

CELEBRATING  
**20**  
YEARS

*Of Advocacy For  
Alabama's Children  
1992-2012*



# 2012



## **Our Mission:**

To ensure the well-being of every  
Alabama child through  
**research, public awareness, and advocacy.**

# 2012 Highlights

To ensure the well-being of every Alabama child through **research**, public awareness and advocacy:

- Published the annual Alabama Kids Count Data Book with enhanced information for each county
- Published the "What Would it Take?" report to outline exactly what it would take for each county to be number one in the state and how they can better their rankings

To ensure the well-being of every Alabama child through research, **public awareness** and advocacy:

- Spoke directly to more than 1,200 Alabama citizens about critical children's issues, advocacy and how citizens can make a difference
- Appeared on TV and radio talk shows reaching thousands of additional Alabama citizens
- Supplied information for news articles that reached more than 850,000 readers statewide
- Disseminated brochures on child care to help parents make important child care decisions in a state where not all child care is regularly inspected
- Maintained a resource-rich website that is the #1 source for providing factual, comprehensive information on Alabama's children
- Initiated communication through Facebook and Twitter
- Sent regular updates during the legislative session
- Developed and disseminated the Children's Legislative Report
- Hosted six regional meetings across the state to help local child advocates better understand and utilize Alabama Kids Count information to move their communities forward
- Created PSAs and messaging campaigns for "Don't Be In The Dark About Child Care", "Summer Learning Loss", and "Attendance Counts" campaign
- Developed a messaging campaign for a "Smoke-Free Alabama"

To ensure the well-being of every Alabama child through research, public awareness and **advocacy**.

- Created Holiday Cards for members to send to Legislators, asking them to make children a top priority in the 2013 Legislative Session
- Sent out Legislative Updates and Alerts
- Developed a Children's Legislative Agenda with a few key bills that VOICES followed and focused its support on
- Launched a messaging campaign on the importance of funding The Alabama Reading Initiative
- Protected pre-k funding from cuts
- Lowered mandatory school attendance age from seven to six
- Gained new business leaders as partners in advocating for a long-term funding of pre-k
- Launched a messaging campaign on kids and smoking

# 2012 Board of Directors

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# Words from the Staff

## Our Impact...

During 2012, VOICES' impact was felt in communities across the state as well as in the halls of the State House in Montgomery. VOICES' staff spoke directly to nearly 1,300 individuals about the conditions of Alabama's children and the well-being of children in their own counties. The organization engaged and activated more citizen advocates than ever before, reminding individuals, "If they (policymakers) don't hear from you, how will they know you care about children?" While VOICES' primary focus in public awareness were the issues of uninspected child care and reading on grade level, our primary policy advocacy efforts were on funding of our state's First Class pre-k. We were successful in staving off cuts to the program in a year when most items in the Education Budget were cut. We have laid the ground work for growth of this program in coming years.



Linda Tilly  
*Executive Director*

## Alabama Kids Count...

VOICES released its 19th annual *Alabama Kids Count Data Book* which provided data on twelve indicators of child well-being for each of Alabama's 67 counties. The 2012 *Data Book* added a special section this year to highlight additional educational data organized by county and reported by School System, since counties with multiple school districts have sometimes widely different results reflected in the data. VOICES continued to report updated numbers on Licensed and Unlicensed/Exempt child care in our state. Since 2000, the number of "exempt child care" facilities has continued to rise. Many parents are unaware that the child care facility they send their child to may be "exempt" from licensing and therefore not inspected by DHR or in most cases any other entity and may not meet minimum child care standards. DHR's standards have been put in place to ensure the safety and well-being of the child. Licensed programs are regularly inspected by DHR for compliance with those standards.



Rhonda Mann  
*Director of Programs*

## The Alabama Children's Movement...

In the fall of 2012, VOICES officially launched the Alabama Children's Movement, an initiative to leverage a collective force of individuals, organizations, and businesses to generate awareness and major policy changes for Alabama's children. Although VOICES and other organizations and individuals in Alabama have been advocating for children for *years* and have had some successes, our children are still ranked 45th in the nation in overall child well-being. How will the Movement help bring children to the forefront? The Children's Movement will provide a hub ([www.alabamachildrensmovement.org](http://www.alabamachildrensmovement.org)) for organizations, businesses, and individuals to stay connected, ask questions, and share their stories and information. Go to the Movement website and sign the Pledge today to join with **hundreds** of other Movement members to build a bigger "army of advocates" --- we need to make sure our legislators know we are all out here, with one question in mind: "Is it good for kids?"



Kristi Gash  
*Director of Membership*

## An even bigger voice...

In 2012, VOICES moved a lot of its public awareness activity from the traditional newspaper articles and op-eds to the world wide web! Our Facebook page reached nearly 500 fans and our Twitter account totaled over 600 followers. We used those avenues to reach new and broader audiences and keep them informed on children's issues in the state. We also created videos to grow our YouTube channels for VOICES and the Movement and created a new website for the Movement. Stay tuned for the launch of a **BRAND NEW VOICES** website... coming your way soon!!!



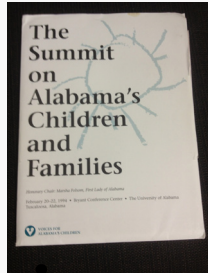
Amber Crawford  
*Digital Media/Public  
Relations Coordinator*



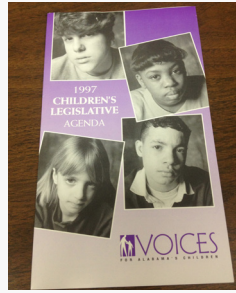
- 1992: Dr. Jim Dearth, CEO of Children's Hospital, convened a multi-issue child advocacy group. From that, VOICES came into being.



1996: The Annie E. Casey Foundation officially awarded the *Alabama Kids Count Data Book* to VOICES.



- 1994: Held a "Summit on Alabama's Children" based on "Listening Sessions" with First Lady Marsha Folsom.



1997: Published first Legislative Agenda

- 1997: Led advocacy efforts to enact Child Death Review legislation and fund ALL Kids



- 2000: Established Kids and Kin research program

- 2002: Gained passage of Graduated Teen Driver's License Bill



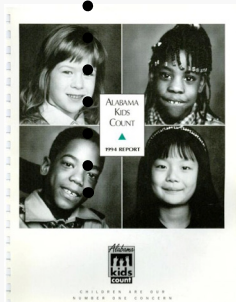
2002: 10 Year Anniversary!!!



1993: The Annie E. Casey Foundation awarded a Kids Count grant to the Alabama Power Foundation with VOICES as a supporting organization.



1995: Began co-hosting UnitedVOICES meetings

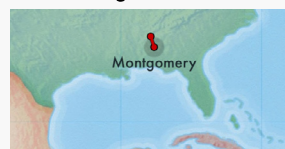


1994: The first *Alabama Kids Count Data Book* was published.



1998: Launched the "Birth to Five" campaign

1996: Held regional meetings of advocates across the state

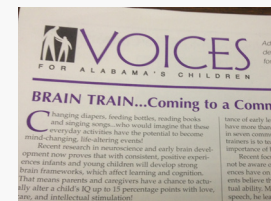


1996: VOICES moved from Birmingham to Montgomery.



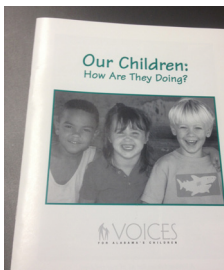
2001: Received a multi-year grant from the Ford Foundation

- 2000: Advocated successfully for criminal background checks for child care workers

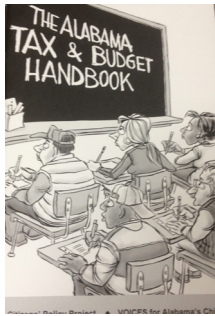


1999: Developed one-of-a-kind "Brain Train" curriculum and held two major conferences on 0-5 brain development





- 2003: Introduced new publication: "Our Children: How Are They Doing?"



- 2005: Co-created the Alabama Tax and Budget Handbook



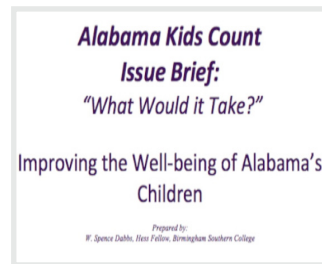
- 2007: Co-founded the Alabama School Readiness Alliance

- 2009: Increased funding for state pre-k



Alabama Children's Movement

- 2012: Launched the Alabama Children's Movement



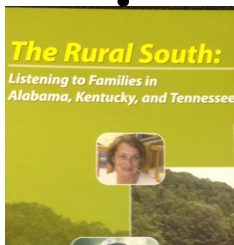
- 2009: Developed "What Would it Take?" Report



- 2012: 20 Year Anniversary!!!



- 2006: Played a key role in strengthening the Alabama Child Passenger Safety Law



- 2004: Co-produced "The Rural South: Listening to Families in Alabama, Kentucky, and Tennessee"

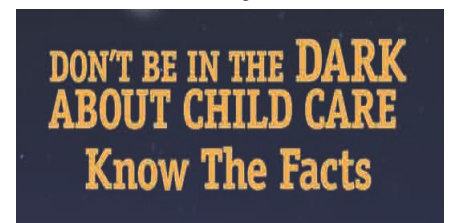


- 2008: Held Step up for Kids rally on steps of State House

- 2008: Played a key role in revising the state's juvenile code



- 2010: Launched Facebook and Twitter pages



- 2011: Co-launched the "Don't Be In The Dark About Child Care" Campaign

# public awareness and advocacy.

# Corporations & Foundations

## Director's Circle (\$50,000 and up)

The Annie E. Casey Foundation  
The Marguerite Casey Foundation

## Champion (\$20,000 - \$49,999)

The Caring Foundation of Blue Cross  
and Blue Shield of Alabama  
Russell Brands, LLC

## Benefactor (\$10,000 - \$19,999)

The Mike & Gillian Goodrich  
Foundation

## Sustainer (\$5,000 - \$9,999)

Amerigroup Foundation  
Children's Health System  
GlaxoSmithKline

## Patron (\$2,500 - \$4,999)

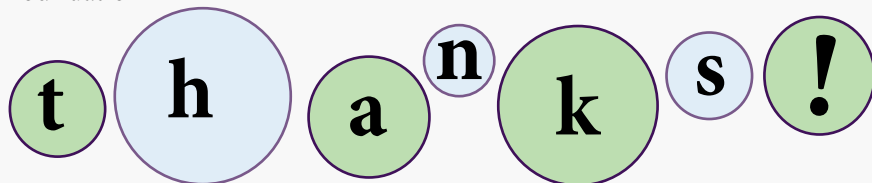
Alabama Power Foundation  
Blue Cross and Blue Shield of  
Alabama  
Drummond Co, Inc.

## Partner (\$1,000 - \$2,499)

Mayer Electric Supply Company  
Southeast Alabama Medical Center  
Summit Housing Partners, LLC  
O'Neal Steel, Inc.  
The Hackney Foundation  
The Hobbs Foundation

## Friend (\$300 - \$999)

HudsonAlfa  
Huntsville Hospital  
Junior League of Mobile  
Southern Poverty Law Center  
Sterling Bank  
Tuscaloosa's One Place, A Family Resource Center



# Financials

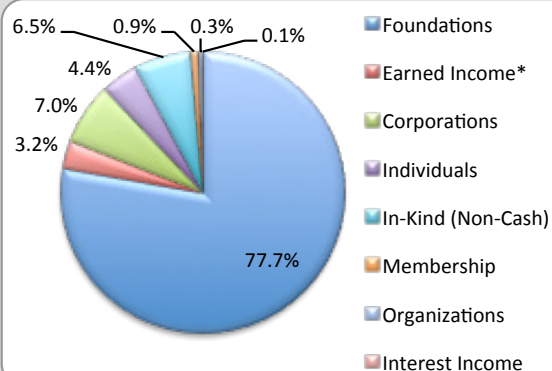
## Revenue

Foundations	\$331,721.00	77.7%
Earned Income*	\$13,510.90	3.2%
Corporations	\$30,000.00	7.0%
Individuals	\$18,563.48	4.4%
In-Kind (Non-Cash)	\$27,570.40	6.5%
Membership	\$3,650.00	0.9%
Organizations	\$1,350.00	0.3%
Interest Income	\$308.06	0.1%

Sub-Total	\$426,673.84	100.0%
Grant Rec'd in '11 for '12	\$55,531.00	

**TOTAL \$482,204.84**

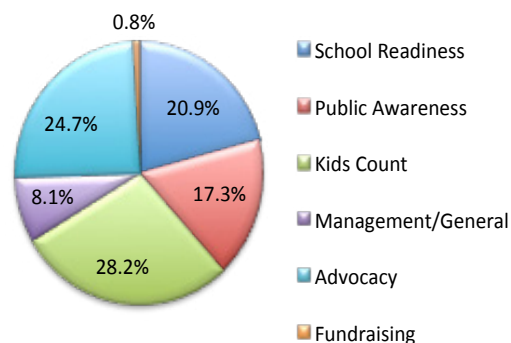
*\*Fees for services, conferences, book sales, etc.*



## Expenses

School Readiness	\$89,465.68	20.9%
Public Awareness	\$74,246.73	17.3%
Kids Count	\$120,580.13	28.2%
Management/General	\$34,613.56	8.1%
Advocacy	\$105,673.33	24.7%
Fundraising	\$3,383.66	0.8%

**TOTAL \$427,963.09 100.0%**





## Thank you to our 2012 Supporters!!!

### Supporters (\$1-\$99)

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 Ms. Ellen Jackson  
 Ms. Beth Martin  
 Dr. Cheryl Outland  
 Dr. Marsha Raulerson  
 Mrs. Linda O. Tilly



## Thank you to our 2012 Member Organizations!!!

AACCA Alabama Association of Child Care Agencies	Envision 2020
AHMREI—Alabama Healthy Marriage & Relationship Initiative	Family Services of Calhoun County
AIDB—Alabama Institute for Deaf and Blind	Family Services of Etowah County, Inc.
Alabama Association of County Directors of Human Resources	First United Methodist Church—Montgomery, AL
Alabama Association of School Boards	GASP
Alabama Association of School Nurses, Inc.	Gateway
Alabama Civil Justice Foundation	Girl Scouts of Southern Alabama
Alabama Department of Human Resources	Girls Incorporated of Dothan
Alabama Hospital Association	Healthy You, Inc.
Alabama Network of Children's Advocacy Centers, Inc.	HIPPY Alabama
Alabama Outward Bound School	James Rushton 1 Foundation
Alabama Partnership for Children	Jasper Area Family Services Center
Alabama Professional Society/Abuse of Children (ALPSAC)	Jefferson County Committee for Economic Opportunity—JCCEO
Alfred Saliba Family Services Center	Junior League of Birmingham
AltaPointe Health Services	Junior League of Mobile
AshaKiran	Kid One Transport
Baldwin County Regional Juvenile Detention Center	Kiddie Ranch Day Care & Learning Center
Better Basics	March of Dimes
Big Brothers Big Sisters of Greater Birmingham	Mission Ministries of Trinity UMC-Huntsville
Birmingham YMCA	Mobile Area Education Foundation
Blount County City Schools	Mobile County Commission
Boys and Girls Clubs of Greater Lee County	Mobile County Department of Human Resources
Boys and Girls Clubs of South Alabama	New Zion Baptist Church
CAJA of Marshall County	North Alabama Center for Educational Excellence
CAJA of Madison County	Parents and Children Together, Inc—PACT
CARE House, Inc.	Pickens Community Action & Development Corp., Inc.
CASA of Colbert County	Premier Schools
Central Alabama Community Foundation	Riverbend Center for Mental Health
Cheaha Regional Head Start	Sylacauga Alliance for Family Enhancement—SAFE
Child Abuse Prevention Services of Tuscaloosa	Sarrell Dental
Child Advocacy Center of East Alabama, Inc.	Shelby County Foster Parent Association
Child Development Resources/ University of Alabama	Shoals Family Success Center
Childcare Resources	Southeast Alabama Child Advocacy Center
Children First Foundation, Inc.	STEP
Children's Policy Council of Jefferson County	The Red Barn
Children's Policy Council of Lauderdale County	Tuscaloosa's One Place
Children's Policy Council of St. Clair County	United Cerebral Palsy of West Alabama
Christian Services for Children in Alabama, Inc.	United Way of Central Alabama—Success by 6
Circle of Care Center for Families	United Way of West Alabama--Success by 6
Coffee County Family Services Center	United Way of East Central Alabama
Community Action Partnership Huntsville, Madison & Limestone	Urban Ministry, Inc.
Community Service Programs of West Alabama, Inc.	YWCA of Central AL
Dragonfly Day School, Inc.	