Leading for kids starts from a place of optimism₊₊₊₊



PCCY FY 2015 Annual Report

children + vouth















It's a tough subject.

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"PCCY is knowledgeable about the content and the strategy, that's why they are at the table."

CHERELLE PARKER, FORMER CHAIR OF THE PHILADELPHIA DELEGATION, PENNSYLVANIA HOUSE OF REPRESENTATIVES

We believe that things can be better for kids and we have faith that we can make that happen. Why? Our 35 year track record of success fuels our optimism and helps us continuously increase our impact.

How do we do it?

- We build our knowledge, and that of policymakers, by disseminating persuasive research that supports game-changing solutions for kids.
- 2. We strategically mobilize leaders and citizens from across the region to speak out for kids in ways that build an ever growing pro-kid constituency.
- We serve children in ways that quickly improve their lives and demonstrate the promise that public investments can make in the lives of children.

What makes us an especially effective advocate for kids is our "secret sauce" of experience, savvy and moxie. That's why we can move the needle in ways that matter.

We rely exclusively on donations from individual supporters and grants from private foundations and businesses. We put those precious funds to good use; eighty cents of every dollar is spent directly on activities that make the lives of kids better.

This Annual Report highlights the campaigns we launched, lead or where our leadership was essential to the campaign's success. We are pleased to share the results made possible by our generous donors, talented staff and dedicated volunteers.



YEAR IN REVIEW

Research

READ! BY 4TH

Closing the Achievement Gap

PCCY called together more than 100 of the most effective organizations in the city when we learned that more than 50% of Philadelphia school children enter 4th grade unable to read on grade-level. We led a groundbreaking effort to craft a six-year collective impact strategy to close the 4th grade reading gap by 2020.

PCCY was the catalyst that added reading as an integral component to summer camps across the city and we paved the way for the resources necessary to outfit every elementary school classroom with a well-stocked library, reading coaches and better trained teachers.

One of the best parts of our plan was the designation of the Free Library of Philadelphia as the backbone organization of the READ! by 4th Campaign charged with putting the plan into action.

Dream

Insuring Every Child

PCCY launched and built the Dream Care Coalition to stop the state from rejecting applications for health insurance for undocumented children. As many as 24,000 children suffer without access to regular health care as a result of this callous state policy.

With 45 organizations now part of this campaign, we are building momentum for changing the state law so that every child can be insured in Pennsylvania.

PCCY's groundbreaking report, <u>Fulfilling</u> <u>Pennsylvania's Promise to Cover All Kids</u>, **documents the costs and the impact on families, public health and communities** as a result of the state's ban on providing health insurance to undocumented children.



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PCCY prepared policy documents that helped stakeholders **learn the root reasons why children struggle to learn how to read** and crafted policy solutions that were discussed and adopted by the 50 founding partners of the Campaign.



"The READ! by 4th Campaign was launched with amazing buy-in from civic leaders, community-based organizations, and a broad swath of public agencies."

RALPH SMITH, SENIOR VICE PRESIDENT, ANNIE E. CASEY FOUNDATION



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YEAR IN REVIEW

Mobilize



Starting School Ready to Learn

We knew that 2014 would be a pivotal moment for the future of pre-k. That's why PCCY led the formation of one of the most successful cause-related campaigns in Pennsylvania's history, Pre-K for PA.

The results of our leadership are tangible. The "stop gap" state budget includes an impressive increase in funding for pre-k. As a result, 7,500 additional children will have access to high quality pre-k in 2016. That means we've doubled the number of children in pre-k in just one year.

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To build the bi-partisan consensus for pre-k, PCCY jumped into action. Our team **brought together and empowered more than 5,800 parents, civic and business leaders and educators** from southeastern Pennsylvania who helped make the case for pre-k in their communities and in Harrisburg.



Giving Sight

State policy restricted children on CHIP to one pair of glasses per year. We found out from parents who came to Sight Day that state policy ignored the reality that children, no matter how responsible they are, might lose or break their glasses. We changed that policy and now the state makes it possible for children to get the replacement glasses they need.

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PCCY generated more than 500 letters from parents and concerned citizens demanding that the state change its policy in order to permit children to get the glasses they need. We quickly got the desired results.





"PCCY had such an enormous presence in the Capitol that nobody could ignore Pre-K for PA. If you want to get children's issues at the top of the agenda—get PCCY."

PENNSYLVANIA SENATOR ROBERT TOMLINSON, BUCKS COUNTY



A Fair Funding Formula

When school districts in our region suffered the devastation of a \$1 billion cut in state funding, we made sure elected officials understood the impact on students. PCCY effectively showed legislators the pressing need for a new state school funding formula. Our work contributed to the legislature's adoption of a groundbreaking new formula that with new funding can remedy the years of under-funding the poorest districts in the Commonwealth.

To demonstrate the impact of the education funding cuts, **PCCY recruited 2,200 citizen advocates from the five southeastern counties** to meet with legislators, hold press conferences and speak out at public meetings about the need to fund our schools.



It's a tough subject.

Recruiting Advocates through Art

School funding can be a dry subject, but not after PCCY commissioned School Play, a dramatic live portrayal of the school funding crisis that captivated audiences across Pennsylvania. Two nationally acclaimed playwrights scripted the play entirely from the words of over 100 Pennsylvania students, parents, educators and public officials to drive home the point. With a professional cast, the hour-long drama was staged in communities across the state, galvanizing audiences to become public school advocates.

More than **1,000 Pennsylvanians attended performances of School Play in 14 communities** and nearly all of them signed on to join the Campaign for Fair Education Funding.

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CHOOLS

Serve



Restoring Arts in Schools

From dance to drawing and photography to theater, the Philadelphia students who benefit from our Picasso Project are proof positive that when schools have arts, a child's innate love of learning is nurtured and it grows.

With funds for schools in short supply, PCCY has stepped in for the last 13 years to make Picasso Project mini-grants, connecting teaching artists with schools and allowing teachers to bring academic classes to life through the arts.

Fifteen public schools received Picasso grants that enabled 24 teaching artists to partner with teachers and **give 3,750 students hands-on access to the arts.**

Ensuring Beautiful Smiles

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PCCY completed its 12th year of making it possible for low-income children to smile with pride and free of pain. Our partnerships with dental practices across the region enable us to recruit volunteer dentists who offer free dental exams and cleanings as their contribution to PCCY's Smile Day.

Our experience in providing free dental care makes us expert in the gaps in private and public health insurance coverage of dental care for children. We use this expertise to push for reforms in state policies that force insurers to do what is right and necessary for children.

240 children received free care from dentists and all of those who were uninsured were assisted with enrolling in public health insurance programs.

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"What would we do without Picasso? We are thankful each day that PCCY created Picasso and even more thankful that PCCY is a leading advocate to increase arts funding to schools."

DEBORAH KLOSE, DIRECTOR OF ARTS EDUCATION, SCHOOL DISTRICT OF PHILADELPHIA

Closing the Uninsured Gap

PCCY's Helpline is a lifeline for families with complicated stories or for those who have trouble navigating the state's health insurance enrollment systems.

These families may have a parent who is not literate, does not speak English, or is a refugee—or they might have private insurance that fails to cover the special needs of their children. Any one of these reasons can make enrolling in the state's health care insurance programs very difficult.

Because of our expertise developed over the last two decades, we get children enrolled in the health care programs they need, have a right to and deserve.

325 children were enrolled in one of the state's public health insurance programs and 512 families got the health insurance counseling they needed to get their children insured.

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	EXPENSES
•	\$ 312,057
•	\$284,229
•	\$298,463
•	\$ 51,273
•	\$ 258,647
•	\$118,823
•	\$302,525

\$ 1,626,016



"When you need something entrepreneurial done you turn to PCCY. They took a perennial issue and found a way to allow people to view it through a fresh lens."

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JOE BRUNI, SUPERINTENDENT OF THE WILLIAM PENN SCHOOL DISTRICT, DELAWARE COUNTY

PCCY's most recent Form 990 can be viewed online at www.pccy.org/about/annual-reports

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"When I saw how many people were at Give Kids Sight Day, all I could think was: where would these people go, if not for PCCY?"

ANN MARIE HEALY, EXECUTIVE DIRECTOR, FIRST HOSPITAL FOUNDATION

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