where contracting and payment rules are complex and cumbersome. Thanks to PCCY, they were able to meet the tight timeline to apply. Now 2,000 more children are enrolled in pre-K in Philadelphia.

## 50,000 more babies every year

- + A third of all babies born each year in Pennsylvania are being reared in our region. With the right stimulation, baby's brains have the potential to be powerful engines of lifelong stability and happiness.

That's why PCCY is convening key players from to craft a policy agenda and public outreach strategy that will make it possible to have the well-trained infant/toddler care workforce, stable and ample payment for care, and highly engaged parents needed for ideal infant/toddler development. By assembling national, state and regional expertise, PCCY is poised to announce a groundbreaking strategy to put the resources wisely in place for the generations whose first birthday starts in 2018.

Our region increases its potential v



## Breaking Through With Pre-K



Through a combination of highly visible public events, legislator tours of quality pre-K providers, press conferences, and reports, PCCY generated **31 print and broadcast stories, op-eds, and letters to the editor, held 84 meetings with lawmakers and attracted 875 new pre-K supporters who hit home the need for expanding access to high quality pre-K.** The powerful Pre-K for PA Campaign, which PCCY helps lead, succeeded in securing additional funding from the state. Pre-K topped the state funding increases with \$30 million in new pre-K funding that expanded enrollment to 8,500 more children.



## A Historic Convening



U.S. House Democrat Leader Nancy Pelosi, Governor Tom Wolf, Mayor Jim Kenney, former Lt. Governor and United Way CEO James Cawley, and then-State Rep. Dwight Evans attended PCCY's roundtable on pre-K. The message of the meeting was that with sufficient and smart alignment of federal, state and local investments in pre-K every child can start school ready to learn.

**“This has never happened before where a national political leader, the Governor, a big city Mayor, and state elected officials have come together to think about how to solve a problem,”** according to Congressman Evans. This first-of-its-kind federal, state and local problem-solving session was focused on pre-K was made possible because of PCCY.

when every child reaches their potential

# When each school meets students' needs, all students will meet our needs

## 3,500 students loving learning

- + PCCY's Picasso Project awards modest grants that spur major works by Philadelphia public school students, collaborating with local artists, community artists, and committed teachers.

Partnership, innovation, and efficiency made it possible for PCCY to invest in 14 schools last year making the PCCY Picasso Project one of the largest school-based arts programs in the region.

Teachers say, "our Picasso grants had a positive or extremely positive impact on student interest in the arts; Picasso helped the school tap additional arts resources."

Research conclusively shows that creative approaches to instruction that integrate arts help students learn. That's why the Picasso Project makes sure every grantee meets with local lawmakers so they can use the evidence of the Project's impact to push for increased local investment in arts in our schools.

Our region is more vibrant v



## Rising Investment in Schools



Many pundits thought it could not be done. **But PCCY amplified its call to fund the schools by educating 7,000 citizens at 60 meetings across region. We recruited 1,200 new supporters for school funding and trained 136 new education advocates who made sure lawmakers understood the needs of their schools.**

In response to the hard work of many advocates including PCCY, the Pennsylvania legislature finally, fully restored the funds cut from schools made in FY 2011. Despite significant fiscal constraints in Harrisburg, the state budget included \$100M in new education funding—all to flow through the state’s Basic Education Funding formula.

As a founding member of the Fair Funding campaign, both the increased funding and utilization of the funding formula spoke to the resiliency of the campaign and its impact on the political landscape. Despite fears to the contrary, investing in schools was a clear priority for the state.



t when every child is a vibrant learner

# AWARDS

## PCCY Gets Accolades

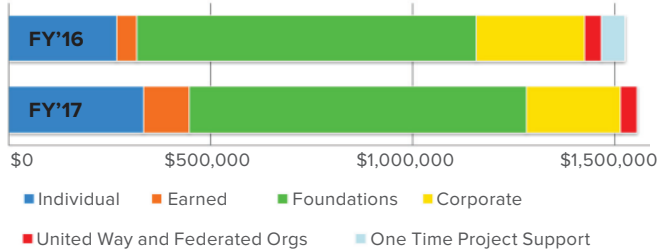
- + The Education Policy and Leadership Center selected PCCY's Donna Cooper to receive the 2016 Ed Donley Education Policy Leader Award for "exemplary leadership by those who consistently and effectively promote state-level education policies that support student achievement, the effective operation of education programs, and educational opportunities for citizens of all ages."
- + For its inaugural '50 over 50', City & State PA honored Donna Cooper for her incredible impact on Pennsylvania through her "achievements, leadership abilities, philanthropic efforts and dedication to the betterment of the Commonwealth!"
- + The PA Health Access Network named PCCY's Colleen McCauley and Donna Cooper as 2016 Healthcare Heroes for their leadership on the Dream Care campaign to make healthcare more equitable and accessible for undocumented immigrant children.
- + PCCY is also recognized for excellence in financial and organizational practices by:



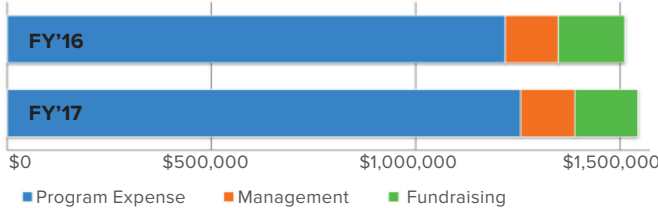
# FINANCIALS

## Operating Statement Comparison FY'16 and FY'17

### Revenue



### Expenses



### PCCY Operating Statement FY'17 (June 1, 2016 to May 31, 2017)

Revenue	FY'17
Individual	\$333,684
Earned	\$114,433
Foundation	\$834,077
Corporate	\$232,698
United Way/Federated Orgs	\$40,526
One Time Project Support	\$0
<b>Total All Reveune</b>	<b><u>\$1,555,418</u></b>

Expenses	
Program Expense	\$1,257,150
Management	\$132,971
Fundraising	\$152,687
<b>Total All Expense</b>	<b><u>\$1,542,808</u></b>

## PCCY Balance Sheet Statement of Financial Position FY16-17 Audited

ASSETS	\$42,886
<b>CURRENT OPERATING ASSETS</b>	
Cash and Cash Equivalents	\$562,263
Marketable Securities	\$866,323
Grants Receivable	\$291,435
Contracts, Corp Contribs, other Receivables	\$16,557
Prepaid Expenses	\$12,331
<b>Total Current Assets</b>	<b><u>\$1,748,909</u></b>
Fixed Assets (Net of Accumulated Depreciation)	\$3,659
Other	
Grants Receivable, Net of Current Portion	\$0
Security Deposits	\$2,846
<b>Total Assets</b>	<b><u>\$1,755,414</u></b>

LIABILITIES AND NET ASSETS	
<b>CURRENT LIABILITIES</b>	
Accounts Payable and Accrued Expenses	\$26,445
Accrued Salaries, Vacation, Benefits, Custodial Fl	\$31,256
<b>Total Current Liabilities</b>	<b><u>\$57,701</u></b>
<b>NET ASSETS</b>	
Unrestricted Net Assets	\$50,097
Board Designated Funds (Reserve & Endowment	\$747,928
<b>Total Unrestricted</b>	<b>\$798,025</b>
Temporarily Restricted	\$899,688
<b>Total Net Assets</b>	<b><u>\$1,697,713</u></b>
<b>Total Liabilities and Net Assets</b>	<b><u>\$1,755,414</u></b>

# DONORS

Thank you to all of our individual, corporate and foundation supporters who make it possible for PCCY to advocate for the solutions that will enable our children and our region to thrive

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# There is no magic bullet.

Children need all the building blocks to thrive, including good health care, quality education, proper nutrition and the right supports for their families.

Public Citizens for Children and Youth uses one hand to serve our kids directly, while the other applies pressure to public officials to meet the needs of all kids. It sets us apart from other organizations. It makes us a uniquely effective champion for children.

## PCCY CAMPAIGNS






Improving the lives and life chances of children in our region through thoughtful & informed advocacy.

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