Our mission is to ensure the well-being of Alabama’s children through research, public awareness, and advocacy.
A Letter from VOICES for Alabama’s Children’s Executive Director

On behalf of VOICES for Alabama’s Children, I extend my sincerest thanks and appreciation to our donors, organizational partners, and advocates for your support and commitment in 2013. Because of your partnership, we were able to impact the lives of children, reaching over one million Alabamians last year through public awareness campaigns and community presentations elevating key issues impacting children. In addition, our Alabama Kids Count Data Book, which serves as both a roadmap and benchmark for how children are doing, reached over 100,000 Alabamians and was used by over 500 individuals, organizations, and lawmakers to identify and address needs in communities throughout the state.

Not only did we make an impact through public awareness and research, but also through advocacy — the heart and soul of what we do. VOICES for Alabama’s Children continues to be a proud partner and leader in the collaboration to advance early learning among children. In 2013, we helped secure $9.4 million in additional funding for Alabama’s high-quality, voluntary pre-k program, First Class. We also joined our partners to help ensure quality K-12 education for our students by protecting Alabama’s College and Career Ready Standards.

Last year, Alabama ranked 44th nationally in child well-being according to the Annie E. Casey Foundation’s KIDS COUNT® Data Book. Although our best ranking to-date, we believe our children deserve better. In order to give them better, VOICES for Alabama’s Children has consistently prioritized high-quality early learning and K-12 education, access to health care for all children, and policies to keep our roads, child care facilities, and schools safe. We will not rest until 44th is not good enough for our children, and will continue to champion these and other causes for years to come.

The children of today are Alabama’s workforce, consumers and leaders of tomorrow. How we protect them speaks volumes about where we are as a state and most importantly where we are headed. Thank you for trusting us to be the voice for children since 1992 and we look forward to continuing the fight with your support and partnership.

Sincerely,

Melanie R. Bridgeforth, MSW
Executive Director, VOICES for Alabama’s Children

THANK YOU to our 2013 corporate and foundational donors

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The Marguerite Casey Foundation

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Huntsville Hospital
Mayer Electric Supply Company
Southern Poverty Law Center
Southeast Alabama Medical Center
Our mission is to ensure the well-being of Alabama’s children through research, public awareness, and advocacy. Read on to see how we worked toward accomplishing our mission in 2013!

RESEARCH

In 2013, VOICES for Alabama’s Children published its annual Alabama Kids Count Data Book, adding even more information, including:

- An expanded Education Profile By School System
- A detailed overview of Alabama’s First Class Pre-K Program
- The supplemental What Would It Take report revealing what it would take for each county to be No. 1 in the state in child well-being, plus a new national comparison to show how Alabama can be No. 1 in the nation
- Stories from organizations on how they are using the Data Book to make changes in their communities

The Alabama Kids Count Data Book is the only publication of its kind to document the well-being of children in each of Alabama’s 67 counties. This critical tool raises visibility of children’s issues and informs decision-making at the state and local levels. For over 20 years, organizations have used the information provided in the Data Book to identify needs in their communities and write and receive grants for millions of dollars in program support to address those needs.

PUBLIC AWARENESS

By educating others and generating awareness of the issues impacting children and the policy options to address them, we grow our advocacy network and are better able to facilitate change. During 2013:

- We spoke to over 1,400 Alabamians on issues facing our children and provided training to child advocates.
- We hosted community meetings in five different regions in Alabama touching child advocates from all across the state.
- VOICES for Alabama’s Children reached over 2 million Alabamians through TV, radio, print and online news, and social media, and revised its website, which is rich in information and resources to educate the public on various issues and policies affecting our children.

ADVOCACY

- VOICES for Alabama’s Children and our partners successfully advocated a $9.4 million increase in pre-k funding, expanding access from six to nine percent of four-year-olds. Getting children off to a good start in the early years of life can make a huge difference in their lifelong success. This is the central reason why our organization has fought for pre-k since day one and will continue to do so until every four-year-old has access.
- We helped protect Alabama’s College and Career Ready Standards (CCRS). These critical standards, which are Alabama’s K-12 academic goals designed to prepare students for life, have been under attack for years in the legislature. We advocated alongside Alabama parents, educators, business leaders and military officials to successfully block the repeal of CCRS. Our students deserve the best and can reach the goals the State Board of Education approved for them. Protecting these standards has proven to be a difficult battle, but we believe ensuring our children have access to high-quality education is worth the fight.
- We grew the VOICE of child advocates! We celebrate that in 2013, we added over 700 new individuals, organizations, and businesses to our advocacy network. Grassroots advocacy is crucial to our work. The more child advocates we have the better able we are to demonstrate our collective power to decision makers.
Tuscaloosa City Schools adopted an innovative program specifically designed to help students get back on track to graduation. Success Prep Academy is a transformational alternative secondary program, serving students that are significantly behind academically; in many cases one to two grade levels.

Many of the students in this program are in danger of discontinuing their educational services. It is the program’s mission to stop the trend of students dropping out and to create educational and career opportunities. This student population, if not served with specialized services, could potentially leave school due to a lack of credits or attendance issues or could have their services suspended due to excessive discipline infractions.

After an extensive review of the Alabama Kids Count Data Book, it became even clearer how the program would need to be designed to prevent the ongoing, increasing issues with high school dropout rates. The primary focus of the program is to improve student high school graduation rates and create post-career and graduation opportunities for students.

While at Success Prep Academy, students take part in a variety of motivational activities, including Motivational Monday (featuring various speakers), Testify Tuesday (where students can share experiences), Mental Math Wednesday (a paperless math competition), Gold Tie Ceremony Thursday (where excellent behavior, academic performance and attendance are recognized), and Free Style Friday (where students share original songs, poetry, quotes, speeches, etc.). Success Prep students leave the Academy as empowered, confident learners or, better yet, high school graduates.
Jim Ed Clayton, Executive Director of the Blount County Children’s Center, says that his organization uses the *Alabama Kids Count Data Book* as their “data Bible” when it comes to writing grants or building community support for their services.

When Mr. Clayton was hired two years ago, he began to study the demographic makeup of Blount County according to the *Data Book*, and compared that to the makeup of his organization’s client base.

“It was clear that Hispanic children in Blount County were not being adequately served,” Mr. Clayton said. “The *Alabama Kids Count Data Book* revealed that over 14 percent of our children in Blount County are Hispanic, yet less than 2 percent of our abuse allegations involve Hispanics.”

So, they began investigating. From this investigation they encountered a number of people who mistakenly assumed that Hispanic children are not abused at the same rates as white and black children. They learned that the reason many child abuse and domestic violence incidences in the Hispanic community go unreported is because of misunderstanding or mistrust of the authorities. They also discovered that most independent and governmental agencies in Blount County do not provide services in Spanish and that those that do, mostly do it via telephone — not in person.

Mr. Clayton presented this information to the Blount County Children’s Center’s board of directors. They were convinced that action must be taken. In the spring of 2013, they hired a Hispanic individual who is reaching out in creative ways to build trust and understanding within the Latino community, to let them know that the Blount County Children’s Center is here to help them.

Mr. Clayton and his organization said he is looking forward to seeing the positive results from this newly-established program.

“Thanks to the *Alabama Kids Count Data Book*, we realized a need in our community and now we are taking action to address it.”
THANK YOU to our 2013 organizational donors

100 Black Men of West Alabama
AHMREI—Alabama Healthy Marriage & Relationship Education Institute, Auburn University
Alabama Association of Child Care Agencies AGAPE of North AL
Alabama Association of County Directors of Human Resources
Alabama Association of School Boards
Alabama Family Child Care Association
Alabama Hospital Association
Alabama Outward Bound School
Alabama Partnership for Children
Alfred Saliba Family Services Center
AltaPointe Health Systems
Baldwin County Regional Juvenile Detention Center
Better Basics
Big Brothers and Big Sisters of Greater Birmingham
Birmingham YMCA
Blount County Children's Center
Blount County Schools
Boys & Girls Clubs of South Alabama
Cahaba Center for Mental Health
CAJA of Marshall County
Camp Fire Alabama
CARE House, Inc.
CASA of Colbert County
Center for Fair Housing, Inc.
Central Alabama Community Foundation
Cheaha Regional Head Start
Child Abuse Prevention Services of Tuscaloosa
Child Advocacy Center of East Alabama, Inc.
Child Advocacy Center of Mobile
Child Development Resources/University of Alabama
Child Protect
Childcare Resources
Children First Foundation, Inc.
Children's Aid Society
Children's Policy Council of Jefferson County
Children's Policy Council of Lauderdale County
Children's Trust Fund
Christian Services for Children in Alabama, Inc.
Circle of Care Center for Families
Community Action Partnership Huntsville/Madison & Limestone
Community Action Partnership of North Alabama
Community Service Programs of West Alabama
Cumberland School of Law
DCA—Department of Children's Affairs
East Alabama Mental Health
Escambia Regional Child Advocacy Center
Envision 2020
Family Guidance Center of Alabama
Family Services Center of Calhoun County
Family Success Center of Etowah County
First United Methodist Church, Montgomery
FOCAL—Federation of Child Care Centers of Alabama
GASP
Gateway
Girl Scouts of North-Central Alabama
Girls Inc. of Central Alabama
Girls Incorporated of Dothan
Head Start
Healthy You, Inc.
Heart Gallery Alabama
HIPPY Alabama
Human Development & Family Studies—Auburn University
James Rushton I Foundation
Jasper Area Family Services Center
JCCEO—Jefferson County Committee for Economic Opportunity
Junior League of Mobile
Kid One Transport, Inc.
Madison Premier Schools
Mobile Area Education Foundation
Mobile County Commission
Mobile County DHR
National Child Advocacy Centers
New Zion Baptist Church
North Alabama Center for Educational Excellence
PACT—Parents and Children Together
Pickens County Community Action Committee
Premier Schools
Regional Children's Advocacy Center, Inc.
Riverbend Center for Mental Health
S.A.F.E. Family Services Center
Sarrell Dental
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South Baldwin Chamber Foundation, Inc.
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Southern Poverty Law Center
St. Clair County Children's Policy Council
Success by 6 of UWWA
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The Center for Reproductive Medicine
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Tuscaloosa's One Place
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United Way of East Central Alabama
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## 2013 Financials

### Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Foundations</td>
<td>$350,250.00</td>
<td>77.7%</td>
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<tr>
<td>Earned Income*</td>
<td>$9,170.00</td>
<td>2.0%</td>
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<tr>
<td>Corporations</td>
<td>$45,500.00</td>
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<tr>
<td>Individuals</td>
<td>$14,436.00</td>
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<tr>
<td>In-Kind (Non-Cash)</td>
<td>$24,000.00</td>
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<td>Membership</td>
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<tr>
<td>Organizations</td>
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<tr>
<td>Interest Income</td>
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<tr>
<td><strong>Sub-Total</strong></td>
<td>$450,697.42</td>
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<tr>
<td><strong>Grant Rec'd in '12 for '13</strong></td>
<td>$98,388.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$549,085.42</strong></td>
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*Fees for services, conferences, book sales, etc.*

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>School Readiness</td>
<td>$143,243.98</td>
<td>30.9%</td>
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<tr>
<td>Public Awareness</td>
<td>$65,797.14</td>
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<tr>
<td>Kids Count</td>
<td>$160,315.71</td>
<td>34.6%</td>
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<td>Management/General</td>
<td>$27,076.72</td>
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<tr>
<td>Advocacy</td>
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<td>14.4%</td>
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<tr>
<td>Fundraising</td>
<td>$441,38</td>
<td>0.1%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$463,581.61</strong></td>
<td>100.0%</td>
</tr>
</tbody>
</table>

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