

Research
Mobilize
Serve

public
citizens for
children + youth

Children don't get a
“do-

Pennsylvanians are fortunate to have groups like PCCY fighting for their children because there is no such thing as an accident-proof child.

—Pennsylvania Lt. Governor Mike Stack

-over.”

It's up to us, as parents, as neighbors and as a society to provide all children with the building blocks they need for success including quality education, consistent and reliable healthcare, proper nutrition and a dependable support network to guide them as they grow.

PCCY is the region's leading child advocacy organization focused on putting those building blocks in place. We do that by publishing comprehensive research to expose the critical challenges our region's children face, mobilizing citizens to advocate for practical solutions that meet the complex needs of children and providing direct service to expand their horizons and improve their health. We have proven time and time again that we can create positive change for children.

Research

The Bottom Line is Children 16 Cutting-Edge Reports on Child Health, Hunger, Education and Early Learning

What we found:

- + More than 130,000 students across our region struggle to read or do math at grade level. Most of these students are in Philadelphia, but 58,000 attend public schools in the suburbs.
- + 176,000 children in our region live in poverty. Nearly 30% of the region's poorest children live in the suburbs.
- + 57,000 three- and four-year olds don't have access to publicly-funded pre-k. Almost half of the children without access to this critical smart start live in suburban communities.
- + 37,000 children in our region do not have health insurance. More than half of uninsured children live in the suburbs.

How Does Access to Child Care Affect High School Completion?

What we found:

- + Teen parents who want to return to school often languish on child care waiting lists and must navigate complicated paperwork to access child care subsidies.
- + PCCY identified 18 specific steps that the State and Philadelphia School District could take to increase access to child care so teen parents can stay in school.
- + Good news! Nearly every recommendation has been adopted and is in place.

Fifteen Days and Counting: Philadelphia Children Wait Too Long for Behavioral Health Help

What we found:

- + Children with behavioral health problems wait on average nearly a month for treatment after the initial call to receive care.
- + PCCY suggested strategies to reduce wait times, including better referral systems and raising Pay for Performance benchmarks.
- + Good news! The Department of Behavioral Health adopted many of PCCY's suggestions.

We published **21 reports** that were highly visible and influential in policy decisions.

To create a better world for every child, we must understand their most pressing needs. That's why PCCY publishes research that defines and recommends practical policy solutions.

**Performance Audit of 2014
Renewal-Seeking Philadelphia
Charter Schools**

What we found:

- + 60% of Philadelphia charters seeking renewal imposed unfair and at times unlawful barriers to student enrollment.
- + PCCY recommended that the Philadelphia School Reform Commission place conditions on charter renewal that require annual progress toward enrollment of a larger share of low-income, special education and minority students in charters as they grow.
- + Good news! The SRC adopted PCCY's recommendation to require charter schools to remove barriers.

**Helping Stem Childhood Hunger
Through the Child and Adult Care
and Food Program (CACFP)**

What we found:

- + A change in state rules made 38,000 children in family- and neighbor-run child care eligible for free federally subsidized healthy meals.
- + PCCY's fact sheets helped providers know about the new rules and start tapping the program.

**CHIP to Medicaid Transition
Recommendations**

What we found:

- + 50,000 Pennsylvania children became eligible to switch from CHIP to Medicaid to receive more robust physical and behavioral health care services.
- + PCCY offered 8 practical solutions for how state agencies could seamlessly transition children from CHIP to Medicaid.
- + Good news! As a result of this report the State agreed to ease the transition for thousands of children shifting from CHIP to Medicaid.

Mobilize

Pre-K for PA Campaign

PCCY led the formation of this trendsetting Campaign aimed at building public will for the State to make high quality pre-k available for every 3- and 4-year old.

- + Recruited 1,500 individual supporters and over 100 endorsing organizations from across the region to join the Campaign.
- + Hosted or presented at 93 public events or meetings to educate parents and community leaders about the benefits of pre-k.
- + Helped 1,300 citizens communicate to their state legislature and the gubernatorial candidates, letting them know that pre-k matters to them and they are a pre-k voter.
- + More good news! We succeeded in making pre-k a defining election issue with candidates and in the media.

Fair and Equitable Funding of Public Schools

PCCY helped launch and now leads the mobilization in Southeastern Pennsylvania for the Campaign for Fair Education Funding. This groundbreaking, broad coalition of business, labor, parent, religious and child advocacy leaders is pushing for equitable funding of public schools.

- + Organized 20 rallies and public events to call for fair funding for schools.
- + Delivered 4,000 letters written by students to their legislators.
- + Helped 5,300 citizens write or call state legislators and candidates to demonstrate the power of K-12 education voters.
- + Recruited nearly 100 constituents to make 31 visits to legislators to push for educational funding equity.
- + Trained 400 residents to be effective education advocates and presented at 30 school board and community meetings in suburban school districts to bring them up-to-date on school funding issues.
- + Good news! The State appropriated more funds for schools and created a legislative committee required to develop a new school funding formula by June, 2015.

We mobilized over **10k people** to effect change, improving the lives of our region's children.

PCCY brings together parents, teachers, researchers, practitioners, and community activists to develop timely, carefully crafted public outreach and mobilization campaigns aimed at improving children's lives.

Pushing State Leaders to Open Their Eyes to Children

After years of the State's Children's Health Insurance Program refusing to pay for replacement glasses for children if their glasses were lost or broken, the State changed its policy, because we:

- + Delivered 497 letters to the State Insurance Department urging them to change their policy and sent copies to key members of the State legislature's Insurance Committees.
- + Good news! Now, every child enrolled in CHIP can receive free replacement glasses.

Putting the Spotlight on Kids

PCCY built a creative media infrastructure for exposing the challenges our children face.

- + PCCY staff were interviewed or our reports were mentioned in 455 articles, stories or blogs, a 190% increase from FY 2013.
- + PCCY more than doubled its reach on Twitter and Facebook with 2,168 fans, a 168% increase from FY 2013.
- + 7,793 PCCY supporters received weekly, action-oriented e-news updates.

Serve

Give Kids Sight Day

Children received free eye care and glasses through PCCY's partnership with Wills Eye Hospital, Visionworks and the Eagles Youth Partnership for the 5th annual Give Kids Sight Day.

+ 1,100 children received free vision care.

Give Kids a Smile Day

PCCY recruited dental practices in Delaware County and West Philadelphia to provide a day of free dental care for children at the 11th annual Give Kids a Smile Day. Through Smile Day, 2,500 children have received dental care over the last 11 years.

+ 152 children received free dental exams and treatment.

PCCY's Child Health Watch Helpline

Child Health Watch Helpline is a lifeline for families who struggle to navigate the complicated paperwork or bureaucratic hoops of enrolling their child in Medicaid or CHIP.

+ 276 area children were enrolled in state subsidized health insurance.

+ 443 parents had their child health insurance problems solved.

We helped **5,471 children** across the region through our direct service programs.

Some children live in families or attend schools where the essential building blocks are broken or don't exist at all. That's why PCCY also works directly with many children.

PCCY's Picasso Project

The Picasso Project is PCCY's mini-grant program that provides arts education and advocacy programs to children in Philadelphia public schools.

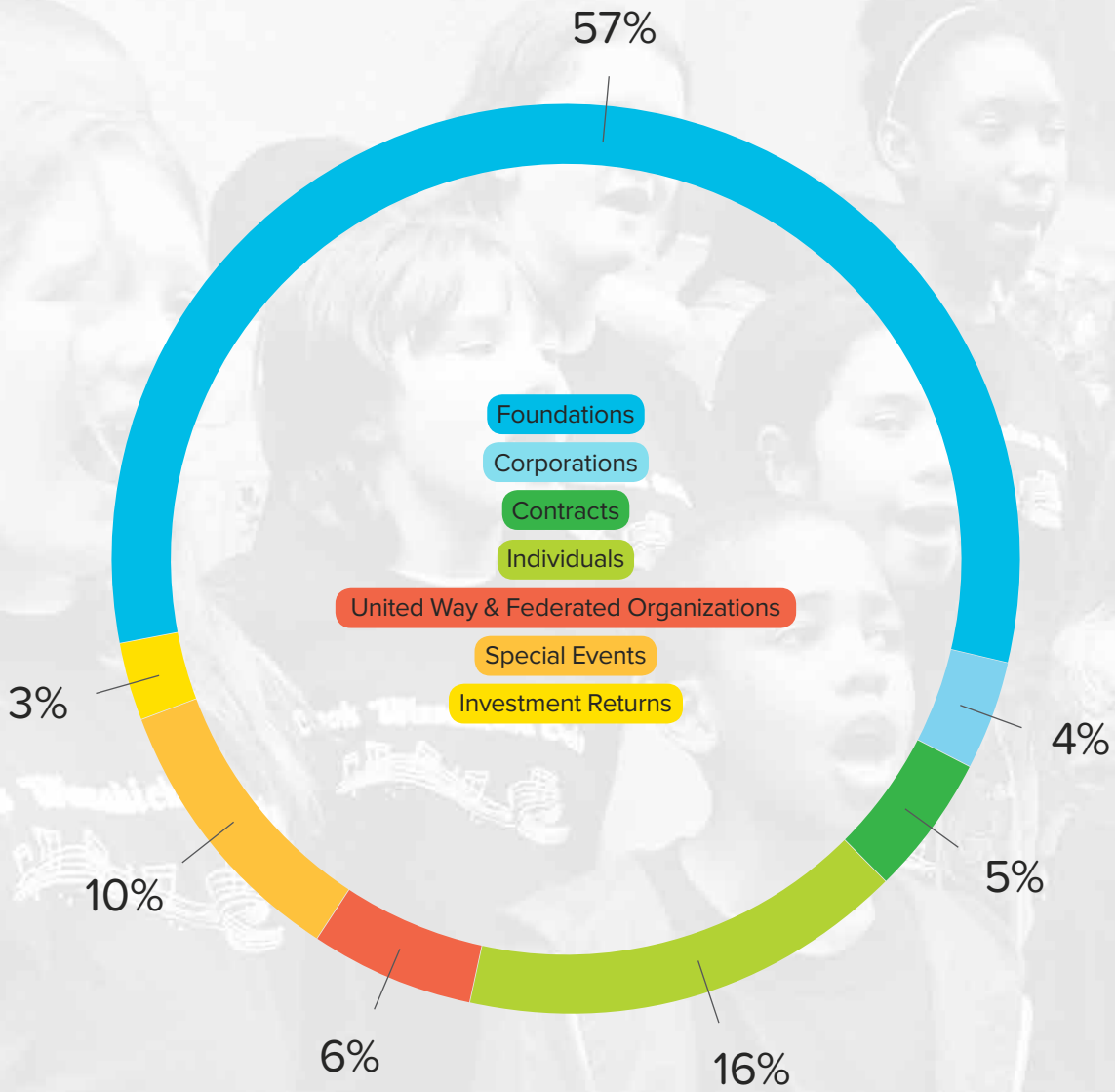
- + 3,500 students were given access to hands-on arts instruction.
- + \$60,200 in grants were awarded to 14 public schools.
- + 53 teachers partnered with 38 artists and community partners.
- + Since 2002, more than 30,000 children have received access to the arts in their school through the Picasso Project.

Pennsylvania School Breakfast Challenge

PCCY helped launch the first ever Pennsylvania School Breakfast Challenge. The challenge provided prizes to schools that increased the number of children starting their day with a healthy school breakfast.

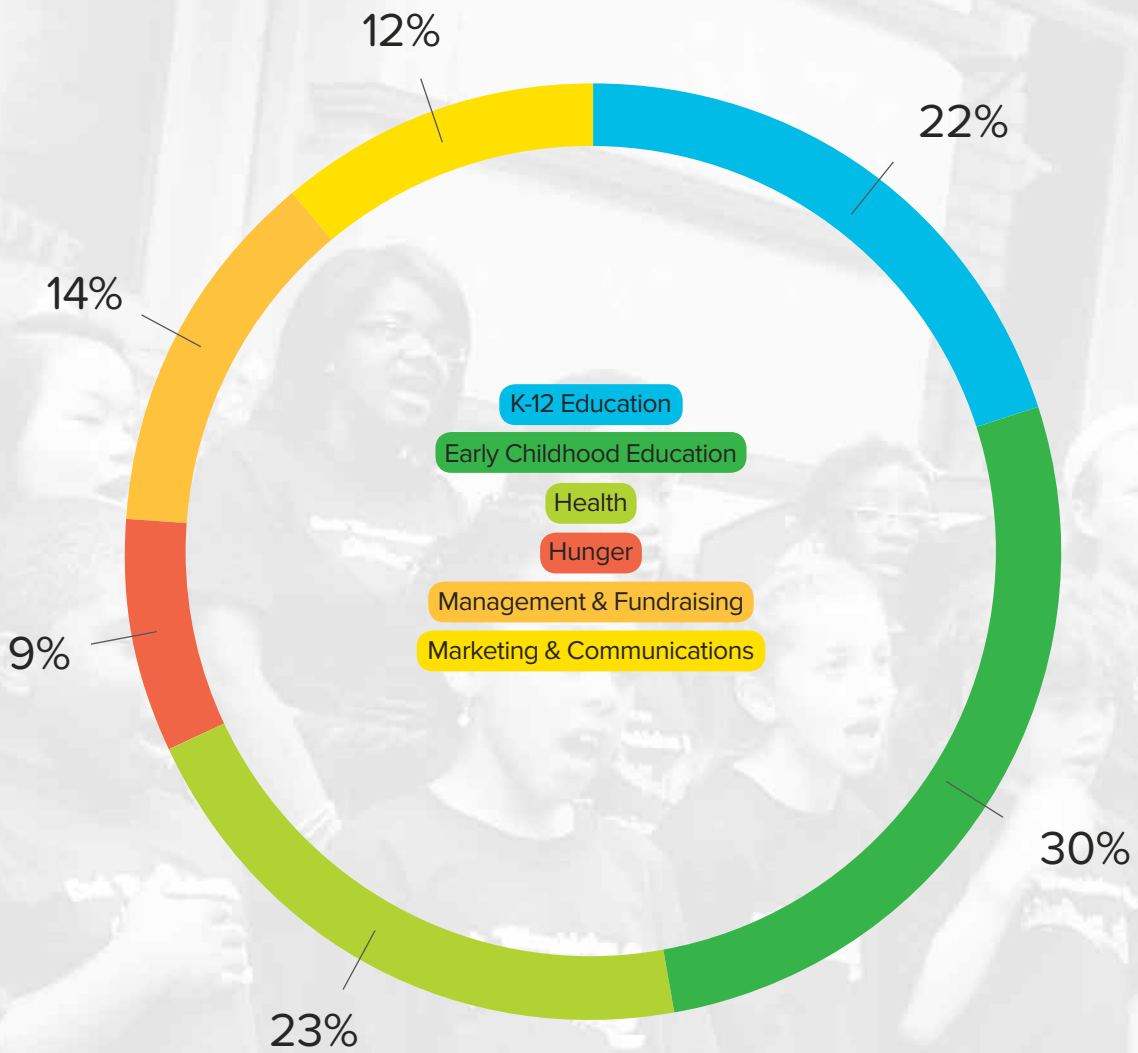
- + 1,072 schools participated in the School Breakfast Challenge.
- + In schools that improved their breakfast programs, 27% more students started their day with a healthy breakfast.

SOURCES OF FUNDS



PCCY's operating budget for FY 2014 was \$1.6 million.

USES OF FUNDS



PCCY's most recent Form 990 can be viewed online at www.pccy.org/annualreports.

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