2013

THE WCA CENTENNIAL CAMPAIGN: STANDING FOR CHILDREN

Our campaign to celebrate our 100th anniversary and ensure our effectiveness into the next century began in 2011. The goal of the campaign is to strengthen and sustain three key cornerstones that enable WCA to successfully advocate and drive positive changes for children. These are:

- Turning data into knowledge about the status of Westchester’s children.
- Building a shared vision among community members about what children need.
- Mobilizing community members to push for changes that help children and youth thrive.

The generous support we’ve received so far has enabled us to increase our capacity to advance children’s issues, as well as to communicate more effectively.

As of March 31, 2014 we have received over $4.5M in gifts and pledges, towards our overall goal of $6.5M, with 20 months left in the campaign. It’s an exciting time of growth and change at WCA, and we’re very grateful to all our donors.

TURNING DATA INTO KNOWLEDGE

As part of our ongoing efforts to find out what children need, WCA collected data from dozens of sources. We continue to explore new ways to analyze and present data to a wider audience, including interactive data visualization tools and infographics posted on our website, social media, and on paper for distribution.

Our fact sheet, Westchester: the Next Generation, was distributed at the Legislative Breakfast on February 22nd and our Children By the Numbers 2014 data bulletin was released in January 2014. It has been distributed widely, and the original printing of 500 copies was quickly depleted. It is posted on our website, and will be reprinted by popular demand.

BUILDING A SHARED VISION

Since its beginnings, WCA has led collaborative efforts to develop common-sense solutions to problems facing children and youth in Westchester. We convene coalitions of professionals and experts to study complex issues, educate the public and build opportunities for disparate individuals and communities to work together. This year, we focused on issues such as raising New York’s age for criminal prosecution, educating the public regarding the stressors of adverse childhood experiences, increasing supports for very young children, and expanding affordable health care for children and their families.

Connecting Youth

We published a report on disconnected youth, Dreams Deferred: Reconnecting Youth to School, Work and Community, which was distributed at our March 22nd Advocacy Breakfast. At the breakfast Judge Michael Corriero spoke about the need to change New York’s treatment of 16 and 17-year-olds who commit crimes, one of the central recommendations of our report. WCA staff and Board have used the report to educate the public and policy-makers about the issues affecting disconnected youth, and to advocate for its key recommendations.

WCA staff presented this issue and our report in a web-broadcasted conversation with the Journal News Editorial Board and on a White Plains Community Access television program hosted by Susan McPherson.
On June 20th, WCA Executive Director, Cora Greenberg, appeared on a panel at the Jacob Burns Film Center with Neighbor’s Link Executive Director, Carola Bracco, to discuss the documentary *Inocente*, a film depicting the life of a “disconnected” and undocumented homeless teenager in San Diego who finds connection and confidence through art.

**Adverse Childhood Experiences**
We developed and distributed educational materials about the long-term effects of early toxic stress or Adverse Childhood Experiences (ACEs). In April, Deputy Director Allison Lake presented a workshop at the County’s Community Violence Prevention Forum, which was attended by 400 people. In the fall, we made a presentation on the effects of Adverse Childhood Experiences to the Ethical Culture Society of Northern Westchester in Ossining.

**Children’s Health**
The Affordable Care Act brought new opportunities for insuring children and families but also caused confusion. WCA sponsored a forum on “Health Reform for Children and Families” in partnership with the Schuyler Center for Analysis and Advocacy (SCAA) on February 7th, attended by about 40 representatives of child and family service agencies. At the request of the Westchester County Department of Health, WCA convened a meeting of 8 organizations that are serving as Navigators and Certified

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**Financial Profile** for 2013

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<th>Revenue</th>
<th>$1,096,400</th>
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<tbody>
<tr>
<td>Individual Contributions¹</td>
<td>564,056</td>
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<tr>
<td>Grants/Sub-contracts¹</td>
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<tr>
<td>Special Events/Products (Gross)</td>
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<td>Investment Income (Net)</td>
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<td>Other Income</td>
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<tr>
<td><strong>Total Revenue</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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<tr>
<td>Management &amp; Administration</td>
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<td>Fund raising²</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>766,126</strong></td>
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¹Includes pledges or grants receivable in future years counted as revenue in the year the pledge or grant is made.
²Includes event expenses of $37,067.
Application Counselors for the New York State of Health - Affordable Care Act Exchange on December 5th. And, on December 12th, WCA hosted a presentation for the local media about the New York State of Health - Affordable Care Act (ACA). The event featured presentations by several organizations involved with educating and enrolling participants in health coverage.

MOBILIZING FOR CHANGE
For decades, WCA has been mobilizing people and organizations throughout Westchester to be advocates and activists to improve children’s lives. In 2013 we held forums and town hall meetings to motivate and inspire action around the Raise the Age-NY alliance. We hosted roundtable discussions to explore youth empowerment, and we surveyed legislators about their commitment to investing in children and youth.

Raise the Age-NY
WCA is the county’s lead organization for Raise the Age-NY, a statewide alliance of many groups working to change the age of criminal responsibility in New York State to 18. Following our Advocacy Breakfast on this topic on March 22nd, we hosted a Roundtable Forum in May featuring Abby Anderson, leader of the successful age change in Connecticut.

We discussed the issue and its local impact with state legislators. WCA intern Randall Hayes compiled video interviews about Raise the Age-NY with local elected and community leaders, service providers and attorneys, which has been used in community forums as well as on social media and the WCA website.

WCA’s Raise the Age-NY Town Hall meeting in White Plains on October 30th was attended by more than 130 people. In December, 865 petitions collected by the Raise the Age-NY campaign were mailed to Governor Cuomo’s office. This included 104 hardcopy plus more than 100 online petitions collected by WCA, the largest number generated from any county in the state.

Youth Empowerment & Engagement
WCA helped plan and moderate a panel at the Myra Alfreds Roundtable on May 9th focused on Youth Voices and Empowerment in Shaping Public Policies and Programs.

In collaboration with Westchester County Deps. of Mental Health, Social Services, Youth Bureau, and the Westchester Youth Councils, WCA organized a youth-led brainstorming session in July. About 40 young people representing a range of leadership groups convened and discussed how to involve youth in shaping the public policies that affect their lives.

WCA invited interested teens to be “youth reporters.” Several youth-written articles have appeared and are linked to our social media accounts. Our teen reporters interviewed both candidates for County Executive on October 14th and posted the results of their interviews on their blog, extending the reach of WCA’s advocacy.

WCA - ACTIONS COUNT

$900,000 was added to the County Budget for child care subsidies

25% of messages to the governor for the Raise the Age-NY campaign were from Westchester. These comprised the largest number from any NYS county.
Vote for Kids: Electoral Advocacy

Our Child Watch Bus Tour was held on October 24th. WCA Board members and donors toured three county-funded child/youth programs. Following the tour, candidates for county office attended a reception at Sam’s of Gedney Way along with about 50 youth and staff from various programs around the county. The young people and program staff members “testified” to the candidates about the value and efficacy of their programs.

WCA released the results of our Candidate Survey at the ChildWatch reception, revealing candidates’ positions on child-related issues. Prior to the election, about 400 people viewed the on-line version of the responses, and many others saw hard-copies of the survey answers.

The County Budget

WCA was once again actively involved in the Westchester County budget deliberations. The proposed budget included support for youth services, and an addition of $900,000 for childcare subsidies for parents who earn about 200% of the federal poverty level. WCA staff and/or Board members testified at all three County Budget hearings, and provided talking points for community members who spoke. WCA initiated a campaign, encouraging voters to send messages to the County Executive urging him to accept the proposed budget. The response was strong, and the budget was accepted as proposed.

Our 2013 Interns

We’re grateful to our 2013 interns, who strengthened our work to improve children’s lives.

Marian Gryzo, PhD Candidate, St. John Fisher College
Randal B. Hayes, MPA, College of New Rochelle
Kevin Kimiadi, BA, University of MA, Amherst
Donna Vitale Ruskin, MA, Sarah Lawrence College
Rena Segall, BA, Cornell University
Claudia Yannaco, MS, CUNY School of Public Health

570 attended WCA public educational events on children/youth issues.

3,840 copies of Making Ends Meet, our updated and reprinted brochure, were distributed to working families providing essential information.

400 people read our Candidate Surveys on our website; even more hard copies were distributed.

1,700 people follow WCA on Twitter.
We gratefully acknowledge the following donors who have made multi-year pledges or planned gifts in support of the Campaign as of December 31, 2013:

Joanne Amorosi
Catherine Draper and Michael Clain
Janet and Gerald Gutterm
Fredda and Frederick Kramer
Maris and Jesse Krasnow
Kim Taylor and Thomas Kyle
Katherine S. Lobach and
Richard J. Kaufman
Dorne E. Massiah
Louise De Vel Muller
Rebecca and Arthur Samburg

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Gold Medal Advocates ($10,000+)

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Herman Goldman Foundation
Maris and Jesse Krasnow
Patricia Lanza
Open Door Family Medical Center
Edith Glick Shoolman Children’s Foundation
Sexauer Foundation
Philip and Lynn Straus Foundation
Tow Foundation

President’s Circle ($5,000+)

Linda Ellis
Janet and Gerald Gutterm
Lisina Hoch
Louise Muller
Voices for America’s Children

Patron ($2,500+)

Julia and Robert Anello
Anne Anastasi Charitable Foundation
Cornell University/Blumenthal Internship
Myrna Forney and Michael Boatman
Richard Hobish and Florence Weiner Vincent and Sally Gianatasio
Allen and Jody Greenbaum
Joseph & Sophia Ables Foundation
Lerner and Spikes, CPAs, LLP
The Westchester Bank
United Way of Westchester and Putnam

Champion ($1,000+)

Emily Aber and Robert Wechsler
American Lung Assn. of New York
Joanne Amorosi and Martin Ketels
Ellie Becker and Norm Parton
Karen Blumenthal
Children’s Village
Catherine Draper and Michael Clain
John and Marissa Gicobbe
Carey Gross
Andrew Harrison and Adrienne Weiss-Harrison
Hudson Health Plan, Inc.
Katherine S. Lobach and
Richard Kaufman
Leona Kern
Herbert and Deborah Krasnow
Thomas M. Kyle and Kim Taylor

Weca is extremely thankful to all our donors who make our work for children possible. All donations received from January 1, 2011 through December 31, 2015 will help WCA reach our Centennial Campaign goal of $6.5 million.
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For more information, please visit www.wca4kids.org  

Keyword: wca4kids