



# 2011 Annual Report

March 2012

## **VOICES AT THE CAPITOL**

Throughout 2011, Children's Action Alliance was there at the State Capitol speaking up for kids, asking tough questions, offering options, and urging state lawmakers to pass laws and budgets that strengthen families. We are proud to bring together and support collaboration of many Arizonans and community organizations; we speak loudly and clearly when we join together:

- Dozens of organizations joined the successful campaigns against the flat tax and TABOR -- the failed budget formula.
- More than forty health care and community groups affirmed principles for effective health care reform.
- Arizona's leaders in child safety created a joint action agenda to better protect children from abuse and neglect.

## **VOICES IN THE COMMUNITY**

Speaking at the Capitol is not enough. In recent years, many lawmakers have tuned out constituents and shut out the facts. With wonderful partnerships, our advocacy is planting seeds of hope and activism throughout the community.

In April, CAA organized a rally against the budget cuts that was

covered on every TV news station in Phoenix, in two newspapers and three radio stations.



Dana Wolfe Naimark speaking at the rally against state budget cuts.

With partner organizations, CAA volunteers knocked on more than 1,000 doors in the West Valley to let neighbors know how their legislators voted on the budget -- and how those cuts will impact local schools, parks and hospitals. We also co-hosted a phone bank in which volunteers called 1,495 West Valley and Yuma voters to discuss how their state legislators voted on unemployment insurance and ask what it means to them.

## **ENGAGING NEW ADVOCATES**

With a staff of ten, CAA is organizationally small. But our influence is great when we nurture new champions for children across the state. In 2011, we informed and inspired more than 1,850 Arizonans with presentations on children's

issues and tips on how they can get involved.

We trained and graduated more citizen advocates through our Leadership Academy. (read more about the Leadership Academy on Page 5)

Throughout the year we worked closely with two groups of grandparents who are raising their grandchildren. These amazing Grandparent Ambassadors stand up and speak to the media, community leaders, and policymakers about the issues facing their grandchildren and thousands of children statewide.



Grandparent Ambassador Laura Jasso (pictured with her granddaughters) shared her powerful story at CAA's *Through the Eyes of a Child* Luncheon.

## **POWERFUL PARTNERSHIPS**

Thanks to thousands of parents and grandparents, teachers and pediatricians, business and community leaders, we're here to fight for kids today and to build new possibilities for tomorrow.

# Children's Action Alliance

is an independent voice for Arizona children at the state capitol and in the community. CAA works to improve children's health, education and security through information and action. Thanks to the support of so many community partners, donors, foundations, volunteer leaders, advocates and many others - we took steps ahead in 2011 with a stronger commitment to fulfilling the CAA vision that...

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

## 2012 Board of Directors

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**Beth Rosenberg**, Director of Child Welfare and Juvenile Justice Policy

# Dear CAA Supporter,

As we celebrate Arizona's centennial, we reflect not only on the past year, but on our heritage and our future. For the past century, Arizona has been a land of builders and creators -- people who built massive systems of canals and dams to bring the water that sustains life. We assembled machinery to mine the earth and observatories to watch the skies. We manufactured airplanes and microchips; we planted farms and orange groves. We built ranches and cities.

Thanks to your support, Children's Action Alliance is dedicated to building opportunities for Arizona's next century. Together, we are designing the future so that children can grow up in loving families, learn from amazing teachers and mentors, run and jump in safe neighborhoods and playgrounds, read storybooks and textbooks, and get doctor's visits whenever they

need them.

During the past year, the economy has hit many families hard and some state policies have hit them even harder. Thanks to you and many wonderful partnerships, we have the power and the inspiration to face these challenges and build up a legacy we can be proud to leave to the babies born in Arizona this year and next year.



*Rhonda Anderson*

Rhonda Anderson  
Chairman of the Board



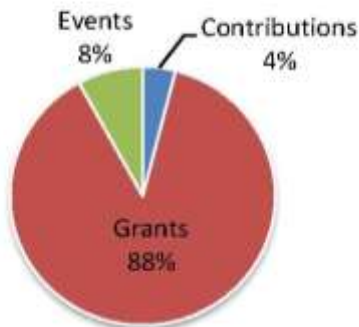
*Dana Wolfe Naimark*

Dana Wolfe Naimark  
President and CEO

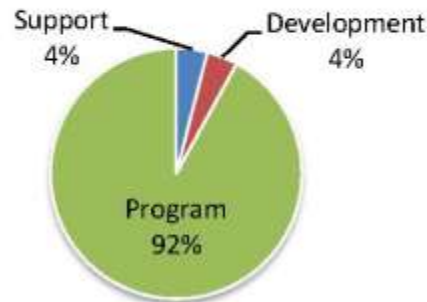
## 2011 Financials

Thanks to the generous support from foundations, businesses, organizations and individual donors, CAA has the financial health to vigorously pursue our mission. CAA is an independent non-profit that is not funded by taxpayer dollars.

### 2011 Income \$1,821,840



### 2011 Expenses \$1,730,781



\*These are unaudited financials. Audited financials will be available for review on-line at [guidestar.com](http://guidestar.com) as of June 1, 2012.

### The Carol Kamin Early Childhood Endowment

The Carol Kamin Early Childhood Endowment had a balance of \$855,034 as of Dec. 31, 2011. Endowment funds are dedicated to research, communications and advocacy to strengthen early care and education so Arizona children can start Kindergarten ready to succeed. The endowment had an investment loss of \$34,430 during 2011 and \$35,000 was drawn out from the balance to cover early childhood program expenses.

# POLICY Change and SUCCESS

## *PREVENTING CHILD ABUSE AND NEGLECT*

- Presented to the Brewer Administration a joint action agenda to better protect abused and neglected children which CAA developed with community partners.
- Negotiated changes to a proposed bill that would have reduced the chance for single parents to adopt children out of foster care. The final law requires that the best interests of children remain the primary consideration for adoption and that marital status comes into play only when all other factors are equal.
- Strengthened basic protections for abused and neglected children living in foster care. New Supreme Court rules and new legislation both focus attention of the system on what children need for security, consistency, and a permanent home.



## *CHILDREN'S HEALTH*

- Knocked down bureaucratic barriers that stood in the way of health care coverage for uninsured parents and children.
- Led Kids Health Link coalition which assists families in finding health care. The coalition helped more than 7,000 Arizonans enroll in AHCCCS health care coverage.
- Convened community partners to identify and promote key policy ingredients for a successful health care exchange -- the new marketplace where one million Arizonans will get their health care coverage starting in 2014.

## *WORKING FAMILIES*

- Defended Arizona values and equal opportunity with a broad coalition. We defeated extreme proposals to alter constitutional citizenship rights that would have denied children born in Arizona a homeland and a future.
- Led a successful campaign to defeat TABOR. This law would have locked Arizona into a reckless budget formula that threatened all state priorities, including education, public safety, economic development, and health care. Governor Brewer's veto message echoed our warnings that TABOR is an unreasonable experiment that failed in Colorado, the only state that has put it in place.
  - Stopped flat tax legislation in its tracks. The flat tax would have given large tax cuts to the richest Arizonans and higher taxes for everyone else without any of the promised tax simplification.

## *JUVENILE JUSTICE*

- Built broad bipartisan support for improved juvenile justice policy. The new state law will give more youth in the juvenile justice system the counseling and education they need to get back on track rather than locking them up with experienced adult criminals.
- Conducted five focus groups with adult probation officers, parents and youth who have been prosecuted as adults. Presented findings and recommendations to the Maricopa County Adult Probation Department to improve the services and outcomes for youth.

# VOICES for Children



At the *Through the Eyes of a Child* Awards lunch in October, nearly 500 attendees honored **Armando Flores** and state legislator **Debbie McCune Davis** (right) for their efforts on behalf of children and families. They are pictured here with Dana Wolfe Naimark and CSB 5 News Anchor Catherine Anaya, who emceed the event.



With the help of dozens of volunteers, CAA held two health care Phone-a-Thons in Southern Arizona and linked 3,000 families to health care and other benefits.

The CAA Leadership for Children Academy graduated ten more emerging leaders. These talented men and women are now working on projects in their neighborhoods and professional communities to bring new opportunities to children and families.

In January, more than 100 people attended the Tucson Legislative Breakfast to talk with southern Arizona legislators about a legislative agenda for kids.

Tireless family advocate **Kathy Jorgenson** was honored as the 2011 *Phoenix Champion*



for Children for her work to defeat payday loans in Arizona. Kathy is pictured here accepting the award.



# 2011 Contributors

\$100,000+

The Annie E. Casey Foundation  
First Things First  
The Marguerite Casey Foundation

\$75,000+

Public Welfare Foundation

\$50,000+

Ford Foundation  
Melody S. Robidoux Foundation

\$30,000+

Arizona Republic/12 News  
Season for Sharing  
J.W. Kieckhefer Foundation

\$20,000+

W.K. Kellogg Foundation  
McMiles Foundation  
Pima Community Access Program  
**St. Luke's Health Initiatives**  
The Virginia G. Piper  
Charitable Trust

\$10,000+

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Magellan Health Services  
Margaret T. Morris Foundation  
Mercy Care Plan  
National Employment Law Project  
Save the Children

\$5,000+

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Southern Arizona  
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**Voices for America's Children**

\$2,500+

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\$1,000+

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appreciates the support of  
all of our donors.***

***Thank you!***

# A Snapshot of CAA in 2011



Graduates of the 2011 Leadership Academy = **10**

**2,999** people visited the CAA website each month

e-Mail Action Network members = **6,687**

**1,879** people participated in a CAA presentation or training

Number of times people viewed CAA Facebook posts = **77,260**

**3,200** e-Mails sent to lawmakers through the e-Mail Action Network

Actual Income above 2011 budget = **\$627,000**

**492** people celebrated at the *Through the Eyes of a Child* Awards Luncheon