To ensure the well-being of Alabama’s children through research, public awareness, and advocacy.
OUR MISSION THROUGH
RESEARCH, PUBLIC AWARENESS, AND ADVOCACY

A MESSAGE FROM THE EXECUTIVE DIRECTOR ............ 4
HOW WE APPROACH RESEARCH .......................................... 5
HOW WE APPROACH PUBLIC AWARENESS ...................... 6
HOW WE APPROACH ADVOCACY ........................................ 7
DONORS & PARTNERS ............................................................ 9
2016 FINANCIALS ................................................................. 11
A MESSAGE FROM THE EXECUTIVE DIRECTOR

For nearly 25 years, you have allowed VOICES for Alabama’s Children to be the trusted voice on policy and data for children—and for that I sincerely thank you.

Your voice made the difference. In 2016, because of your support VOICES for Alabama’s Children successfully moved the needle on food access with the creation of the Alabama Healthy Food Financing Study Commission, engaged the voices of hundreds of parents in a collaborative advocacy effort resulting in a $16 million increase in funding for First Class Pre-K and advocated alongside 20-plus partner organizations to restore and protect Medicaid funding.

I am extremely proud of the legislative victories, but perhaps our breakthrough work in community engagement is what invokes the most pride as I reflect on our work in 2016. You—the people—are the heartbeat of our state and the lifeline of this great organization. Together, in 2016, we raised awareness on critical children’s issues, reaching more than 3.2 million Alabamians through media outreach and community engagement. In addition to that, advocates made 300 direct contacts to their lawmakers and took more than 57,000 grassroots actions!

It is my hope that you enjoy the 2016 Annual Report because you in part helped shaped the work detailed inside! Take great pride in the critical role you played in every victory for Alabama’s children.

As we look to the year ahead, the road is indeed a little steeper from action on unregulated child care to the very future of the Medicaid and CHIP programs; but together we can and will win those battles too.

In 2017, VOICES for Alabama’s Children will celebrate 25 years of advocating for Alabama’s children. The road hasn’t always been smooth or predictable, but here’s what I know—there is no better group of advocates to travel that road with than you.

Yours in advocacy,

Melanie R. Bridgeforth, MSW
Executive Director
VOICES for Alabama’s Children was the first, and remains the only, statewide child advocacy organization to research and document the conditions of children in each of Alabama’s 67 counties through the Alabama Kids Count Data Book.

For almost 25 years, we have worked in partnership with the Annie E. Casey Foundation to publish the Alabama Kids Count Data Book. It serves as the most trusted source of research on child well-being for nonprofits, government agencies and other organizations in Alabama – allowing them to make well-informed policy and programming decisions. Serving as both a benchmark and road map for how children are faring, the Alabama Kids Count Data Book is used to raise visibility of children’s issues, identify areas of need, set priorities in child well-being and inform decision-making at the state and local levels.

**Making Kids Count Through Research**

We are committed to ensuring that every need of children in Alabama counts when important policy decisions are being made. Our 2016 Alabama Kids Count Data Book allowed us to measure our successes and areas of improvement for the well-being of Alabama’s children. The Data Book allows us to set and define our advocacy efforts and resources.

The Data Book is the foundation for child advocacy efforts across the state. Local and state decision makers, grassroots advocates, organizations and media outlets rely on the Data Book to accurately depict the needs and possible solutions for Alabama’s Children.

The 2016 Data Book uses four well-being domains—health, education, safety and economic security. Starting last year, we added five additional measures that have broadened the data available to stakeholders and the public. State and county profiles, made available online through VOICES for Alabama’s Children’s website and data uploaded to the national KIDS COUNT Data Center, provide unprecedented access to historical data from every county in Alabama.

The Data Book served as the framework for the success and work we have accomplished over the past year. Through the Data Book, we were able to observe some significant successes in health care with 96 percent of all children in Alabama having some type of health coverage. However, the Data Book also revealed our state’s health care network relies heavily on Medicaid, which led to advocacy efforts to secure Medicaid funding.

**OUR IMPACT:**

- Partnered with Children’s of Alabama to provide more than 200 copies of the 2016 Alabama Kids Count Data Book to members of the Alabama Legislature, state agency heads, agency administrators and local elected officials.
- Alabama data included in the Annie E. Casey Foundation national KIDS COUNT Data Center received 288,907 page views with 12,263 new visits during 2016.
- Conducted and participated in 62 events/exhibits in 15 counties (three out of state) to a combined audience of 9,427. Compared to 2015, this is an increase of 19 percent in the number of events/exhibits and an increase of 108 percent in a combined audience.

"Why I Use Kids Count"

“VOICES for Alabama’s Children’s Kids Count Data Book is instrumental to telling the story of vulnerable children and families. We at Childcare Resources regularly cite data from the book in grants and other reports. In fact in our 2014 Status of Child Care Report, VOICES for Alabama’s Children is listed numerous times as a resource for much of the data including data from Kids Count. We value the report immensely.”

–Joan Wright, Executive Director, Childcare Resources
Research is the critical foundation for building a case for any needed program or policy, but research alone does not inspire change. Public awareness is key in building public will and support for change. In order to build political will to create, strengthen and otherwise improve policies affecting children and families, VOICES for Alabama’s Children works to implement strategic communications strategies that balance messages, media and audiences.

Throughout the years, VOICES for Alabama’s Children has built, and continues to build, a solid foundation of public awareness through nurturing existing relationships with print and electronic media, as well as building new ones.

VOICES for Alabama’s Children also uses social media extensively to create awareness around key children’s issues. Through targeted social media campaigns, action alerts and newsletters we are able to successfully influence the conversation around children’s issues by reaching thousands of advocates from across the state to publicize our messages.

All of our public awareness efforts help build understanding and support for changes needed in our state to improve child well-being and with it the vitality of our state as a whole.

**OUR IMPACT:**

- VOICES for Alabama’s Children’s core priorities were mentioned in a total of 121 media articles with an audience of more than 3 million people in communities throughout the state.

- Secured 314 new Facebook likes, added nearly 121 new followers on Twitter and 192 new followers on Instagram.

- Partnered with more than 20 organizations from across the state to facilitate five press conferences in five days to encourage state leaders to find a long-term, sustainable solution for Medicaid, as well as funding to fill the FY2017 hole. This resulted in 27 media placements.

- The VOICES for Alabama’s Children’s team collaborated and served on more than 24 national and statewide boards, coalitions and councils throughout the year.

- Hosted and participated in 168 activities to build public will around policy priorities. This resulted in an audience reach of more than five million people.
Lifting up the voice of children to promote sound policy decisions is the heart and soul of what we do. Research and public awareness directly correlate with the core of our efforts—advocacy. At VOICES for Alabama’s Children, we advance research-backed policy solutions to give our children the Alabama they deserve.

In 2016, we continued our focus on grassroots advocacy by educating and training more than 1,000 new advocates, individuals dedicated to improving child well-being in the state who made an impact by generating 300 direct contacts with lawmakers. Our advocates engaged in more than 57,000 online and offline actions on potentially life changing bills for children and their families.

This year was also our Third Annual Child Advocacy Day. More than 200 advocates, business leaders, educators, parents and children joined forces with us urging lawmakers to keep children’s issues a top priority in Alabama.

**Investing in Pre-K**

For 10 consecutive years, Alabama’s First Class Pre-K program has been nationally recognized as the top program in the country for quality. Access to First Class Pre-K has increased from 20 percent during the 2015-2016 school year, to 25 percent during the 2016-2017 school year. VOICES for Alabama’s Children, as part of the Pre-K Task Force, is working to ensure all four-year-olds have access.

Because of the 1,354 pre-k and parent pre-k advocates, lawmakers again increased state investments for Alabama’s First Class Pre-K program by $16 million!

**Protect Funding, Protect Kids**

Alabama’s Medicaid program is a critical economic driver and backbone of the state’s healthcare infrastructure.

On August 1, 2016, cuts to the state’s Medicaid program went into place that had the potential to directly impact more than 570,000 Alabama children aged zero to 18 years who rely on this critical service to meet a diverse slate of health care needs.

In response, VOICES for Alabama’s Children partnered with more than 20 organizations from across the state to facilitate five press conferences in five days encouraging state leaders to find a long-term, sustainable solution for Medicaid, as well as funding to fill the Fiscal Year 2017 hole. This resulted in 27 media placements throughout Mobile, Auburn, Dothan, Birmingham and Huntsville.

Because of your advocacy, together we were able to reach an audience of more than 12,000, which resulted in lawmakers approving a BP compromise bill that allocated $85 million to Medicaid in 2017, $105 million in 2018, and the cuts that took place on August 1st were reversed!
Bringing Healthy Foods Closer to Home

 Approximately 1.8 million Alabamians, including nearly half a million children, live in areas with limited or no access to fresh, healthy food. Our research showed that a lack of access to healthy food impacts the overall health and life expectancy of residents living in low access communities. A statewide public opinion poll found overwhelming support from Alabama voters to address healthy food access. Eighty percent support the state incentivizing food retail businesses to locate in communities with limited access to healthy foods.

In 2016, the Alabama Healthy Food Financing Initiative Study Commission was created through Senate Joint Resolution 105.

As a result, three successful meetings of the Study Commission, facilitated by Melanie Bridgeforth, VOICES for Alabama’s Children’s Executive Director and Co-Chair, were held. The goal was to determine a best scan of practices for Alabama's Healthy Food Financing Program, consult with retailers and other experts to identify potential grocery store and food retail projects, develop a pipeline of projects and to report the findings and recommendations to the Alabama Legislature in 2017.

OUR IMPACT:

• Under the leadership of VOICES for Alabama’s Children, Senators Singleton, Reed and Ross, the Alabama Healthy Food Financing Initiative Study Commission was created through Senate Joint Resolution 105.

• Fought alongside business and philanthropic partners to secure an additional $16 million in funding for Alabama’s First Class Pre-K Program, which provided access to 2,800 more four-year-olds.

• Enhanced protections for child victims of human trafficking by enacting the Alabama Human Trafficking Safe Harbor Act.

• Hosted five Regional Meetings across the state, drawing more than 300 child advocates to participate in conversations about child well-being, including what’s working and challenges facing children and families in five regions of Alabama.

• Convened VOICES for Alabama’s Children’s 3rd Annual Child Advocacy Day and Pre-K Rally, drawing in more than 200 advocates. Notable speakers and supporters of the event included Senate Majority Leader Greg Reed, Senator Arthur Orr, Senator Rusty Glover, Senator Vivian Figures, Senator Steve Clouse, Senator Quinton Ross, Representative Bill Poole, Representative Pebblin Warren and Representative James Buskey.

• Facilitated more than 57,000 actions by grassroots advocates in 2016 on our policy priorities.
CORPORATE & FOUNDATION PARTNERS

- Alabama Power Foundation
- Alabama Power
- ALFA Foundation
- The Annie E. Casey Foundation
- Bradley Arant Boult Cummings, LLP
- The Caring Foundation of Blue Cross and Blue Shield of Alabama
- Children’s of Alabama
- The Daniel Foundation
- Deak Rushton Charitable Foundation
- James Rushton I Foundation
- Marguerite Casey Foundation
- Southern Poverty Law Center
- Voices for Healthy Kids
- Vulcan Materials Foundation
- Russell Brands, LLC

ORGANIZATIONAL PARTNERS

- Alabama A&M University
- Alabama Children First
- Alabama Department of Child Abuse and Neglect Prevention
- Alabama Family Child Care Association
- Alabama Partnership for Children
- Alfred Saliba Family Services
- American Academy of Pediatrics, Alabama Chapter
- Auburn University - Department of Human Development and Family Studies
- Autism Society of Alabama Hager

Big Brothers and Big Sisters of Greater Alabama
Boys & Girls Clubs of South Alabama
CAJA of Marshall County
Childcare Resources
Children’s Aid Society
Christian Services for Children in Alabama, Inc.
Escambia Regional Child Advocacy Center
Family Success Center of Etowah County
First United Methodist Church, Montgomery
Heart Gallery Alabama
Judson College
Junior League of Birmingham
Junior League of Huntsville
Junior League of Mobile
Lakeview United Methodist Men
Mobile County DHR
New Hope Children’s Clinic
Parents and Children Together (PACT)
Riverbend Center for Mental Health
S.A.F.E. Family Services Center
Sawyerville Day Camp
Success by 6 of United Way of West Alabama
The University of Alabama - College of Human Environmental Sciences
Twin Cedars Child Advocacy Center
YWCA of Central Alabama

A SPECIAL THANK YOU TO OUR DONORS
INDIVIDUAL PARTNERS
Francesca Adler
Anita Archie
Jeremy Arthur
Jessica Baeder
John Bridgeforth
Melanie Bridgeforth
Debbie Burks
Traniesa Caldwell
Annette Clifford
Charles and Patsy Collat
Tranum and Martha Fitzpatrick
Nancy Young Fortner
Ron Gilbert
Laura Glenn
Joyce Greathouse
Gwen Hall
Leigh Hancock
Penelope Hartline
Judd Harwood
Anitra Henderson
Mike and Lisa Higginbothom
Ellen Jackson
Hilary Joyce
David Liddell
Michael Lynch
Koko Mackin
Rhonda Mann
Sue McInnish
Cathy Miller
Hattie and Charles Nash
Faye Nelson
Cheryl Outland
Candy Palmer
Marsha Raulerson
Suzanne Respess
Quentin Riggins
John Rochester
Dr. Francis Rushton
Deak Rushton
Nathan A. Ryan
Joanne Schrantz
Patricia Siano
Shirley Spears
Joyce Stallworth
Linda O. Tilly
Michon Trent
Carlton Wood III

A LOOK INTO OUR 2016 FINANCIALS
(UNAUDITED)

### Income

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate and Foundations</td>
<td>604,951</td>
</tr>
<tr>
<td>Individual</td>
<td>15,547</td>
</tr>
<tr>
<td>Organizational Support</td>
<td>13,935</td>
</tr>
<tr>
<td>Interest Income</td>
<td>186</td>
</tr>
<tr>
<td>In-Kind (Non-cash)</td>
<td>10,000</td>
</tr>
<tr>
<td>Other Income</td>
<td>9,231</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>653,850</strong></td>
</tr>
<tr>
<td>Grants Recv’d in 15 for 16</td>
<td>270,690</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>924,540</strong></td>
</tr>
</tbody>
</table>

### Balance Sheet

**Assets:**
- Cash and Cash Equivalents: 338,813
- Prepaid Expenses and Other Assets: 32,535
- Property and Equipment net of Accumulated Depreciation: 21,140

**Total Assets:** 392,488

**Liabilities:**
- Accounts Payable: 35,761
- Accrued Expenses: 267
- Capitalized Lease Obligation: 8,294

**Total Liabilities:** 44,322

**Net Assets:** 348,166

**Total Liabilities and Net Assets:** 392,488

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocacy</td>
<td>465,290</td>
</tr>
<tr>
<td>Research</td>
<td>100,000</td>
</tr>
<tr>
<td>Administration</td>
<td>88,111</td>
</tr>
<tr>
<td>Fundraising</td>
<td>8,811</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>662,212</strong></td>
</tr>
</tbody>
</table>
2016 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Gwen Hall, President
Blue Cross and Blue Shield of Alabama
Birmingham, AL

V. Ellen Jackson, Immediate Past President
Community Volunteer
Birmingham, AL

Michael Lynch, Vice President
Community Volunteer
Greensboro, AL

Jeremy Arthur, Treasurer
Chamber of Commerce Association of Alabama
Montgomery, AL

Nancy Young Fortner, Secretary
Huntsville City Schools
Brownsboro, AL

Dr. B. Joyce Stallworth, Member at Large
The University of Alabama
Tuscaloosa, AL

Quentin P. Riggins, Member at Large
Alabama Power
Montgomery, AL

GENERAL MEMBERS

Penney P. Hartline
Civic Volunteer
Birmingham, AL

Judd A. Harwood
Bradley Arant Boult Cummings, LLP
Birmingham, AL

Anitra Belle Henderson
Office of the Mayor—City of Mobile
Mobile, AL

Deak Rushton
James Rushton I Foundation
Birmingham, AL

Nathan A. Ryan
Trousdale Ryan, P.C.
Florence, AL

Joanne Schrantz
Community Volunteer
Auburn, AL

Michon Trent
Office of the Mayor—City of Mobile
Mobile, AL

Carlton Wood, III
Lewis Communications
Birmingham, AL

Staff:

Melanie R. Bridgeforth, MSW, Executive Director
Kayla Farnon, Communications Director
Rhonda Mann, Policy and Research Director

Twitter: https://twitter.com/alavoices | Facebook: https://www.facebook.com/AlaVoices
YouTube: https://www.youtube.com/user/alavoices