



campagna center



ANNUAL REPORT 2023-24

COMING HOME & *LOOKING TO THE FUTURE*

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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HOPEFUL, FOCUSED, & CENTERED ON MISSION

It is hard to deny that the historic events of 2020 and the years since have had a lasting impact on our lives. For example, inflation continues to create economic pressures for under-resourced families, which makes it hard for them to make ends meet. And when parents have a difficult time finding good jobs and affordable housing, we know there are ripple effects on students' well-being and performance in school—across all ages and grades. Also, according to Volunteer Alexandria, only 1 in 3 children in our community have enough positive adults in their lives, adults who can help them overcome today's many headwinds. We are living in challenging times.

At Campagna, we remain resolved to stand in the gap and continue to create

opportunities that help children and youth thrive and feel hopeful about the future. In a boost to this work, we were thrilled to return to our renovated home after wrapping up our capital campaign! What a difference it makes to welcome students and parents into a building that has been designed with their needs in mind. It is gratifying to see Campagna staff members fully utilizing the space, from hosting book clubs for adults learning English, to conducting rehearsals for students in our theater enrichment program, to delivering professional development experiences for our teams. None of this would have been possible without each of the 250+ donors who said yes to our *Forward Together* capital campaign. We are delighted to celebrate you in this report.

Beyond supporting *Forward Together*, so many of you continued to invest in our annual efforts, too. These gifts allowed us to reach 2,493 community members with our services this year. This report calls attention to the differences that you—and Campagna’s hundreds of volunteers and partners—are helping to make in the lives of Alexandrians. As you consider our results, we hope you feel as proud as we do of all that we are accomplishing together!

As we continue to evolve and adapt our current programs to fit the changing needs of our community, we are exploring how we might better address the needs of the older students and adults we serve, especially when it comes to economic mobility. We have convened a committee of clients, external stakeholders, board members, and staff to assess these needs and imagine where it would be wisest for us to deepen our work. We look forward to sharing our plans with you in the coming months.

For now, we know that the future will bring new challenges, but we are optimistic and ready to meet them. Thank you for staying on this journey with us!




TAMMY L. MANN, PHD
President & CEO




STEPHANIE WIGGINS
Chair, Board of Directors &
Executive Committee



RETURNING TO A REVAMPED HEADQUARTERS

When you walk into 418 South Washington Street, you are greeted by smiles and light. The smiles come from our staff and volunteers, excited to be back in our building after a long renovation. The light comes from all the modernizations that were made, from the fixtures in the high ceilings, to the big-screen monitors aglow with lessons and teleconferences, to the iPad that allows children to check out books from our library, to the classic windows preserved while updating a historic property. Even the walls shout with grins and color, as a Richmond-based artist helped bring our legacy and mission to life via a spectacular mural (see inset story on page 5). It is a bright place to be, and we hope it gives guests a sense of our optimism. We are committed to helping Alexandria's children and families achieve the educational, social, and economic success they desire, and our revamped headquarters is the perfect setting for delivering on this goal.

Washington Street has been home to Campagna Center for nearly 45 years, ever since the building was purchased when the organization was still known as the Alexandria Community Y. The legacy of education on the land is even older, dating back to the 1800s and standing as Alexandria's longest-serving parcel dedicated to such purposes. And while the building had served us and our programs well, in the second decade of the 21st century, it had really started to show its age.

Just before the arrival of COVID-19, we were poised to kick off a capital campaign focused on aligning our capacity with our mission. The vision included reimaging our historic but significantly aging headquarters, especially in ways that would improve the delivery of our programs. After years of considering various scenarios, a plan to upgrade our existing resources generated a great deal of excitement. Unfortunately, the

pandemic upended the launch of the *Forward Together* capital campaign, and even left us, like so many nonprofits, simply hoping to survive the once-in-a-lifetime challenge.

But we resolved to put our plans back on track and successfully did so with the commencement of *Forward Together* in the fall of 2021. Thanks to our amazing community of supporters, volunteers, and staff, millions of dollars were raised to outfit Campagna for the decades to come. The results include classrooms capable of in-person and remote instruction, a children's library, a terrace to support events, teleconference-enabled meeting rooms, and flexible administrative space, all while maintaining the historic character of the building. The updates allow more program activities to occur in our headquarters, too.

Since returning to the building in late spring, we've not only learned to put the space to use in ways that improve our services, but we've also invited the community to visit. In late April, we held an Open House weekend to mark our official reopening, complete with a ribbon cutting and celebrations alongside our supporters. In June, we raised a party tent in our back parking lot and opened our doors as part of our annual fundraising gala,

Bright Futures. Throughout, the building has been filled with programmatic activity. Since May alone, a visitor might have seen volunteers assembling programs and decorations for our fundraising events, a Wright to Read tutoring session happening in one of the private meeting rooms off of our library, New Neighbors Adult English Language Learners enjoying a mid-book club coffee break in one of our pantries, or back-to-school health screenings being offered to Head Start and Early Head Start families. And, all of this has occurred before our first "full" school year back on Washington Street.

In the years ahead, we'll continue to use our redesigned headquarters in the ways named here, but in other ways, too, surely. In today's overloaded and fractured world, Campagna wants to be a reliable hub where Alexandria's children and families can always find support. Thanks to our outstanding community, including the 250+ people and organizations who supported our *Forward Together* capital campaign (and who are recognized on the following pages), we believe we have the physical home that we need to do just that. And so, we are immensely grateful. And committed. And optimistic.

CREATING "OUR STORY & VISION"

With our newly refurbished first-floor lobby as his canvas, Richmond-based artist Hamilton Glass created a sight to behold: Murals that capture the joy, learning, and growth we aspire to help our community achieve.

In this project, graciously managed and commissioned by Corinne Birdsong Winburn and Birdsong Communications Group, Hamilton's style of artistic storytelling is a perfect fit for Campagna. He centers his work on utilizing public art to strengthen communities and "create spaces in which ... members feel they have a stake in their surroundings," which is how we hope every staff member, program participant, and volunteer feels when they enter our building. Formerly an architect by trade before transitioning to painting, Hamilton believes that art is a powerful force that can hold communities together, a belief evident in the projects he has taken on in schools, community spaces, and businesses. For example, his project *Mending Walls RVA*, the subject of an Emmy-Award winning PBS Documentary, brought together 30+ artists with the goal of establishing empathy and connection following the death of George Floyd.

On the walls themselves, Hamilton's interpretation of our vision for our work is complimented by panels that tell our story. Through text and images, the panels intend to present the history of how Campagna has been an incredible gathering place for decades, where education, enrichment, and empowering people have always been core to our identity. The panels also seek to underscore how our work has always been rooted in a culture that values the power of collaborating to accomplish great things.

We encourage you to come see the mural and the panels and to consider how you might engage in our mission, either for the first time or more deeply.

"Our Story & Vision" was commissioned in memory of Annette Jones Birdsong, gifted educator and advocate, and was donated by Corinne Birdsong Winburn Family Trust.



WITH THANKS TO OUR SUPPORTERS

Forward Together made it possible for us to modernize our headquarters, improve our resiliency, and set a strategy for the future—all so that we can better serve our community. We are so grateful to the hundreds of individuals and organizations who supported this vision with their commitments.

We would like to give special thanks to the leadership and contributions of our Campaign Committee:

LISA COLLIS, Honorary Co-Chair

LORI MORRIS, Honorary Co-Chair

ALDEN PHILBRICK, Committee Co-Chair

WALTER LUKENS, Committee Co-Chair

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JEN GALE

CARRIE GARLAND

SUE GOODHART

JERRY KELLY

LAURA LAWLER

SARAH MARTIN

CLAY PERFALL

BRIDGET WEAVER

And we will be eternally grateful to the following:

LUMINARIES

Frank & Betty Wright
Foundation

MacKenzie Scott

W.K. Kellogg Foundation

VISIONARIES

Mr. and Mrs. Alden and Amy
Philbrick

Joanne and Walter Lukens

Lori and Nigel Morris

Passport Auto and the
Hellmuth Family

CHAMPIONS

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The Blackburn Foundation

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In Loving Memory of Sally
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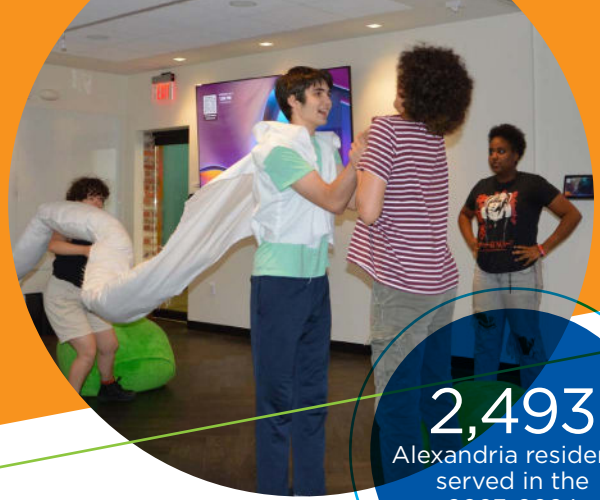
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PROGRAM HIGHLIGHTS



2,493

Alexandria residents served in the 2023-2024 fiscal year

Early Childhood Programs



campagna center
EARLY CHILDHOOD

490

Pregnant women and children served

Children's progress is tracked in six development domains



Social Emotional



Physical



Language



Cognitive

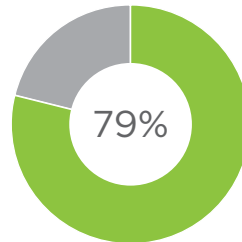


Literacy

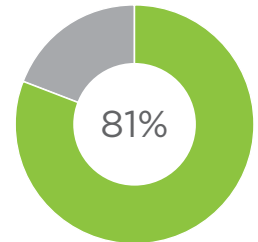


Mathematics

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



79% of children in **Early Head Start** met or exceeded developmental expectations, on average across all domains



81% of children in **Head Start** and Virginia Preschool Initiative (VPI) met or exceeded developmental expectations, on average across all domains

Nearly 75% of students in our Head Start and Early Head Start programs were Dual Language Learners, meaning English is not their primary language

School-Aged Programs

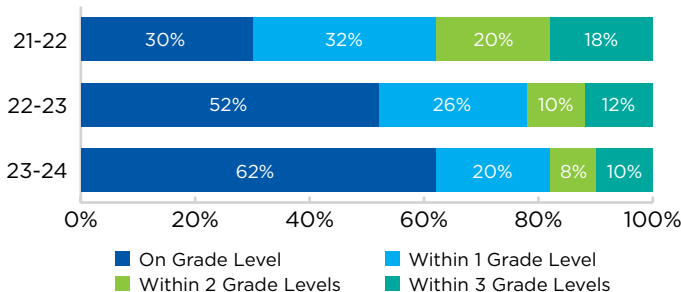


campagna center
WRIGHT TO READ

134

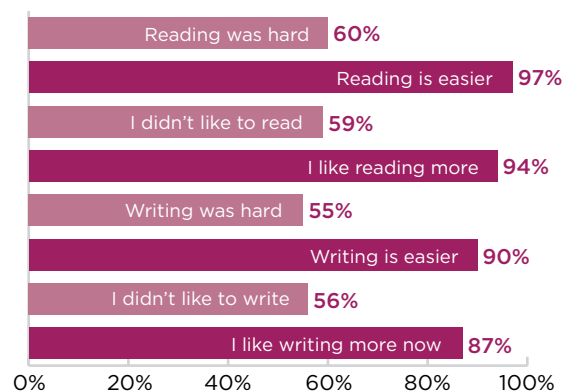
Students served

Students Reading Skills Improve Year Over Year



Among students who joined Wright to Read in 2021-2022, only 30% were reading at or above grade level when they joined the program. By the end of the 2023-2024 school year, 62% were reading at or above grade level, and an additional 20% were reading within one grade level.

What Students Say About WTR



■ Before joining Wright to Read
■ After joining Wright to Read

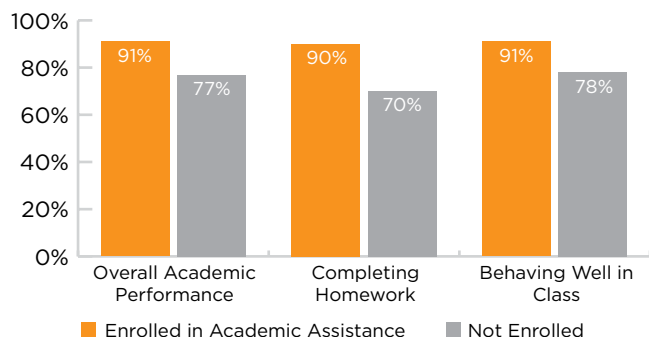
Out-of-School-Time Programs

OST enrollment increased by **30%**

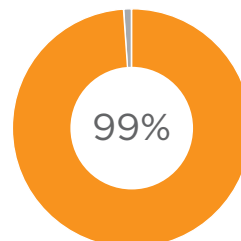


1,264 Elementary and middle school students served

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



Parent Program Satisfaction



99% of parents* are very satisfied/satisfied with the overall program and 97% would recommend Campagna Kids to others

*195 Parent/Guardian Responses



497 Middle & high school students served

100%

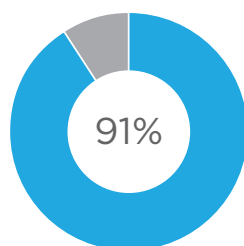
of high school seniors* reported that they are on track to graduate high school this year

91%

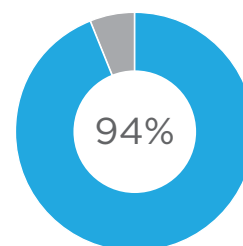
of seniors* were accepted to a college or trade school

*22 Senior Student Responses

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



91% of students* agree/strongly agree that Building Better Futures programming helped them learn about educational and workforce opportunities after high school



94% of students* agree/strongly agree that seminar speakers, externship mentors, and program were effective in providing support in learning about college & career pathways

*64 Student Responses

Adult Program

First time enrollment over **100** students since the pandemic



108 Adults served through our English Language Learning classes

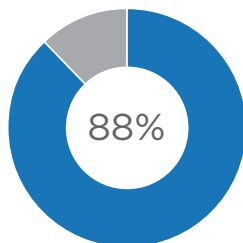
100%

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

97%

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



88% of students served (of the 72 who completed the Spring 2024 semester and post-test) qualified to move to next level of instruction in Fall 2024

Program Ratings

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

★★★★★ 4.7
Overall Program

★★★★★ 4.8
Instruction and Assistance from Teachers

★★★★★ 4.7
Assistance from New Neighbors Program Staff

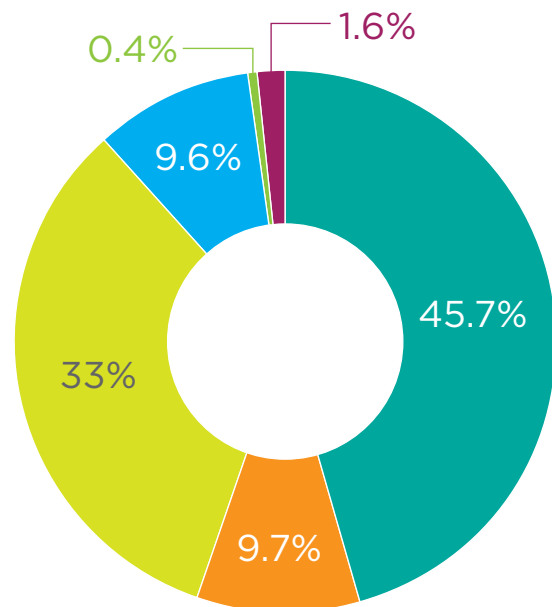


FINANCIALS

FOR THE FISCAL YEAR ENDED AUGUST 31, 2023

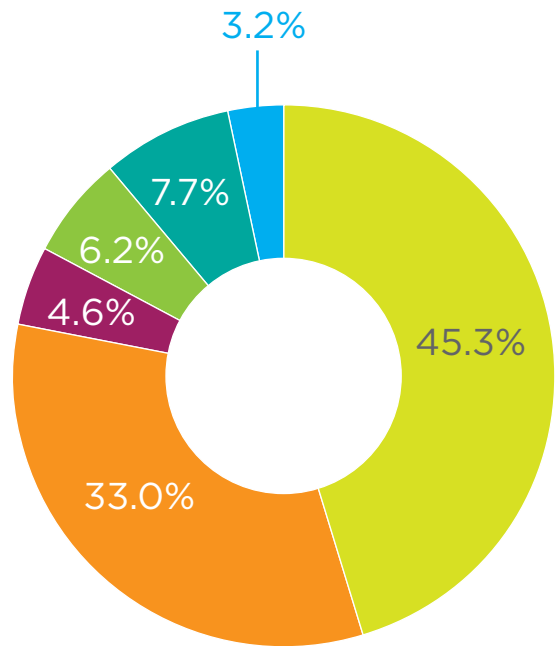
REVENUES

Government Grants	\$9,893,135
Supplemental Education Fees	\$2,097,069
Contributions & Grants	\$7,168,635
In-Kind Contributions	\$2,088,493
Special Events & Projects	\$76,508
Investment Income	\$323,495
Membership Activities	\$9,175
Other	\$13,000
Total Revenue and Support	\$21,669,510



- 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	\$7,354,406
Campagna Kids	\$5,342,728
New Neighbors	\$164,302
Wright to Read	\$445,879
Building Better Futures	\$129,602
Other	\$1,012,466
Supporting Services	
Management & General	\$1,244,777
Fundraising	\$515,238
Total Expenses	\$16,209,398



- 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

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Managing Director and Head of Production
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President & CEO, Campagna Center

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President & CEO, Campagna Center

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Chief Program & Operations Officer

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Chief Financial Officer

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Chief Development Officer

GAYLE TODD

Director of Human Resources



THANK YOU TO OUR 2023 DONORS

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.

Donations received for Campagna Center annual operations from January 1, 2023 to December 31, 2023. Please note, contributions toward the *Forward Together* capital campaign are not included below and are featured earlier in this report in a special tribute.

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

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MPR Associates, Inc.
Passport Auto Group
Truist

FOUNDATION

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Bruhn-Morris Family Foundation
Old Town Festival of Speed & Style

FOUNDERS SOCIETY Gifts of \$10,000 to \$19,999

BUSINESS/CORPORATION

Oxford Finance

FOUNDATION

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Mr. and Mrs. Greg Fazakerley

Mr. Leslie Wilkes
Mr. Jerry Kelly and Ms. Andrea Courduvelis

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Mr. and Mrs. John and Bridget Weaver
Ms. Donnan C. Wintermute

PROGRAM LEADERS SOCIETY Gifts of \$2,500 to \$4,999

BUSINESS/CORPORATION

Blackbaud Inc.
Burke & Herbert Bank & Trust Co.
Business Management Associates, Inc.
Compass
Goodwin Living
The Patterson Group
Transurban (USA) Operations Inc.
Virginia Imports
Friedman, Grimes, Meinken & Leischner, PLLC
Windjammer Environmental, LLC
XML Financial Group

FOUNDATION

Alexandria Day Nursery and Children's Home Inc.
Alexandria Rotary Foundation
Nora Roberts Foundation
The Maple Tree Fund

INDIVIDUAL

Stephanie and Samuel Wiggins
Mr. Robert N. Coward and Mrs. Kelley M. Baker
Mr. and Mrs. Jay Beckhorn

Ms. and Mrs. James and Eileen Benbow
Mr. and Mrs. Ed Donovan
Mr. and Mrs. Gary and Dyice Beckham
Mr. James Garland and Mrs. Catherine E. Garland
Ms. Lindalyn Hutter
Ms. Ann V. Gordon
Mrs. Leslie Hellmuth
Mr. and Mrs. Terry and Lynn McCreary
Mr. and Mrs. Tam Murray
Ms. Pamela N. Smith and
Mr. John Nakahata
Mr. and Mrs. Paul Steinberg
Gretchyn and Timothy Meinken
Mrs. Corinne Birdsong Winburn
Ms. Chryssa Zizos and Ms. Briana Scurry

CIRCLE OF SUPPORTERS Gifts of \$1,000 to \$2,499

BUSINESS/CORPORATION

Alexandria & Company
Clarke & Sampson, Inc.
Courageous Curiosity Coaching & Consulting
First Citizens Bank

Holeman Enterprises
Hudgins Law Firm
International Monetary Fund
Long & Foster Real Estate
McEanearney Associates, Inc.
McLaughlin Ryder Investments
New York Life Insurance Company
Optimal Networks
RGS Title
USI Insurance Services, LLC
Whole Foods Market (Mid-Atlantic)

FOUNDATION

Brideshead Charitable Fund
Reshaw-Porter Family Fund
Starbucks Foundation

INDIVIDUAL

Vice Mayor Amy Jackson and
Mr. Blaine Jackson
Ms. Mary Ann Best & Mr. Dave
Millard
Mr. and Mrs. George and Patricia
White
Mr. and Mrs. Larry Alberson
Mr. and Mrs. Wil Alveno
Mr. and Mrs. Karl Baker
Mrs. Virginia V. Banchoff
Miss Erika L. Baum
Ms. Rebecca Cady
Mr. & Ms. Jim & Diann Carlson
Ms. Kathleen Casey
Mr. Dave Cleary
Ms. Alice S. Close
Adam & Kate Comfort
Ms. Stacey Dash
Mr. and Mrs. William E. DePuy, Jr.
Mr. & Mrs. Michael and Krista
Dorrian
Ms. Maura Dunn
Ms. Shana Edwards
Mr. Richard Eichner
Mr. Jim Epstein
Mr. and Mrs. Michael and Carter
Flemming
Mrs. Chesney Floyd
Mr. and Mrs. George Foote
Ms. Barbara Francis and
Mr. Robert C. Musser
Mr. and Mrs. Douglas Garthoff
Mr. Joseph V. Haggerty, Jr.
Mr. David C. Herrell, II
Cas and Anne Hobbs
Ms. Joan C. Holtz
Mr. John Anderson and Ms. Elaine
Johnston
Mr. Bikas Joshi
Ms. Tara Knox
Ms. Katherine R. Kopp
Ms. Paula G. Lettice
Mr. Robert A. Long, Jr. and Mrs.
Eleanor Long
Mr. Jeffery Lowe and Mrs. Mary
Lowe
Mrs. Caryn Moore Lund
Mr. and Mrs. Charles G. Mackall
Mr. and Mrs. Skip Maginniss
Mrs. Jill Martin
Ms. Katelin T. Moomau
Mr. and Mrs. Pat P. Nichols
Mr. and Mrs. Thomas Noone
Mrs. Pamela Peace
Mr. and Mrs. Clay Perfall
Alden and Amy Philbrick
Mr. and Mrs. John L. Porter, Jr.
Barbara Richter, Ph.D.
Mr. & Mrs. Bill Rossello
Ms. Caroline Samson
Ms. Lee Sanders
Ms. Anita Simmons
Ms. Leslie Simmons Warner

Ms. Brooke Terry & Mr. Chris Moore
Mrs. Jan Test
Ms. Lucia A. Trigiani
Mrs. Frances Usher
Mrs. Jeanne Warner
Ms. Susan Witek

COMMUNITY OF FRIENDS Gifts of \$500 to \$999

BUSINESS/CORPORATION

Breakthru Beverage Virginia
Shulman, Rogers, Gandal, Pordy, &
Ecker, P.A.

FOUNDATION

United Educators

INDIVIDUAL

Mrs. Mary L. Egan and Mr. Marc
Bendick
Mr. and Mrs. Benjamin and
Elizabeth Klein
Cmdr. Adron Krekeler and Ms.
Rebecca Mahood
Mr. and Mrs. Leonard Calvert, III
and Mary Calvert
Mr. Franlis Alvarez
Ms. Blair Blake
Mr. George H. Bostick and
Ms. Rebecca V. Bostick
Mr. and Mrs. Butler
Mr. Charles Carron
Mr. Jonathan Casper
Mrs. Sara and Mr. Mike Crifasi
Mr. & Mrs. Robert Cryer
Mr. Thomas Curcio and Mrs. Gale
Curcio
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Mr. Michael K. Dunkelberger
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Mrs. Molly Evans-EL
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Mr. Brandon Hailwood
Ms. Jennifer Hollings
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Ms. Susan MacIntyre
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Michael Norton
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Ms. Jennifer Vasiloff
Eric R. and Laura M. Wagner
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Mr. and Mrs. Edward Ward
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COMMUNITY OF FRIENDS Gifts of \$250 to \$499

BUSINESS/CORPORATION

Atelier Ashley Flowers
Walmart Community Grants

FOUNDATION

The Guernsey Family Fund
Hughes Family Charitable Fund
Lake Barcroft Woman's Club

INDIVIDUAL

Mr. Andrew F. Palmieri and
Mrs. Denise Palmieri
Anonymous Donor
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Dr. Reynard Anderson
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Ms. Kelley Wells
Mr. and Mrs. Kevin Woods
Mrs. Nancy Ziegler
Ms. Margaret Stauffer and
Mr. Barry Stauffer

COMMUNITY OF FRIENDS Gifts up to \$249

BUSINESS/CORPORATION

Bags 4 My Cause (Giant)
Epiphany House
General Mills
Mazda North American Operations
SAP
Clarke & Samson
Vizient

FOUNDATION

Alexandria Spelling Bee
AmazonSmile Foundation
One Hope

INDIVIDUAL

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Miss Ethnie Allen
Ms. and Mr. Jill and John Amacker
Anonymous Donor
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Mr. & Mrs. David Baker
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