

Annual Report
2022-23



campagna center
Learn. Grow. Share.



A POWERFUL MISSION—
FUELED BY DEDICATED PEOPLE

ABOUT THE CAMPAGNA CENTER

The Campagna Center, Alexandria's leading not-for-profit organization, equips children and families with a comprehensive set of tools they need to thrive and succeed. Since 1945, we have served the community by offering a range of programs that foster a dedication to learning among children, youth, and adults. Each year over 2,000 children and families take advantage of our services.

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WELCOME LETTER

GOING FURTHER, TOGETHER

As we look back on the 2022-2023 program year, we reflect on all we have achieved together! Campagna Center's mission is the roadmap, guiding and leading us forward. With our committed staff and volunteers at the helm, you—our dedicated community of supporters—fuel our important work.

Campagna Center's constituents are the driving force behind all we do. Our programs provide layers of support to children, youth, and families in our community. This report highlights the impact these cradle to career programs have made this year. We hope so you will appreciate just how much your investment is making a difference in the lives of all those we serve. For children, our interconnected offerings begin in infancy and continue through high school. This year we deepened our ability to serve middle school students, a population that is often

underserved in our community. For adults in our New Neighbors program, Campagna Center is a stable foundation as they build a life in their new home country.

The strength in our mission is the pathways we help people build to new opportunities.





So much of our success is powered by the faithful support of our Junior and Supporting Friends. This year, representatives from these groups joined forces with Campagna staff and Board to reimagine how we can create space and opportunities to engage more people from our community. This collaborative process gave birth to a new membership group called Friends of Campagna. We are thrilled about this outcome and the impact Friends of Campagna will have for generations to come!

Our strong and supportive community has enabled us to dream big about the future. We launched our *Forward Together* Capital Campaign in the fall of 2021. Over 250 community members provided the support

we needed to make that dream a reality, and a transformational gift from MacKenzie Scott helped us cross the finish line well ahead of schedule. This investment from one of the most noteworthy philanthropists in the world is a true testament to Campagna Center's staff, donors, board members, volunteers, and partners. By being a member of the Campagna Center family, you have built the foundation upon which we will launch our next phase of growth.

We look forward to journeying together with you.

With gratitude for your belief in our mission,



TAMMY L. MANN, PHD
President & CEO



JANICE M. ABRAHAM
Chair, Board of Directors

SPOTLIGHT

REACHING STUDENTS IN THE MIDDLE

Middle school is a critical time in a student's life. Young people are making the sometimes-awkward transition from childhood to adolescence and building academic foundations that will serve them in their lifelong learning. We know that when students have the support they need to navigate academic and social challenges, middle school can become a time for learning, growth, and building confidence. This year, Campagna Center evolved elements of the Building Better Futures, Campagna Kids, and Wright to Read programs to create additional opportunities to serve middle school students.

We analyzed our existing programs, surveyed parents whose children participate in our programs, and gathered input from our Youth Council, a group of students who provide feedback and offer recommendations for Campagna Center events and programming. We also identified opportunities to fill gaps in services by exploring other services that exist for middle school students in Alexandria.





85

students participated in our middle school programming



90%

were students of color



66%

qualified for free and reduced lunch due to their family's socioeconomic status

Without [my mentor], I wouldn't have come this far in middle school. I wouldn't be as good of a student as I am, or in the National Honor Society. She helped me become the successful person I am today with all these opportunities.

—NIK, WRIGHT TO READ MIDDLE SCHOOL STUDENT

Our expanded offerings for middle school students included:

- **Creating opportunities for students to participate in our Campagna Kids Theater Enrichment Program.** Students learned from professional performing artists, attended field trips to productions at local theaters, and staged live productions of musicals. They also benefited from one-on-one and group instruction in dance, voice, acting, and music.
- **Expanding our Building Better Futures programming for students to participate in college tours, mentoring, and externship placements.** Opportunities for early exposure are critical for helping younger students begin to explore college and career pathways that they may not have previously considered or thought could be viable options for them. It also helps ease students' transitions into high school and fosters connections among students of different ages.
 - 95% of students agreed or strongly agreed that the offerings "provided quality programming that I was interested in."
 - 100% of students agreed or strongly agreed that "seminar speakers, externship mentors, and program staff were effective in providing support in learning about college and career pathways."
- **Piloting a new Wright to Read model for a cohort of middle school students.** Participants were given the opportunity to continue their Wright to Read mentoring and receive in-depth reading and writing support as they experience new challenges and opportunities in middle school.

We are taking stock of our lessons learned to inform how we might continue to expand and enhance our supports for middle school students.

TRIBUTE TO OUR VOLUNTEERS

FRIENDS WHO POWER OUR PROGRESS

Campagna Center's incredible community of Junior and Supporting Friends have been the backbone of our work for more than 50 years. This year their tireless commitment and passion for Campagna Center's mission continued to shine bright. We are grateful for the energy, creativity, financial contributions, and fun they add to each successful event and project.

Last September, leaders from both Junior and Supporting Friends, Board members, and staff came together over six months to reflect on and reimagine their impact model. From this work Friends of Campagna emerged. Friends of Campagna members will come from diverse backgrounds, perspectives, and life experiences, and will serve as ambassadors who can engage new community members in our work. Friends will have the opportunity to participate in one-day, short-term and long-term volunteer opportunities aligned with their passions, interests, and skills. Their support will help ensure Campagna Center has the volunteers it needs to expand its impact.

We look forward to launching Friends of Campagna and invite you to visit our website to learn more and join us!



As a former Junior and Supporting Friend, I am thrilled to have participated in building out this new model of volunteer engagement for Campagna Center. Friends have always played a critical role in raising funds to support the mission and now we have an opportunity to increase our impact in ways that will benefit our community.

—BRIDGET WEAVER, FORMER CAMPAGNA CENTER BOARD MEMBER

Junior Friends has evolved over its 50+ years of serving the Campagna Center. The new Friends of Campagna model provides an opportunity for deeper impact across more areas of service for the next 50 years! I look forward to this next chapter.

—SARA EAGIN, FORMER CHAIR OF JUNIOR FRIENDS



FORWARD TOGETHER CAPITAL CAMPAIGN CONCLUDES

REACHING OUR DESTINATION



In June 2022, Campagna Center completed fundraising for the *Forward Together* capital campaign—a \$6.7 million initiative to transform our headquarters on S. Washington Street into a dynamic program space. The funds raised through *Forward Together* will allow us to reimagine our space to better serve the more than 2,000 children, teens, and adults who rely on Campagna Center’s programs each year.

Supported by over 250 donors, including individuals, private foundations, and corporations, *Forward Together* sought to create a modern space for Campagna Center’s programs, ensuring the building matches the quality of care we provide. Through our new revived and renovated space, we will address the increasing demand for programs and services that equip young children with crucial skills, place school-age children on a path to becoming productive adults, and support and empower families.

Campagna Center will use this investment to complete renovations that are currently in progress. The building’s first floor will feature private meeting rooms, a children’s library, and various classroom spaces to be used across our programs. The second floor will provide flexible workspaces for staff and volunteers. Most importantly, the renovated facility will bring Campagna Center’s mission to life with the addition of program space inside of its headquarters for the first time in the organization’s history.

Along with capital improvement and programmatic support, the campaign safeguards Campagna Center’s long-standing success and secures its sustainability for the future. For more than 75 years, Campagna Center has given children and families the tools they need to thrive. Thanks to the ongoing support of our generous community, Campagna Center proudly continues our legacy of high-quality service. We are truly growing forward together.

We are humbled by our generous community of supporters, especially our early investors who championed our vision from the beginning. This campaign has been a success thanks to our donors’ steadfast encouragement, commitment to our mission, and financial support. We are moving Forward Together into this new phase of Campagna Center’s mission and service to families in Alexandria, and we will be thrilled to welcome the community to our transformed facility when renovations are complete.

—WALTER LUKENS AND ALDEN PHILBRICK
CAMPAIGN CO-CHAIRS

2022–2023

PROGRAM HIGHLIGHTS

In partnership with parents and volunteers, our Campagna staff worked tirelessly this year to combat learning loss and other lingering effects of the COVID-19 pandemic. We were honored to serve 2,075 children and adults through our signature programming—a 29% increase over last year.

Early Childhood

- 444 infants, toddlers, and preschool students participated in our early childhood programs
- 83% met or exceeded developmental expectations this Spring, a 15% increase compared to the Fall

School-Aged Children

- 1,499 youth participated in programming for elementary through high school students, including Wright to Read, Campagna Kids, and Building Better Futures.
- 96% of Wright to Read students responded, “I like reading more” and 93% responded “reading is easier” since joining Wright to Read.
- 95% of Campagna Kids parents would recommend the program to a friend.
- 700% increase in enrollment and participation for Building Better Futures, growing from 35 students in 2021-2022 to 285 students in 2022-2023.

Adults

- 88 adult immigrants and refugees participated in our New Neighbors program.
- 100% of students reported that New Neighbors helped grow their English vocabulary and English reading skills, and 95% reported that learning English has helped them feel less isolated or lonely in this country.
- In our year-end survey, we asked students how they plan to use their English language skills. The top three answers were: (1) Find a job/get a better job, (2) Help my children with their schoolwork, (3) Be able to talk to my children’s teachers.



Campagna Center’s early literacy component of Wright to Read supports rising kindergarten students. When students entered the program in Fall 2021, 47% of students were considered high risk for not meeting literacy benchmarks. At the end of their 2nd year (Spring 2023), only 12% of students remained high risk.

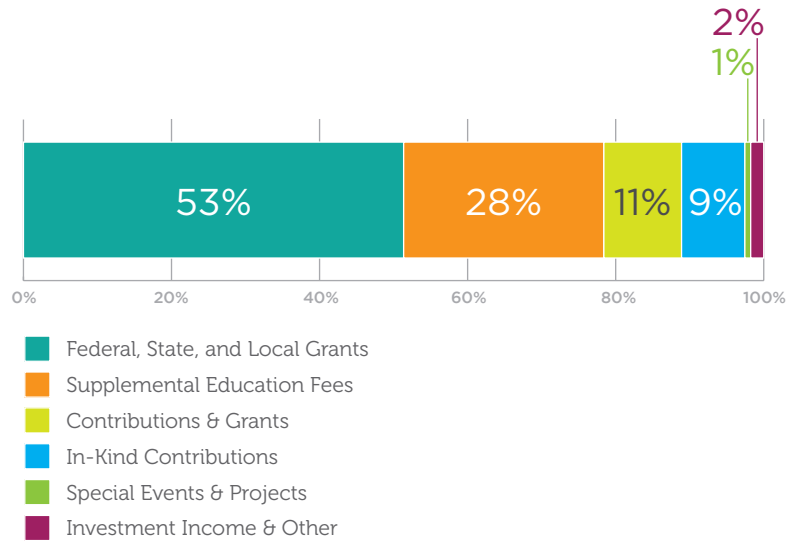
Numbers tell the stories of what we did and the difference we made. We are grateful whenever participants are willing to speak personally about the impact of our services on their lives. We share one such story in this brief video about a student that participated in our Building Better Futures program who discovered her interest in engineering through this program.



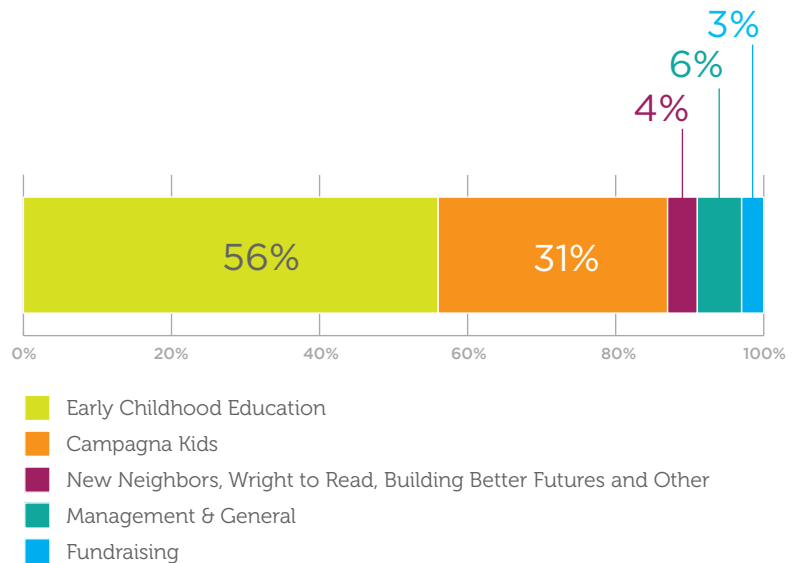
FOR THE FISCAL YEAR ENDED AUGUST 31, 2022

FINANCIALS

Revenues	
Government Grants	\$9,916,715
Supplemental Education Fees	\$5,272,022
Contributions & Grants	\$2,098,913
In-Kind Contributions	\$1,631,976
Special Events & Projects	\$243,327
Investment Income	(\$323,113)
Membership Activities	\$8,850
Other	\$10,946
Total Revenue and Support	\$18,859,636



Expenses	
Program Services	
Early Childhood Education	\$8,295,640
Campagna Kids	\$4,647,793
New Neighbors	\$114,166
Wright to Read	\$374,013
Building Better Futures	\$126,782
Other	\$6,095
Supporting Services	
Management & General	\$927,351
Fundraising	\$459,627
Total Expenses	\$14,951,467



Data reflects audited financial result from an independent audit review.



**CAMPAGNA CENTER BOARD OF DIRECTORS
SEPTEMBER 2022–AUGUST 2023**

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Chief Program & Operations Officer

Kathryn Duval

Chief Development Officer

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Chief Financial Officer

Gayle Todd

Director of Human Resources



DONOR LIST

Your partnership brings our mission to life.

Campagna Center is deeply grateful to the individuals, foundations, civic institutions, and businesses who make our work possible with their generosity. We extend our sincere thanks to Alexandria City Public Schools, AHC, Inc., ALX Community, the City of Alexandria, Christ Church, the Alexandria Department of Community & Human Services, Fairlington United Methodist Church, First Baptist Church and Visit Alexandria for donating space for programs and events so that we may continue to serve the community. We acknowledge that our early childhood programs are funded in part, by grants offered through the Office of Head Start, Virginia Department of Education, and the City of Alexandria.

Donations received for Campagna Center annual operations from January 1, 2022 to December 31, 2022. Please note, contributions toward the *Forward Together* Capital Campaign are not included below and will be featured in our FY2023 report as a special tribute with project completion.

ELIZABETH ANN CAMPAGNA LEGACY SOCIETY Gifts of \$20,000 and above

BUSINESS/CORPORATION

Amazon
The Goodhart Group, LLC
Oxford Finance
Passport Auto Group
Truist

FOUNDATION

Bruhn-Morris Family Foundation
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The Patterson Real Estate Group
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COMMUNITY OF FRIENDS
Gifts of \$500 to \$999

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Lake Barcroft Woman's Club
Water Environment Federation

COMMUNITY OF FRIENDS
Gifts of \$250 to \$499

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Avison Young
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The Guernsey Family Fund
Peeler Yancey Fund

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ORGANIZATION

Lake Barcroft Woman's Club

COMMUNITY OF FRIENDS
Gifts up to \$249

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