



Raising Voices to Make Every Kid Count

2016 Annual Report

Who We Are

The Wisconsin Council on Children and Families is a multi-issue child and family advocacy organization, providing research, policy analysis, public education and advocacy that lead to improved outcomes for children in the areas of health, economic security, safety and education. We believe that children need strong voices representing them, and so we are committed to using research, policy analysis, and public education to raise voices to make every kid count.

The mission of the Wisconsin Council on Children and Families (WCCF) is to ensure that every child in Wisconsin grows up in a just and nurturing family and community.

The Wisconsin Council on Children and Families was established in 1881 as the Wisconsin Conference on Charities and Corrections. For well over a century, the organization has focused on improving conditions for families and children through policy change, expanded public investments and public education that lead to improvements in outcomes and practices in the delivery of publicly-funded health care, education, workforce development and social services. WCCF is a private, non-profit, non-partisan statewide organization with offices in Madison Wisconsin. We have a 12-member staff and operate under the strategic guidance of a statewide board of directors made up of representatives of schools, business, local government, health care, and social service organizations.



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In 2016, the Wisconsin Council on Children and Families carried on its research and advocacy to promote policies and programs that improve the well-being of children and families across the state. Advocating for such policies remain a challenge in Wisconsin, given the current political environment within the state and throughout the nation. As the economy in Wisconsin is stabilizing after the Great Recession, investments at the state level in education, health care, and others safety net programs continues to decline. While many children and families are doing much better than they were several years ago, too many lack the opportunities they need to succeed in life, especially children and families of color. With shockingly high racial disparities, Wisconsin has a great deal of work to do with regard to the success of our children of color.

The Wisconsin Council on Children and Families cannot do the important work it does without the support of others. We are thankful for the individuals and organization throughout Wisconsin who are helping work to create a state that is great for every child and every family. Together, we can help communities thrive.

Thank for standing with us,

Ken Taylor, Executive Director



Early Care and Education

According to research, the first five years of a child's life play an enormous role in a child's development and their future success. Since most kids are in a child care or preschool setting while their parents are at work, it's critical that investments made give all children access to a high-quality early education system that provides the experiences kids need for healthy development.

In 2016, the Wisconsin Council on Children and Families continued to analyze and disseminate data related to the quality of child care programs, with a focus on the state's child subsidy program, YoungStar and working with high-level policy makers to develop strategies to improve the overall early learning infrastructure in Wisconsin. WCCF released, [Are We At a Crossroads for Wisconsin Childcare](#), which analyzed the state's Youngstar and Wisconsin Shares programs and recommended that Wisconsin adopt the Early Childhood Advisory Council recommendation to provide direct support to high-quality programs, improve child care payment rates, incentivize to maintain a quality child care workforce, and support on-going research.

Health Care

Every family needs and deserves access to high-quality, affordable health care services. People covered by health insurance are healthier, make less use of expensive emergency room services, do better in school and at work, and are more economically stable. The Affordable Care Act (ACA), enacted by the federal government in 2010, brought dramatic changes to the health care landscape, including the launch of a health insurance marketplace in 2014. The ACA played a pivotal role in decreasing the uninsured rate in Wisconsin, with great gains in rural counties and significant coverage gains for communities of color.

In 2016 [WCCF assessed the impact of the Affordable Care Act](#) and determined that the [percentage of adults uninsured in Wisconsin has gone down since its implementation](#). WCCF also released a [Native American Health Report](#), highlighting the health disparities that exist between Native Americans and their white peers.

Kids Count

[WisKids Count](#) tracks, analyzes, synthesizes, and communicates data about the health and well-being of children and families in Wisconsin. WisKids Count is a part of the Annie E. Casey



Foundation's Kids Count project, which seeks to enrich local, state and national discussions concerning ways to secure better futures for all children.

The [Kids Count Data Center](#) provides access to a wide range on data on indicators of child well-being in Wisconsin. Using the tools in the Data Center, you can easily create a profile of your county or school district.

Juvenile Justice

Many of the positive trends related to the Juvenile Justice continued into 2016, including a decline in juvenile arrests and the growth of effective community-based programs, as demonstrated [in this report](#). The numbers WCCF has compiled rebut the idea that crime is on the rise; crime continues to decline, signaling a continued need for reduced incarceration. Last year, WCCF's efforts in advocating for a [Second Chance](#) bill, legislation that would raise the age of adult court jurisdiction from 17 to 18, resulted in [legislation with 54 cosponsors](#) and bipartisan support. While it did not pass last session, WCCF is continuing to build on prior advocacy in ensuring passage of such legislation.

For National Lead Poisoning Prevention Week, WCCF produced [a report on lead poisoning](#) among Wisconsin children, which highlighted the extensiveness of and damage caused by lead poisoning of children, including its link to juvenile delinquency. Lead poisoning continues to be an issue that WCCF monitors.

WCCF staff continues to play a lead role on the Governor's Juvenile Justice Commission, directing federal resources to support system reforms and help build the capacity of local jurisdictions to deliver cost-effective youth and family services for at-risk youth and those already involved in the juvenile justice system. WCCF staff also continues to participate in the [Wisconsin Juvenile Justice Network](#) (WJJN).

Race to Equity

There are profound and persistent racial disparities in health, education, child welfare, criminal justice, employment, and income in Wisconsin, and throughout the United States. These racial disparities compromise the life chances of many children and families to grow up healthy, safe and successful. The Wisconsin Council on Children and Families' [Race to Equity](#) (R2E) project aspires to galvanize communities to narrow, and ultimately eliminate, racial disparities in Wisconsin. R2E seeks to learn from and build on prior efforts to address disparity and relies



upon the advice and guidance of leaders and residents of Dane County’s communities of color. These efforts have had a significant impact on mobilizing policy-makers, the media, and other core social institutions to find and implement solutions to the growing disparities. Since its release, the Race to Equity Report has been widely cited as a key catalyst for a remarkable resurgence of commitment, planning and action around achieving greater racial justice in the county

2016 was an important year for the Race to Equity Project. Building on the release of [the Race to Equity Report](#) in 2013, the project released the [Racial Equity Community Impact List](#), a preliminary compilation of over 125 racial equity initiatives that have been implemented throughout Dane County since the release of the Race to Equity Baseline Report. The Project also released [The Roadmap to Equity: A Two Generation Approach to Reducing Racial Disparities in Dane County](#), a comprehensive, results-based plan that identifies the actions, services, policies, system reforms and investments for the Madison Community to undertake to meaningfully address Dane County’s urgent racial inequity crisis. R2E project staff made countless presentations about equity issues throughout the community to a wide array of community organizations, policy makers, media, and faith-based groups.

The Wisconsin Budget Project

The state budget and the taxes that help finance it have a huge impact on children and families. The budget provides most of the funding for vital government services, such as education, health care, transportation, child welfare and other safety net programs. The [Wisconsin Budget Project](#) is an initiative of the Wisconsin Council on Children and Families to engage in analysis and education on state budget and tax issues in order to broaden the debate on budget and tax policy through public education and by encouraging civic engagement on these issues. The Wisconsin Budget Project works to make sense of complex budget-related issues and explain how decisions made by lawmakers help or harm people in Wisconsin.

Wisconsin has a longstanding commitment to opportunity, responsibility and community for all. However, since 2011, lawmakers have given large tax cuts primarily to the highest-earning taxpayers, while raising taxes for working families and low-income seniors. The result is that low-income taxpayers have a harder time meeting their basic needs, and Wisconsin has fewer resources to support investments in the state’s public schools, university system, and education for our youngest residents – investments that help create the building blocks for broad prosperity



and a strong economy. With a new budget to be decided on in 2017, we remain committed in ensuring a budget and tax policy that supports all Wisconsinites.

The Wisconsin Budget Project researched and published policy briefs and blogs highlighting the impact of budget decisions on many programs important to our economic future, including [economic security](#), [education](#), [health care](#), and [jobs](#).

The Wisconsin Budget Project has continued to grow as a “go to” source for media, our organizational partners, and community members for information on the impact of the state’s fiscal decisions on children and families. The Budget Project also supports “[A Wisconsin Budget for All](#)”, a proposal made by a group of diverse organizations advocating for investments and tax policies that help support our most vulnerable children and families.

Electoral Advocacy

In order for us all to be the best possible champions for our kids this past election season, we prepared a series of policy infographics broken down by issue area. These graphics served as a cheat sheet for our supporters, so they could better understand which policies to look out for in platforms and agendas of candidates up for election at every level of government (local, statewide, federal). The issues covered were:

- [Investing In A Child’s Earliest Years](#)
- [Strengthening Wisconsin’s Workforce](#)
- [A Fair Justice System for Youth](#)
- [Healthier Kids and Families](#)
- [A Level Playing Field on Taxes](#)

You can find the infographics in the [Elect Candidates for Kids](#) section of our website.



Financials



Wisconsin Council on Children and Families 2016 Budget

	Jan - Dec 16
Ordinary Income/Expense	
Income	
4306 · Grants	994,000.00
4304 · Contractual Services	105,000.00
4200 · Contributions	60,000.00
4162 · Event Income	65,000.00
4750 · Miscellaneous Income	3,000.00
4950 · Administrative Fees	23,000.00
4350 · Interest Income	2,000.00
Total Income	1,252,000.00
Expense	
5400 · Payroll Expense	1,074,000.00
5000 · Administrative and Occupancy	108,000.00
5500 · Professional Fees	45,000.00
5600 · Program Expense	17,000.00
5800 · Event Expense	8,000.00
Total Expense	1,252,000.00
Net Ordinary Income	0.00
Net Income	0.00

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