More than 400 people enjoyed the 11th annual Through the Eyes of a Child Awards Lunch and Celebration of Youth held in October in downtown Phoenix. Linda Hunt, President of St. Joseph’s Hospital and Medical Center, and The Honorable Robert Brutinel, Yavapai County Juvenile Court Presiding Judge, were honored for their commitment to improving children’s lives.

The silent auction, raffle and youth entertainment were a hit!

Thank you to the exclusive 2009 Event Sponsor and all of the corporate and organizational sponsors!

In 2009, CAA introduced THE LEADERSHIP ACADEMY, a program to teach people who care about children how to be effective advocates for change. The academy consisted of six evening sessions over three months, in which participants learned organizing tools, successful messaging, and steps to reaching short- and long-term goals.

Most of the participants work in the social justice, direct services or non-profit communities, and their programs or clients are affected by government budgets and policies. THE LEADERSHIP ACADEMY taught them how the legislative process works and how they can effectively engage that process to advocate for their cause. The class also demonstrated how these strategies can be used to create change on the smaller community level or on a larger, national scope.

At the end of the program, each participant made a presentation on how they can (or will!) use THE LEADERSHIP ACADEMY tools to address an issue they care about. The range of topics included literacy, foster kids, students with disabilities, African refugees and childhood obesity prevention.

The first class started in January 2009, and 12 participants were selected from the many applicants. Because of the overwhelming interest, CAA held a second class in the Fall. Thanks to funding from Avnet, Inc., CAA is able to offer a Leadership Academy in 2010 and those dates will be announced soon.

Children’s Action Alliance is pleased to share with you this organizational overview of 2009. Although the year presented many economic and legislative challenges, we are proud to report that - because of the support of so many community partners, donors, foundations, volunteer leaders, advocates and many others - we came through the year with a stronger commitment to fulfilling the CAA vision that...

- All children have health insurance
- No child is raised in poverty and hunger
- Every child enters school ready to learn and succeed
- No child endures the ravages of abuse and neglect
- Struggling teens have the support they need to become responsible adults
- Every child has a place to call home.
Dear CAA Supporter,

Many children in our state have experienced the pain of an extraordinarily difficult year for their families. More than ever, children need our active support. They need security not only from their parents, but also from our leaders. They need communities and laws and champions to put them at the top of the agenda.

2009 was a wild and bumpy ride for policymaking at our state capitol. Through it all, Children’s Action Alliance was there to speak up for kids, to fight for stronger health care, education, and security for all of Arizona’s children and families.

Through it all, thousands of Arizonans like you were there with us, giving your voice, your time, your leadership and your financial support. Thanks to you, more children will see hope and opportunity when they look toward the future.

As our state’s economy and finances continue to suffer, the challenges ahead remain great. Our short-term achievements may be grounded in the reality of today’s economic conditions and constraints. But our aspirations keep us flying high toward the day when all Arizona children can grow up with love and laughter, have a place to call home and a chance to succeed in school, and get the health care they need to nurture their minds and bodies as well as their dreams.

Thanks again for your support and thank you for flying with us.

Christine Nowaczyk
Chairman

Dana Wolfe Naimark
President and CEO

Rhonda Anderson
Vice Chairman

Oscar Lizardi
Treasurer

Kay Ekstrom
Secretary

Nora Hannah, Immediate Past Chairman

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Carolyn Warner
Judith Weiss

Stay connected with Children’s Action Alliance through our e-mail network - nearly 6,000 people are already! Sign up at www.azchildren.org to receive updates and legislative action alerts.
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Rhonda & Gary Anderson
Lynda Bowman
Colleen Day, M.S.W.
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Ursula Casanova & David Berliner
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Lucia Renshaw
Susan Ryan
Don Snider
Kay & Charles Thompson
Edwina & Warren Trask
Judy Walruff, Ph.D.
Anne White
Susan Wilkins & D.J. Hopwood
Linda Williamson

COMMUNITY ENGAGEMENT

CAA held a birthday party to mark the 10th year of KidsCare in Arizona. This program provides affordable health insurance for kids so they can stay healthy and strong.

Anna M. Alonzo, Chief Operating Officer of Mountain Park Health Center, was honored as the 2009 Phoenix Champion for Children.

CAA was among the organizations protesting a proposed licensing fee increase for child care providers. “While legislators pledge to not raise taxes and make speeches about cutting more taxes, they voted for an 8,000% increase on hardworking parents,” said Dana Wolfe Naimark, at the rally. The rally helped convince the Arizona Department of Health Services to lower the fee increases.

In coordination with our organizational partners, CAA hosted two Lobby Days at the Legislature. These events brought more than 150 people to the Capitol to be a voice for Arizona’s children and families.

CAA produced five short videos with interviews of Arizona parents discussing the impact of state budget cuts on their children and families. We emailed the videos to media, legislators and community partners and posted them on our website and You Tube.

CAA strengthened our electronic communication in 2009. 1,466 people joined the CAA e-mail network, bringing the total number of participants to 5,455. A monthly average of 2,480 unique visitors checked out our website, with an average of 126 visits per day.

CAA co-sponsored a KidsCare Telethon and Radio Phone-a-Thon in Tucson that together will result in more than 8,000 children enrolling in KidsCare or other health care coverage.

CAA produced 5,455 online videos and how to be effective advocates regarding fiscal issues.

CAA conducted 30 budget advocacy trainings for more than 700 people who now understand how the state budget impacts children and families, and how to be effective advocates regarding fiscal issues.

Arizona's Total Spending

Funding Sources

State

Local

Federal

Other

Manner

p

Security

Investm

collapse

100%

70%
In addition to the two dozen fact sheets that CAA produced on a range of topics, such as the state budget, children’s health care, unemployment insurance and youth in jail, we released and distributed the following publications:

**Arizona Does Have Budget Choices – Digging the Hole Deeper: Too Many Tax Cuts are Hurting Arizona**

**Federal Stimulus Dollars are Working for Arizona – KidsCare: An Arizona Success Story for 10 Years**

**Status of Abused and Neglected Children in Arizona – Who’s For Kids and Who’s Just Kidding**

**POLICY CHANGE**

The 2009 Legislative Session was dominated by the budget crisis, and CAA staff and supporters worked tirelessly to protect children and families from deep budget cuts. CAA also successfully advocated for legislation that helps abused children, foster kids and families struggling with unemployment. We collaborated with state agencies to improve systems and procedures that will help working families make ends meet.

**Preventing Child Abuse and Neglect**

- Worked with lawmakers to protect children by refining the definitions of abuse and neglect.
- Developed and successfully promoted legislation that improves stability for children in foster care and prevents the trauma caused when plans for adoption or guardianship are disrupted; new law requires parents whose children are placed in foster care to immediately provide names of any relatives or other people who might want to care for the child.

**Children’s Health**

- Increased children’s health coverage through technical assistance and private fundraising for community partners assisting families with AHCCCS/Medicaid and KidsCare applications.
- Improved continuity of health care coverage for children and families through partnerships with state agencies; clarified notices sent to clients, streamlined procedures, put new federal law to work for KidsCare.

**Early Care and Education**

- Coordinated advocacy efforts to prevent enormous, overnight increase in child care license fees; the resulting pilot project reduces the fee increase and promotes better nutrition and public health practices in child care centers and homes.
- Successfully promoted use of federal stimulus funds for child care so the parents of 15,000 children can keep their child care assistance and continue to work and support their children.
- Assisted the First Things First state board to create emergency child care scholarships to allow 6,400 children in working families to stay enrolled in child care.

**Fiscal Policy**

- Defeated legislative proposals that would have endangered vital services for children: income tax cuts, an unfair “flat” income tax that would have raised taxes for many hardworking Arizonans; raids on voter protected funds for kids, education, and health care; and a reduction in the state appropriation limit designed to slash human services.

**Working Families**

- Successfully promoted use of federal stimulus funding to extend unemployment insurance benefits for 34,000 Arizona workers who were still looking for jobs. This change brought $97 million into Arizona’s economy with no cost to the state, helping families pay for rent, groceries, and other necessities.

**With Appreciation to Our 2009 Contributors**

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- Arizona’s Children Association
- Bank of Arizona
- Banner Health System
- Cox Communications
- Delta Dental of Arizona Foundation
- EDS
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**Arizona State University**

**$75,000+**
- Public Welfare Foundation
- St. Luke’s Health Initiatives

**$50,000+**
- Arizona Republic/12 News Season for Sharing
- Ford Foundation
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- Margaret T. Morris Foundation
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- Mercy Care Plan
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- SCF Arizona
- St. Joseph’s Hospital & Medical Center TriWest Healthcare Alliance

**$2,500+**
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- Israel Torres, Esq.
- Rose Weitz & Mark Pry
- Hon. Grant Woods

**$500+**
- American Academy of Pediatrics - Arizona Chapter
- Arizona Budget Coalition
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