

CELEBRATING

100
YEARS

WESTCHESTER
CHILDREN'S
ASSOCIATION

Children's Champions

Since 1914



STANDING FOR CHILDREN:

**A CAMPAIGN
FOR CHANGE**

**For more than 100 years,
Westchester Children's Association
has worked to ensure that every
child is healthy, safe, and prepared
for life's challenges.**

Our *Standing for Children* Centennial Campaign has helped ensure that our children will always have a strong, independent and effective voice to speak up for their needs. With the help of our donors and partners, we are building a strong future, strengthening our impact on the lives of young people – newborns, toddlers, children, teens, and young adults.

And our impact goes beyond young people. To reach our goals for kids, we engage and influence others – youth-serving organizations, government officials, affected youth, and members of the public – to make changes and take action.

**The Campaign has strengthened
three critical elements of our work:**

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

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

WE ACT to mobilize community members, civic leaders and government officials to make positive change.

**We invite you to join us –
to celebrate our victories
and to commit to working
with us toward a future in
which every child can reach
his or her full potential.**

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

15 gifts
between
\$25,000-
\$99,000

More than
1,100 gifts
under \$25,000

553 donations
from first-time
donors

WCA's Board
of Directors'
donations
exceeded
\$500,000

**We are extremely
grateful to the
many donors who
have supported our
Campaign...**

**...With special thanks to
those who have made
leadership gifts:**

Anonymous (2)
Connie A. Curran
The John P. & Constance A.
Curran Charitable Foundation
Kathryn W. Davis
The Elias Foundation
Linda Ellis
The Frog Rock Foundation
Herman Goldman Foundation
Jennifer & Bud Gruenberg
Janet & Gerald Gutterman
Lisina M. Hoch
Jesse & Maris Krasnow
Thomas Kyle & Kim Taylor
Patricia A. Lanza
Louise D. Muller
Rebecca & Arthur Samberg
The Sexauer Foundation
The Edith Glick Shoolman
Children's Foundation
Diana Davis Spencer
Foundation
Lynn G. Straus
Tow Foundation
Seymour & Kate Weingarten
Westchester Community
Foundation

A complete list of
Campaign donors can
be found on our website.

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 empower our partners working on the frontline with children, youth and families. Every time a partner leaves our table feeling connected to a broader group of like-minded people, and encouraged to spread the word or take action, our reach and impact is expanded.

– ALLISON LAKE, DEPUTY DIRECTOR

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.



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



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.

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.

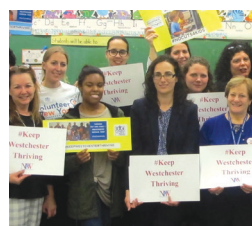
ACT NOW!

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.



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... to amplify their voices, which in turn motivates policy makers to take action to support youth and their families.

– SARAH YERGEAU,
PROGRAM AND POLICY ASSOCIATE

Children can't wait...

Children's needs must be met while they are children, youth's when they are young. Children can't wait for the political pendulum to swing their way, or for the economy to boom.

WCA makes sure they don't have to.

Whatever the future holds, children will always need champions. With your help, we will speak out fearlessly and work tirelessly to keep young people at the top of the public agenda for many years to come.

Join us!

Take action

Join our advocacy campaigns, or participate in GPS4Kids, our newest initiative that engages every sector of the community to make big changes for kids.

Spread the word

Share our social media posts, forward a petition to friends, or invite someone to a WCA event. Follow us on Facebook, Twitter and Instagram.

Stay in touch

Keep up with current issues and learn about our work. Join our mailing list at www.wca4kids.org/stay-informed.

Give

Become a monthly supporter, make a one-time gift, or leave a legacy at www.wca4kids.org/support-us.

**WESTCHESTER
CHILDREN'S
ASSOCIATION**

Children's Champions

Since 1914

470 Mamaroneck Avenue
Suite 304
White Plains, NY 10605

914.946.7676
www.wca4kids.org

Follow us @wca4kids

