

Because powerless children need powerful voices

2009 Annual Report

VOICES is a 501(c)(3) non-profit organization.



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Our Mission

VOICES for Alabama's Children seeks to ensure the well-being of Alabama's children through research, public awareness and advocacy. Our vision is that all of Alabama's children will be safe, healthy, educated and secure in order to reach their potential.

To accomplish this mission, VOICES:

- ▶ Researches current child well-being. VOICES' research becomes the benchmark for knowing what we need to address to help our children.
- ▶ Creates public awareness to help citizens understand how important the well-being of all Alabama's children is to our state, and what's at stake if we don't ensure it.
- ▶ Represents children at the Alabama Legislature. VOICES works for child-friendly public policy that will result in safer, healthier, better educated and more economically secure children. These children will be our work force, consumers and community leaders of the future.

A Powerful VOICE for Powerless Children

THANK YOU is not enough to say to the many generous donors who supported the work of VOICES for Alabama's Children in 2009, some for the first time and others consistently since our earliest years.

For nearly 20 years, VOICES for Alabama's Children has been on the forefront of the issues most important to children and families in Alabama, from children's health and safety to early care and education to juvenile justice and family economic security. Employing our strategies of research to create a sound factual basis for our work, communication of issues and solutions, and advocacy for policy and programs, VOICES was again in 2009 a powerful voice for powerless children.

2009 Highlights

Public Awareness: VOICES...

- Spoke directly to more than 2,000 Alabama citizens about critical children's issues, advocacy and how citizens can make a difference
- Appeared on TV and radio talk shows reaching thousands of additional Alabama citizens
- Wrote op-eds and supplied information for news articles that reached more than 979,000 readers of newspapers statewide
- Developed and disseminated 10,000 brochures on child care to help parents make important child care decisions in a state where not all child care is regularly inspected
- Maintained a resource-rich website that is the #1 source for providing factual, comprehensive information on Alabama's children
- Initiated communication through Facebook and Twitter reaching out through growing social media networks and providing instant information to media and others
- Sent regular updates during the legislative session, providing Alabama's **only** source for tracking legislative activity related specifically to children and family issues
- Developed and disseminated the Children's Legislative Report, cutting through the clutter of more than 2,000 bills to provide the **only** summary of legislative action specifically related to children and families
- Hosted six regional meetings in conjunction with the Alabama Department of Children's Affairs to help local child advocates better understand the impact of changes in the state's juvenile justice law and how to better utilize Alabama Kids Count information to move their communities forward. More than 500 community members attended the sessions.

- Hosted the annual Alabama Kids Count Conference giving advocates exposure to national experts in strategic framing of messages on social policy as well as the opportunity to network with one another
- Hosted a rally calling on citizens and policy makers to "Step Up for Kids!" The rally brought together more than 60 organizations speaking together for children.

Research: VOICES...

- Conducted focus groups to determine the level of public awareness on the lack of inspection of all child care in the state and what changes citizens would support. This work provides a critical foundation for shining a light on the growing problem of uninspected and potentially unsafe and unhealthy child care.
- Completed a two year study on the level of citizen understanding of Alabama's tax system
- Published the annual Alabama Kids Count Data Book with enhanced information for each county

Advocacy: VOICES...

- Protected funding for state supported high-quality pre-k in a very difficult budget year
- Identified \$817,000 in local funding for child care that the Alabama Department of Human Resources used to draw down \$1.6 million in federal funds, thus providing approximately 1,000 low-wealth families with affordable child care
- Through a commission proposed by VOICES, worked with legislators and agency representatives to develop recommendations to strengthen the Alabama Network of Family Resource Centers



Thank You to our 2009 Supporters

Corporations & Foundations

Director's Circle (\$50,000 and up)
 The Annie E. Casey Foundation
 The Marguerite Casey Foundation
 The Mary Reynolds Babcock Foundation

Champion (\$20,000- \$49,000)
 The Caring Foundation
 Russell Corporation

Benefactor (\$10,000- \$19,999)
 Alabama Power Company
 Alabama Power Foundation

Sustainer (\$5,000- \$9,999)
 BE&K / KBR
 Blue Cross and Blue Shield of Alabama
 Children's Health System
 The Daniel Foundation
 Summit America

Patron (\$2,500- \$4,999)
 Colonial Properties Trust
 Stephens Foundation

Partner (\$1,000- \$2,499)
 Alabama Civil Justice Foundation
 Brasfield & Gorrie
 O'Neal Steel
 The Hobbs Foundation
 The Kiwanis Club of Huntsville

Friend (\$500- \$999)
 Southern Poverty Law Center

Member Organizations

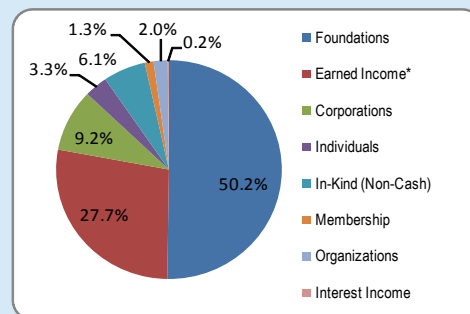
AL Assn. of Child Care Agencies (AACCA)
 AL Assn. of County Directors of Human Resources
 AL Assn. of School Boards
 AL Assn. of School Nurses, Inc.
 AL Department of Human Resources
 AL Hospital Association
 AL Network of Children's Advocacy Centers, Inc.
 AL Partnership for Children
 AL Professional Society/Abuse of Children (ALPSAC)
 AL Public Television
 American Academy of Pediatrics, AL Chapter
 Autauga County Family Support Center
 Baldwin County Regional Juvenile Detention Center
 Boys and Girls Clubs of Greater Lee County
 Boys and Girls Clubs of South Alabama
 CAJA Court Appointed Juvenile Advocate Program
 of Madison Co.
 CAJA of Marshall County
 CARE House, Inc.
 Child Advocacy Center of East Alabama, Inc.
 Child Protect, Children's Advocacy Center
 Children First Foundation, Inc.
 Childcare Resources
 Childhaven, Inc
 Children's Aid Society
 Christian Services for Children in Alabama, Inc.
 Circle of Care Center for Families
 Coffee County Family Services Center
 Community Action Partnership

Community Service Programs of West Alabama
 Family Services of Calhoun County
 Family Success Center
 Gateway
 Glenwood, The Autism & Behavioral Health Center
 of Alabama
 Heart Gallery Alabama
 Jefferson County Committee for Economic Opportunity
 Junior League of Birmingham
 Junior League of Mobile
 Kid One Transport, Inc.
 Mobile County DHR
 Montgomery S.T.E.P. Foundation
 North Alabama Center for Educational Excellence
 Parents and Children Together (PACT)
 Partners in Education
 Pickens County Community Action Committee/
 Community Development Corporation
 Premier Schools
 River Region United Way
 Riverbend Center for Mental Health
 S.A.F.E. Family Services Center
 The Children's Policy Council of Jefferson County
 Tuscaloosa's One Place, a Family Resource Center
 United Way's Success by 6
 Wilcox County Board of Education
 YWCA of Central Alabama
 Youth Programs of South Alabama

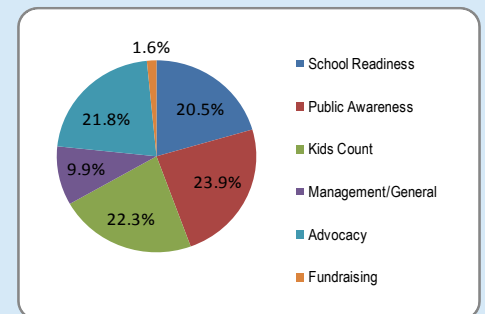
2009 Financial Information

Revenue		
Foundations	\$ 255,000.00	50.2%
Earned Income*	140,509.58	27.7%
Corporations	46,500.00	9.2%
Individuals	16,909.00	3.3%
In-Kind (Non-Cash)	31,000.00	6.1%
Membership	6,500.00	1.3%
Organizations	10,300.00	2.0%
Interest Income	887.71	0.2%
Sub-Total	\$ 507,606.29	100.0%
Grant Rec'd in '08 for '09	74,633.30	

TOTAL \$ 582,239.59
 *Fees for services, conferences, book sales, etc.



Expenses		
School Readiness	\$ 119,865.19	20.5%
Public Awareness	139,954.40	23.9%
Kids Count	130,677.66	22.3%
Management/General	57,894.73	9.9%
Advocacy	127,383.75	21.8%
Fundraising	9,108.88	1.6%
TOTAL	\$ 584,884.61	100.0%



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The work of VOICES is made possible through the support of many businesses, foundations, organizations, and individuals whose contributions create the foundation from which we carry out our mission - "to ensure the well-being of every Alabama child."

VOICES makes every effort to acknowledge donors as they wish to be recognized. Please contact Kristi Gash, Organizational Relations, at 334-213-2410 x 100 if changes need to be made to our records.