



MINECRAFT WITH PCCY RETURNS..... PAGE 3



5,000 REASONS TO SMILE..... PAGE 2

# PCCY's Childwatch

Fall-Winter 2019

Improving the lives of children and families in Southeastern PA

## INTRODUCING THE NATION'S MOST PROTECTIVE LEAD LAW

We knew our message had gotten through. We hoped it would be enough.

Weeks before the final vote, members of the Lead Free Philly Coalition, led by PCCY's Colleen McCauley, visited with members of City Council to discuss for the last time the desperate need to enact a new lead paint law to protect very young children.

PCCY supporters heeded our calls on social media and email alerts and reached out to their Council members. Parents urged us to stick the landing.

And then, on the last Thursday in September, after impassioned testimony from lead law proponents, including one from Picasso Project Director Tim Gibbon who shared his own harrowing experience regarding his daughter's lead poisoning, which necessitated a hasty move out of their rental, the final vote was called.

The assembled members of Council voted unanimously in favor, briefly stunning the gallery until they erupted in cheers and a prolonged standing ovation.

Effective October 2020, the City of Philadelphia will boast the nation's most protective lead law. This ordinance will require landlords to test their



LEADING THE WAY: [L to R] Longtime PCCY leader Shelly Yanoff, Health Policy Director Colleen McCauley, and Councilmember Blondell Reynolds Brown, shortly after the unanimous vote in favor of Philadelphia's new lead paint law.

pre-1978 properties for lead every four years, preventing the vast majority of the 1,500 cases of childhood lead poisonings reported every year in the city.

This dramatic lead law victory, resulting in Philadelphia's most significant public health initiative since the smoking ban in 2006, was decades in the making.

For more than twenty years, PCCY has been the galvanizing force in Philadelphia's fight to protect kids from deadly lead paint, seeping out through cracks in walls and settling on home surfaces well within the inadvertent reach of crawling toddlers.

Shelly Yanoff, who lead PCCY for 26 years (she retired in 2012),

began the work on lead poisoning prevention well before the issue reached the mainstream, starting with a modest hepa-vac lending service for parents.

Shelly and Colleen shared a teary-eyed celebratory embrace after the vote, their sense of relief palpable.

Colleen's work now shifts from tireless dialogue and advocacy to vigorous scrutiny with stakeholders and City officials to implement the landmark law.

## PABLO PICASSO SUPPORTS THE PICASSO PROJECT

Steve and Barbara Gold, Center City residents, activists and PCCY donors, like to make "impact" donations and generally give where others do not – to support advocacy. They understand that changing public policy changes kids' lives for the better. Barbara, a pediatrician, and Steve, the foremost attorney in the disability rights movement, have been donating to PCCY since the early 90's when, they say, they couldn't give very much. But give they did, establishing a reputation of promoting change through their charity.

Fast forward to last summer when Barbara decided to finally clean out some of the books and inherited items they had collected over 53 years in their Mt Vernon Street home. Her father and grandfather had been book collectors and somehow, over the years, her father had picked up 6 rare lithographs which sat, untouched, on the Golds' overflowing bookcases. While cleaning out, Barbara and Steve discovered that these line drawings were actually created and signed by Pablo Picasso!



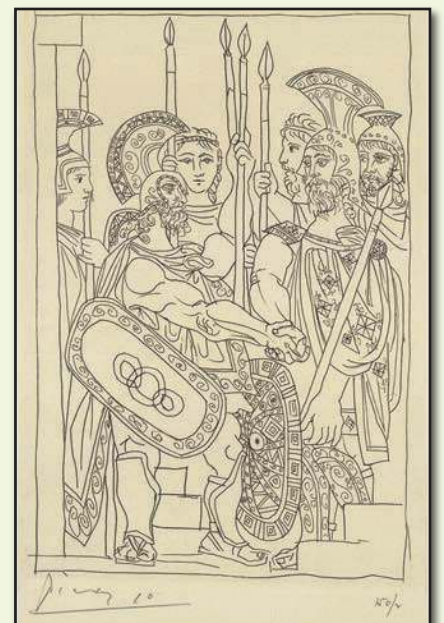
Steve and Barbara Gold

Steve immediately thought to donate the proceeds from the sale of these lithographs to bring the arts to more Philly schoolchildren:

### Picasso supports Picasso!!

"As a child growing up in Manhattan, I remember what the art program at my school meant to me" says Barbara. "It got me to go to school and enjoy learning. That is what we want for our city's kids." Tim Gibbon, the Picasso Project's Director, was thrilled with the nearly \$20,000 donation. "The Golds' gift will make a great impact on the program this year as it allows us to fund even more worthy projects".

Not everyone has the good fortune of a financial windfall like this one and fewer still would think of passing it along to help students. Who knows what art students will create, or how many children will find inspiration, thanks to the Golds' generosity.



One of six signed proofs by Pablo Picasso donated to the Picasso Project, by PCCY supporters Steve and Barbara Gold.

# IN PHILADELPHIA, 70% OF FAMILIES ARE UNDERWATER...

While Philadelphia's poverty rate hovers at around 25% (according to the latest census data), even families earning as much as \$75,000 are under tremendous pressure with few options.

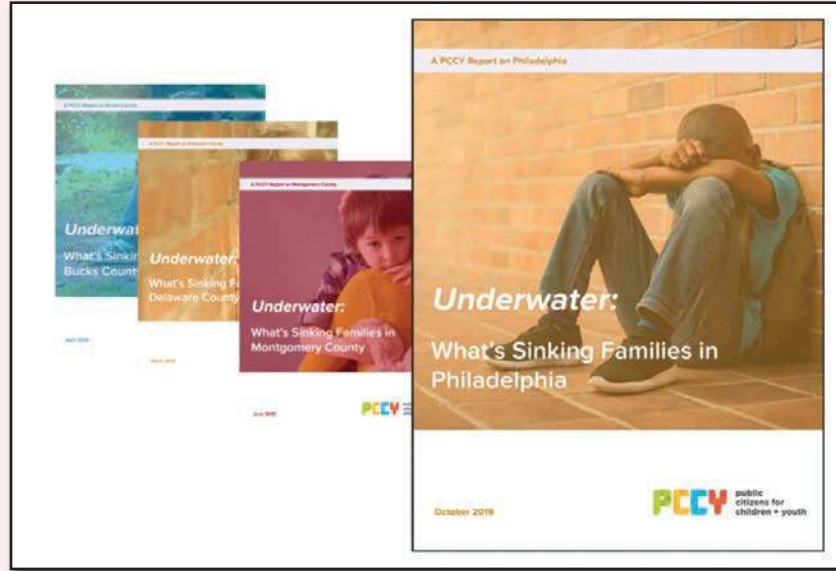
In Philadelphia, a whopping seven out of ten families earn \$75,000 or less and are most likely underwater.

Raising a family is hard enough but these days parents must pay a punitive premium to do right by their children. Hard-working families need policies that help, not harm.

Continuing our series of reports on the crushing challenges facing parents in the region, PCCY released *Underwater: What's Sinking Families in Philadelphia* which found that there are three main drivers behind the spiraling cost of raising children: child care, housing, and health care.

Though firmly ensconced in the middle-class, Philadelphia families earning \$75,000 annually have barely anything left over after covering the basics – likely around \$40 per week.

One of the basics is quality child care, a necessity for working parents. But with the median cost of care in Philadelphia at \$11,700 per year for an



*WHO'S UNDERWATER: Across Southeast PA, families are struggling with the surging costs of raising children, even those earning up to \$75,000 annually. In Philadelphia, that's 70% of families.*

infant and \$9,830 for a child in preschool, placing just one child in care for families earning \$75,000 will cost them 15% of their income.

Underwater shows that families earning \$50,000 are in the same boat, even counting for child care and health care subsidies that higher-bracket families aren't eligible for.

Unfortunately, only 45% of eligible children will receive a child care subsidy due to inadequate state funding of the Child Care Works program.

Adjusting for their more modest means and typically lower-cost basics, families who need child care are still likely to end up with less than \$30 a week to cover everything beyond the basic expenses.

The combined cost of just child care and the ever increasing price of housing for young families can take up almost half of families' incomes, and sometimes even more.

Find out more about the challenges families face and how parents have to choose between bad choices to stave of financial catastrophe: [pccy.org/underwaterphilly](http://pccy.org/underwaterphilly)

## 5,000 REASONS TO SMILE!

It was 16 years in the making and took the efforts of hundreds of dentists, funders, volunteers, and organizations that serve kids and families.

This year, we met Javier, the 5,000th child to receive free dental care as part of our 16th annual Give Kids a Smile Event. Javier and his mom called PCCY's phone bank in March and booked an appointment at Penn Dental Medicine's Pediatric Clinic, one of 28 participating practices in the region.

To be honest, 10-year-old Javier was smiling from ear to ear as he walked in the door, but his smile grew even bigger when he received a bag of Minecraft toys and an impromptu tour of historic portraits and artifacts adorning the Dean's office. "He loves history," his mom explained. "He's having an amazing day!"

While we were thrilled to celebrate such an impressive milestone of service with Javier, the greater truth behind the number lends a decidedly more sobering tone. The need for dental services for 5,000 children was only met because local dentists partnered with PCCY. And while we reached nearly 700 children just this year, over one hundred more had to be placed on a waiting list. Thanks to the generosity of our dentists, we were able to find extra slots for some; we referred others to excellent low-cost care.

Approximately 36,000 children in Southeast Pennsylvania and many more across the Commonwealth are uninsured, underinsured, or cannot access the basic health care services they need, including dental care. That's why PCCY works each year to address this issue by organizing a week-long free dental care event in partnership with dental practices throughout the region. Smile is part of our mission to make sure every child in the state has access to health care.



*MEET MR. 5,000: Javier (second from the left) had an extra reason to smile at this year's Give Kids a Smile event—he was the 5,000th child to receive the program's free dental care!*

## 'CHILDHOOD' IS THE ONLY STATUS THAT MATTERS



*THE DREAM WE SHARE: Second Lady of PA Gisele Fetterman speaks to PCCY supporters at a special fundraiser for universal healthcare coverage for all children.*

For PCCY, childhood is the only status that matters. We're far from alone.

While Pennsylvania boasts that it "covers all kids" under its pioneering CHIP health insurance program (one of PCCY's defining and most consequential achievements), the legislation callously cuts out a cohort of an estimated 24,000 vulnerable children, who, through no fault of their own, are undocumented. That's why we continue the fight to truly cover all kids through our Dream Care campaign.

PCCY held its first Oktoberfest event at the Philadelphia Brewing Company, a special fundraiser to boost our child health insurance work, headlined by the Second Lady of PA, Gisele Fetterman, who herself arrived in the U.S. as an undocumented child.

Over 200 supporters of the Dream Care campaign enjoyed some delicious offerings from some of Philadelphia's top restaurants and distilleries. They were also treated to an intimate performance by the incomparable Stevie and the Bluescasters, and the splendid company of like-minded individuals like artist Ada Luisa Trillo, who graciously shared her collection of photographs of a caravan of migrants seeking refuge across the U.S./Mexican border.

Second Lady Fetterman, who noted that her own remarkable story could be the story of any migrant child, spoke about the folly of underestimating the potential of all children, especially those who are undocumented, because "the next one could be governor."

Support the amazing sponsors of our Oktoberfest event because they support kids! Visit: [pccy.org/dreamcare](http://pccy.org/dreamcare)

# ...SO WE GATHERED EXPERTS TO FIND SOLUTIONS

We convened a special panel discussion hosted by the Philadelphia Inquirer, *From Broke to Thriving: Five Ways to Structurally Tackle What Holds Back Philadelphia's Families*.

PCCY, Resolve Philadelphia, and the Inky gathered the region's top minds on five of the most significant issues facing families: health, the job market, quality of education, housing affordability, and returning citizens (from incarceration).

*Broke to Thriving* elicited a great response, thanks to the amazing roster of panelists, which included Mark Zandi, Chief Economist at Moody's Analytics, Don Schwarz, former Deputy Mayor and current VP at the Robert Wood Johnson Foundation, firebrand City Councilperson Helen Gym, Eva Gladstein, Deputy Managing Director of Health and Human Services for the City of Philadelphia, Jondhi Harrell, inspirational leader of the Center for Returning Citizens, and Larry Eichel, who leads Pew Charitable Trusts' Philadelphia research initiative.



SEEKING SOLUTIONS: Moody Analytics' Chief Economist Mark Zandi, PCCY Executive Director Donna Cooper, and the Inquirer's Managing Editor for Opinion Sandra Shea.

# PICASSO PROJECT LEADS THE WAY FOR PHL DISTRICT



ARTS EDUCATION MATTERS: Members of the Picasso Project committee take a bow at the symposium for PCCY's arts-rich schools initiative. Keynote speaker Sean Layne (inset) shared his insights as a national arts education leader.

After 17 years of bringing arts into the Philadelphia public schools, the Picasso Project is taking our experience of turning classrooms into exciting hubs of learning through the arts to transforming entire schools.

This year, for the first time, six trendsetting Philadelphia principals and their teams of dedicated teachers are linking arts and learning on a school-wide basis.

PCCY invited other arts organizations, arts funders and the school district to learn how to deeply connecting the arts and learning. More than 100 leaders in Philadelphia's arts and education sectors participated in the PCCY symposium showcasing the powerful work of the Kennedy Center for the Performing Arts, Arts in Education program. We are grateful to the Neubauer, Model, Hess and William Penn Foundation for sharing our vision and taking the first step with us to transform schools and inspire our students.

Arts-Rich Education programs in our public schools must be part of the overall effort to vastly improve our educational outcomes, urged keynote speaker Sean Layne, who, as Senior Consultant for the Kennedy Center, leads the prestigious Center's arts education work.

The Picasso Project is leading the way on this innovative and radical approach to how we engage and teach our kids.

# OUR ANNUAL MINECRAFT EVENT JUST LEVELED-UP!

Students are graduating without the skills they'll need to compete in the future, particularly in the science, technology, engineering, and mathematics (STEM) fields. But that's not due to a lack of interest, but of opportunities.

That's why PCCY went all-in over the past two years on the most popular video game in history, building an exciting and wholly original fundraising event based around Minecraft, the phenomenon hailed as a boon to creative play and STEM learning.

Kids love the so-called 'Lego for the digital age,' building whatever they can imagine and embarking on wholesome adventures with their friends. When we saw the reactions of young gamers when we first unveiled our fun-raising fundraiser, we knew we had struck gold.

But, in this, our third year of gaming fun, we're going big. Really, really big.



LEARNING IS ALL FUN AND GAMES: Our annual Minecraft and STEM event for kids hits the Academy of Natural Sciences December 28-29!

Our blockbusting Minecraft events were such a hit, they drew the attention of the biggest game in town—the creators of Minefaire, the top Minecraft event in the USA that broke a Guinness World Record for the largest convention for a single video game.

Minefaire will be taking over the Academy of Natural Sciences of Drexel University in Philadelphia, December 28 and 29.

This event will sell out! Don't miss your chance to get your tickets and be a holiday hero for your budding scientist! And don't forget to use the PCCY discount code: **[PCCY15]**

TICKETS: [pccy.org/minefaire](http://pccy.org/minefaire)

# FAB FOUR FIGHT FOR THE FUTURE



CHILDREN MATTER: Rep. Dwight Evans stands with the Fab Four, Congresswomen Mary Gay Scanlan, Chrissy Houlahan, Madeleine Dean and Susan Wild, at an Election Night party benefiting PCCY's Children Matter Action Fund at the home of Judee von Seldeneck.

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“I am so grateful to PCCY for bringing together so many powerful organizations to work together and make sure that no more children experience the challenges my son has faced as a result of lead poisoning.

We could not have won this fight for kids without PCCY!”

*Avril, a mother and advocate, with her son Jalen, who is 12.*



MONTGOMERY DELAWARE BUCKS CHESTER PHILADELPHIA

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28 - 29

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Participate in the famed costume contest  
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Show off your creativity in the LEGO building zones



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Tickets: [www.pccy.org/minefaire](http://www.pccy.org/minefaire)

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**PCCY** public citizens for children + youth