

campagna center

EARLY CHILDHOOD • WRIGHT TO READ • CAMPAGNA KIDS
BUILDING BETTER FUTURES • NEW NEIGHBORS

ANNUAL REPORT

**80 YEARS OF
UNWAVERING
COMMITMENT**

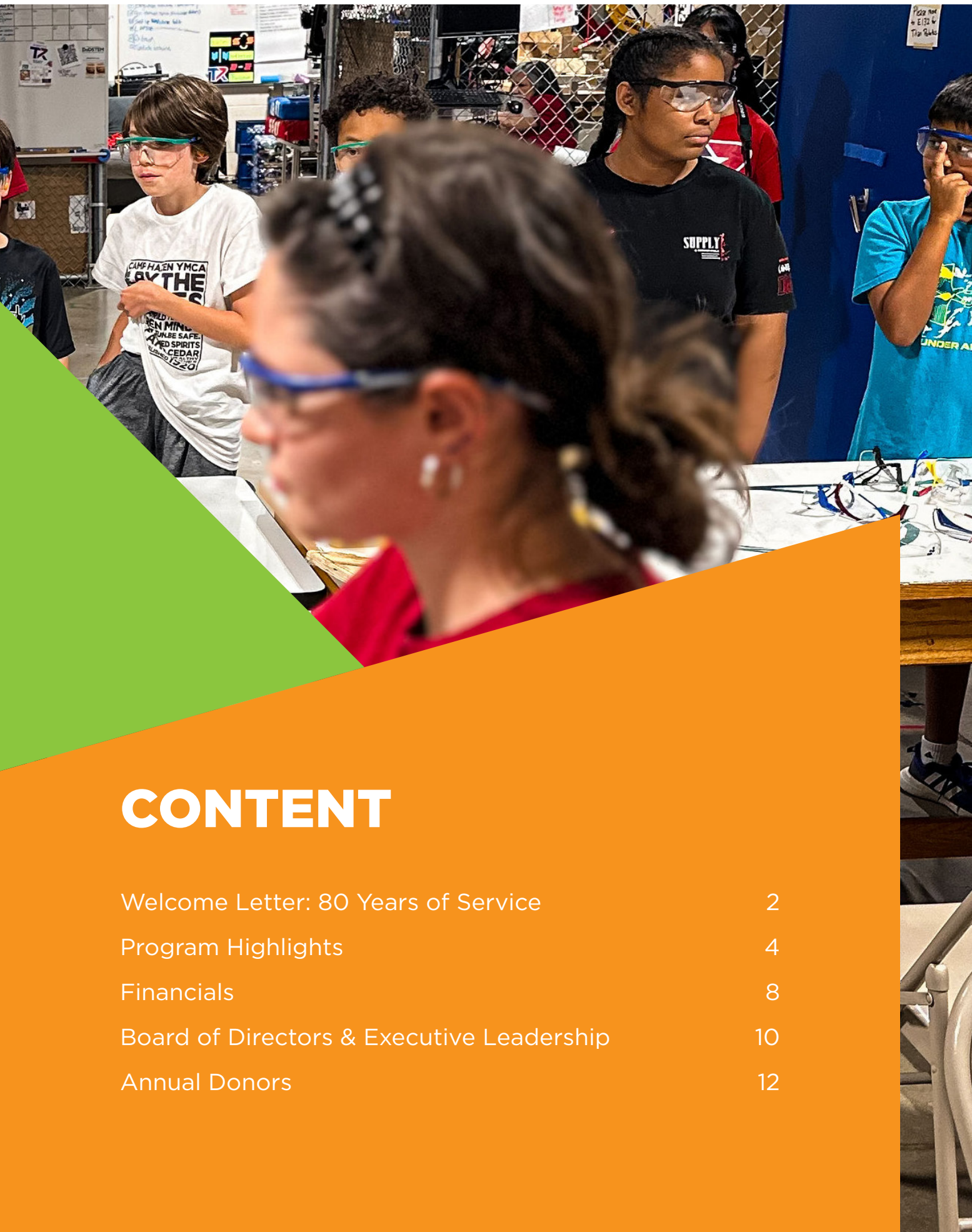
2024-25





ABOUT CAMPAGNA CENTER

Campagna Center, one of Alexandria's oldest nonprofit organizations, equips children and families with a comprehensive set of tools to help them 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
80 YEARS OF
SERVICE

As we continue to celebrate Campagna's 80th year of service, we are reminded of the strength of our history and the unwavering commitment that has guided us since our founding. For eight decades, we have held true to the belief that when individuals reach their full potential, the entire community thrives. That commitment—to put mission first—remains at the heart of everything we do.

In a time when uncertainty and economic challenges affect us all, we stay focused on what unites us — advancing our mission for the good of the entire community. This past year, 2,242 children, youth, and adults benefited from our programs and services. Our early childhood students are meeting developmental milestones; Wright to Read students are not only improving in reading but cultivating a love for it; our Campagna Kids program continues to offer student-centered experiences resulting in strong satisfaction from families; Building Better Futures participants are gaining the tools to pursue education and careers after high school; and across our New Neighbors program, participants show measurable gains in English proficiency. Taken together, these outcomes tell a powerful story: Even in challenging times, we are making an impact that is both measurable and deeply meaningful.

These results remind us that investing in individuals—at every stage of life—is the most powerful way to strengthen a community. Our strategy is designed to provide timely solutions today while laying the foundation for sustained, long-term impact. By deepening partnerships, innovating how we deliver programs, and aligning around shared goals, we can continue to reinvest in this community in ways that matter most.

We also know this work is not ours alone. It takes all of us—community partners, donors and supporters, board members, volunteers, and staff—united around a common agenda to meet the needs of those we serve.

To our community: thank you. Your generosity, advocacy, and trust fuel this mission. As we look ahead, we invite you to continue partnering with us—to grow, to build, and to achieve lasting impact together.

With Gratitude,




EDITH HAWKINS
President & CEO




JERRY KELLY
Chair, Board of Directors &
Executive Committee

2024-2025

PROGRAM HIGHLIGHTS

2,242

Alexandria residents
served in the
2024-2025
school year

EARLY CHILDHOOD PROGRAMS

450 Pregnant women and children served

Children's progress is tracked in
six development domains



**Social
Emotional**



Physical



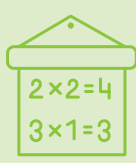
Language



Cognitive



Literacy



Mathematics

Early childhood students are meeting
developmental expectations by the end of the
school year



+6%
from last
year

85% of children in **Early Head Start** met or exceeded developmental expectations, on average across all domains.



+3%
from last
year

84% of children in **Head Start** and Virginia Preschool Initiative (VPI) met or exceeded developmental expectations, on average across all domains.

Nearly 78% of students in our Head Start and Early Head Start programs were Dual Language Learners, meaning English is not their primary language.

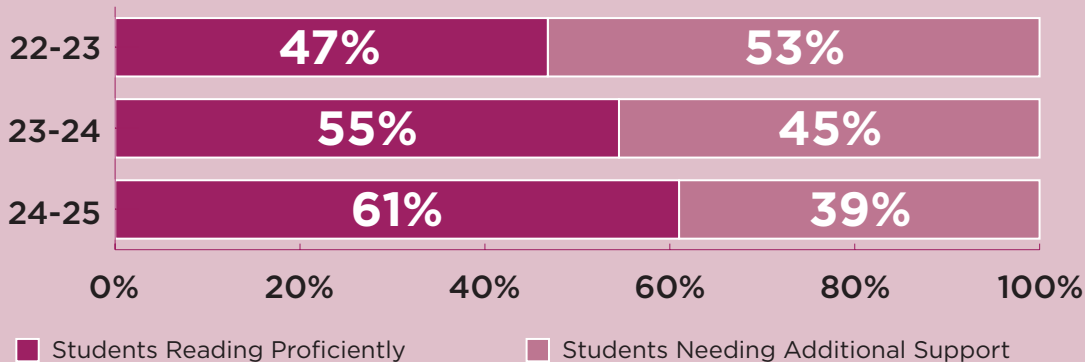
SCHOOL-AGED PROGRAM

WRIGHT TO READ

152 Students served

+14%
from last
year

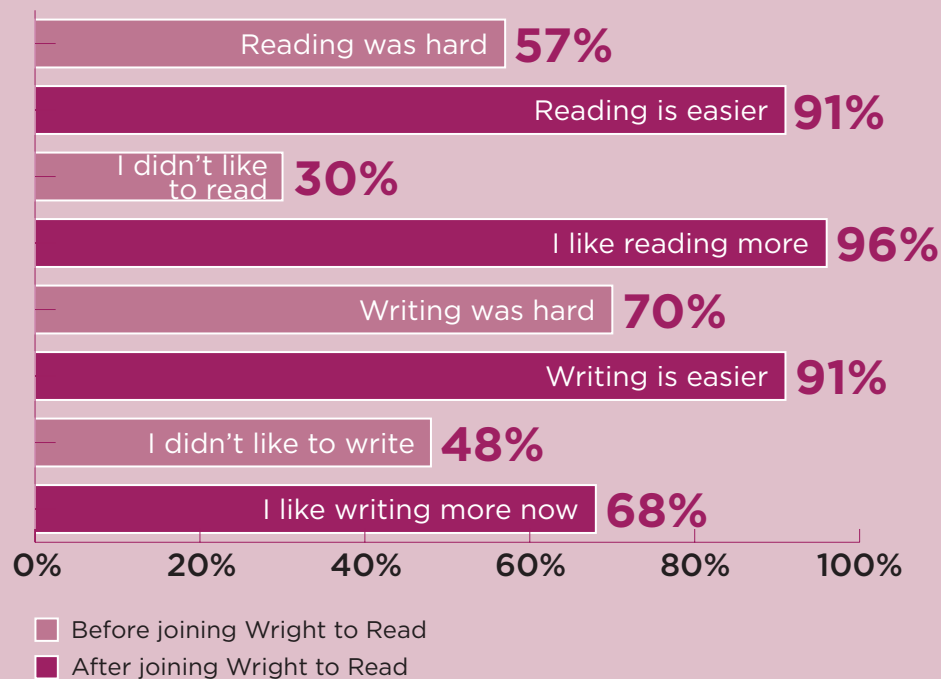
Students Reading Skills Improve Year Over Year



Among 77 students who joined Wright to Read in 2022-2023, only 47% were reading at or above grade level when they joined the program. By the end of the 2024-2025 school year, 61% of these students were reading at or above grade level, and an additional 17% were reading within one grade level.

Of the 138 active students in 24-25, 98% of them made measurable progress on their reading skills or had already reached grade level proficiency.

What Students* Say About WTR



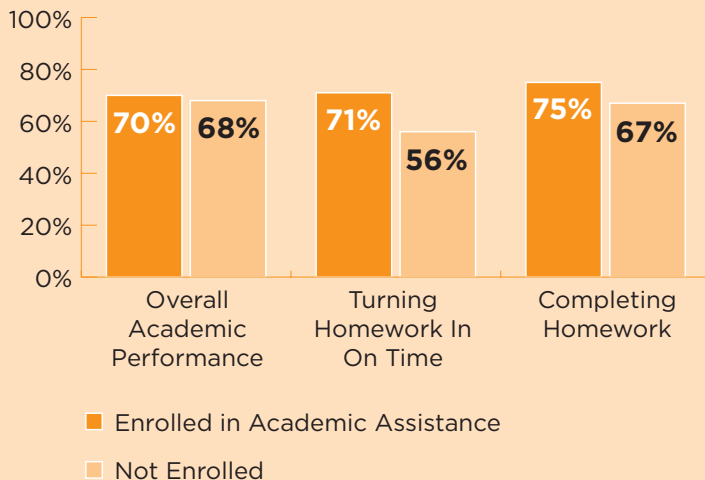
*25 Student Survey Responses

OUT-OF-SCHOOL TIME PROGRAMS

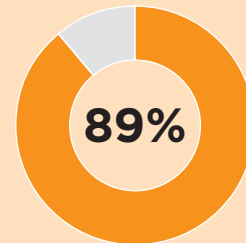
CAMPAGNA KIDS

1,135 Elementary and middle school students served

Taking advantage of all Campagna Kids has to offer shows real results!



Parent Program Satisfaction



89% of parents* are very satisfied/satisfied with the overall program and 94% would recommend Campagna Kids to others.

*72 Parent/Guardian Responses

BUILDING BETTER FUTURES

370 Middle and high school students served

100%

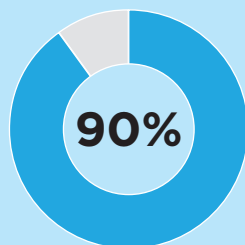
of high school seniors* reported that they are on track to graduate high school this year.

99%

of seniors* were accepted to a college or trade school.

*74 Senior Student Responses

Building Better Futures students gain knowledge of post-secondary opportunities for success after high school



90% of students* agree/strongly agree that seminar speakers, externship mentors, and the program were effective in providing support in learning about college & career pathways.

*59 Student Responses



33 of the 57 (58%) high school seniors who attended a college tour with us were accepted into and plan to attend a college they toured with BBF.

ADULT PROGRAM

+7%
from last
year

NEW NEIGHBORS

116 Adults served through our English Language Learning classes, and 19 children served through childcare

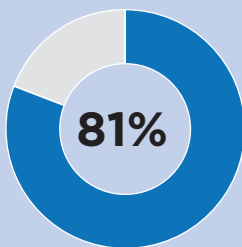
100%

of students reported that New Neighbors has helped them improve their English reading skills and feel more confident in their pronunciation.

96%

of students reported that New Neighbors helped them to feel less isolated or lonely in this country.

Outcome assessments verify that vast majority of students show progress in English proficiency each year



Of the New Neighbors students who participated in the full program year (attending both fall and spring semesters), 81% had measurable growth in English language skills (i.e., improvement in score from beginning-of-year and end-of-year proficiency assessments).

Program Ratings

Rating on a scale of 1 (highly ineffective) to 5 (highly effective)

Overall Program ★ ★ ★ ★ ★ 4.9

+4%
from last
year

Instruction and Assistance from Teachers ★ ★ ★ ★ ★ 4.8

Assistance from New Neighbors Program Staff ★ ★ ★ ★ ★ 4.9

+4%
from last
year



FY 2024

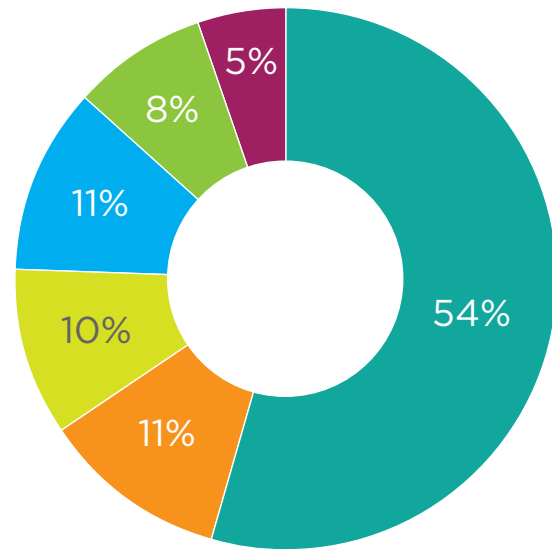
FINANCIALS

FOR THE FISCAL YEAR ENDED AUGUST 31, 2024

REVENUES

Government Grants	\$10,363,465
Supplemental Education Fees	\$2,127,253
Contributions & Grants	\$2,005,358
In-Kind Contributions	\$2,123,960
Special Events & Projects	\$81,455
Investment Income	\$895,494
Membership Activities	\$0
Other	\$0

Total Revenue and Support **\$19,188,495**



- Federal, State, and Local Grants
- Supplemental Education Fees
- Contributions & Grants
- In-Kind Contributions
- Special Events & Projects
- Investment Income & Other

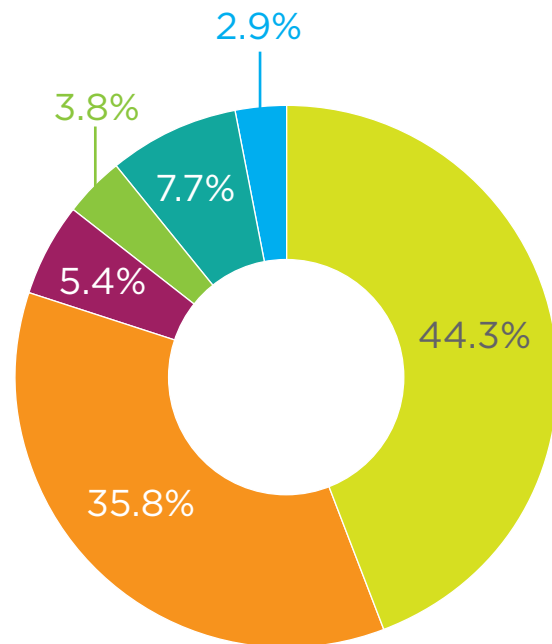
EXPENSES**Program Services**

Early Childhood Education	\$7,454,860
Campagna Kids	\$6,025,690
New Neighbors	\$373,864
Wright to Read	\$402,085
Building Better Futures	\$128,692
Other	\$641,694

Supporting Services

Management & General	\$1,302,060
Fundraising	\$483,546

Total Expenses **\$16,812,491**



- Early Childhood Education
- Campagna Kids
- New Neighbors, Wright to Read, Building Better Futures
- Other
- Management & General
- Fundraising



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CAMPAGNA CENTER—BOARD OF DIRECTORS FY2024-2025

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Reach Out and Read

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Senior Director of Out-of-School Time
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Director of Infant and Toddlers Programs
and Services

GAYLE TODD

Chief Human Resources Officer



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, First Baptist Church, and Visit Alexandria for donating space, time, and/or support 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.

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Gifts of \$20,000 and above

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MPR Associates, Inc.

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COMMUNITY OF FRIENDS **Gifts up to \$249**

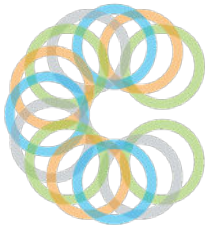
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campagna center

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