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the public and policy makers about children's needs by turning data into knowledge.

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partners from all parts of our community to build a shared agenda for young people.

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**Our Goal**
$6.5 million

**As of March 2016, more than $6.35 million has been raised**

- $1,850,000 given for WCA endowment
- 12 gifts of $100,000 or more
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**A CAMPAIGN FOR CHANGE**

470 Mamaroneck Avenue
Suite 304
White Plains, NY 10605
914.946.7676
www.wca4kids.org

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WE EDUCATE!
We analyze data, publish information and hold events to educate the public and policy makers about children’s needs. For example...
By the Numbers Data Bulletin - 1,000 distributed in 2011 and 3,000 distributed in 2016, plus thousands of online views.
Community Snapshots - 3,000 views since 2014 launch.
By the Numbers Data Blog - 12,371 views since May 2014.
Community Education from 2011-2015 - More than 1,800 attend advocacy breakfasts, community forums and presentations.
Social Media 2011-2016 - FaceBook friends rose from 47 to 500, Twitter followers rose from 600 to 2,400.

WE SECURED permanent funding for an innovative program preventing emotional and behavioral problems among young children.

THE IMPACT:
■ More than 1,000 2-4 year old children can safely remain in nurturing, educational and licensed child care programs even when experiencing emotional or behavioral difficulties.
■ Hundreds of child care staff and parents build child-nurturing skills.

WE ADVOCATED to Raise the Age of criminal responsibility in New York from 16 to 18 years of age, representing Westchester in a statewide coalition.

THE IMPACT:
■ Governor Cuomo issued important Executive Actions improving the criminal justice system for 16 and 17 year olds. On average, 1,000 16 and 17 year olds are arrested annually in Westchester County, the vast majority for misdemeanors.

WE CONNECT!
We convene and lead conversations to build a shared agenda addressing those needs. For example...
We worked with County government to effectively allocate $2 million each year for community programs serving 6,000+ young people.
We created opportunities for youth to have a voice in the development of public policies and programs that affect them, e.g. Speak Out for Youth Forum (2012), Rally for Youth (2015).
We formed a cross-sector collective impact initiative with more than 180 partners – called GPS4Kids - to realize a common vision of access and opportunity for all of Westchester’s young people.

WE ACT!
We advocate and mobilize parents, youth and concerned citizens to support effective solutions that improve kids’ lives. For example...
Between 2011 and 2015, 3,710 individuals participated in WCA-led advocacy campaigns.
Actions included petitions, letters, testimony, e-advocacy, testimony, rallies, talking with legislators, etc.

And, we’re making a BIG difference for kids!
Here are a few examples of our positive impact on children and youth over the course of the Campaign.

WE PROTECTED more than $9 million in County funding for children and youth services.
THE IMPACT:
■ We saved child care subsidies for hundreds of children from low-income families.
■ We ensured positive after-school experiences for 6,000+ students annually.
■ We supported counseling, mentoring and educational services to at risk youth throughout the County.

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Raw numbers will NEVER tell you the complete story. For example, they won’t tell you that high school graduation, which is a “given” for many people, is for others a true accomplishment and a testament of grit and persistence. Numbers cannot bear the weight of the entire story, it’s up to us to write the narrative, to draw the connections and to compel action.

- Limarie Cabrera, Director of Data Analysis

Without WCA’s work, the concerned public, youth and others would be less likely to take action. They might care about the issue, but WCA creates the means for them to channel their concern into action...

- Sarah Yergeau, Program and Policy Associate
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