



THE CAMPAGNA CENTER

◌ 2016 ANNUAL REPORT ◌

CHILDREN. FAMILIES. COMMUNITY.

HORIZONS:

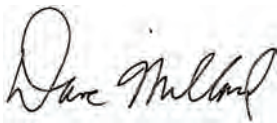
CELEBRATING 40 YEARS OF CAMPAGNA KIDS AND BEYOND



Tammy L. Mann, PhD
President & CEO

“If you want to go faster, go alone. If you want to go far, go together.” This African proverb encapsulates a great way to think about the accomplishments of the past year and the amazing opportunities that are on the horizon for The Campagna Center, in large measure because you have traveled together with us!

We have much to feel proud about as we look back over the successes of this past year. This year marked our 40th year of providing best-in-class afterschool programs that make it possible for parents to have a peace of mind as they engage in the workforce to provide for their families. As working parents, we know that there is really no peace like the peace of mind that comes from knowing that your child is being safely cared for. With your help, Campagna Kids provides an environment where children and youth get support with homework, have a chance to learn new skills, and forge friendships that can last a lifetime! We have the data around these facts, but more importantly, we have firsthand accounts from program parents about what being a part of Campagna Kids has meant for them and their families. It always brings smiles to our faces when these personal letters arrive at our offices because they reinforce what we believe about our work. Campagna Center programs make a material difference in the lives of adults and children in our Alexandria community! This year we feature one such story to commemorate the 40th anniversary of our Campagna Kids program.



David Millard
*Chairman,
Board of Directors*

If that were not enough, we have so much more to celebrate! In October 2016, The Campagna Center was named the Nonprofit of the Year by the Alexandria Chamber of Commerce. Also over past year we explored new opportunities to make tutoring and mentoring possible for students that have needs for such support, but lack access. After months of due diligence on the part of board and staff from Wright to Read and The Campagna Center, we are delighted to share that Wright to Read will return home as a program of The Campagna Center. We are thrilled to share this news because we know that it will mean more than 100 young people will become better readers and better students as this program lives on in our care.

Throughout the year, we have also been very committed to keeping you informed of important developments related to our current home on 418 S. Washington Street. We will continue to share with you as our work in this regard takes shape.

As we embark upon a new fiscal year filled with the promise of new opportunities, we hope that we can count on you to stay with us! As you review these Annual Report highlights about our past program year, may it inspire you to renew your commitment to the mission of The Campagna Center. Together, we make it possible for our community's children to enter school ready to learn, experience academic and social success, and for adults to realize their goals that foster self-sufficiency. Please accept our collective thanks.

A MESSAGE FROM A SPECIAL CAMPAGNA KIDS FAMILY

June 17, 2017

Dr. Tammy Mann, President and Chief Executive Officer
The Campagna Center
418 S. Washington St.
Alexandria VA 22314

Dear Dr. Mann:

This year marks our tenth and final year of trusting the care of our children to the Campagna Center's Campagna Kids program at George Mason Elementary. We are writing to express our appreciation for the many staff members who have provided a safe, supportive and fun after-school environment for our children over the last ten years.

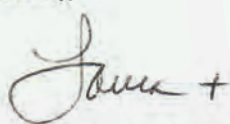
With both of us working full-time away from home, our sanity and productivity has depended upon knowing that our children were happy and engaged at Campagna Kids. Both of our children built strong friendships at Campagna Kids. In the early school years, Campagna Kids helped our children build positive social relationships with their peers. As they got older, Campagna Kids helped them develop more independence and establish positive relationships with the staff.

The Campagna Kids staff at George Mason consistently worked to build a sense of community at George Mason. Staff have attended school events and even came to one of our son's basketball games on a Saturday. Students and staff always showed respect toward each other. My children enjoyed many of the activities, including sports, plays and the talent show. Whenever we arrived for pick up, the kids and staff were engaged with each other and staff always greeted us warmly. The environment made us wish we had spent the afternoon at Campagna Kids!

Campagna Kids truly made a difference in our family's life. The current George Mason Site Director, Ms. India Traynham, has shown strong leadership in making sure the George Mason Campagna Kids program provides a caring environment for all students. Our children and we will have many fond memories of our years with Campagna Kids and we want to help ensure other families will have a great experience, too. Therefore, we are enclosing a donation of \$200 to help Ms. India and the George Mason Campagna staff continue to make a difference in the lives of Alexandria's families.

Again, thanks to you, Ms. India and the many Campagna staff members who have enriched our lives over the last 10 years.

Sincerely,



Laura and Oscar Castro



2016-2017 SELECT PROGRAM ACHIEVEMENTS

Our work centers around three core goals: helping young children enter school ready to learn, supporting the academic and social success of children and youth, and helping adults realize goals that foster self-sufficiency. The Campagna Center stands alone as the only nonprofit in Alexandria serving children and adults across the education spectrum, from cradle to career. Reaching over 2,000 children, teens, and adults each year, we are deeply committed to measuring the impact of our results, made possible by your investment in our programs.



● **Early Childhood** (Accredited by the National Association for the Education of Young Children)

- Our programs result in an average of **83%** of infants and toddlers and **86%** of children in preschool meeting or exceeding expectations in all areas of development, including language/literacy, math, science, social and emotional development, and physical health.

● **Campagna Kids**

- **87%** of parents report that Campagna Kids helps their child learn and develop new skills.
- **88%** of parents report their child has improved academically.
- **98%** of parents would recommend Campagna Kids program to others.
- Launched an innovative peer-mentoring program, partnering Building Better Futures program students with our Campagna Kids at our Jefferson Houston site.

● **Building Better Futures**

- **96%** of Building Better Futures students were promoted to the next grade.
- **89%** of Building Better Futures graduating seniors were accepted into college.
- Launched a summer externship program to place Building Better Futures students at 13 corporate and business partners for experiential learning and career exploration.

● **New Neighbors English Language Learning**

- New Neighbors now delivers 10 levels of English language courses, ensuring students are learning at their level of experience and aptitude.
- **88%** of students at the end of their class qualified to advance to the next level of English course work.
- **97%** of New Neighbors students reported that learning English has improved their quality of life.
- More than one-third of students took advantage of onsite child care while attending class.



TCC PROGRAM PARENTS SAY:

"I love that Campagna staff speaks to each child by name, clearly spends time building relationships."

"Great environment for the kids. A good mix of play, work, and growing."

"I'm grateful that Campagna has homework time set aside for the kids to get their work done before the play activities begin"

"We absolutely love the Campagna staff. They do a wonderful job and are truly invested in our son's life."



BECAUSE OF YOU, IN THE 2016-2017 ACADEMIC YEAR:

A total of **2,786** enrollment opportunities were offered to children and adults across all of our programs

683 infants, toddlers, and preschoolers discovered the joy of learning through our Early Childhood programs



1,360 children had a safe place to be after school, homework help, and whole lot of fun in our Campagna Kids programs

Building Better Futures helped **257** middle and high school students excel today and plan for college and careers on the horizon



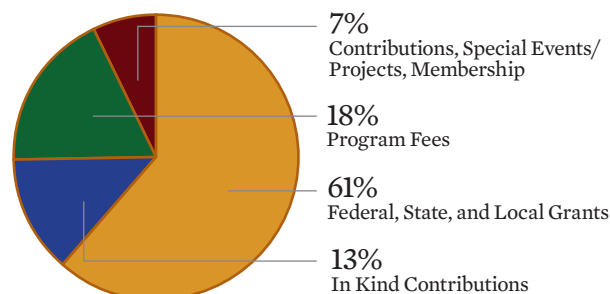
357 adults and **129** children were welcomed, cared-for, and educated by our New Neighbors program.



FINANCIALS For the Fiscal Year Ended August 31, 2016

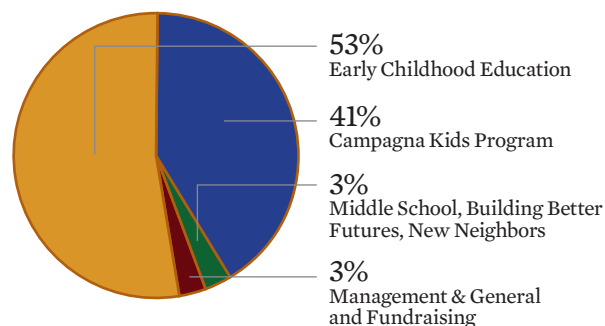
REVENUES

Federal, State, and Local Grants	\$8,090,923
Program Fees	2,444,433
Contributions, Special Events / Projects, Membership	957,553
In-Kind Contributions.....	1,765,064
TOTAL REVENUE AND SUPPORT	\$13,257,973



EXPENSES

Early Childhood Education	\$6,911,854
Campagna Kids Program.....	5,291,301
Middle School, Building Better Futures, New Neighbors.....	376,034
Management & General and Fundraising*	434,445
TOTAL EXPENSES	\$13,013,634



* 98% of Management & General expenses are allocated to the programs.

SUPPORTERS WHO MAKE OUR SUCCESS POSSIBLE

We extend our sincere gratitude to the City of Alexandria, Department of Community and Human Services, Alexandria City Public Schools, Northern Virginia Community College, Christ Church, St. Paul's Church, and Fairlington United Methodist Church for space to provide vital services to our community.

Elizabeth Ann Campagna Legacy Society Charitable giving at \$20,000 and above

BUSINESSES Passport Auto Group

FOUNDATIONS The Mason Hirst Foundation Fund

Founders Society \$10,000.00 to \$19,999.00

BUSINESSES Cotton & Company, LLC MPR Associates, Inc. TTR Sotheby's International Realty

FOUNDATIONS The Children's Charities Foundation, Inc. DePuy Family Foundation Trust Ivakota Association, Inc. SunTrust Foundation

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donations made up-to \$249.00**

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American Clan Gregor Society
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Animal Welfare League of Alexandria
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42nd Royal Highland Regiment (Waterloo Campaign 1815)
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