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.

### 2017 Expenditures

- **Data/Information**: 24%
- **Communication/Education**: 20%
- **Mobilization/Engagement**: 25%
- **Organizational Management**: 20%
- **Direct Advocacy**: 11%
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
- Black Family Development, Inc.
- Blue Cross Blue Shield of Michigan
- Bridgewater Interiors
- DTE Energy Foundation
- DTE Energy Corporate Services LLC
- General Motors
- Greektown Casino/Hotel
- Huntington National Bank
- MAX Docks Systems
- MGM Grand Detroit
- Michigan Association of Health Plans
- PNC Bank
- Rivet Community Fund
- The Skillman Foundation
- United Way for Southeast Michigan
- Univ. of Michigan, Foundation Relations
- Wayne State University
- Aaron Beckett
- George Stage, III
- Tony Stamas
- Diana Wong-Millette
- Terry & Leslie Murphy
- Kurt and Karen Strehlke
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.