



Investing in
Michigan's
children
is investing in
Michigan's
future.





We at Michigan's Children look at 2009 as a year in which we raised the issue of investing in our youngest and most vulnerable citizens as a key to our state's economic recovery.

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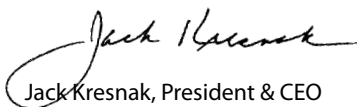
As child advocates whose credibility is made stronger because we are independent of government funding, we continuously made the case that Michigan earns a "return on investment" by ensuring that all kids grow up safe, healthy and well-educated.

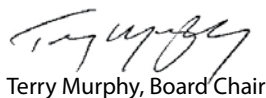
Yes, we had to "play defense" to protect funding for many proven programs that help vulnerable children because state tax revenues continued to fall as the nation's economy struggled in the midst of what would become known as the "Great Recession." And with elected officials unwilling to tackle the essential task of restructuring Michigan's antiquated tax structure, deep cuts to programs serving vulnerable children were made, including a \$263 million cut to the state's education system, the loss of 2,200 preschool slots for low-income children, elimination of funding for infant mortality programs, and a 25 percent cut to adolescent health centers.

We did still have some successes despite the dire economic picture, and that is thanks in large part to a committed cadre of advocates and to your support. Because of you, Michigan still has preschool programs for our most at-risk four-year-olds. We still have child abuse and neglect prevention for young families. We have national health care! And we are making headway in reducing the number of youths dropping out of high school.

So much is left undone though. We can do better, and we will have to do better if our children will have an opportunity to succeed in life. Please join us in advocating for the kinds of investments in children that will improve our state's economy and help thousands of kids escape a lifetime of poverty and reliance on state-supported services.

Join us by going to www.michiganschildren.org and becoming a member.


Jack Kresnak, President & CEO


Terry Murphy, Board Chair

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POSITIVE OUTCOMES IN 2009

After nearly a decade of state budget deficits, 2009 policy work continued to be dominated by Michigan's economic crisis. Michigan's Children and our partners worked to keep the needs of children and families in the forefront of budget conversations. Michigan's Children advocated directly for our policy priorities and provided information, training, and support to partners around the state to make sure their voices were part of policy decision-making as well.

Supporting Families With Young Children

Michigan's Children strengthened its efforts to ensure that all children start school ready to succeed, and to guarantee every child the education needed to move successfully into the future workforce.

- ✓ Thwarted attempts to cut funding for child care quality improvements and eliminate state funding for preschool programs for at-risk four-year-olds, the Great Parents/ Great Start program and local Great Start Collaboratives. The final 2010 budget included a 50 percent cut in the competitive program, eliminating 2,200 preschool slots for low-income children.
- ✓ Helped parents become their child's best advocates through training seminars and support to Great Start Collaborative parent coalitions.

Keeping Children Safe

Michigan's Children remained committed to keeping families intact and children safe.

- ✓ Protected essential funding for child abuse and neglect prevention for young families, and lessened the magnitude of proposed cuts for several critical prevention programs.
- ✓ Provided leadership to the Child Welfare Improvement Task Force to improve Michigan's foster care system.

Ensuring Successful Adult Transitions

Michigan's Children strengthened efforts to improve high school graduation rates, secondary school enrollment, and ultimately, the quality of Michigan's workforce.

- ✓ Supported and coordinated advocacy efforts of coalitions around the state working to improve graduation rates for young people.
- ✓ Advanced education reform efforts by engaging local and national partners in discussions at the state level, and promoting better partnerships between education, workforce development, post-secondary institutions, mental and behavioral health, youth development organizations and other community resources.

Improving Children's Access to Health Care

Michigan's Children celebrated successes guaranteeing that all children are insured and have access to health care.

- ✓ Provided leadership and coordination to Michigan advocacy efforts supporting National Health Care Reform that resulted in the reauthorization and expansion of the Children's Health Insurance Program, allowing Michigan to expand coverage to the more than 160,000 vulnerable uninsured children.
- ✓ Protected funding in Michigan's budget for health promotion and prevention programs, including poison control, adolescent health centers, and school health curriculum.



facebook

YouTube

MICHIGAN'S CHILDREN WEB SITE AND NEW "SOCIAL LIFE"

Michigan's Children continued to strengthen electronic communications in 2009, garnering an average of 8,549 new visitors checking out our website (www.michiganschildren.org) each month, and an average of 5,473 page hits daily. 562 new people subscribed to the **e-bulletin**, bringing the total number of subscribers to 2,227.

Michigan's Children entered the world of social media by launching a **Facebook** fan page and a dedicated channel on **YouTube**.

Our Facebook page is frequently updated with info on current affairs and upcoming events, action alerts and new publications. Fans of the Voices for Michigan's Children Facebook Page also are able to provide feedback to Michigan's Children and comment on postings. Our page has 900 fans. Become one today!

Visitors to www.youtube.com/michiganschildren can watch video from youth forums, legislative events and fundraisers. Michigan's Children also has been utilizing the channel as an advocacy tool by showcasing videos highlighting key issues and programs threatened by state budget cuts and pairing them with Action Alerts encouraging viewers to contact legislators and media outlets.

www.michiganschildren.org

COMMUNITY ENGAGEMENT

Community Trainings

Michigan's Children conducted 14 advocacy trainings throughout Michigan for more than 600 professionals, parents and young people who now better understand how the state budget affects children and families, and how to be effective advocates on issues of concern to them and their communities.

Budget Push

In response to threatened state budget cuts to programs serving children and families, Michigan's Children participated in rallies and press conferences at the Capitol, published several opinion articles in newspapers statewide, issued public statements, and initiated email and letter-writing campaigns to Gov. Granholm, legislators and newspapers.



Detroit Kidspeak 2009

Michigan's Children hosted a KidSpeak forum in October at Detroit City Hall where 40 youths from area neighborhoods helped to shape public policy by sharing their thoughts and concerns on education, foster care and school safety with local and state policymakers.



Jack Kresnak and singer-songwriter Paul Simon advocated for health care reform at an event on the West Capitol lawn in September 2009.



Advocacy Videos

Michigan's Children produced two short videos with interviews of Michigan parents discussing the impact of state budget cuts on their children and families. We emailed the videos to media, legislators and community partners, and posted them on our website and YouTube channel.

Youth Voices Changing Public Policy

Seven Youth Voices Changing Public Policy forums were held throughout the state in 2009, brought together by Michigan's Children along with several community partners to allow policymakers to experience programs helping youths first-hand. Forums were held in Kent, Ingham, Jackson, Macomb, Muskegon, Oakland, and Wayne Counties.

Media Outreach

Michigan's Children continued to expand outreach to media, issuing 26 press releases and statements in 2009, and publishing 8 opinion articles/guest columns in newspapers statewide. The efforts resulted in Michigan's Children being quoted in more than 30 news stories in newspapers, blogs, radio and television stations representing every media market in Michigan.

Dropout Prevention

Michigan's Children facilitated a series of presentations about the state's dropout crisis to the House Education Committee as it considered reforms to improve education success. Presentations were conducted by President & CEO Jack Kresnak, and Andrew Moore, Senior Fellow for the Institute for Youth, Education and Families at the National League of Cities.

Kids Count in Michigan

As a partner in dissemination and public policy advocacy related to the Kids Count project, Michigan's Children worked with policymakers and local communities throughout 2009 to use the data reviewing child well-being in all 83 counties to improve planning and decision-making about children's services.

Publications

In 2009, Michigan's Children produced:

21 editions of **Budget Basics**, providing detailed analysis and recommendations regarding State of Michigan budget proposals and decisions affecting children and families

11 **Action Alerts** requesting action on state budget issues, legislation, and federal health care reform

11 **Focus on Michigan Communities reports** highlighting innovative activities taking place in communities to improve outcomes for kids, including the Youth Master Plan of Grand Rapids, dropout prevention efforts in Kalamazoo and Oakland Counties, the Jackson Legacy Scholarship and College Access Center, and a family therapy program in West Branch

9 **Issues for Michigan Children reports** examining public policy issues affecting children and youths, including truancy, kinship legislation, foster care, gang prevention, and the governor's State of the State Address

Michigan's Children also released and distributed:

- *Never Again: Michigan's Babies, Toddlers and Preschoolers on the Precipice*
- *Kids Count in Michigan 2009: Place AND Policy Matter to Kids and Families*
- *Who Represents Me in Detroit?*
- *The 2009 State of the State Address: Implications for Children and Families in Michigan*
- *Reforming Michigan's Education System to Better Serve Children, Families and Communities*
- *A Snapshot of High School Graduation in Michigan*

FUND DEVELOPMENT

Despite the nation's continuing economic recession and Michigan's struggles as one of the states affected most, Michigan's Children has been extremely fortunate to receive the continued support of many foundations, businesses and individuals, as well as to add to its roster of support a few new ones.

Annual Appeal and Investor Campaign

Our Annual Appeal and Investor Campaign secure new donors and champion individual and corporate investors. These assets allow us to better plan and match long-term efforts to available resources, keep fundraising costs to a minimum, and focus on the advocacy work we do on behalf of children.

Heroes Night 2009

Our sixth annual Heroes Night was held May 5, 2009 at the Lochmoor Country Club in Grosse Pointe Woods. The event honored the Cynthia and Edsel Ford for their community and philanthropic work, which has made Michigan a better place for children. Special recognition was given to Veda Thompkins, who has been the driving force behind "Families on the Move," a grassroots effort to support foster and adoptive parents in the Detroit area.

More than 100 people attended the special event, raising more than \$51,000 to support the work of Michigan's Children.

Heroes Night celebrates individuals, businesses and organizations whose community involvement and contributions have positively impacted the lives of children and families in Michigan. The honorees through their concerns, interests and actions have demonstrated a genuine commitment to the welfare of the children of our state. Heroes Night also provides a valuable opportunity to raise awareness of children's issues within the business community and general public while raising funds to support that work of Michigan's Children as the only statewide and independent voice in Michigan for children and their families.

We gratefully acknowledge our 2009 Heroes Night sponsors:

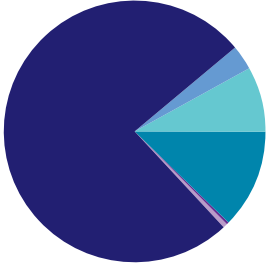
Blue Cross Blue Shield Blue Care Network of Michigan, Accident Fund Insurance Company, Children's Hospital of Michigan Foundation, PVS Chemicals, MGM Grand – Detroit, Michigan Health & Hospital Association, Michigan Education Savings Program, Michigan Education Trust, Midwest Health Plan, Pentastar Aviation, Skillman Foundation, Detroit Free Press, I.U.O.E. Local 324, Michigan State Medical Society, Michigan Education Association, Miller Canfield, UAW Michigan CAP Council, U.F.C.W. Local 951 Foundation, Henry Ford Health System.



2009 Heroes Cynthia and Edsel Ford

2009 INCOME

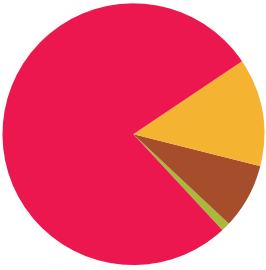
\$648,677 TOTAL



Grants	\$492,668
Programs	\$20,000
Contributions	\$52,679
Special Events	\$79,068
Interest	\$1,927
Miscellaneous	\$2,335

2009 EXPENDITURES

\$789,636 TOTAL



Programs	\$613,798
Fund Development	\$105,528
Administration	\$62,044
Lobbying	\$8,266

2009 STAFF

Jack Kresnak
President & CEO

Patricia Sorenson
Vice President of Policy

Michele Robotham Corey
Director of
Community Advocacy

Alicia Quintero
Policy & Outreach Associate

Angelique Day
Outreach Associate

Chuck Calati
Director of Development
& Operations

Kali Montgomery
Office Assistant

FUND DEVELOPMENT – continued

Much Ado About Something Wonderful

In December 2009, Michigan's Children legislative recognition benefit brought together the governmental affairs community and distinguished legislators who help us strive toward our vision of making Michigan the best state in America to be a child. The tenth annual **Much Ado About Something Wonderful** at the Country Club of Lansing honored Justice Elizabeth Weaver, Sen. Gretchen Whitmer, Sen. Roger Kahn, Rep. Tim Melton, Rep. Richard Ball, Rep. Rashida Tlaib, and Rep. Tonya Schuitmaker.

For the second year in a row, Michigan's Children also awarded the "Kevin A. Kelly Child Advocate Award" to someone outside the Legislature but never far from its rotunda. Recipients of this special honor share the passion displayed by Mr. Kelly, a long-time board member and friend to Michigan's Children, to make Michigan a better place for children and families. The 2009 honoree was Thomas J. Cleary, a friend and mentor of Mr. Kelly with an extensive record of service to poor families and children in the Lansing area through St. Vincent Catholic Charities and the Greater Lansing Food Bank.

The event raised more than \$23,500 to support the work of Michigan's Children.

We gratefully acknowledge our 2009 Much Ado sponsors: DTE Energy, Dean Transportation, HealthPlus of Michigan, Michigan Association of Health Plans, Michigan Association of Broadcasters, Delta Dental, the Michigan State Medical Society, and Michigan Health & Hospital Association.



Jamie Kelly presents the Kevin A. Kelly Award to Thomas J. Cleary

MuchAdoAboutSomething

wonderful

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Grants

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Voices for America's Children

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Cecil Angel
Gail Bagale
Barbara Banet
Kathryn L. Beard
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Delois & Wilson Caldwell
Andrew Cleary
Linda & Robert Cleary
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Detroit Parent Network
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Voices for
**Michigan's
Children**

michiganschildren.org

Michigan's **children**
are Michigan's **future–**
help us ensure a **bright** one.



Michigan's Children is an independent organization that accepts no government funds. We rely solely on foundation grants and contributions from individuals and corporations to support our work.

To learn more about our programs and how YOU can be a voice for children, contact Michigan's Children.

Please call:

517.485.3500 or 1.800.330.8674

Email: info@michiganschildren.org

Or visit our website:

www.michiganschildren.org



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