



2013 WCCF Annual Report

Introduction from the Executive Director WCCF: Staying the Course for Kids

As the nation slowly comes out of the grips of the recession in 2008, there remains troubling news about the state of children and families in Wisconsin. Although we continue to rank relatively high overall in child well-being, that ranking hides the fact that there are tremendous disparities in well-being across racial and ethnic lines. The number of children living in poverty overall has remained slightly under twenty percent, but over 50% of black children and 35% of Latino children are growing up in poverty compared to only 11% of white children. The growing disparity in wealth/assets between families of color and white families has continued to grow, and the slow growth in the creation of family-supporting jobs is nowhere near keeping pace with the need to help build a stronger and vibrant middle class.

These disparities are but a few of the challenges to Wisconsin's economic future. And, during a time of increasing polarization about the role of government and in our political process, finding ways to shape a brighter future for the children and families of Wisconsin clearly elevates the importance of making public policy investments and decisions with an eye on the long-term health of our families and children.

Organizations like WCCF are inevitably divided by our desire to be working on positive, proactive changes to improve outcomes for children and families and the need to defend against proposals that will harm them. Finding ways to get the voice of our most vulnerable children and families into the process continually requires us to rethink our strategies, our partners, and our messages. But as we have said in the past, we can't spend much time either basking in our occasional victories or wallowing in defeat. There is always more work to do, both proactive and defensive, as political contexts and economic fluctuations will never change that. So, as we enter our 133rd year, we look forward to raising all our voices to make every kid count.

2013: The Year in Review

Budget and Taxes

The Wisconsin Budget Project continued to grow its reach and voice through 2013 on a wide range of economic issues, including state fiscal decisions and taxes. For the first half of 2013 the Budget Project was actively analyzing the Governor's budget proposal and monitoring legislative action on it. Additionally, the Budget Project produced digestible briefs on the impact of the budget proposal on a number of child/family issues of concern to WCCF, including child care subsidies, health care coverage and access, education, local aid, and importantly on low-income working families.

Following passage of the budget, further analysis about the impact on working and low-income families was clear and in many ways took us further away from what we believe will ultimately lead to a revitalized Wisconsin for all. In addition, WCCF continued to provide leadership for the Better Choices Coalition, a gathering of organizations working to promote the idea of a balanced approach to state budget challenges that includes new sources of revenue in addition to carefully targeted spending cuts, in contrast to the cuts-only approach applied in the most recent budget. And, WCCF reached out to new organizations and partners to help develop information and messaging/advocacy opportunities to engage other more non-traditional partners in advocating for a values-based fiscal policy approach.

The Budget Project website became a "go-to" source of information for many of our partners, the media, and policy makers. The Project produced 35 policy briefs/papers and nearly 500 blog posts related to fiscal/tax policy issues, all of them highlighting the importance of investing in children and families. Budget Project issues were included in nearly 140 print and/or broadcast media reports, and WCCF was contacted over 200 times to respond to media inquiries on issues related to taxes, budget, and health care policy. WCCF will continue to utilize the Wisconsin Budget Project as an active voice for children and families on fiscal policies that can help build a stronger Wisconsin.

Race to Equity

As referenced in the 2012 report, the Race to Equity (R2E) project was launched in 2012 with the support of the Annie E. Casey Foundation. The central goal of the project is to explore, measure, and analyze the extent and pattern of racial disparities on key well-being and outcome measures between African Americans and whites living in Dane County. This year, 2013, provided us with both the responsibility and opportunity to learn more about our community and ultimately share the information we gathered about disparities in Dane County.

The Race to Equity staff continued outreach into the community through our "Community Ambassadors" strategy to make sure we engaged community members who have a strong, historical stake in the well-being of our neighborhoods and can provide an authentic voice to the kinds of concerns that the numbers represent. In addition, the team continued to build

relationships with key policy-makers, organizations, and community leaders who can help provide support for how best to use the data to engage the broader public in a concerted effort to initially accept that these disparities exist and then take action toward reducing them.

Working with the YWCA in developing the 2013 Racial Justice Summit provided an excellent platform at which to first release the full Race to Equity report. Over 500 community members attended the conference, and both the report and the Summit received comprehensive media coverage that continued through the remainder of 2013 and continues to this day. The Race to Equity report has been referenced in dozens if not hundreds of media accounts, has generated substantive policy discussions at the local level, and has helped support the voice of others in the community who are taking a proactive role in addressing racial inequities in Dane County.

For too many in our community, both the range and depth of racial disparities was news to them. It is our hope that the Race to Equity project continues to help shape the nature of dialogue and decision-making in Dane County, and eventually all of Wisconsin, in a way that brings meaningful reforms to public policies and community partnerships that can turn our vision for a safe and nurturing community for **all** children to reality.

Early Care and Education

As always, WCCF provided crucial information and analysis for a wide range of stakeholders in the realm of early care and education. We continued to monitor the implementation of the YoungStar Quality Improvement Rating System (QRIS) and produced a year-end report on changes that have occurred “on the ground” as a result of implementing YoungStar.

In 2013 WCCF, working with others, turned more attention to issues related to reimbursement rates that are paid to providers through the Wisconsin Shares (subsidized child care) system. Those reimbursement rates have remained stagnant for many years, and that fact alone would challenge providers to remain fiscally viable. Coupled with efforts to crack down on fraud and abuse of the Shares system and efforts to invest to improve quality, the lack of adequate reimbursement has become an even greater challenge for providers. The result of our work in that area included two publications; one focusing simply on the impact of a seven-year freeze of reimbursement rates and one on how decisions made in the 2013-15 budget fell short of solving this problem for providers. More work and advocacy on this aspect of child care will become an even greater part of WCCF’s advocacy into 2014 in preparation for the 2015-17 state budget.

WCCF also continued to play a leadership role in the Wisconsin Early Learning Coalition in its efforts to provide a unified voice for quality early learning across the state and began a leadership role through Milwaukee Succeeds to mobilize greater community and business engagement in early childhood efforts. In addition, WCCF continued to play a key role on the Governor’s Early Childhood Advisory Council that led to a successful federal Race to the Top grant in 2012 that began implementation in 2013.

WCCF has long recognized the need for a longitudinal data system that would help track

children beginning in early childhood up through 4K-12 programs so we could continue to identify needs and evaluate the long-term effectiveness of implementing quality early child care and 4K programming. WCCF played a strong partnership role with a range of state officials and other organizations in developing tools to help train early care providers on how best to integrate anti-obesity activities into their curriculum, and WCCF led a collaboration that resulted in more consistent statewide access to credit for prior learning opportunities for early care providers so they could begin their journey to a degree and/or enhance their skills to help support higher quality experiences for children in care.

Health Care

Health care was a hot topic in 2013 as Affordable Care Act (ACA) implementation began, and choices made in Wisconsin to not create a state-based Exchange or expand Medicaid coverage. WCCF was actively involved in approximately 75 presentations to a wide variety of groups and organizations about the ACA, Medicaid expansion options, and Badger Care. WCCF produced 11 publications specifically related to these health care issues and over 70 blog posts and other social media posts providing timely information and links to other resources for our partner organizations, consumers, and policy-makers. WCCF also served as a resource for over 70 media inquiries, and WCCF staff and/or materials were cited 100 times in various print or broadcast media reports related to health care policy issues.

Amid political controversy around the ACA, WCCF's advocacy – along with others – continued to be focused on promoting policy decisions that would ensure the greatest number of Wisconsinites access to affordable, quality health care, whether through private sources or supported by public funding. This includes raising our voice to make sure that Wisconsin does not “take a step back” from our commitment to making sure that all children are covered and have access to quality care.

KIDS COUNT

The KIDS COUNT project continued to update and reorganize much of the county level data available through the KIDS COUNT Data Center, working to standardize the time frames, delete outdated data that could not be tracked going forward, and cross-checking links and data sources to help ensure that users could get the information they need from the center. The national KIDS COUNT project updated the Data Center to create more flexible and ready access to specific data queries that users might want to run, and WCCF helped produce a short primer on how local jurisdictions could use the Data Center.

A primary focus for work in 2013 was on the preparation and release of a report on [Child Poverty in Wisconsin: A Challenge to Our Future](#), a publication summarizing the concerns we have related to growing childhood poverty and disparities for children in Wisconsin. That report also contains a number of strategies and recommendations on the role that communities and government can play to reverse the troublesome trend of growing childhood poverty in Wisconsin.

Finally, our 2013 Advocacy Camp was a big success, as dozens of new and experienced advocates joined us for the daylong workshop that provided information on the state budget and process and opportunities for participants to visit his or her own state representative and senator.

Juvenile Justice

WCCF continued to play a key role statewide on juvenile justice policy and implementation of best practices. Staff continued its leadership on the Governor's Juvenile Justice Commission including training of additional counties in implementing evidenced-based practices in local jurisdictions; working with the Department of Children and Families and the Office of Justice Assistance to identify needed training for county-based juvenile justice practitioners; and ongoing focus on developing successful community-based programs for youthful offenders and status offenders.

Over the course of the year, we also produced an updated data brief on the use of Juvenile Detention in Wisconsin and a report on trends related to juvenile justice that included continued declines in juvenile arrests, juvenile court cases, and the number of youth confined. WCCF staff played a supporting role for the publication of a national report titled *The Comeback States*, a report that included Wisconsin along with eight other states as making the most significant changes over the decade that led to reduced use of confinement for youthful offenders. WCCF also contributed to national juvenile justice reforms through a leadership role on the National Juvenile Justice Network and as one of fourteen appointed members on the Federal Advisory Committee on Juvenile Justice (FACJJ), a committee charged with advising the US Department of Justice, Congress, and the President on juvenile justice issues.

Most significantly, 2013 was the year in which WCCF provided leadership for the 2nd Chance Alliance and introduction of a bill to raise the age of adult court jurisdiction for first-time, non-violent 17-year olds back to 18. Benefiting thousands of youth and reducing the likelihood of reoffending, WCCF worked with Alliance partners to secure strong bi-partisan support for the legislation, introducing it with 54 co-sponsors. Building on "raise the age" work from prior years, WCCF produced numerous policy briefs, secured over a dozen editorials from print media, and generated letters of support from prior Governors Thompson and Doyle, both of whom supported lowering the age in 1995. More information about the Second Chance proposal and support is available on the WCCF [Second Chance website](#). That work led to unanimous approval of the bill by the relevant oversight committees in both the Assembly and Senate by early 2014.

Child Safety

In 2013 WCCF's child safety work centered on improving the child welfare system, with staff continuing a leadership role of the Department of Children and Family's Child Welfare Advisory Committee, providing important feedback to the Department on child welfare issues. The Partners for Children effort initiated in 2012 continued to work on a range of issues,

including supporting cross-department efforts to improve support for youth aging out of foster care, promoting practice standards across geographic boundaries, and increasing and outreach with additional organizations and individuals to increase investments for children and families in the child welfare system.

WISCONSIN COUNCIL ON CHILDREN AND FAMILIES

CONSOLIDATED STATEMENTS OF ACTIVITIES

Year ending December 31, 2013

UNRESTRICTED NET ASSETS

SUPPORT AND

REVENUE

Grants	\$771,721
Projects, forums, and conferences	\$204,691
Contributions	\$49,954
Administrative Fees	\$23,245
Investment Return - Net	\$80,338
Other	<u>\$11,554</u>
Total Unrestricted Support and Revenue	\$1,141,503

EXPENSES

Program Services	
State Education and Public Issues	\$1,475,461
Supporting Activities	
Management and general	\$106,996
Fundraising	\$37,455
Total Expenses	\$1,619,912

NET ASSETS RELEASED FROM RESTRICTIONS

Expiration of time restrictions	\$386,472
Satisfaction of purpose restrictions	\$130,876

Change in unrestricted net assets **\$38,939**

TEMPORARILY RESTRICTED NET ASSETS

Grants and Contributions	\$226,992
Net assets released from restrictions	
Expiration of time restrictions	-\$386,472
Satisfaction of purpose restrictions	-\$130,876

Change in temporarily restricted net assets **-\$290,356**

Change in net assets	-\$251,417
Net assets - beginning of year	\$1,422,128

Net assets - end of year **\$1,170,711**

WISCONSIN COUNCIL ON CHILDREN AND FAMILIES

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Year ending December 31, 2013

ASSETS

CURRENT ASSETS

Cash	\$290,475
Promises to give	\$118,226
Receivables	\$47,407
Prepaid Expenses	\$20,037
Total Current Assets	\$476,145

Equipment - net	\$1,050
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OTHER ASSETS

Unemployment reserve fund	\$13,099
Investments	\$783,455

Total assets	\$1,273,749
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable	\$60,294
Accrued payroll	\$22,213
Provision for UC Claims	\$6,720
Refundable advance	\$13,811

Total Liabilities	\$103,038
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NET ASSETS

Undesignated	\$94,532
Designated for operating reserve	\$257,189
Designated for endowment	\$526,266

Total unrestricted net assets	\$877,987
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Temporarily restricted	\$292,724
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Total net assets	\$1,170,711
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Total liabilities and net assets	\$1,273,749
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