



ANNUAL REPORT 2016

PCCY public
citizens for
children + youth

**Every report, recommendation and press conference.
Every call, petition and rally.
Every smile, pair of glasses and art grant.**

**Every action creates opportunities to
help growing children succeed.
Healthy, well-educated kids make meaningful
contributions to society and make us
proud as they flourish.**

Our kids are WORTH IT.





ALWAYS WATCHING

PCCY is often the first on the scene to shine a light on emerging problems and we work to shut them down fast. We serve children directly year-round in ways that help and also demonstrate how changes in public policy can improve the lives of all children.

ALWAYS WORKING

PCCY cuts through the cluttered 24-hour news cycle and political gridlock in Harrisburg and beyond. We know that however arduous the work, however taxing our vigilance, whatever it takes, we have to get things done — **Our Kids are Worth It!**



ALWAYS WORTH IT!

With the backing of thousands of volunteers, subscribers, generous supporters and private foundations, we are able to proudly continue in the best traditions of PCCY as the leading change-maker for children and as one of the best managed non-profit organizations in the region.

Worth Researching

WORKING TO STRENGTHEN NEIGHBORHOOD HIGH SCHOOLS

Neighborhood high schools serve the majority of the city's students. The effectiveness of these schools is critical to the success of their students today and the prosperity of those students tomorrow.

PCCY published *Separate and Unequal: A Path Forward for Neighborhood High Schools*, the most comprehensive report exposing and examining Philadelphia's overburdened neighborhood high schools with key recommendations for improving student achievement.

Worth it!

Superintendent Bill Hite invited PCCY to work with his senior staff on a comprehensive high school reform plan. Implementation of much of the plan began this school year.

EVERY CHILD IN PENNSYLVANIA DESERVES HEALTH INSURANCE

The shame of denying 24,000 children access to health care pales in comparison to the terrible burden each child must bear due to circumstances beyond their control.

PCCY's *Fulfilling Pennsylvania's Promise to Cover All Kids* revealed a shocking 85% of parents of undocumented children had to delay or forgo care for their child due to lack of insurance.

Worth it!

Our research spurred the Dream Care Campaign the PCCY-led initiative to cover all kids in the state, which is building momentum and boasts impressive support by health care, community and elected leaders.

LEAD POISONING IN HOMES

While poisoned water in Flint, Michigan, swelled fears, PCCY kept the focus on lead paint in homes which research shows is the real danger for children in Pennsylvania.

We got the local governments' attention when we pointed out that in the Philadelphia region more children were being poisoned than in Flint.

PCCY used the high profile poisoning in Flint to educate federal, state and local elected officials on the urgency of lead paint exposure and policy remedies to protect the children. Our track record of successfully advocating for a City law compelling landlords to test their property for lead hazards got us a seat at the table.

Worth it!

PLEDGE FOR PHILADELPHIA'S CHILDREN

PCCY's Children's Pledge, endorsed by 29 of the city's leading child-serving organizations, was signed by every major candidate for Mayor. The pledge committed those candidates to our priorities, including directing city funding to schools, universal pre-k, and upgrades to libraries and recreation centers.

Worth it!

The Pledge worked. Mayor Jim Kenney's first budget address pushed for pre-k for all Philly pre-schoolers and investments in recreation centers, parks and libraries.



Worth Mobilizing

CAMPAIGN FOR FAIR SCHOOL FUNDING

Pennsylvania has a broken school funding system, but hard work is beginning to change that. PCCY raised awareness about the school funding crisis and increased pressure on Harrisburg to solve it by circulating petitions, organizing rallies, hosting 119 presentations that helped recruit 8,300 individual supporters and organizing 15 Harrisburg Action Days involving 480 advocates from the region.

PCCY made the case to legislators and our work helped lead to passage of a landmark bipartisan fair school funding formula in Pennsylvania.

With the fair funding formula in place, PCCY is now turning from advocacy to education.

Worth it!

Pivoting immediately to the second stage of the campaign, PCCY is teaching legislators how to leverage the formula for maximum impact for all students.

DREAM CARE

Undocumented immigrant children need a voice and PCCY is doing its part to give them one. Featuring expert testimony and highlights of PCCY's Dream Care report, PCCY convened and promoted public health forums in Chester, Delaware and Montgomery counties, helping to educate communities about the needs of their children.

Worth it!

In addition to earning strong media coverage in mainstream media and articles in health-care publications, the Dream Care campaign attracted the support of prominent groups and individuals including 62 major organizations from across the state, and its ranks are growing.



PRE-K for PA

As the lead organizing group in Southeastern PA, PCCY rallied more than 7,800 parents and concerned citizens and 200 organizational endorsers for the Pre-K for PA campaign. PCCY's pre-k supporters were a regular presence in Harrisburg and in the home districts of key elected officials, consistently sending the message of the importance of pre-k.

Worth it! PCCY's work was essential in securing an additional \$30 million in the FY 2017 state budget despite a turbulent budget environment.

SODA TAX

PCCY led the way for a groundbreaking Soda Tax campaign that made headlines around the world. By organizing neighborhood rallies, media tours of recreation centers, face-to-face meetings with Council members, op-ed articles, postcard and petition campaigns, and managing a dominant social media presence, PCCY established that Our Kids are Worth It!

Worth it! Our victory to enact a 1.5 cent per ounce tax on soda distributors means funding for 6,500 new pre-k seats, 13 new community schools, revamped recreation centers, parks and libraries. That's a real victory for kids!

PRE-K PROVIDER TRAININGS

In the wake of the Soda Tax win, PCCY organized 18 "pop-up" trainings across the city to help early childcare providers navigate the City's process to apply for pre-k expansion grants.

The imperative to ensure high-quality pre-k required a rapid response to initiate and coordinate trainings that only PCCY could provide. A total of 85 providers applied to add more than 4,000 seats.

Worth it!



Worth Serving!

PICASSO PROJECT

Bringing into sharp focus the importance of funding arts education, PCCY's Picasso Project improves learning outcomes, increases student engagement and builds a healthier school climate.

Since 2002, more than 37,000 students, 700 teachers, 186 artists and 73 community-based organizations have engaged in Picasso Projects that students describe as "life changing", "amazing" and "a source of pride."

Worth it! This year, PCCY awarded 13 schools more than \$60,000 in arts grants to bring teaching artists into under-resourced classrooms in Philadelphia schools.

GIVE KIDS SIGHT DAY

Give Kids Sight Day continues to give kids free vision care and glasses through the successful partnership we organized with Wills Eye Hospital, Visionworks, Eagles Charitable Foundation and more than a dozen organizations that comprise the Children's Vision Coalition.

Worth it! The annual Give Kids Sight Day treated 1,200 children who received free vision care and glasses. Families also learned their children were now eligible for replacement glasses, thanks to PCCY's successful campaign to change state policy.



SMILE DAY

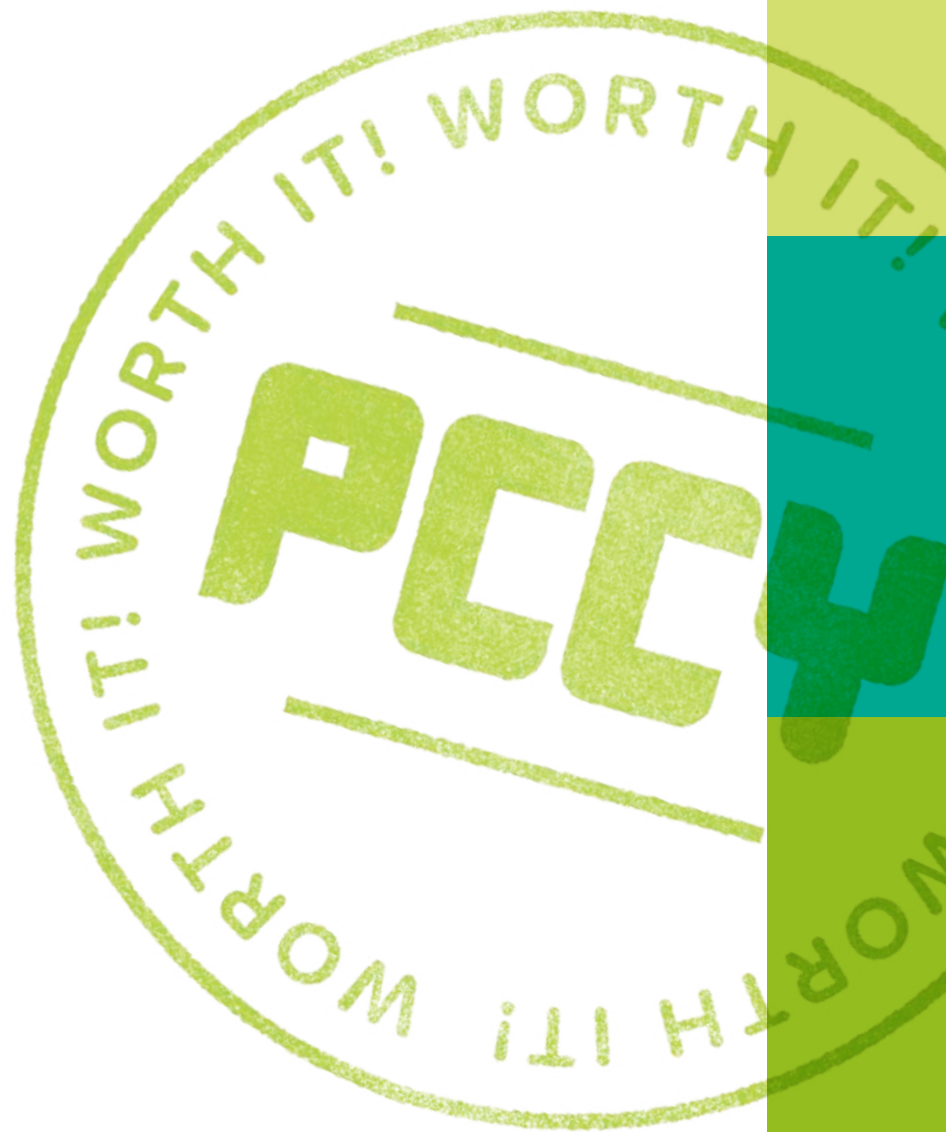
Since 2004, PCCY has recruited dozens of dedicated dentists to provide free dental care, making it possible for 3,600 children to have their teeth examined, cleaned and, where necessary, repaired.

Worth it! This year, PCCY made free dental appointments for 600 children at 22 dental practices in Montgomery, Delaware and Philadelphia counties. Nearly 70% of children served were uninsured and 37% were growing up in a household where English was not the primary language.

HELPLINE

It's complicated to sign up for health insurance and that's especially true for low-income households. PCCY's Helpline guides families through the complex and challenging public insurance system and refers children who cannot get insured to low-cost or no-cost care.

Last year the Helpline successfully enrolled about one **Worth it!** child every day in public health insurance and fielded more than 628 calls from families seeking assistance. This innovative service is helping children get insured.



Worth Investing!

Two leading non-profit ratings agencies give us top scores.



For our leadership, performance and adaptability, PCCY received a 2016 Barra Award.



AS SEEN IN
2016

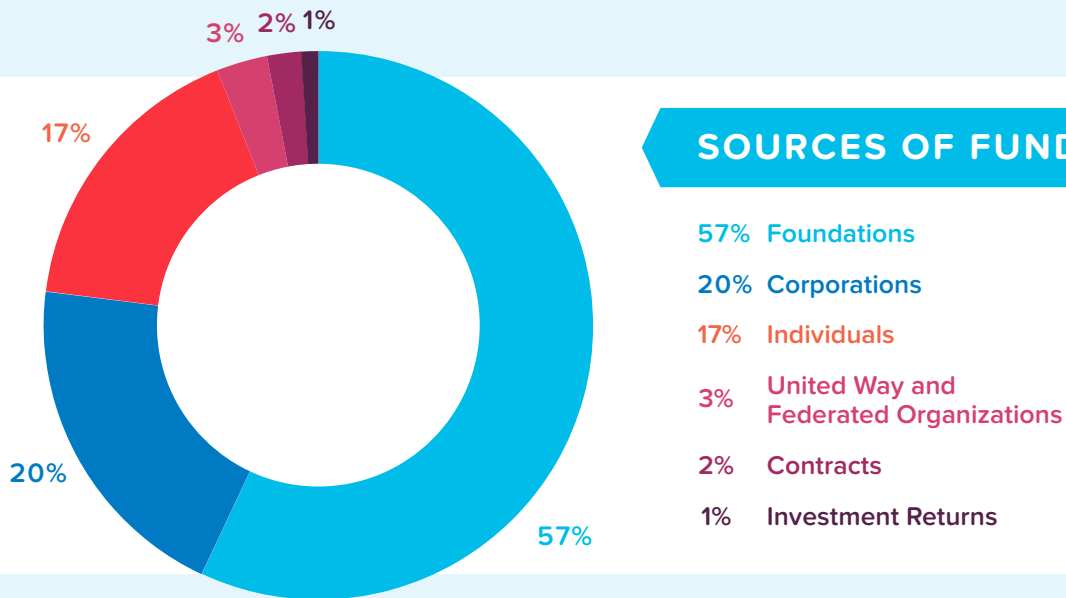
60%

MORE REVENUE...
was generated at PCCY
annual Public Citizen of the
Year Celebration.

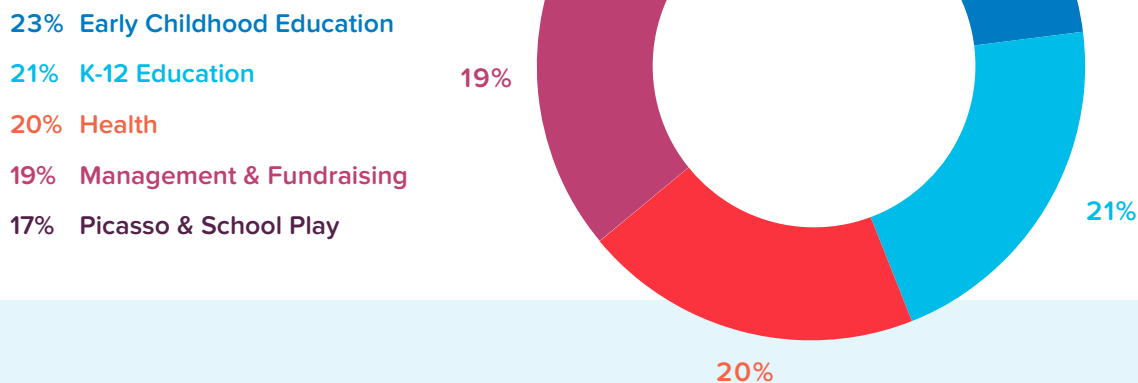
56%

INCREASE in corporate
support from the health-
care sector in honor of this
year's "Public Citizen of the
Year" Bill George — and in
recognition of our work to
improve the health of chil-
dren.

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USES OF FUNDS



* Visit www.PCCY.org to stay up to date.

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