



The Campagna Center
2020 Annual Report

Fostering Learning in a COVID World



campagna center
Learn. Grow. Share.

Courageously Committed to Serving Alexandria

If we were asked to identify an expression that characterized our approach to the start of the 2020-21 program year, it would be courageously committed. When the school year officially started in September 2020, we knew that it would be a year like no other given the realities of the pandemic. Throughout the year, our staff worked tirelessly to engage and support children and families across multiple modalities—in-person, hybrid, and completely virtual. Each of these approaches came with its own unique challenges, and as we look back, we are incredibly proud of the contributions our staff made to serve our community during this historic time.

Our Campagna Kids program normally operates at the end of the school day to ensure that students of working parents have access to after-school experiences that support academic and social development. Last year, this program offered 12 hours of daily care and support to elementary students of working parents who were unable to telework given the nature of their jobs. Each day members of staff entered school settings to help students access virtual learning and have an opportunity for social engagement and enrichment during this very stressful time.

Teachers in our early childhood programs did the same. Working parents who needed early care and education services were able to access in-person services because our teachers courageously embraced their responsibilities. Parents at home with their young children had opportunities to engage in a range of weekly one-on-one and group learning experiences using devices our programs provided to keep them connected. Food, diapers, mental health supports, and referrals for other services were provided by our family support team members.

Numerous volunteer tutors and mentors supported students in their efforts to strengthen their reading through the Wright to Read program, and their performance in high school courses with the Building Better Futures program. Volunteer teachers in our New Neighbors program conducted English courses online with students and provided access to a range of social services in the community so that immigrants and refugees felt supported.

We are extremely proud of our Campagna Center team members who courageously gave so much during this unprecedented time to ensure that children and families across the education continuum had access to the tools they needed to thrive. In the following pages, we share more highlights about our work. We are especially thrilled to spotlight the incredible progress that our Wright to Read program is making in the lives of children and families striving to improve reading skills.

We know that our success is directly connected to your steadfast support. We couldn't have done it without you. Thank you for being a member of the Campagna Center family.



Andrew F. Palmieri
Chair,
Board of Directors



Tammy L. Mann, PhD
President & CEO



Remembering Frank Jolly, IV

In March 2021, The Campagna Center experienced the unexpected loss of a beloved board member, Frank Jolly, IV. Frank was passionate about our mission and the opportunity to foster connections to expand our impact. When Campagna launched its externship program for high school students, Frank was among the first to get involved. He was also an active Board member, serving as Chair of our Development Committee and Board Secretary. He led with heartfelt generosity in all things. We are forever grateful for the many gifts of time, talent, and treasure he so freely shared during his time of board service.

Spotlight



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WRIGHT
TO READ



Wright to Read is a unique tutoring and mentoring program that pairs adults with Alexandria City Public School students who have been identified as needing help with reading. These relationships last well beyond the benchmark of bringing a student to grade-level reading. In Wright to Read, tutor-mentors and their students work together for an average of three years, with some students working with their tutor-mentors for over a decade, to and through their high school graduation. Recently, the Wright to Read program piloted an early literacy program that focuses on rising kindergarten students and improving the literacy skills needed to become a successful reader. Working together on a weekly basis and incorporating industry-leading assessments, Wright to Read students and tutor-mentors explore the world of books and foster a love of reading in children that lasts throughout their lives.

During the COVID-19 pandemic, Wright to Read's dedicated volunteers remained flexible and willing to adapt to new platforms as the program transitioned to a virtual environment. They found ways to make a connection with their students online and adopted a new platform to keep Zoom-fatigued students engaged and prevent learning loss. Our team and volunteers also organized virtual field trips to local museums and transformed the annual holiday gathering into an online baking night for families.

"In the years since [my child] has been with Wright to Read, I have seen her vocabulary, reading skills, and confidence levels grow. Her tutor has been very instrumental in [her] development."

—A parent of a Wright to Read student

The lessons learned and the positive impact on children and families in the Wright to Read program has meant that the Campagna Center can imbue this expertise into other areas of our work. During the pandemic, Wright to Read partnered with staff in our New Neighbors program to develop a new web series focused on family literacy for current or recently graduated English-language learners. These virtual gatherings included family story time for adults and children, reading games, interactive vocabulary-building tools, and a shared sense of community for participants.

Highlights of the 2020 Program Include

- Serving **123 students** in early literacy and K-5 learning, an annual **increase of over 40%**.
- Helping **66% of students** who entered the program in the 2019-20 year achieve on-grade-level or within one grade level reading skills. For students in the program between two and four years, **nearly 90%** are reading on-grade-level or within one grade level.
- Welcoming **42 new volunteer tutor-mentors** who adapted to the virtual environment and made meaningful connections with their students online.
- **Doubling the number of tutor-mentors of color** and providing books that showcase children and families from all backgrounds.
- Distributing **over 600 books to students and families** throughout Alexandria so that the joys of reading could continue at home after local libraries were shuttered during the pandemic.
- Supporting a total of **71 tutor-mentors** who **volunteered 2,355 hours** of time working with students—on average, each student received **33 hours of one-on-one** instruction and support.

Wright to Read and the Campagna Center would like to thank the following partners for making the distribution of books possible to children in Alexandria during the pandemic: **Hooray for Books!**, **Old Town Books**, **NRL Federal Credit Union**, and the **Bahk Family**.



Program Year Highlights

2020/2021 Program Year

Our programs team met the needs of the Alexandria community with compassion and creativity. Together we were able to support children and families throughout the pandemic and continue to deliver meaningful educational and social services so that families could thrive, even in the most challenging of circumstances. In 2020, we were honored to serve 841 children and adults through our signature programming.



Early Childhood

- A total of 494 infants, toddlers, and preschoolers participated in our Early Childhood programs.
- On average, 77% of children served met or exceeded expectations across language, literacy, math, physical development, and social and emotional growth.
- 324 families served in Head Start funded programs received a range of social services including emergency food, clothing, shelter, mental health, and other health related services.

School-Aged Children

- Over 250 elementary, middle and high school students were served across our Campagna Kids, Building Better Futures, and Wright to Read programs.
- 91 percent of parents who enrolled students in Campagna Kids noted that their child benefitted from program activities.
- In Wright to Read, 26 students in the early literacy program received an average of 52 lessons this year, for a total of over 670 hours of one-on-one instruction and support provided outside the classroom.
- Despite the challenges of the pandemic, 7 high school students in the Building Better Futures program completed career exploration placements (externships) that provided real-world job training and the opportunity to explore career interests.

Adults

- Our 16 volunteer language instructors spent 2,123 hours working with New Neighbors students on their English-language learning.
- Over 86% of New Neighbors students completed classes and were ready to progress the next level in their English studies.
- New Neighbors families teamed up with the Wright to Read program for family literacy programs, including monthly Zoom sessions for story time, vocabulary building, and socializing with other Campagna Center families.

2020 Community Impact Response

Because of you, the Campagna Center was able to go above and beyond the call of our mission during the COVID-19 pandemic. Some of the extra supports we were able to provide the community in 2020 included:



Delivering over **600 books** into the hands of children during the pandemic so they could continue their love of reading as libraries were unable to serve families in person.



Partnering with ACT for Alexandria to distribute **\$20,000 in grocery store gift cards** to families facing food instability so they would not miss a meal.

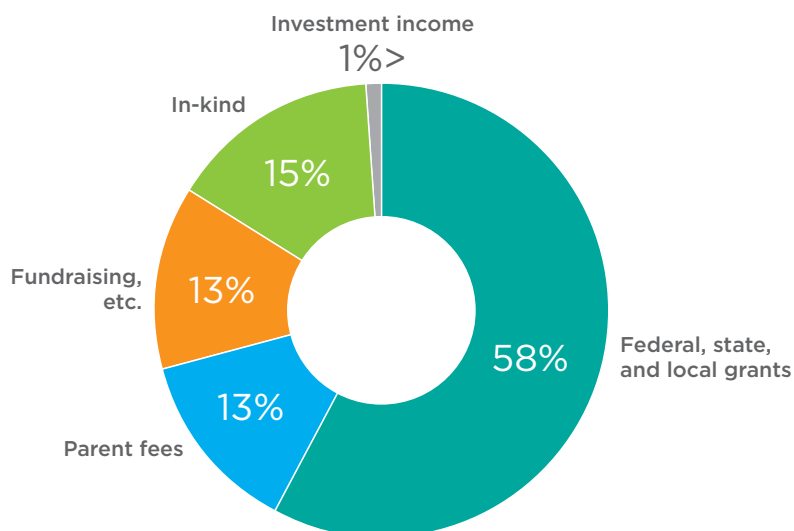


Providing more than **40,000 diapers per month** to parents between April and December 2020 through a critical partnership with the DC Diaper Bank—that's **360,000 diapers in total**.

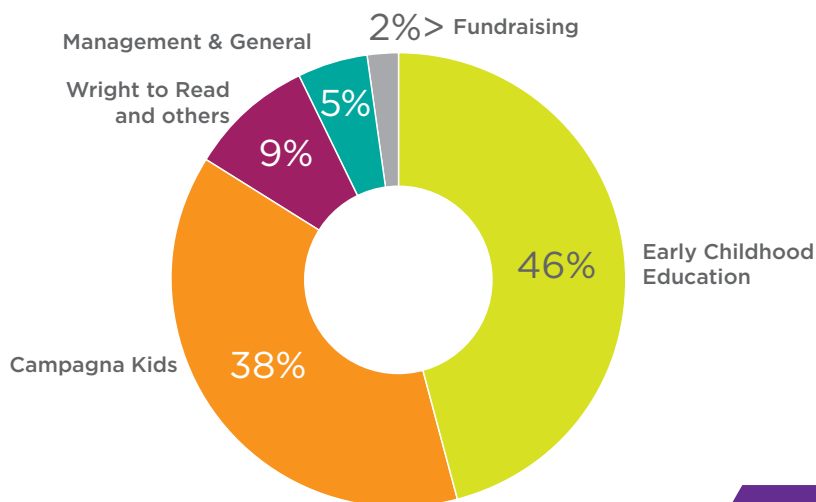
Audited Financials

For the fiscal year ended August 31, 2020

Revenues	
Government grants	\$7,868,560
Supplemental education fees	\$1,700,560
Contributions & grants	\$1,522,454
In-kind contributions	\$2,063,095
Special events & projects	\$210,305
Investment income	\$154,209
Membership activities	\$20,750
Other	\$39,771
Total Revenue and Support	\$13,579,704



Expenses	
Program Services	
Early Childhood Education	\$6,171,389
Campagna Kids	\$5,172,174
New Neighbors	\$344,794
Wright to Read	\$172,137
Building Better Futures	\$117,082
Other	\$512,042
Supporting Services	
Management & General	\$631,339
Fundraising	\$351,484
Total Expenses	\$13,472,441



Audit results were without findings based on independent audit review.

Your partnership brings our mission to life.

The Campagna Center is deeply grateful to the individuals, foundations, civic, and business institutions who make our work possible with their generosity. We extend our sincere thanks to Alexandria City Public Schools, AHC, Inc., the City of Alexandria, Christ Church, the Department of Community & Human Services, Fairlington United Methodist Church, and First Baptist Church for donating space so that we may continue to serve the community.

Donations received January 1, 2020 to December 31, 2020.

Elizabeth Ann Campagna Legacy Society Donations of \$20,000 and above

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