



2018

To ensure the well-being of **Alabama's children** through research, public awareness, and advocacy.

2018 ANNUAL REPORT



VOICES

FOR ALABAMA'S CHILDREN

www.alavoices.org



To Left: Deputy Director, Rhonda Mann, discusses the release of the 25th edition of the *Alabama Kids Count Data Book* on Capitol Journal.



To Right: 2018 VOICES Board President, Dr. Joyce Stallworth, and Deputy Director, Rhonda Mann, gather with other advocates from Alabama at the Marguerite Casey National Convening in Arlington, Virginia.

A MESSAGE FROM THE EXECUTIVE DIRECTOR



Supporters like you made it possible for us to positively impact the lives of children in Alabama.

2018 has been a transformative year for VOICES for Alabama's Children. After five years of astonishing leadership as executive director, Melanie Bridgeforth left VOICES to take an executive position at a large funding organization. I stepped into the Executive Director role in September of 2018 and began the process of leading this incredibly important and influential organization. Since then, we have recruited, hired, and onboarded two new employees, two fellows, and an intern. The faces of VOICES look different than they did a year ago, but the purpose, passion, and perseverance have only deepened.

The year opened with a significant and hard fought win through our advocacy efforts with the passage of HB 76, known as the Child Care Safety Act. HB 76 began the process of addressing the loopholes surrounding license exempt facilities making child care safer for all of Alabama's children. Additionally, VOICES released the 25th edition of our *Alabama Kids Count Data Book*, which a wide variety of groups have identified as the single most important data source in the state for children's health, education, safety, and economic security.

VOICES has worked to give Alabama's children a voice at the state capitol for more than 25 years. This voice has been influential with both state legislators as well as state agencies whose work impacts our children. We have worked diligently to develop long term partnerships with those whose decisions impact children across the state. In addition to our advocacy and lobbying efforts in Montgomery, the VOICES staff serve on nearly 50 committees, taskforces, and boards, representing a wide variety of children's issues from hunger to sex trafficking to literacy.

All of our efforts in Montgomery and across the state are built on the incredible support and input of our nearly 5,000 members of the VOICES Child Advocacy Network, who represent every race/ethnicity, background, geographic area, and perspective. We would not have the impact or influence without the perspectives and action from our incredible advocates.

VOICES recognizes that we speak on behalf of the next generation of Alabamians. We commit to work every day so that the Alabama they build is a better state, a more successful state. We appreciate your support and look forward to the challenges and opportunities ahead!

Sincerely,

A handwritten signature in black ink that reads "Stephen Woerner".

Stephen Woerner
Executive Director

A SPECIAL THANKS TO OUR INDIVIDUAL PARTNERS

Jeff Adams	Janet S. McDonald
Barbara Anderson	Melanie McNary
Jeremy Arthur	Hattie and Charles Nash
Terri Averett	John Olsen
Nancy Carlton	Cheryl Outland
Bendinger	Candy Palmer
Marie Hurley Blair	Jeff Rabren
Luanne Bowman	Deak Rushton
Debbie Burks	Francis Rushton
Charles Collat	Alison Scott
Merrill Ann	Helen Scott
Culverhouse	Joyce Stallworth
Tranum and Martha	Jera Stribling
Fitzpatrick	Nicki Arnold Swindle
Frank Franklin	Michon Trent
Joyce Greathouse	Jennifer Wammack
Leigh Hancock	Melissa Waters
Selena Harper	Mary Whatley
Judd Harwood	
Michael Higginbotham	
Laura Hopson	
V. Ellen Jackson	
Rhonda Lea Mann	

HOW WE APPROACHED RESEARCH

Conducted and participated in 36 events/exhibitions with a combined audience of 7,189.

36
events/
exhibitions

7,189
combined audience
members reached

Partnered with Children's of Alabama to provide more than 200 copies of the 25th Edition of the 2018 Alabama Kids Count Data Book to members of the Alabama Legislature, state agency heads, agency administrators and local elected officials.

HOW WE APPROACHED PUBLIC AWARENESS

VOICES and VOICES' issues were mentioned over 282 times in print media, television news, or online media, which was seen by approximately 2,629,146,941 people in Alabama and beyond.

600
mentions

Alabama's First Class Pre-K was mentioned in the media more than 600 times.

3K
followers

VOICES has 2,993 followers on Facebook. Our posts were seen 539,652 times and engaged with 434,720 times.

87
mentions

The issue of child care licensing in Alabama was mentioned 87 times in the media in 2018.

discussions

VOICES staff collaborated and served on more than 50 committees, taskforces, and boards representing a wide variety of issues.

The 2018 Alabama Kids Count Data Book was mentioned 40 times in the media, which was seen by approximately 6,971,463 people in Alabama and beyond.

HOW WE APPROACHED ADVOCACY



In 2018, around 200 advocates rallied at the state house for VOICES' 5th Annual Child Advocacy Day to urge lawmakers to keep children's issues a top priority in Alabama.



More than 100 advocates engaged in training to empower their voice during the 2018 election cycle at our statewide conference.



In 2018, VOICES conducted and participated in 36 presentations or events reaching 7,000 people. Of those, 411 took action by signing petitions, letters of support, signing up for VOICES CAN.

VOICES CAN! ⁵⁰

In 2018, we sent out over 50 messages to our nearly 5,000 VOICES CAN! Advocates.



VOICES advocates took over 40,000 grassroots actions in 2018 on issues related to child well-being in Alabama.

CORPORATE & FOUNDATION PARTNERS

Alabama Power Company
Alabama Power Foundation
ALFA Foundation
Altec/Stylsinger Foundation
American Heart Association /
Voices for Healthy Kids
Annie E. Casey Foundation
Bradley Arant Boulton Cummings LLP
Brasfield & Gorrie, LLC
Children's of Alabama
Deak Rushton Charitable Fund
DentaQuest
James Rushton I Foundation
Margaret Doggett Rushton Charitable Fund
Marguerite Casey Foundation
Mayer Electric Supply Company, Inc.
Mike & Gillian Goodrich Foundation
The Caring Foundation of Blue Cross Blue
Shield of Alabama
The Hobbs Foundation
PNC Foundation /
The PNC Financial Services Group, Inc.
Southern Poverty Law Center
The Daniel Foundation of Alabama
Vulcan Materials Company

ORGANIZATIONAL PARTNERS

Alabama Alliance For Arts Education
Alabama Association of School Boards
Alabama Children First

Alabama Humanities Foundation
Alabama Institute for Social Justice
Alabama Network of Child Advocacy Centers
Alabama Parent Teacher Association
Alabama Partnership for Children
Alabama Public Television
Alfred Saliba Family Services Center
American Academy of
Pediatrics, Alabama Chapter
Autism Society of Alabama
Big Brothers and Big Sisters
of Greater Birmingham
Black Belt Community Foundation
Boys & Girls Clubs of South Alabama
Cahaba Center for Mental Health
CAJA of Marshall County
Camp Fire--Alabama
Child Development Resources
Child Protect
Childcare Resources
Children's Aid Society
Children's Policy Council of Jefferson County
Christian Services for Children in Alabama
Circle of Care
Colbert County Children's Policy Council
Community Action Partnership
of North Alabama
Community Food Bank of Central Alabama
Department of Child Abuse
and Neglect Prevention
East Alabama Mental
Health - Special Deliveries
Escambia Regional CAC

Exchange Club Child Abuse Prevention Center
Family Services Center of Calhoun County
First Church Early Learning Center
First United Methodist Church, Montgomery
Girl Scouts of Southern Alabama
Human Development and Family Studies,
Auburn University
Kid One Transport, Inc.
Lee County Youth Development Center
Montgomery Community
Action Committee & CDC, Inc
New Hope Children's Clinic
North Alabama Center for
Educational Excellence
Parents and Children Together (PACT)
Pickens Co. Community Action Committee/
Community Dev. Corp.
Regional Children's Advocacy Center
Southeast Research, Inc.
Sylacauga Alliance for Family
Enhancement (SAFE)
Tender Touch Daycare
The Exchange Club of Tuscaloosa
Tuscaloosa's One Place
United Way of Central Alabama
United Way of East Central Alabama
United Way of Etowah County,
Success By 6 Program
United Way of West Alabama
Walker County Children's Policy Council
YWCA of Central Alabama

A LOOK INTO OUR 2018 FINANCIALS

(UNAUDITED)



○ ADVOCACY | 41%
○ FUNDRAISING | < 1%

○ ADMINISTRATION & GENERAL | 36%
○ RESEARCH | 23%

Income

Corporate and Foundations	516,801
Individual	16,892
Organizational Support	8,250
Interest Income	115
Special Event Income	-
Other Income	9,050
Totals	551,108
Grants Recv'd in 17 for 18	
Totals	551,108

Expenses

Advocacy	245,135
Research	135,519
Administration	210,027
Fundraising	540
Totals	591,221

Balance Sheet

Assets:	
Cash and Cash Equivalents	171,311
Prepaid Expenses and Other Assets	5,027
Property and Equipment net of Accumulated Depreciation	18,481
Total Assets	194,819
Liabilities:	
Accounts Payable	13,745
Accrued Expenses	11,250
Capitalized Lease Obligation	-
Total Liabilities	24,995
Net Assets	169,824
Total Liabilities and Net Assets	194,819



Above: Executive Director, Stephen Woerner, addresses lawmakers at the inaugural Legislative Breakfast.

2018 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

B. Joyce Stallworth, PhD, President

Professor Emerita
Northport, AL

Deak Rushton, Vice President

James Rushton I Foundation
Birmingham, AL

Judd A. Harwood, Treasurer

Bradley Arant Boulton Cummings
Birmingham, AL

Michon Trent, Secretary

Office of the Mayor - City of Mobile
Mobile, AL

Jera Stribling, Member-at-Large

Joseph S. Bruno Foundation
Birmingham, AL

Jeremy Arthur, Immediate Past President

Chamber of Commerce Association
of Alabama
Montgomery, AL

GENERAL MEMBERS

Jeff Adams

Blue Cross & Blue Shield
of Alabama
Birmingham, AL

Terri Averett

Regency Realty, Inc.
Enterprise, AL

Marie Hurley Blair

Community Volunteer
Birmingham, AL

Debbie Burks

Re/Max Advantage South
Birmingham, AL

Frank A. Franklin, MD, MPH, PhD

Professor Emeritus
Birmingham, AL

Penney P. Hartline

Friends of the Birmingham
Botanical Gardens
Birmingham, AL

**Melanie McNary, SPHR,
SHRM-SCP**

BLOX, LLC
Birmingham, AL

Jeff Rabren

Regions Financial Corp.
Birmingham, AL

Suzanne Respass

Children's of Alabama
Birmingham, AL

Francis E. Rushton Jr., MD, FAAP

Retired Pediatrician
Birmingham, AL

Alison Decker-Scott

Baptist Health Foundation, Inc.
Birmingham, AL

Staff:

Stephen Woerner, Executive Director

Rhonda L. Mann, Deputy Director

Tara Preyer, Governmental Affairs Director

Jake Jacobs, Governmental Affairs Director

Angela Thomas, Communications Manager

Shannon Thornton, Executive Assistant



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P.O. Box 4576 | Montgomery, AL 36103 | Phone: 334-213-2410 | Fax: 334-213-2413 |

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