

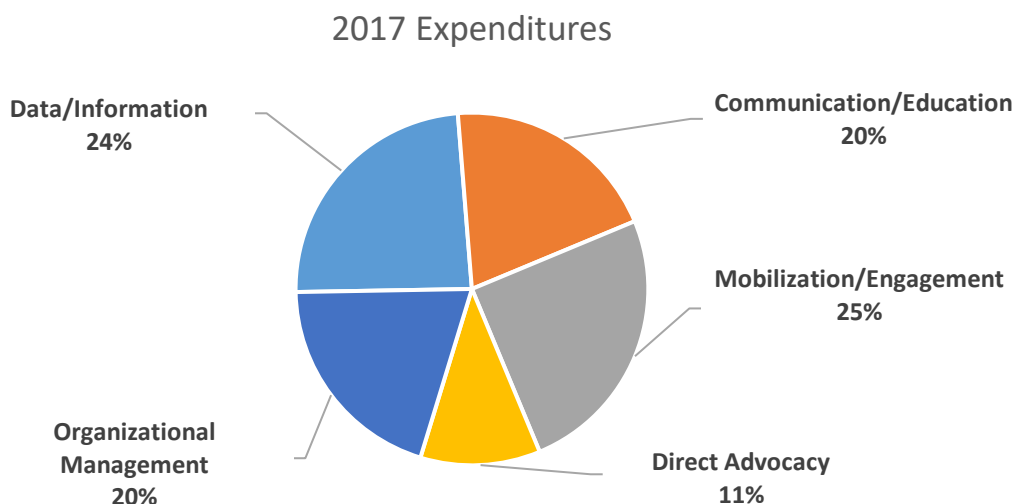


## Supporting Michigan's Children and Families for over Two Decades

As a statewide leader in shaping policy and public opinion regarding children, youth and families facing the greatest challenges, Michigan's Children's is dedicated to stewardship and development of its resources in order to continue our work for better outcomes for kids into the future. We operate with a lean budget of just over half a million dollars and make the most of each dollar. An independent nonprofit with a permanent staff of four and access to skilled interns and contractors when needed.

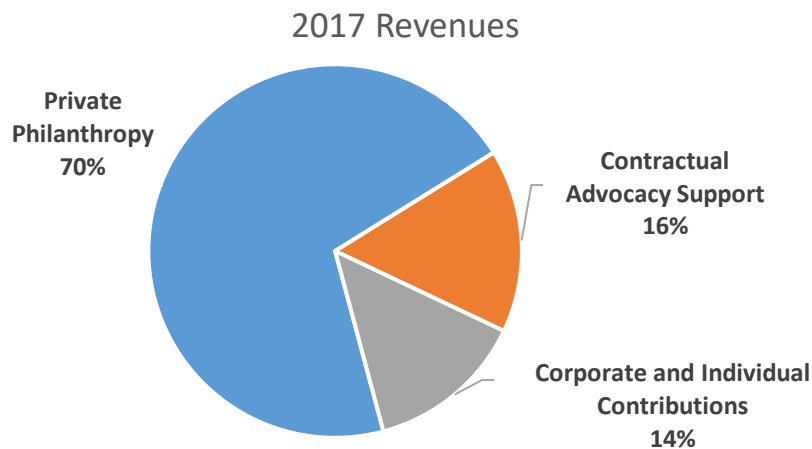
**What does our money pay for?** We influence public policy by working to gather support from policymakers, building public will on critical issues, and activating constituents to influence their elected officials. This falls into five areas of work:

1. **Data, information and policy analysis**, which allows our staff to maintain expert knowledge in the field, monitor quality program practices, assess policy impact and identify policy solutions and strategies.
2. **Strategic communications and education**, which allows our staff to produce and disseminate nonpartisan information using print, electronic, broadcast and social media.
3. **Mobilization and community engagement**, which allows our staff to create and support champions; identify, engage, and educate community advocates; and leverage strategic opportunities for collective action.
4. **Direct legislative and administrative advocacy**, which allows our staff to develop relationships with officials and staff; educate and influence policymakers; and connect others directly with decision-makers.
5. **Effective organizational management**, which allows Board and staff to build effective leadership; strengthen our business model, including fund development strategies; and strengthen internal systems and practices.



**Where does our money come from?** Michigan's Children has attracted foundation and corporate dollars from reputable organizations, hosted an annual fundraiser to celebrate Heroes for Michigan's Children, and in 2017 expanded our efforts to create a reliable funding stream from individual donations as well. Our 2017 Heroes Night at the MGM Grand in Detroit featured Honoree Tonya Allen.

Also in 2017, we exceeded last year's Kids' Cup Challenge total, taking advantage of heated in-state college rivalries, and launched a Giving Tuesday appeal that accomplished our goal of bringing new donors to the organization. Michigan's Children remains committed to expanding its funding sources to ensure its viability and staying power.



**Ending Net Assets: \$278,407.01**

**Core 2017 Supporters**

W.K. Kellogg Foundation  
 The Skillman Foundation  
 Ethel and James Flinn Foundation  
 Michigan Assoc. of Health Plans Foundation  
 Annie E. Casey Foundation

Alliance for Early Success  
 Rollin M. Gerstacker Foundation  
 America's Promise, First Focus  
 Ralph L. and Winifred E. Polk Foundation

**Heroes Night 2017 Sponsors**

Community Foundation of Southeast Michigan  
 AnLaan Corporation  
 Bank of America Charitable Foundation  
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 Greektown Casino/Hotel  
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Michigan Association of Health Plans  
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 Rivet Community Fund  
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## Individual Champions

Brian Armstrong  
Kimberly Blankenship  
John and Nancy Colina  
Mary DeYoung-Smith  
Michael Foley

Denise Hartsough  
Cindy Johnson  
William Long  
Maria Mitter  
John Ziraldo

**The Time is Now to Become a Continuing Donor.** Children don't have high paid lobbyists or super PACs looking out for their best interests in Lansing or in Washington, D.C. But they do have us.

Help raise child, family, and caregiver voices by becoming a continuing donor to Michigan's Children! Help us remain an independent, non-partisan voice working to ensure that public policies are made in the best interest of our children, our future by making an [online commitment](#).

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