

Annual
Report
2020





**Creating
an Arizona
where all
children thrive**



We are making a difference with your support...



▶ SCAN ME

Learn more about
CAA's priorities and
strategic plan to improve
the lives of all Arizona
children and families.



Children's Action Alliance



"It is not easy to try to change things at the state capitol and at the federal level. It takes donors, funders, the community, and a dedicated experienced staff who knows what they are doing. We are making a difference. We saw the difference made last year with the passage of Prop. 208, and with millions of new dollars going into child care subsidies. More resources are going to grandparents raising grandchildren and to foster youth who are aging out of the foster care system to help them avoid being evicted from their housing."

"All of that could not have been possible without the support of donors and funders."

David Lujan
President and CEO



Vision

An Arizona where all children and families thrive.



Mission

Children's Action Alliance is an independent voice that identifies and eliminates barriers to the well-being of children and families and creates opportunities through community partnerships and policy solutions.



Commitments

Children's Action Alliance is committed to living our values in all the actions we take and each decision we make, ensuring data and facts play a central role. We hold ourselves accountable to these commitments for the children, youth, families, and communities we work alongside.



Equity

We strive toward equity for all in how we advocate and how we operate.



Integrity

We earn community trust through accuracy, transparency, dependability, and authentic engagement.



Justice

We believe justice should be an outcome of equity, fueled by empowered communities making their own decisions.



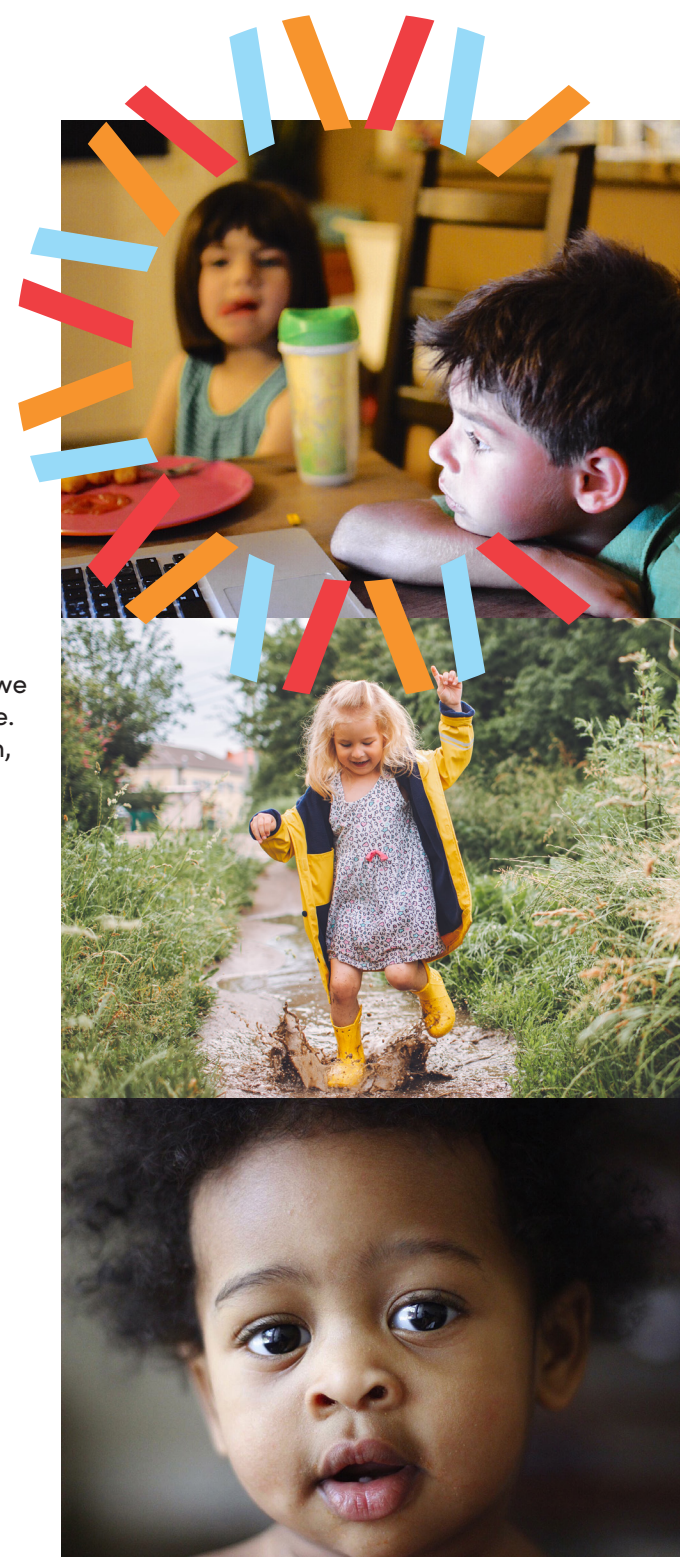
Optimism

We make a difference because we choose to approach challenges from a place of possibility.



Community

We understand we are part of a greater whole, so we invest time in building relationships that are rooted in mutual respect.





Wins for Children & Families in 2020

K-12 Education

- Urged voters to stand for children and vote yes for Proposition 208. The successful ballot measure will bring hundreds of millions of new dollars in K-12 public education funding to address Arizona's teacher shortage, reduce class sizes, hire more aides and counselors, and expand career and technical education.



Early Childhood Education

- Urged \$88M in CARES Act funding be directed to help sustain the child care system through the pandemic with emergency operational grants to providers for regardless of attendance and dedicated child care locations and scholarships for essential workers.
- Successfully advocated for an additional \$258M in federal child care funding for ongoing support for early care and education providers.



Child Welfare & Juvenile Justice

- Directed \$500,000 of CARES Act funding to the Department of Child Safety for eviction prevention assistance for transition age foster youth and kinship families.
- Joined forces with foster youth advocates across the country to successfully lobby Congress for a moratorium on aging out of foster care during the pandemic.



**\$88
MILLION**

CARES Act funding directed to keep early child care and education programs intact throughout the COVID-19 pandemic.

**\$500
THOUSAND**

CARES Act funding directed to the Department of Child Safety for eviction prevention assistance for transition-age foster youth and kinship families.

\$900 MILLION

Arizonans voted to increase funding
for public schools by more than
\$900 million annually

26 YEARS OLD

Former foster youth have continuous
and uninterrupted health care
coverage to age 26.



Health

- Amplified the importance of KidsCare in the state budget and throughout the pandemic to influence early gubernatorial decisions to stop collecting premiums for the program and to waive the wait period for enrollment.
- Reached agreement with AHCCCS to ensure former foster youth have continuous and uninterrupted health care coverage to age 26.



Arizona Center for Economic Progress

- Successfully advocated for federal economic relief during the COVID-19 pandemic, including direct aid to families with children and with lower incomes (including boosts to nutrition and unemployment programs), as well as fiscal aid to state, local, and tribal governments.
- Launched the People First Economy campaign, Arizona's first multi-year multi-issue, community-centered revenue campaign, in collaboration with Arizona Center for Empowerment (ACE) and the One Arizona coalition.



Community Outreach



Children's Action Alliance

Impressions



2,023,271

% change

280%



94,856

175%

60

Advocacy letters, press releases, blogs, e-news on advocacy or education information

60

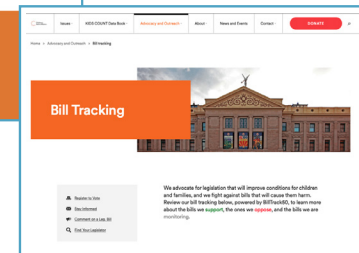
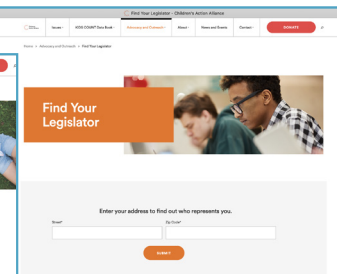
County/City Legislative District Profiles



Continue to raise awareness of the critical issues families are facing during the pandemic through state and national media and resource publications.

34

Policy Reports/ Issue Briefs



THE ARIZONA CENTER
—FOR ECONOMIC PROGRESS—

Impressions



389,411

% change

113%

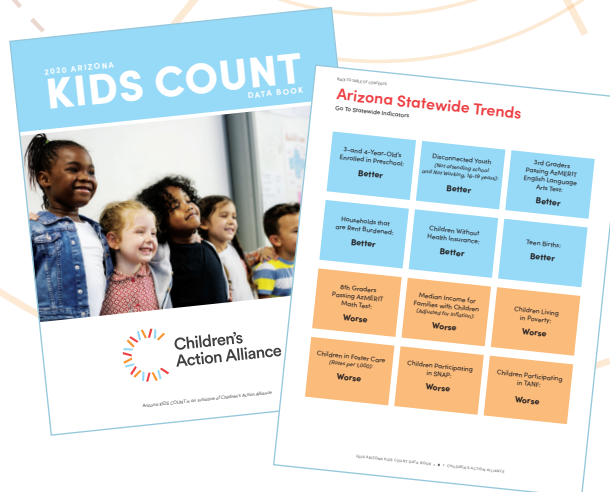
Engagements



16,648

% change

322%



Year in Review 2020

The New York Times



Say Yes to Progressive Taxation
The people of Illinois, Arizona and California have a chance to make the distribution of state taxation a little more fair.

What's in #Prop208? Both sides debate what school-funding initiative would do, who pays for it, and what impact might be



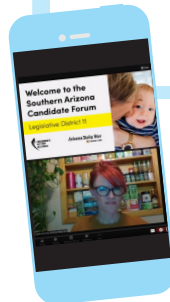
Latest News On COVID-19 | Map: Cases And Deaths In Arizona | FAQ On Getting The Vaccine

KJZZ's Friday NewsCap May 29, 2020

By Steve Goldstein, Lauren Giller
Published Friday, May 29, 2020 - 12:00pm
Updated Friday, June 5, 2020 - 12:50pm

Listen Now

Download mp3 (6.99 MB)



Children's Action Alliance: Improving children's health, education and security for 30+ years



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2020 ARIZONA
KIDS COUNT
DATA BOOK



Children's Action Alliance

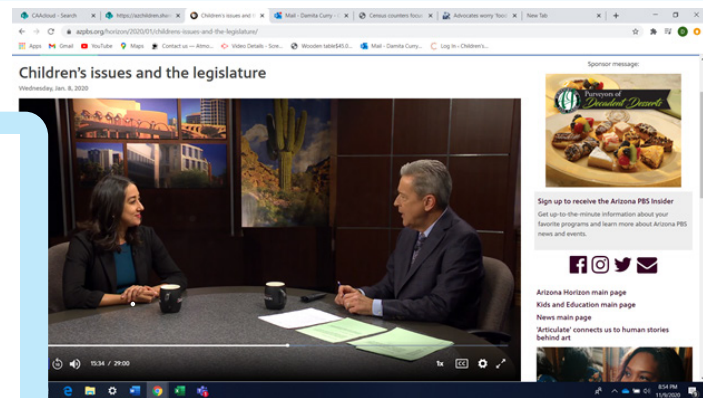
Where would Prop 208 money go?

The ballot initiative would boost pay for teachers, classroom support staff and school support staff. How could taxpayers be sure the money gets to the right people?



DECISION 2020 - #BATTLEGROUND AZ
HOW WILL #PROP208 MONEY BE SPENT?

12NEWS
SUNDAY SQUARE OFF





Financial Contributors

\$100,000+

The Annie E. Casey Foundation
Center on Budget and Policy Priorities
David & Lucile Packard Foundation
DentaQuest Partnership for Oral Health Advancement
Marguerite Casey Foundation
Partnership for America's Children
Robert Wood Johnson Foundation
\$50,000+
Catena Foundation
Community Catalyst
MAZON: A Jewish Response to Hunger
Melody S. Robidoux Foundation Fund
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\$10,000+

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Arizona Alliance for Community Health Centers
Arizona Public Service
Arizona Republic's Season For Sharing
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US Small Business Administration

Vitalyst Health Foundation
Youth Policy Institute of Iowa
\$5,000+
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Marshall Foundation
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Pima Council on Aging

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Southwest Human Development
Margaret Staggs
Margaret Stemmler

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Stanley and
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\$200+

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Wendy Barry
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David Johns
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Cecil and Wilma
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Kerry Conway
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Kathleen Dubbs
Melissa Duke
Richard Epstein and
Judy Ackerman
Noel and Anne Fidel
Sandy and
John Foreman
Cheryl Foster
Janet Garcia
Terry and
Monica Goddard
Grandfamilies
of Surprise



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Dan Haren Sr.
Shan D. Hays
George and
Jessie Hetherington
Karen Kline
Josephine
Korchmaros
Laurie Liles
Joseph Mais
Sandra
Marken-George
Erica Maxwell
Karen McColleston
Elizabeth and
Jeff McKenna
James McVay
Mary O'Grady
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Simonette Pagkos
James Patterson
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Steven Petty
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Anthony Plese
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Jonathan and
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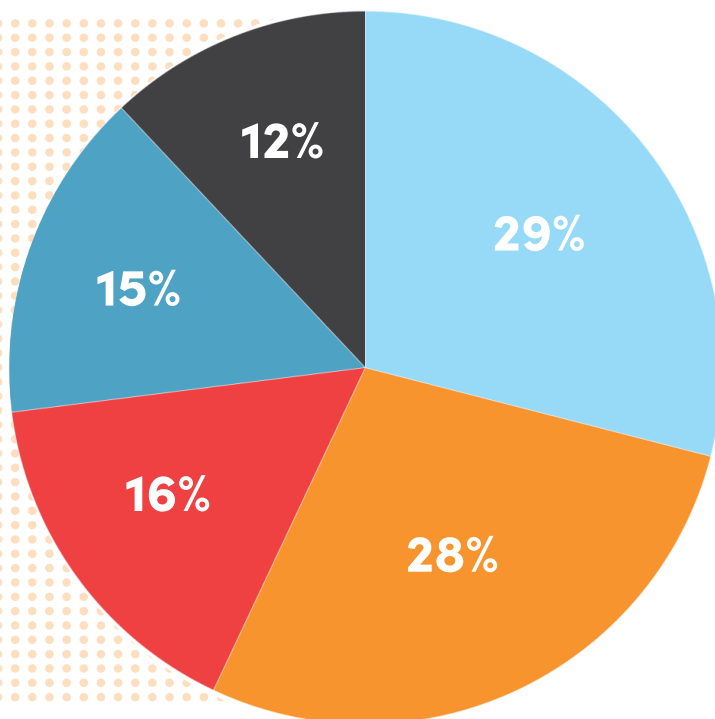
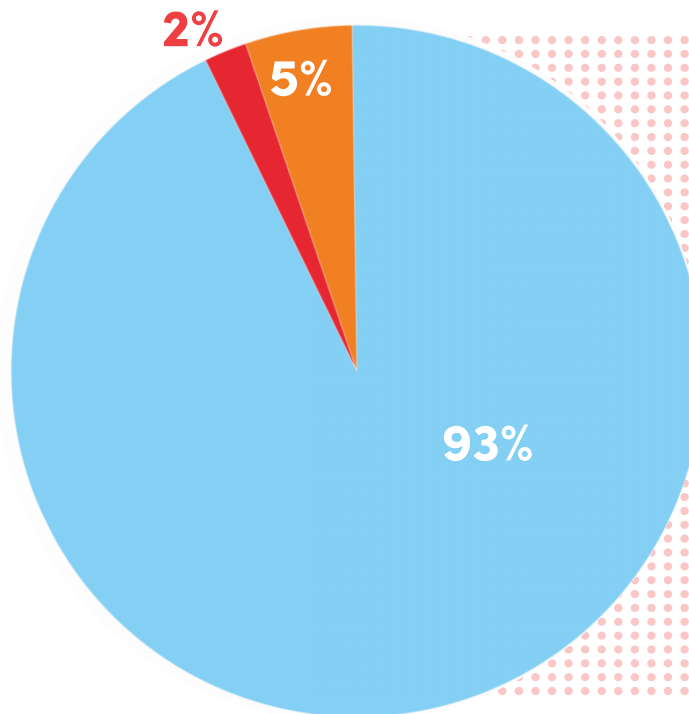


Financials

Income

Total Income \$2,863,240

- Grants – 93%
- Contributions – 5%
- Events – 2%
- Investment/Endowment – 0%



Expenses

Total Expenses \$2,571,262

- Health Policy – 29%
- AZ Center – 28%
- Child Welfare – 16%
- Early Childhood/Education – 15%
- Development and Support – 12%



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Partner with Children's Action Alliance to improve the well-being of Arizona children and families.



Register to vote and vote in early elections for children and family-friendly candidates and policies.



Stay informed by signing up for CAA email updates.



Set up a Request to Speak account to comment on legislative bills. Go to "Take Action" on our website.
Invite CAA staff to speak on children's issues at your workplace, service club, faith community, or event, virtually or in-person.



Contribute to CAA's annual fund through recurring or one-time gifts.
Donate all or a portion of your annual IRA Qualified Required Minimum Distribution (*for those 70.5 years or older*).
Build a legacy through an endowment gift.

- Designate an endowment gift to CAA in your trust.
- Add CAA as a beneficiary of your retirement, brokerage, or insurance account.



**Children's
Action Alliance**

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