



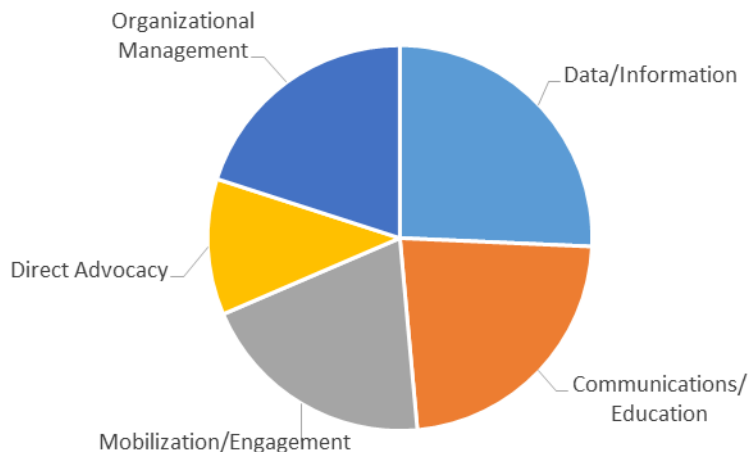
## Supporting Michigan’s Children and Families for Two and a Half Decades

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:

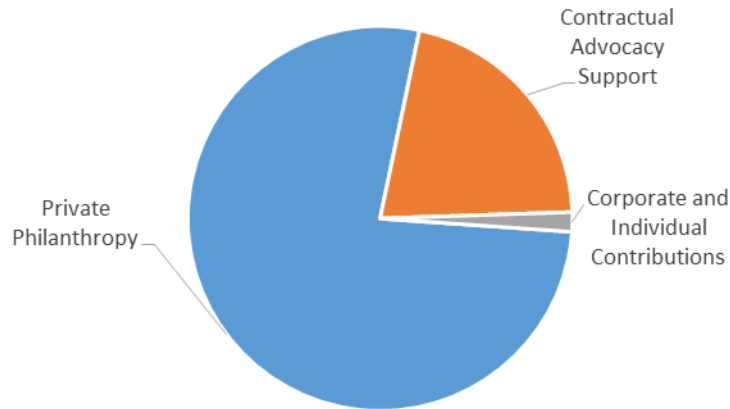
1. **Data, information and policy analysis**, which allows our staff to maintain expert knowledge in the field, monitor quality program practices, assess policy impact and identify policy solutions and strategies.
2. **Strategic communications and education**, which allows our staff to produce and disseminate 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.

2018 Expenditures by Category



**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 2018 expanded our efforts working toward a reliable funding stream from individual donations as well. Our 2018 Heroes Night at the MGM Grand in Detroit featured Honoree Juliette Okotie-Eboh. Michigan’s Children remains committed to expanding its funding sources to ensure its viability and staying power.

2018 Revenues by Source



**Core 2018 Supporters**

The Skillman Foundation  
W.K. Kellogg Foundation  
Community Foundation of Greater Flint  
Ralph C. Wilson Jr Foundation  
Ethel and James Flinn Foundation  
Annie E. Casey Foundation

Michigan Assoc. of Health Plans Foundation  
The Children’s Trust Fund  
Rollin M. Gerstacker Foundation  
Annie E. Casey Foundation  
Alliance for Early Success  
First Focus

**Corporate and Individual Champions**

MGM Grand  
Blue Cross Blue Shield of Michigan  
Bank of America  
Terry & Leslie Murphy  
Shaun Wilson  
Mary Ludtke

**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](#).