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- For more information, please visit www.wca4kids.org
- Westchester Children's Association**
 470 Mamaroneck Avenue, Suite 304
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2011 A year of Advocacy, Partnership, Engagement, Information, and Celebration

In 2011, Westchester's children faced the twin threats of increased economic and social challenges on the one hand, and shrinking public resources on the other. In response, Westchester Children's Association redoubled our efforts to build a strong, united constituency for children and youth, and to promote practical and effective solutions to their needs.



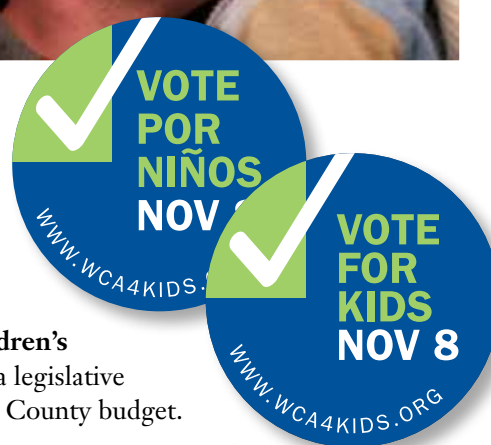
As shown above, hundreds of parents attended the County Budget bearing in New Rochelle to fight for affordable child care for low income families. Some brought their children with them, as did the father, right.

Speaking Up for Children & Youth

WCA launched the multi-faceted *Vote for Kids* campaign to increase attention to children's issues by voters and candidates.

- We provided voter education materials and voter registration training to staff of 20+ organizations.
- We surveyed County Legislative candidates on children's issues and publicized the results. We also published a legislative scorecard on votes related to children's programs in the County budget.
- More than 400 individuals signed on to the *Vote for Kids* campaign, sending over 750 electronic messages to County officials pledging to make children their top priority when voting in the elections.
- We helped to rally thousands of advocates to attend all 3 public County budget hearings, resulting in the preservation of more than \$5 million in public funding for children and youth services.

Continued, page 3



HIGHLIGHTS FROM THE YEAR JANUARY - DECEMBER 2011



A Message

from the President of Westchester Children's Association

Dear Friends of Westchester Children's Association,

It has been my honor and pleasure to serve as Westchester Children's Association's Board President for the last two years. As our local and global communities continue to struggle with problems in the economy and differences of opinion on social issues, it has been gratifying to focus on the many critical issues facing young children, youth and their families along with others in Westchester who are equally concerned for the children of our community.

As the leading voice for the children of Westchester, Westchester Children's Association continues to ensure that children's needs are kept in the forefront of the public agenda. Since 1914, we have remained committed to our mission – ensuring that every child is healthy, safe and prepared for life's challenges. WCA identifies the needs of children, makes those needs known, and works to shape policies and programs that will meet those needs. None of this can happen without the efforts of our energetic and committed staff and board, our Advisory Council, and our many generous donors. Your support enables us to be children's champions. We thank you sincerely for helping Westchester Children's Association to remain effective as the voice of Westchester's children.

Janet Gutterman, WCA President

Financial Profile for 2011

REVENUE

Individual Contributions*	\$ 1,725,862
Fundraising events/products	\$ 41,550
Total Amount from Individuals	\$ 1,767,412
Grants	\$ 154,400
Trust Income	\$ 53,619
Other Income	\$ 9,023
Investment Income	\$ -71,171

Total Revenue \$ 1,913,283

EXPENSES

Program Activities	\$ 345,436
Administration and Fundraising	\$ 169,971
Total Expenses:	\$ 515,407

Note: A copy of the complete audited financial statement is available from WCA on request, or from the New York State Attorney General, Office of Charities Registration, 120 Broadway, New York, NY 10271. *Includes a \$1.5 million endowment gift to our Centennial Campaign.

Building Partnerships that Help Kids Thrive

WCA convenes organizations and individuals to develop effective, collaborative approaches to meet children's critical needs.

For young children

- We mobilized 1,150 service providers, policy makers, and the public to support federal and state investment in Home Visiting – successfully preserving funding in the 2012 budget.
- As a partner with United Way of Westchester/Putnam's Thrive by 5 Initiative, we created a bilingual DVD featuring *Born Learning Tips* that encourage parents to use ordinary moments to teach words and concepts to their young children. The DVD was displayed in the waiting room of the Department of Health's White Plains office during June and July 2011 and will be expanded to other sites around the County where parents of young children gather.

For older youth

- We created and lead an inter-agency group of service providers focused on helping young people ages 16 to 24 maintain connection with school, employment and community.
- We produced *Second Chances*, a video that tells the story of disconnected and reconnected youth in their own voices.
- We have introduced and championed the *Mayors' Action Challenge* in Westchester, a national program that encourages local governments to meet youth needs.

Engaging Allies to Solve Problems



WCA intern Julianne Rogan installed Born Learning display at White Plains WIC office.



Patricia White of Westchester Department of Community Mental Health participated in WCA's Roundtable Discussion on Federal support for early childhood education.



Speakers at WCA's Advocacy Breakfast included (from left) Warren Kent of Children's Village, Frank Williams of White Plains Youth Bureau, Andrew Moore of National League of Cities and Judith Johnson, former City of Peekskill Superintendent of Schools.

WCA consistently involved diverse partners to think creatively about how to improve the lives of Westchester's children, youth and families.

- We invited 30 educators, civic leaders and advocates, along with Congresswoman Nita Lowey (D-NY18), and guest experts, to share their ideas about the impact the federal Elementary and Secondary Education Act (ESEA) and other federal policies have on young children, families and communities. The resulting recommendations were shared with New York's Congressional delegation and federal policy-makers.

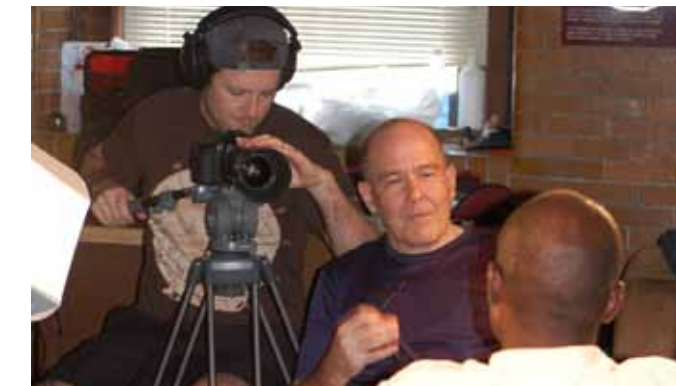
Celebrating Victories for Children

WCA Advocacy Dinner 2011

- More than 200 members of the WCA family joined Bill Bentley, President and CEO of Voices for America's Children for our annual Spring Advocacy Dinner where we announced receipt of a stunning \$1.5 million anonymous gift to kick off our Centennial Campaign. The Campaign will celebrate WCA's 100th anniversary in 2014, and will support the organization's work to secure bright futures for all Westchester children and youth.
- Inspired by the announcement of this gift, Mrs. Kathryn Wasserman Davis, a former WCA President and longtime dedicated supporter, asked for the microphone in order to announce her own gift of \$100,000.



Rep. Nita Lowey, WCA Executive Director Cora Greenberg, Stephanie Gendell, Associate Executive Director at Citizens Committee for Children of New York, and Jenn O'Connor, Senior Policy Associate at Schuyler Center for Analysis and Advocacy at the Roundtable Discussion on Federal supports for early childhood education.



Filmmakers Mike Castaldo (standing) and Tony Ely shooting *Second Chances*, WCA's video about disconnected and reconnected youth.



Mrs. Kathryn Davis making a Centennial Campaign pledge at WCA's 2012 Advocacy Dinner.



Bill Bentley, CEO of Voices for America's Children, spoke about the power of advocacy at WCA's 2012 Advocacy Dinner.

WCA USES SOCIAL MEDIA FOR CHILD ADVOCACY

16 PRESS HITS We had 16 press "hits" in 2011, including an Op-Ed piece in *The Journal News* that focused on the County's budget for children and youth programs.

By the end of 2011 we had 1,023 followers on Twitter, who received updates and live tweets about breaking news throughout the year. **1,023** TWITTER FOLLOWERS

129+ FACEBOOK FANS We gained 82 new "Likes" on Facebook bringing us to a total of 129 by 12/31/11.

Connecting Information with Insight

WCA is a key resource for the public, service providers and community leaders. We provide current data about our young people, timely updates on events and policies, and analysis that leads to practical, solutions to community problems.

- Through our web-based data resource, *Children By the Numbers*, we delivered comprehensive and timely information on Westchester's children to approximately 1,000 users in 2011.
- Users of our website requested more than 2,000 data points using our "Custom Reporting" tool and our "Fast Facts" tool. Data points are specific pieces of information that refer to a particular time period and location.
- We advised government and non-profit agencies about the importance and relevance of using demographic and outcome data in setting priorities, managing programs, and meeting the demand for measurable outcomes.
- Based, in part, on data we provided to the White Plains Youth Bureau, White Plains was deemed on of the *100 Best Communities for Youth* in October by America's Promise Alliance.
- We acquired ArcGIS, a data analytical software package that allows us to map data geographically.